

PRESENTED IN COMMITTEE JUNE 7, 2017

Cultural Districts and Cultural Assets GAO Hearing

Hearing on the status of existing and proposed cultural districts as a tool for community stabilization, and preservation of cultural and historic assets such as non-profits, small businesses and landmarks.

June 7th, 2017

CULTURAL DISTRICT AND ASSETS DEFINED

■ Cultural Heritage Defined

- Tangible vs Intangible
- Place Based vs Asset Based
- Policies, Programs and Engagement
- Examples: LGBTQ cultural heritage

“How a community expresses the embodiment of its beliefs, customs, practices, artistic expression, and significant places. How a community inspires pride and awareness of its cultural assets which embolden a sense of identity and responsibility to society at large.”

■ Cultural Heritage as a Framework for Community Vision

- Articulates a Community’s Vision Around Cultural Heritage
- Prioritizes Needs, Services or Aspirations Based on Cultural Heritage Vision
- Generally Results in Plan or Strategy to Implement Vision
 - Community Led Includes an Engagement Process
 - Communication Tool (Fundors, Supporters & Partners): Linkage to Existing Tools and Resources
 - Accountability (Community and City Family)
 - Builds Capacity

Place Based Cultural District Example

Community Champion

Organizational Steward

Community Process/Documentation

Formalize Place

Intangible Cultural Assets

Businesses

Non Profit Organizations

Cultural Festivals

Residents

Community Members

Tangible Cultural Assets

Physical Character

Cultural Art

Building and Historic Structures

Implementation Tools

- Organized Volunteer Community Group
- Non Profit 501 (c3)
- Community Benefit District
- Community Development Corporation

- Community Engagement to develop vision and goals
- Historic Context Statement

- Resolution (Non Binding)
- Area Specific Zoning if Appropriate
- Historic District if Appropriate
- Inventory of Assets and Unique Characteristics
- State Designation

Econ Dev Programs

- Individual Business Services: Technical Assistance, Retention, Attraction
- Neighborhood Specific Services-IIN
- Nightlife and Entertainment
- Legacy Business
- Workforce Assistance

Nonprofit business assistance: technical assistance, retention, planning & capacity building

- Event support through grants
- Services provided: housing, jobs, services

- Design Guidelines
- Physical Design Elements for Placemaking
- Promotion of Cultural Architectural Elements (e.g. banners, murals, signage)
- Character Zoning if Appropriate
- Nonprofit Sustainability Initiative / Nonprofit facility project grants

- Grants for the Arts Funding
- Article 10 Protections

- Historic Designation Article 10
- Historic District Designation

City Department Existing Support

- MOHCD
- OEWD

- MOHCD
- Planning Department

- District Supervisor
- Planning Department
- Arts Commission

- OEWD
- Planning Department

- MOHCD
- OEWD
- Arts Commission
- Programs: Multiple Departments

- Arts Commission
- OEWD

- Multiple Departments

- Planning Department
- SFMTA
- DPW
- OEWD

- Arts Commission
- Planning Department

- MOHCD
- Planning Department

CULTURAL HERITAGE STRATEGY PLANNING ROLE & PROGRAMS

Planning Department Role:

Businesses

Community
Process/Documentation

Formalize Place

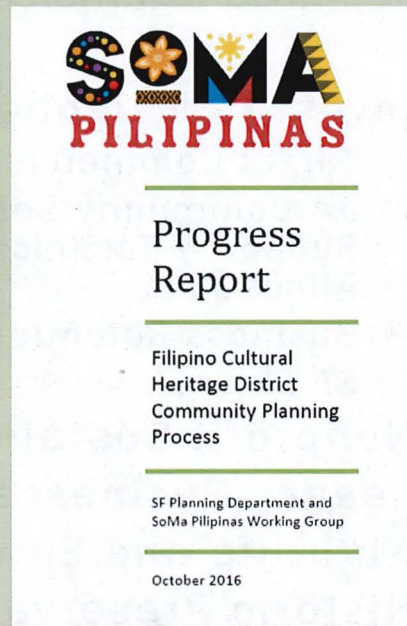
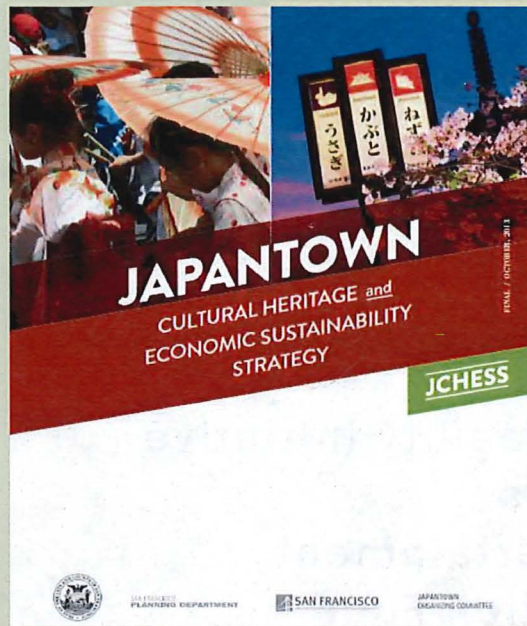
Physical Character

Cultural Art

Building and Historic
Structures

- Cultural Heritage Element of the General Plan
- Historic Context Statements
- Legacy Business Program
- HPC's Cultural Heritage Assets Committee
- Landmark Designation

CULTURAL HERITAGE STRATEGY PLANNING EXAMPLES



- Community Support and Technical Assistance
 - Community Surveys
 - Zoning Controls
 - Design Guidelines
 - Area Plan Policy Development



CULTURAL HERITAGE STRATEGY

OEWD ROLE & PROGRAMS

OEWD Role: Support local economy, neighborhood commercial districts, small businesses, local workforce.

Organizational Steward

Businesses

Non Profit Organizations

Cultural Festivals

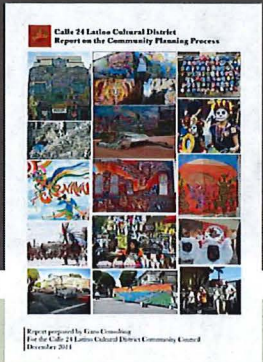
Residents

Physical Character

- **Invest In Neighborhoods**
 - Target Commercial Corridors
 - 14 Community Benefit Districts Business Support / Technical Services- CDBG Grant Allocations
 - Business Retention
 - SF Shines
- **Nonprofit Sustainability Initiative**
- **Legacy Businesses**
- **Nightlife and Entertainment**
- **Historic Preservation Fund Committee**
- **Production, Distribution and Repair Support**
- **Workforce**
 - Network of culturally competent workforce service providers
 - Connect businesses with diverse talent

CULTURAL HERITAGE STRATEGY

OEWD EXAMPLES



- **Target Commercial Corridors:** Japantown, Calle 24, Castro, Bayview, North Beach, Chinatown, Fillmore, Central Market (SoMA Pilipinas partial)
- **CBD:** Castro, Japantown (In Progress), Top of Broadway, Central Market
- **Historic Preservation Fund- Latino Context Statement**
- **Legacy Businesses:** Citywide nearing 100 on the list
- **SF Shines:** Accion Latina Art Gallery
- **Interdepartmental Coordination for Cultural Heritage Strategies**
- **Nightlife and Entertainment:** Stud and Elbo Room
 - Support and connecting them to services and programs that ensure that they continue operations

CULTURAL HERITAGE STRATEGY

MOHCD ROLE & PROGRAMS

MOHCD Role: works to strengthen the social, physical, and economic infrastructure of San Francisco's low-income neighborhoods and communities through a variety of programs. MOHCD utilizes a combination of people and place-based strategies to address the holistic needs of the City's diverse affinity groups. This includes preserving and celebrating cultural assets and norms, language access, and the unique histories and cultural evolution of these communities.

Organizational Steward

Non Profit Organizations

Residents

Building and Historic
Structures

- Economic Self-Sufficiency Programs
- Community and Neighborhood Planning
- Complete Neighborhoods Program
- Capital/Community Facilities
- Housing Programs
- SoMa Community Stabilization Fund

CULTURAL HERITAGE STRATEGY

MOHCD EXAMPLES

Compton's Transgender Cultural District

MOHCD's role will be tied to grant management and implementation of goals based on a transgender led community planning process

Broadly, those goals include creating and expanding service and community space, providing support and opportunity for transgender owned businesses, and creating public art spaces celebrating the transgendered community and their historical contributions to San Francisco.

SoMa Pilipinas - Filipino Cultural Heritage District

MOHCD has supported the community planning process for the creation of a Filipino Cultural Heritage District through the SoMa Stabilization Fund since 2010 and now General Fund (GF) dollars.

The SoMa Fund is also supporting UNDSVCVRD, a night market which will showcase artists and vendors that represent the emerging culture of Filipino Americans involved in music, visual arts, fashion, design, retail, food, technology, social activism, and health and wellness.

CULTURAL HERITAGE STRATEGY

PUBLIC WORKS ROLE & PROGRAMS

Public Works: Design of Physical Elements

Physical Character

- During the design process, Public Works staff reaches out to the community to solicit input on the types of improvements they would like to see that promote neighborhood pride, culture and/or history.
- On projects that require a public art component, Public Works collaborates with Arts Commission staff to commission artwork that reflects the project mission and/or project area and culture.

CULTURAL HERITAGE STRATEGY PUBLIC WORKS EXAMPLES

- Examples: Rainbow crosswalk at 18th and Castro streets for the Castro streetscape project in the Castro and Si se puede sidewalk impression for Cesar Chavez streetscape project in the Mission have been installed; SoMa Pilipina crosswalk is in planning stage

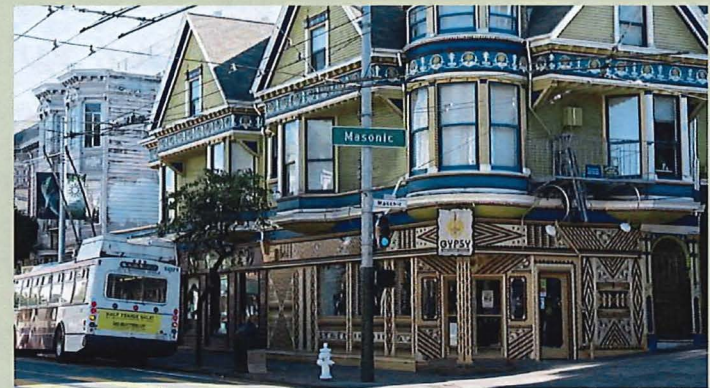


SFMTA CONNECTS COMMUNITIES

- **SFMTA supports San Francisco's cultural frameworks through planning, building, and operating a diverse transportation network which:**
 - **Promotes social equity and access**
 - **Connects people and neighborhoods**
 - **Creates a safer transportation experience for everyone**

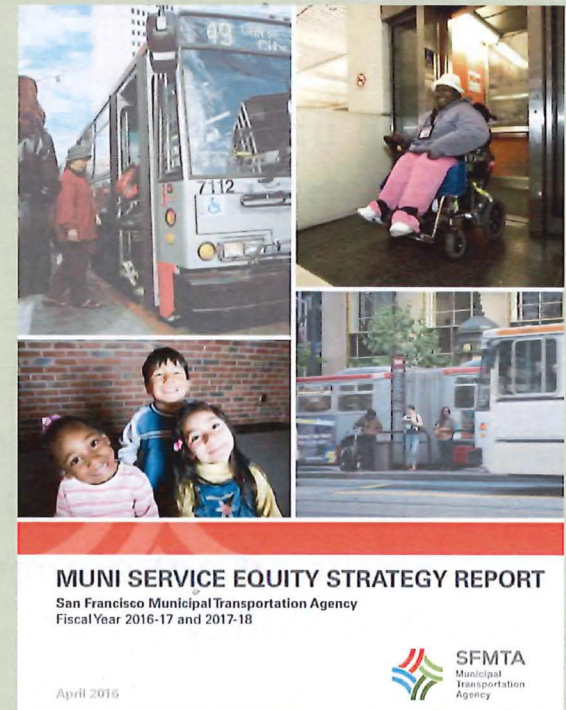
PUBLIC IMPROVEMENTS

- SFMTA community design includes:
 - Using a variety of approaches (surveys, pop ups, walking tours, community meetings, in language meetings)
 - Integrating community input so design process reflects neighborhood cultural and historic characteristics
 - Balancing guidelines for traffic control standards (ex: signs, pavement color)
 - Ensuring adherence to City's Transit First Policy



SFMTA SPECIFIC EFFORTS

- **Muni Service Equity Strategy**
 - Equity Working Group guided SFMTA in development of Strategy
 - Service improvements are budgeted each year
 - Focus on 8 neighborhoods
- **Community Based Transportation Plans**
 - Close collaboration with neighborhoods to identify transportation improvements
 - Ex: Western Addition Study
- **Corridor/Streetscape Projects and Studies**
 - Work closely with Public Works in design process to help balance neighborhood priorities
 - Consider wayfinding and signage to reflect community character
 - Ex: Market Street, Polk



CULTURAL HERITAGE STRATEGY

ARTS COMMISSION & GRANTS FOR THE ARTS

ROLE & PROGRAMS

Arts Commission's Cultural Equity Grantmaking

Project-Based, General Operating, Capital Improvement, Individual Artist and Capacity Building Grants

20-year-old fund dedicated to supporting small- and mid-sized organizations from or serving marginalized, ethnically diverse, underinvested communities.

Cultural equity is a core value of the Arts Commission and every program is evaluated through this lens.

Formalize & Sustain Place

- Nonprofit Displacement Mitigation
- City-owned Cultural Centers
- Capital Improvements
- Public Art Commissions
- Public Art Trust
- Neighborhood Collaborative Grants
- Civic Art Collection

Capacity Building & Planning

- Individual Artist Grants
- Capacity Building grants
- Community Planning /Engagement for Public Art
- Federal and State re-granting (NEA, CAC)
- Technical Assistance
- Artist and cultural worker housing

CULTURAL HERITAGE STRATEGY

ARTS COMMISSION & GRANTS FOR THE ARTS

ROLE & PROGRAMS

Arts Commission's Neighborhood Cultural Centers: Six city-owned neighborhood cultural centers—in Districts 5, 6, 9 and 10—are funded annually by the Arts Commission. They serve as cultural hubs for their communities or affinity groups and house multiple arts organizations.

- African American Art and Culture Complex
- Bayview Opera House
- Mission Cultural Center for Latino Arts
- SOMArts
- Queer Cultural Center
- Asian Pacific Islander Cultural Center

Grants for the Arts Funding:

GFTA provides \$11 million annually for general operating support and neighborhood collaboratives.

STATE CULTURAL DISTRICT LEGISLATION

- AB 189 approved in 2016
- California Arts Council to administer a California Cultural District Certification Program
- Arts Commission is the local arts agency partner with CA Arts Council
- 2-Year Pilot of approx. 15 districts statewide serving as a learning cohort
- No dedicated line item funding, currently
- Small annual grants to participate (\$5,000)
- Calle 24 and SOMA Pilipinas are SF finalists
- Winners selected July 2017

QUESTIONS?

- **Planning Department**
- **Office of Economic and Workforce Development**
- **Arts Commission**
- **Mayor's Office of Housing and Community Development**
- **Public Works**
- **San Francisco Municipal Transportation Agency**