

BOARD of SUPERVISORS



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MEMORANDUM

TO: Phil Ginsburg, General Manager, Recreation and Parks Department
Kate Hartley, Director, Mayor's Office of Housing and Community Development
Jonas Ionin, Commission Secretary, Historic Preservation Commission
Todd Rufo, Director, Office of Economic and Workforce Development
Barbara A. Garcia, Director, Department of Public Health
Jeff Kositsky, Director, Department of Homelessness and Supportive Housing
Tom DeCaigny, Director of Cultural Affairs, Arts Commission
Susan Pontious, Director of Public Art Program, Arts Commission
Maria Su, Director, Department of Children, Youth and Their Families
Shireen McSpadden, Executive Director, Department of Aging and Adult Services
Trent Rhorer, Executive Director, Humans Services Agency
Tom Hui, Director, Department of Building Inspection
Maggie Weiland, Acting Executive Director, Entertainment Commission
Nadia Sesay, Executive Director, Office of Community Investment and Infrastructure
Mohammed Nuru, Director, Public Works

FROM: Erica Major, Assistant Clerk
Land Use and Transportation Committee

DATE: April 11, 2018

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Supervisor Kim on April 3, 2018:

File No. 171019

Resolution establishing the Leather and Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Cultural District with the intent of commemorating historical sites, preserving existing spaces, and planning for thriving and vibrant communities that are Leather and LGBTQ affirming.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: Erica.Major@sfgov.org.

- c: Sarah Madland, Recreation and Parks Department
- Eugene Flannery, Mayor's Office of Housing and Community Development
- Amy Chan, Mayor's Office of Housing and Community Development
- John Rahaim, Historic Preservation Commission
- Scott Sanchez, Historic Preservation Commission
- Lisa Gibson, Historic Preservation Commission
- AnMarie Rodgers, Historic Preservation Commission
- Tim Frye, Historic Preservation Commission
- Andrea Ruiz-Esquide, Historic Preservation Commission
- Joy Navarrete, Historic Preservation Commission
- Georgia Powell, Historic Preservation Commission
- Ken Rich, Office of Economic and Workforce Development
- Lisa Pagan, Office of Economic and Workforce Development
- Greg Wagner, Department of Public Health
- Dr. Naveena Bobb, Department of Public Health
- Sneha Patil, Department of Public Health
- Emily Cohen, Department of Homelessness and Supportive Housing
- Rebekah Krell, Arts Commission
- Sharon Page Ritchie, Arts Commission
- Anne Trickey, Arts Commission
- Bridget Badasaw, Department of Aging and Adult Services
- Krista Ballard, Humans Services Agency
- William Strawn, Department of Building Inspection
- Carolyn Jayin, Department of Building Inspection
- Crystal Stewart, Entertainment Commission
- David Steinberg, Public Works
- Jeremy Spitz, Public Works
- Jennifer Blot, Public Works
- John Thomas, Public Works
- Lena Liu, Public Works

1 [Establishment of the LGBTQ and Leather Cultural District]

2
3 **Resolution establishing the Leather and Lesbian, Gay, Bisexual, Transgender, Queer**
4 **(LGBTQ) Cultural District with the intent of commemorating historical sites, preserving**
5 **existing spaces, and planning for thriving and vibrant communities that are Leather**
6 **and LGBTQ affirming.**
7

8 WHEREAS, San Francisco's South of Market has been a local and world capital for
9 Leather culture since the 1960s, as well as one of the city's most significant and distinctive
10 Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) neighborhoods since the 1950s, with a
11 unique concentration of businesses, institutions, organizations, events, individuals and artists
12 that has been an integral part of the City's cultural richness, economic prosperity, and
13 historical significance; and

14 WHEREAS, The offices of major mid-20th century homophile political organizations
15 such as the Mattachine Society, The Society for Individual Rights, and the Daughters of Bilitis,
16 and later organizations such as the National Leather Association were in the South of Market;
17 and

18 WHEREAS, South of Market had long been the west coast center for printing and
19 publishing, and most of San Francisco's gay and leather printers, typesetters, lithographers,
20 and publications were concentrated South of Market, including *Drummer* magazine, the most
21 important national and international leather publication from 1975 to 1998; and

22 WHEREAS, After a savage police repression in the early 1960s drove gay businesses
23 from the Embarcadero, many began to flow into South of Market, where suburbanization,
24 deindustrialization, and urban renewal had resulted in many vacant buildings, which quickly
25 became occupied by gay bars, restaurants, and bathhouses; and

1 WHEREAS, South of Market quickly became one of San Francisco’s major LGBT
2 areas, in which most of the city’s gay bathhouses were located, as were innumerable bars
3 catering to diverse populations, such as lesbian bars the Hula Shack and the Baybrick Inn,
4 famous dance bars such as the Stud and the End-Up, featured in *Tales of the City*, and most
5 recently, the drag-focused Oasis; and

6 WHEREAS, The first gay leather bar in the South of Market, the Tool Box, became
7 world famous when a photo of its interior, with a massive mural painted by local artist Chuck
8 Arnett, was featured in a 1964 *Life* magazine article on “Homosexuality in America;” and

9 WHEREAS, South of Market became most identified with the emerging Leather
10 community in San Francisco, when leather bars such as Fe-Be’s, the Ramrod, and the In
11 Between (now the site of the Powerhouse) opened along Folsom Street, starting the formation
12 of a distinctive leather neighborhood; and

13 WHEREAS, By the late 1960s Folsom Street had already acquired the nickname of
14 “The Miracle Mile” in maps and travel guides of San Francisco, codifying a leather character
15 that expanded dramatically throughout the 1970s, such that by 1980 there were at least thirty
16 South of Market bars, baths, shops, and restaurants serving the leather population, and the
17 area had the largest and most dense concentration of leather institutions anywhere in the
18 world; and

19 WHEREAS, Much of leather social life was produced by the leather motorcycle clubs
20 and leather social organizations, which used the physical spaces, buildings, and streets South
21 of Market for their meetings, gatherings, and events, and which have engaged in long
22 traditions of raising funds for charitable causes; and

23 WHEREAS, Leather places and groups sparked an explosion of art and iconography,
24 much of it generated by dozens of artists and photographers and sculptors whose work
25 adorned the bars and baths and club insignia, and who were featured in galleries such as

1 Fey-Way, 544 Natoma, 80 Langton, and later, Mark I Chester's studio, as well as in the many
2 art shows that were regularly displayed on the walls of bars such as the Ambush and the
3 Eagle; and

4 WHEREAS, South of Market institutions and personnel were centrally involved in the
5 construction of political organizations such as the Tavern Guild, which helped mitigate the
6 routine police harassment of LGBTQ individuals and businesses, and give San Francisco its
7 current queer friendly politics and reputation; and

8 WHEREAS, During the AIDS epidemic, using the models of mutual aid practiced by the
9 motor cycle clubs, leathermen became leaders in combating the epidemic, established
10 institutions such as the AIDS Emergency Fund, and raised hundreds of thousands of dollars
11 to provide direct assistance for people with AIDS and HIV; and

12 WHEREAS, Sex educators and AIDS activists from the leather community developed
13 and effectively disseminated some of the earliest and most comprehensive safer sex
14 guidelines and practices; and

15 WHEREAS, Despite the general consensus among public health professionals that the
16 gay bathhouses were opportunities to promote safer sex practices, the city was swayed by a
17 campaign that erroneously blamed the bathhouses for the AIDS epidemic, and adopted
18 regulations that effectively closed the existing bathhouses and sex clubs in San Francisco,
19 badly damaging the gay and leather economies located in South of Market and drastically
20 reducing the gay and leather presence in the neighborhood; and

21 WHEREAS, Since the 1960s, South of Market has experienced relentless pressure
22 from the urban renewal and redevelopment projects in and around the Moscone Center and
23 Yerba Buena Complex, which have displaced thousands of residents and small businesses in
24 favor of capital intensive civic construction and private developments; and

1 WHEREAS, The Leather and LGBTQ presence South of Market continues to be
2 imperiled by the displacement caused by rising rents and land costs resulting from the
3 ongoing economic and physical reconstruction of much of South of Market, particularly the
4 current building boom of high end housing and retail and the escalating competition for
5 commercial space; and

6 WHEREAS, Although the first Folsom Street Fair was founded in 1984 as a protest
7 against the impact of such redevelopment on the South of Market, the Folsom Street Fair
8 evolved into an annual event that is the largest celebration of leather sexuality in the world,
9 drawing hundreds of thousands of visitors to what has become a major international festival,
10 while the smaller and more local Up Your Alley Fair, begun as an AIDS fundraiser in 1985, is
11 also a major tourist destination, and both of these street fairs are vivid and cherished
12 expressions of the leather cultural character of the neighborhood; and

13 WHEREAS, The Western SOMA Citizens Planning Taskforce, established by the
14 Board of Supervisors in 2004, worked for almost a decade, consulting with multiple
15 stakeholders in the area in a collaborative planning process, to formulate a plan for
16 sustainable development that would enhance the existing neighborhood rather than destroy it,
17 and whose Western SOMA Community Plan was adopted by the Board of Supervisors in
18 2013, also included proposals for a Filipino social heritage district (*Recognizing, Protecting
19 and Memorializing South of Market Filipino Social Heritage Neighborhood Resources*) and an
20 LGBTQ social heritage district (*Recognizing, Protecting and Memorializing South of Market
21 LGBTQ Social Heritage Neighborhood Resources*); and

22 WHEREAS, The importance of Leather and LGBTQ South of Market has been
23 recognized in the National Park Service LGBTQ Theme Study (*LGBTQ America: A Theme
24 Study of Lesbian, Gay, Bisexual, Transgender, and Queer History*), as well as in the *Citywide*
25

1 *Historic Context Statement for LGBTQ History, and the South of Market Historic Context*
2 *Statement of the San Francisco Planning Department; and*

3 WHEREAS, The San Francisco Leather History Walk on Ringold Alley, and the future
4 Eagle Plaza, are physical manifestations of the rich leather heritage of South of Market; and

5 WHEREAS, The boundaries of the District are defined as the south side of Howard
6 between 7th Street and Highway 101, to the west side of 7th between Howard Street and
7 Harrison St, to Interstate 80 between 7th Street and Division Street, to Highway 101 between
8 Interstate 80 and Howard Street; as well as the south side of Harrison Street from 7th Street
9 to 5th Street, the west side of 5th Street from Harrison Street to Bryant Street and the north
10 side of Bryant Street from 5th Street to 6th Street and the west side of 6th Street from Bryant
11 Street to Harrison Street, and these boundaries contain the greatest concentration of Leather
12 landmarks, businesses, institutions, organizations, and festivals; and

13 WHEREAS, Despite decades of relentless economic pressure, many challenges, and
14 substantial displacement, there are still vibrant Leather and LGBTQ communities and
15 institutions South of Market, and South of Market remains the cultural heart of the region's
16 Leather culture as well as a world-renowned Leather capital; now, therefore, be it

17 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
18 ("the Board") to secure the future of Leather and LGBTQ in South of Market, to stabilize its
19 institutional structures, and to enhance its economic vitality and physical environment,
20 therefore establishes the Leather and LGBTQ Cultural District (District); and, be it

21 FURTHER RESOLVED, That the Board endorses the goals:

- 22 1) To preserve, advance, and promote San Francisco's Leather & LGBTQ Cultural
23 District as a local, national, and international resource, and as a culturally and commercially
24 enriched neighborhood and district;

1 2) To preserve and strengthen the Leather and LGBTQ communities of San Francisco
2 by bringing together our diverse histories and cultures at and within the District for all persons
3 to enjoy and share;

4 3) To create an atmosphere of safety, creativity, vitality, and prosperity for present and
5 future Leather & LGBTQ neighborhood participants, organizations, institutions, commercial
6 activity, entertainment, nightlife, events, and street fairs within the District;

7 4) To augment and make sustainable Leather & LGBTQ: housing, commerce,
8 community development, cultural resources, physical spaces, and healthcare (in particular,
9 the healthcare of LGBTQ seniors and those living with HIV); and, be it

10 FURTHER RESOLVED, That the Board establishes the District to preserve and further
11 develop the South of Market’s past, present, and future Leather and LGBTQ communities and
12 resources, and to recognize the historical and present contributions of the Leather and
13 LGBTQ communities; and, be it

14 FURTHER RESOLVED, That the Board establishes the District to preserve and further
15 develop Leather and LGBTQ nightlife and commercial corridors within the boundaries of the
16 district; and, be it

17 FURTHER RESOLVED, That the Board establishes the District to preserve and
18 develop housing, services, and health care for Leather and LGBTQ Seniors and people living
19 with HIV; and, be it

20 FURTHER RESOLVED, That the Board establishes the District to maintain and further
21 develop public installations commemorating the history of the District, such as the San
22 Francisco Leather History Walk on Ringold Alley and the Eagle Plaza, and to support the
23 creation and maintenance of multi-use community center spaces; and, be it

24 FURTHER RESOLVED, That the Board of Supervisors urges the Mayor’s Office of
25 Housing Community Development (“MOHCD”), with advisement from the Historic

1 Preservation Commission, the Office of Economic Workforce Development, and other relevant
2 city departments, to implement a community process that leads to the development of a
3 Leather and LGBTQ District Cultural History and Housing and Economic Sustainability
4 Strategy (“LCHHESS”) to set policies that promote community development and stabilization,
5 and increase the presence and visibility of the District; and, be it

6 FURTHER RESOLVED, That other city departments and other bodies may be
7 requested to be part of the community process to create the LCHHESS, including but not
8 limited to the Department of Public Health, the Department of Homelessness, the Historic
9 Preservation Commission, the Aging and Adult Services Commission, the Small Business
10 Commission, the San Francisco Arts Commission, the Department of Human Services, the
11 Department of Aging and Adult Services, the Department of Children, Youth and their
12 Families, the Office of Community Investment and Infrastructure, the Department of Building
13 Inspection, the Department of Public Works, the Entertainment Commission, and the Park and
14 Recreation Department; and, be it

15 FURTHER RESOLVED, That the LCHHESS as developed by MOHCD through a
16 community process should be submitted to the Board of Supervisors within 12 months of the
17 adoption of this resolution.
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