

[Administrative Code - Establishing the Pacific Islander Cultural District]

Ordinance amending the Administrative Code to establish the Pacific Islander Cultural District in and around the Visitacion Valley and Sunnydale neighborhoods; to require the Mayor's Office of Housing and Community Development to submit written reports and recommendations to the Board of Supervisors and the Mayor describing the cultural attributes of the District and proposing strategies to acknowledge and preserve the cultural legacy of the District; and affirming the Planning Department's determination under the California Environmental Quality Act.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in single-underline italics Times New Roman font.
Deletions to Codes are in ~~strikethrough italics Times New Roman font~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Environmental and Historic Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No.260179 and is incorporated herein by reference. The Board affirms this determination.

(b) On April 15, 2026, the Historic Preservation Commission held a duly noticed hearing regarding the effects of this ordinance upon historic or cultural resources, and

1 submitted a written report to the Board of Supervisors as required under Charter Section
2 4.135. The report is on file with the Clerk of the Board of Supervisors in File No. 260179.

3
4 Section 2. Chapter 107 of the Administrative Code is hereby amended by revising
5 Section 107.3, to read as follows:

6
7 **SEC. 107.3. LIST OF ESTABLISHED CULTURAL DISTRICTS.**

8 The Cultural Districts of the City and County of San Francisco are:

9 * * * *

10 (j) **Pacific Islander Cultural District.** The Cultural District shall include the area bounded
11 by the southern boundary of the City and County of San Francisco between Bayshore Boulevard and
12 Geneva Avenue, Geneva Avenue to the south between the southern boundary of the City and County of
13 San Francisco and Moscow Street, Moscow Street to the west between Geneva Avenue and France
14 Avenue, France Avenue to the north between Moscow Street and La Grande Avenue following the
15 northern boundary of Crocker Amazon Park, the western boundary of McLaren Park partially on La
16 Grande Avenue and Sunnydale Avenue to Persia Avenue, Persia Avenue continuing on to Mansell
17 Street to the north between Sunnydale Avenue and Visitacion Avenue, Visitacion Avenue to the east
18 between Mansell Street and Campbell Avenue, Campbell Avenue to the north between Visitacion
19 Avenue and San Bruno Avenue, following greenspace at the end of Campbell Avenue to Hester Avenue,
20 following Hester Avenue to the east between the northern intersection with Bayshore Boulevard and the
21 southern intersection with Bayshore Boulevard, and Bayshore Boulevard to the east between Hester
22 Avenue and the southern boundary of the City and County of San Francisco.

23
24 Section 3. The Administrative Code is hereby amended by adding Chapter 107E,
25 consisting of Sections 107E.1 and 107E.2, to read as follows:

1 CHAPTER 107E:

2 PACIFIC ISLANDER CULTURAL DISTRICT

3 SEC. 107E.1. FINDINGS.

4 *The Pacific Islander Cultural District (the "District") within the City and County of San*
5 *Francisco is a vital and deeply rooted community that enriches the City's multicultural landscape. In*
6 *establishing the District, the City acknowledges the importance of recognizing the Pacific Islander*
7 *community's longstanding history in San Francisco and preserving the cultural, artistic, and civic*
8 *traditions that sustain Pacific Islander identity and pride.*

9 *Pacific Islanders have been an integral part of San Francisco for over 100 years, with*
10 *Visitacion Valley and Sunnysdale neighborhoods serving as the primary centers of settlement.*
11 *Migration to the City increased after World War II due to economic conditions in American Samoa,*
12 *Tonga, Samoa, and other Pacific Islands, as well as the United States' colonial policies and military*
13 *recruitment. Many early migrants arrived as military personnel or were connected to service members*
14 *stationed in the Bay Area, including working at the now-decommissioned Hunters Point Naval*
15 *Shipyard. From 1951 to 1980, large groups of families relocated to San Francisco seeking*
16 *employment, education, and better living conditions due to economic instability, the relocation of U.S.*
17 *Naval facilities, the end of the G.I. Bill, and challenges in their home islands such as drought,*
18 *population growth, and limited resources.*

19 *Religious institutions played a central role in migration and community cohesion. The Mormon*
20 *Church recruited Pacific Islanders for labor to build the Temple in Hawai'i, after which many workers*
21 *stayed on the island, returned home, or moved to San Francisco. Pacific Islanders also established*
22 *congregations across denominations, including Mormon, Catholic, Pentecostal, Seventh-day Adventist,*
23 *Methodist, and Assembly of God congregations, creating churches from living rooms or garages to*
24 *serve small congregations in Visitacion Valley and Sunnysdale.*

25 *To address language barriers, discrimination, and limited governmental support, Pacific*

1 Islanders developed aiga (family) networks to provide housing, jobs, education, counseling, and
2 cultural activities.

3 In 1972, Samoa-Mo-Samoa, the first Pacific Islander nonprofit organization in San Francisco,
4 was established in Visitacion Valley by Leali'ie'eiao Nofoluma Fulu Asi Tuiaosopo and other
5 community leaders. The organization provided youth education, adult schooling, and workforce
6 training. Today, this work continues under the Samoan Community Development Center, which
7 remains a central hub for education, cultural preservation, and community support.

8 In 2020, the S.A.L.L.T. Association was established to coordinate services across multiple
9 Pacific Islander groups during the COVID-19 pandemic. S.A.L.L.T. focuses on addressing systemic
10 disparities and service gaps in areas including housing, workforce support, health, and social services,
11 primarily serving the Visitacion Valley, Sunnydale, and Bayview neighborhoods.

12 Pacific Islander-owned businesses have historically been concentrated in Visitacion Valley and
13 surrounding neighborhoods, serving as centers for commerce, social gathering, and cultural
14 preservation. Notable examples include: South Pacific Restaurant (Geneva Avenue), Samoa/Tonga
15 Seamstress Shop (Geneva Avenue, bordering Daly City), Leland Avenue commercial corridor (from
16 1975) – t-shirt shop, video shop, Hugo Store, furniture store, two Samoan restaurants, and a Tongan
17 restaurant (Leland Avenue).

18 Other important community gathering sites include the Bravo Cocktail Lounge/Bayside Café
19 (Bayshore Boulevard and Hester Avenue) and the Motor Inn Lodge (Geneva Avenue), which hosted
20 visiting leaders and community meetings. Residents of Sunnydale public housing are over 70% low-
21 income Pacific Islander families, and it is a cultural legacy site.

22 According to the 2015 U.S. Census Bureau, California is home to over 350,000 Pacific
23 Islanders, with nearly one in five Native Hawaiians living in the Bay Area. In San Francisco, nearly
24 7,000 Pacific Islanders reside predominantly in Visitacion Valley and southern neighborhoods. Native
25 Hawaiians constitute 22.8% of the local Pacific Islander population, followed by Samoans at 19.4%

1 and Tongans at 18%. Many are of multiracial descent. Between 2000 and 2017, the Pacific Islander
2 population in California grew by 27%, highlighting the continued relevance of these communities to the
3 City.

4 The boundaries of the Pacific Islander Cultural District were selected to reflect the areas of
5 highest concentration of Pacific Islander residents, historical sites, businesses, churches, and cultural
6 institutions. These neighborhoods have served as the social, economic, and cultural heart of the
7 Pacific Islander community for generations, preserving traditions, networks, and community resilience.

8
9 **SEC. 107E.2. MAYOR'S OFFICE OF HOUSING AND COMMUNITY DEVELOPMENT**
10 **RESPONSIBILITIES; CULTURAL, HISTORY, HOUSING, AND ECONOMIC**
11 **SUSTAINABILITY STRATEGY REPORT.**

12 **(a) Cultural, History, Housing, and Economic Sustainability Strategy Report.**

13 **(1) Preparation of Report.** By no later than September 1, 2027, the Mayor's Office
14 of Housing and Community Development ("MOHCD") shall prepare and submit to the Board of
15 Supervisors and the Mayor a Cultural, History, Housing, and Economic Sustainability Strategy Report
16 ("CHHESS Report") for the District. The CHHESS Report shall include a demographic and economic
17 profile of the District, including past, current, and future trends; analyze and record the tangible and
18 intangible elements of the District's cultural heritage; identify areas of concern that could inhibit the
19 preservation of the District's unique culture; and propose as appropriate legislative, economic, and
20 other solutions and strategies to support the District.

21 **(2) Assistance from City Departments.** In preparing the CHHESS Report, MOHCD
22 may request assistance from the Historic Preservation Commission and any other City department,
23 office, or other agency of City government. Those agencies shall upon request provide to MOHCD an
24 assessment of relevant assets and needs in the District, recommendations on programs, policies, and
25 funding sources that could benefit the District, and other recommendations that could serve the District

1 to advance its goals.

2 (3) **Community Outreach and Engagement.** In preparing the CHHESS Report,
3 MOHCD shall facilitate a community outreach and engagement process with the District's residents,
4 businesses, workers, and other individuals who regularly spend time in the District, in order to develop
5 the strategies and plans that will preserve and enhance the culture of the District.

6 (b) **Board of Supervisors Consideration.** Following receipt of the CHHESS Report from
7 MOHCD, the Board of Supervisors may take any action by resolution that the Board deems
8 appropriate regarding the report, including approving the report, modifying the report, rejecting the
9 report, or requesting additional information or analysis from MOHCD or any other City department or
10 agency.

11 (c) **Progress Reports.** MOHCD shall provide a progress report on the strategies outlined in
12 the CHHESS Report at least once every three years following enactment of a resolution approving or
13 modifying the CHHESS Report.

14 (d) **Assistance from Community-Based Organization.** Subject to the budgetary, fiscal, and
15 civil service provisions of the Charter, MOHCD shall issue a competitive solicitation for a community-
16 based organization to (1) assist MOHCD with planning, organizing, and facilitating the community
17 outreach and engagement process under subsection (a)(3); (2) provide input and advice to MOHCD
18 regarding the contents of the CHHESS Report and regarding strategies to support and preserve the
19 unique culture and heritage of the District; (3) provide additional advice and assistance to MOHCD
20 after the issuance of the CHHESS Report to implement the City's strategies to support and preserve the
21 culture of the District; (4) assist MOHCD with progress reports required under subsection (c); and (5)
22 fulfill any other responsibilities that MOHCD determines would help the City to support the District.

23
24 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
25 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,

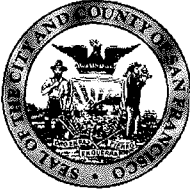
1 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
2 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
3 additions, and Board amendment deletions in accordance with the "Note" that appears under
4 the official title of the ordinance.

5
6 Section 5. Effective Date. This ordinance shall become effective at 12:00 am on the
7 31st day after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor
8 returns the ordinance unsigned or does not sign the ordinance within 10 days of receiving it,
9 or the Board of Supervisors overrides the Mayor's veto of the ordinance.

10
11
12 APPROVED AS TO FORM:
13 DAVID CHIU, City Attorney

14 By: /s/ Bradley A. Russi
15 BRADLEY A. RUSSI
16 Deputy City Attorney

17 4897-4727-0800, v. 1
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City and County of San Francisco
Tails
Ordinance

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 260179

Date Passed: April 28, 2026

Ordinance amending the Administrative Code to establish the Pacific Islander Cultural District in and around the Visitacion Valley and Sunnysdale neighborhoods; to require the Mayor's Office of Housing and Community Development to submit written reports and recommendations to the Board of Supervisors and the Mayor describing the cultural attributes of the District and proposing strategies to acknowledge and preserve the cultural legacy of the District; and affirming the Planning Department's determination under the California Environmental Quality Act.

April 20, 2026 Rules Committee - RECOMMENDED AS COMMITTEE REPORT

April 21, 2026 Board of Supervisors - PASSED ON FIRST READING

Ayes: 9 - Chen, Dorsey, Mahmood, Mandelman, Melgar, Sauter, Sherrill, Walton and Wong

Excused: 2 - Chan and Fielder

April 28, 2026 Board of Supervisors - FINALLY PASSED

Ayes: 10 - Chan, Chen, Dorsey, Mahmood, Mandelman, Melgar, Sauter, Sherrill, Walton and Wong

Excused: 1 - Fielder

File No. 260179

**I hereby certify that the foregoing
Ordinance was FINALLY PASSED on
4/28/2026 by the Board of Supervisors of the
City and County of San Francisco.**

Angela Calvillo
Clerk of the Board

Daniel Lurie
Mayor

MAY 8, 2026

Date Approved