



SAN FRANCISCO'S CULTURAL DISTRICTS

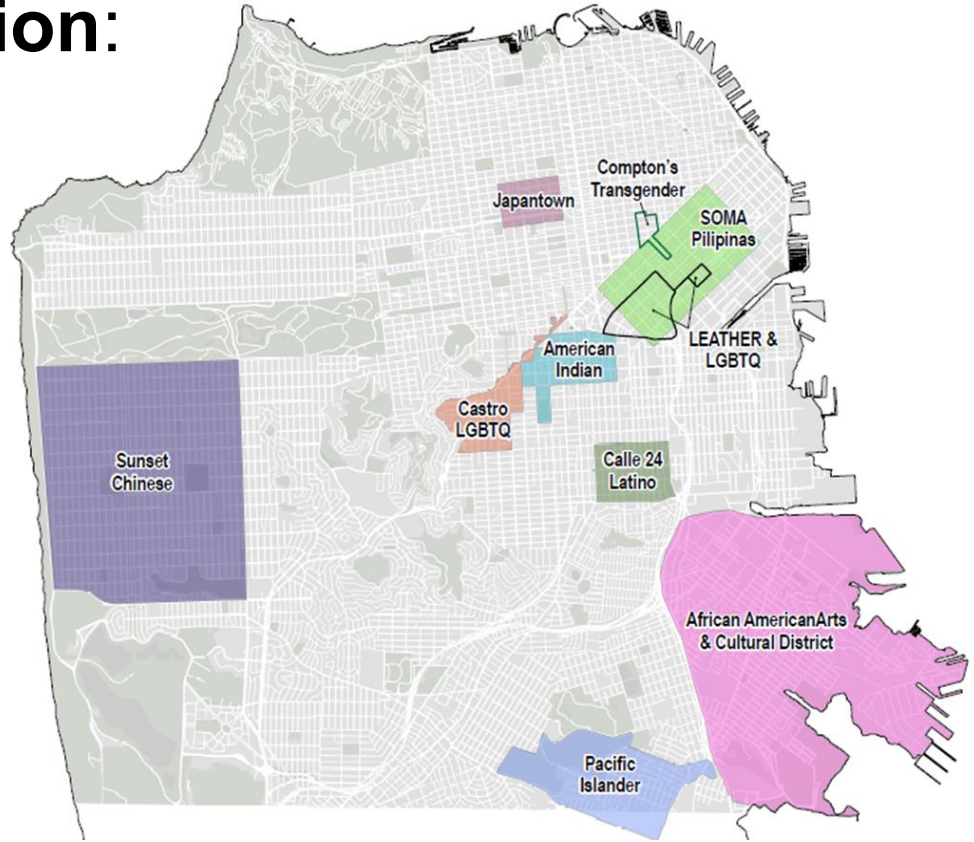
Mayor's Office of Housing & Community Development



Cultural District Definition:

Under Chapter 107 of the Admin Code, a Cultural District is defined as:

- A geographically identifiable area in San Francisco with a strong concentration of cultural and historic assets;
- Rooted in the heritage of specific cultural or ethnic communities, particularly those historically marginalized, displaced, or oppressed; and
- Serving as a hub for culturally significant businesses, arts, and services.





The Cultural History, Housing, and Economic Sustainability Strategies (CHHESS) Report

Purpose: The report documents each district's cultural legacy and:

- ✓ Serves as blueprint for both culture and sustainability
- ✓ Supports intersectional issues and brings community voices together
- ✓ Strengthens the city-Community partnership

Addresses 6 policy areas:

- Cultural Preservation
- Housing & Tenant Protections
- Economic & Workforce Development
- Arts & Culture
- Land Use & Zoning
- Cultural Competency

The CHHESS Report Process

Unique because it is co-authored - led and informed by community, with deep City partnership and intentional alignment across departments. *The process honors the past, informs the present, and prepares for the future.*

1. Community Engagement & Drafting

- Cultural District uses focus groups, surveys, town halls, and other methods to gather broad community input
- Drafting of strategies grounded in community feedback and research

2. City Partnership & Review

- Iterative review and collaboration with MOHCD (program lead), OEWD, Planning Department, and Arts Commission
- Departments contribute sections reflecting their scope, initiatives, and work within each Cultural District's geography

3. Submission & Approval

- Final Report reviewed by all departments, then submitted to the Supervisor and Mayor
- Resolution introduced to the Board of Supervisors



Cultural
History
Housing
Economic
Sustainability
Strategies



SFAAACD CHHES Report

OUR VISION

A **robust, economically vibrant Black community** that adds to the rich cultural tapestry of San Francisco.



OUR WHY

Businesses and residents in the Bayview community risk **displacement** and **gentrification**.

Our CHHESS PRESERVES, STRENGTHENS AND PROMOTES

- **cultural heritage and historic assets**
- culturally significant **arts, services, and businesses**
- **resources** to ensure **resilience and responsiveness**



OUR FOCUS

OUR WORK

VITALITY & BUSINESS

Advocating for
Economic Vitality and
Sustainable Business

QUALITY OF LIFE

Improving our
Quality of Life in Bayview

ASSETS & ARTS

Preserving Cultural
Assets and Arts

HEALTH & ENVIRONMENT

Advocating for Health
and the Environment

OUR HUB

5172 3rd Street

The **SFAACD Hub** is a community
center for economic empowerment,
cultural exchange and development.

Serving the needs of

- **entrepreneurs**
- **business owners**
- **artists & creatives**
- **Bayview residents**
- **YOU!**



OUR LEADERSHIP



APRIL SPEARS-MAYS

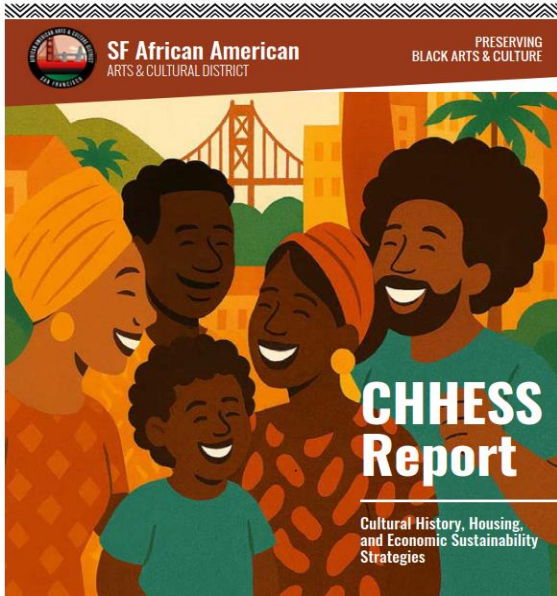


**Executive
Director**

JENNIFER GAYDEN



**Director of
Operations**



OUR CHHES

PAST



PRESENT



FUTURE

Recent
Relevant
Informed

OUR
CITY AGENCY

PARTNERS

**SAN FRANCISCO
HUMAN RIGHTS
COMMISSION**



SAN FRANCISCO
**OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT**



**Mayor's Office of Housing and
Community Development**



**OFFICE OF COMMUNITY
INVESTMENT AND
INFRASTRUCTURE**

sfac
san francisco
arts commission

**San Francisco
Planning**



OUR INSPIRATION



WHO

SHAPED THE SFAAACD CHHESS?

BE STRONG

COMMUNITY LEADERS/CBOs

CHANGEMAKERS

FACILITATORS

BUSINESS LEADERS



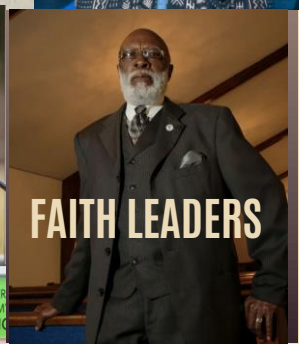
YOUTH



PARENTS



ARTISTS



FAITH LEADERS

WHAT

IS A CHHESS **STRATEGY** ?

= a community-rooted solution to address a current need/issue

feedback

Insights

Interviews

partnerships

Ideas

comments

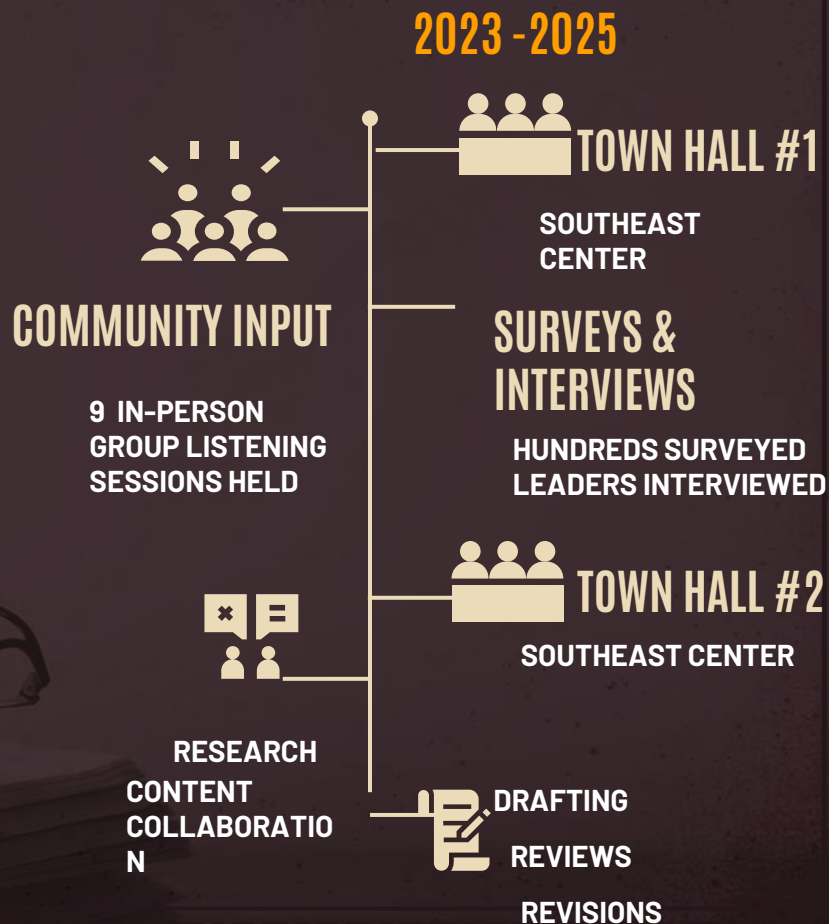


HOW

YEARS OF PARTICIPATION



Hundreds of diverse community members and organizations committed to feedback and engagement to design our community strategies



HISTORIC & CULTURAL PRESERVATION

Preserving and promoting cultural and historic buildings, businesses, organization, traditions, arts, and events.



1

Expand and promote the digital archives of Bayview African American history and culture through dynamic programs, partnerships and intergenerational engagement strategies that engage living legends and youth in the storytelling and documentation process.

2

Develop a Bayview Heritage Museum with permanent and rotating exhibits that highlight the historical, cultural, and social contributions of Black San Franciscans, including a dedicated faith-centered exhibit honoring the community's spiritual legacy and religious leadership.

3

Create a structure for intergenerational mentorship and a “Bayview Black Student Union” with cultural programming connected to the schools that formalizes learning local history and celebrating Black culture.

4

Advance new Bayview landmarks, cultural resources, and historic sites through official designation and citywide promotion

TENANT PROTECTIONS

Protecting tenants from displacement and promoting affordable housing and homeownership.



Affordable
Housing

REDUCE African American
Displacement

5

Identify a trusted Bayview Housing and Tenants Rights Ambassador

to serve as a trusted, visible, community-based housing advocate and referral hub, expanding access to tenant protections, homeownership pathways, and resource navigation, and to bridge the gap between residents and agencies and organizations focused on housing.

6

Advance a collaborative housing and tenants' rights education campaign

coordinated through the Bayview Housing Ambassador and partnering City agencies and CBOs to proactively inform and engage residents.

7

Advance housing access for vulnerable groups – including unhoused youth, the formerly incarcerated, and African American seniors—through coordinated outreach, policy development, and housing partnerships.

ARTS & CULTURE

Attracting and supporting artist and cultural enterprises.

8

Establish an SFAACD Design Toolkit with guidelines for design of Bayview buildings and community fixtures in the commercial corridor that include an **afrocentric/African color palette, inspirational messages and African American art.**

9

Advance cultural tourism through unique cultural experiences and Bayview-centric activities that attract San Francisco residents and tourists, advance arts and culture in the community, and uplift local businesses.

10

Establish an SFAACD Artist Collective with community space for exhibits within the new Bayview Heritage Museum that showcases local artists and art-focused partnerships for local schools and educational organizations.



ECONOMIC & WORKFORCE DEVELOPMENT

Promoting jobs and economic opportunities that stabilize the Cultural District's economy.

11

Establish free and accessible multipurpose community workspaces for professionals and connect residents to existing neighborhood resource centers for legal services, accounting support, training, and certifications.

12

Expand apprenticeship and training programs to include a wider variety of occupations and partner with OEWD to support more paid youth vocational and artistic programs.

13

Elevate workforce success story communications by partnering with CBOs and storytelling organizations to increase awareness of the positive outcomes of Bayview programs, achievers, and investments.

14

Advance financial literacy programming, work readiness, and entrepreneurship.

15

Support and promote Black-owned businesses and vendor opportunities through increased events for local artists and vendors, and advancing a Black-owned Business Directory.

16

Support and promote culinary entrepreneurship, culinary training opportunities, and existing food businesses in the District to advance the unique culinary experiences and restaurants in Bayview.

LAND USE

PLACE MAKING & PLACE KEEPING

Promoting culturally competent and appropriate City services, policies and narratives.

17

Establish a revitalization initiative and place-keeping and public space management team to develop and implement a multi-year revitalization plan for “block-by-block” beautification of the district, and activation and long term management of centrally-located public spaces and vacant spaces.

18

Advance placemaking and placekeeping as a fundamental principle for investment in the African American Arts and Cultural District.

19

Empower residents—especially youth—with knowledge of local planning and land use systems.



20

Formalize a culture of collaboration among major entities and organizations on cultural events and programming in the Bayview.

21

Establish a Cultural Conservation Club of experts to preserve cultural heritage for future generations, curate exhibits, and have educational events to promote cultural awareness and communicate Bayview history.

22

Develop culturally relevant communication campaigns in partnership with City agencies and CBOS to address leading community-identified public health, safety and social challenges.

23

Increase access to culturally responsive health and wellness resources through partnerships to expand and promote hubs with a range of integrated physical and mental health resources and programming without referral by health care providers.

CULTURAL COMPETENCY

Creating city regulations, programs and space activations that support a cleaner, safer Cultural District.



AFRICAN AMERICAN ARTS & CULTURE DISTRICT

CLOSING REMARKS

