


# SAN FRANCISCO'S CULTURAL DISTRICTS

APRIL 21, 2025



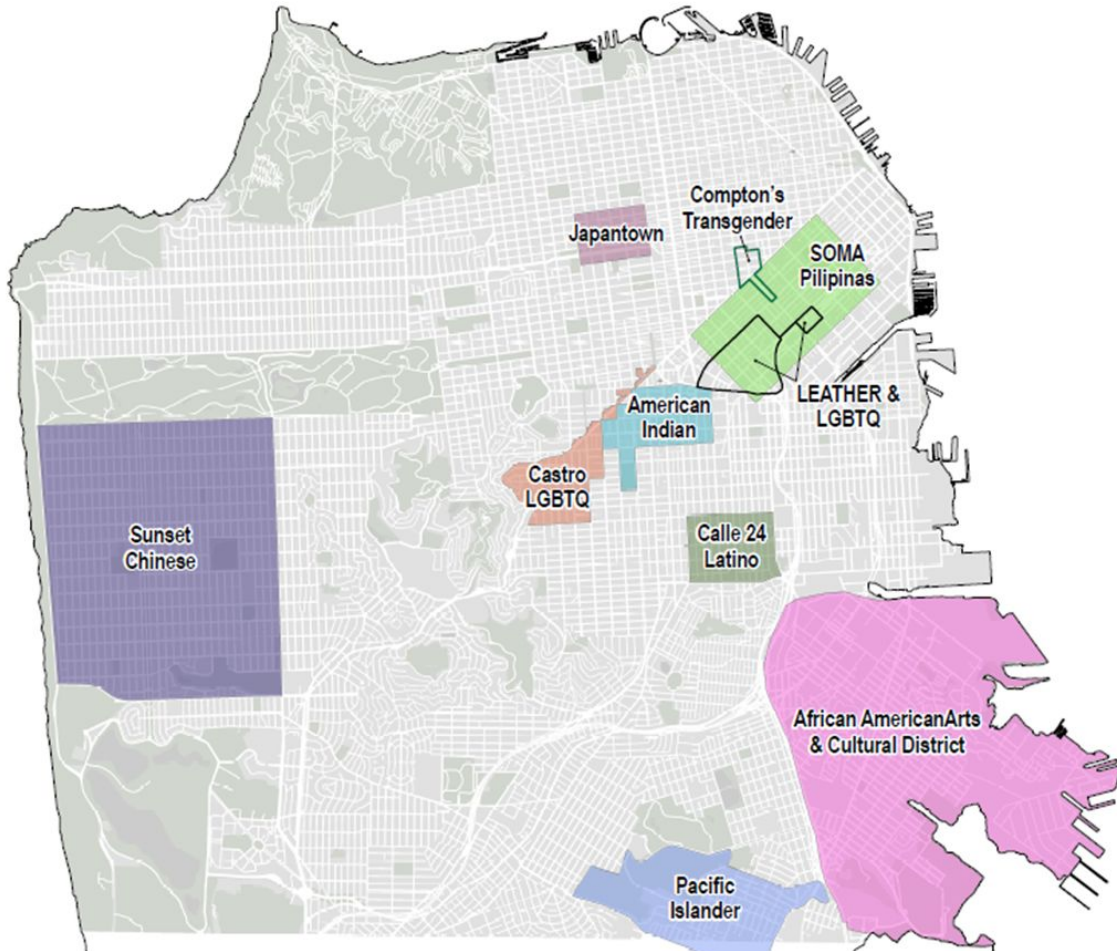
MAYOR'S OFFICE OF  
HOUSING & COMMUNITY DEVELOPMENT





**Preserve, promote, and strengthen  
cultural assets and traditions of San  
Francisco's distinct cultural groups.**





***“A geographic area...  
designated by the  
Board of Supervisors  
by ordinance, as an  
area or location **that**  
embodies a unique  
cultural heritage.”***

- Cultural Districts founding legislation

## COMMUNITY

**LEADERSHIP:  
ADVISORY BOARD**

**ADMINISTRATION:  
STAFF**

**COMMUNITY  
MEMBERS**



## CITY



**MAYOR'S OFFICE OF  
HOUSING & COMMUNITY DEVELOPMENT**

**San Francisco  
Planning**



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

**sfac**  
**san francisco  
arts commission**

Cultural  
History,  
Housing &  
Economic  
Sustainability  
Strategies





# Sunset Chinese History



- Population boom after redlining policies were lifted, reaching 50% in the 1980's
- Putting down roots and having multi-generational households
- Small businesses corridors built around cultural needs/wants

# SCCD CHHES Report Data Sources

Existing Data	SCCD Efforts	Expert Interviews
<ul style="list-style-type: none"><li>• Sunset Forward</li><li>• Sunset Blueprint</li><li>• Citywide Cultural Resources Survey</li><li>• ADU Incentives Pilot Program Report</li><li>• July 2022 Board of Supervisors Policy Analysis Report: Options for Housing for Seniors and People with Disabilities</li><li>• 1234 Great Highway Senior Housing</li></ul>	<ul style="list-style-type: none"><li>• Small Business Voucher Program Report</li><li>• SCCD Small Business Outreach</li><li>• SCCD Monolingual Chinese Housing Summit (Nov 2023)</li><li>• San Francisco Westside Affordable Housing Resource Fair (Mar. 2024)</li></ul>	<ul style="list-style-type: none"><li>• People of Parkside Sunset - Chinese Small Business Expert</li><li>• ASIAN, Inc - Chinese Small Business Expert</li><li>• Chinese Cultural Center Arts &amp; Culture Plan</li></ul>

# SCCD CHHESS Report Outreach

From March to May 2024, we hosted 6 events, reaching 500+ people.

- 1 In-person Town Hall
- 14 Community-Based Organizations provided feedback
- 2 Interviews with Community Leaders
- 5 Community Events
- Over **150 in-person visits** to small businesses





# SCCD CHHES Community Feedback

“Create more community spaces on ground floor of affordable [housing]” (4B)

“Interview Chinese residents across the Sunset to solicit more stories and oral history.” (1A, 6B)

“Ensure Sunset district continues to support multi-modes of transportations.” (1A, 4D)

“Provide bilingual service to our community for policy changes.” (2B, 3A, 3B, 6A)

“Have community sessions to co-create a vision about how to elevate the beauty of historic spaces.” (1B, 4B)

“There should be a strategy to develop a younger workforce that is linked to the jobs needed in the community.” (3E)



# SCCD Goals and Strategies

## *Historic and Cultural Preservation*

- Partners with local merchants, San Francisco artists, and community members
- Promote and preserve the history of Chinese migration and placemaking
- Acknowledge contributions from early residents, businesses and community leaders
- Establish a presence; build on cultural traditions through annual and ongoing events



# SCCD Goals and Strategies

## *Housing Access and Stabilization*

- Be the testing ground for a new wave of development, welcoming the new while respecting the past
- New development should meet the needs of the existing community
- Ensure that those who want to stay can and that the community maintains its cultural legacy
- Future development should keep the existing community's vision at the forefront





# SCCD Goals and Strategies

## *Economic & Workforce Development*

- Create solutions together that would help all Sunset small/local businesses thrive
- Provide job development through institutional partnerships
- Promote entrepreneurship in the younger generation
- Ensure key anchors of the Chinese and Sunset community remain vital for future generations



# SCCD Goals and Strategies

## *Land Use*

- Sunset residents should be active participants in shaping decisions on housing and land use
- Ensure development is in sync with the existing neighborhood



# SCCD Goals and Strategies

## *Arts and Culture*

- Make Sunset home to a vibrant set of cultural amenities and attractions that preserves and advances Chinese culture and history
- Foster Sunset Chinese's story of migration and growth with everyday imagery reflecting belonging and cultural pride
- Highlight the history of our community via physical spaces and events
- Ensure the cultural heritage and history are not lost through generations.





# SCCD Goals and Strategies

## *Cultural Competency*

- Creation of a resource hub, where information can be translated for free or low costs
- Provide cultural awareness and linguistic competency for new Sunset programs and residents
- Support residents in cultural understanding of the Sunset Chinese community.



# SCCD CHHESS Acknowledgements

**Thank you to our SCCD Board and Supervisor Engardio, City partners, SCCD consultants (Avenues Consulting, Li Miao Lovett, Amy Lin-Truong), and Wah Mei as the SCCD's lead agency.**

Additional community stakeholders/appreciations: 19th Avenue Baptist Church, API Council, ASIAN, Inc., Asian Women's Resource Center, Chinese Culture Center of San Francisco, Chinese Historical Society of America, Chinatown Merchants United Association of San Francisco 舊金山華埠商戶聯會, Christ Church, Lutheran, Community Youth Center, District 4 Youth and Families Network, Edgewood Center for Children and Families, Friends of the Great Highway, Housing Rights Committee, La Playa Council, North East Medical Services, Open Door Legal, Outer Sunset Merchants and Professionals Association, Outer Sunset Neighbors, Parkside Heritage, People of Parkside Sunset, Self Help for the Elderly, Senior and Disability Action, SF Heritage, Stonestown YMCA, Sunset Mercantile, Sunset Neighborhood Beacon Center/Bay Area Community Resources, Sunset Youth Services, Westside Community Coalition.