

File No. 250357

Committee Item No. 5

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date: April 21, 2025

Board of Supervisors Meeting:

Date: _____

Cmte Board

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OTHER

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>MOHCD Presentation – April 21, 2025</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>CHHESS Report – April 3, 2025</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>MOHCD RFP No. 2021-10 – March 1, 2022</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>BOS Ord No. 121-21 – August 4, 2021</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>BOS Ord No. 126-18 – May 30, 2018</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Mayor Introduction Memo – April 8, 2025</u> |
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Prepared by: John Carroll

Date: April 17, 2025

Prepared by: _____

Date: _____

Prepared by: _____

Date: _____

1 [Sunset Chinese Cultural District's Cultural, History, Housing, and Economic Sustainability
2 Strategy Report]

3 **Resolution adopting the Sunset Chinese Cultural District's Cultural, History,**
4 **Housing, and Economic Sustainability Strategy (CHHESS) Report under**
5 **Administrative Code, Section 107.5.**
6

7 WHEREAS, On May 30, 2018, the City and County of San Francisco ("City")
8 enacted Ordinance No. 126-18, which added Administrative Code, Chapter 107 to
9 create a process for the establishment of cultural districts in the City to acknowledge
10 and preserve neighborhoods with unique cultural heritage; and

11 WHEREAS, On August 4, 2021, the City enacted Ordinance No. 121-21, which
12 established the Sunset Chinese Cultural District under Administrative Code,
13 Chapter 107; and

14 WHEREAS, On March 1, 2022, the Mayor's Office of Housing and Community
15 Development ("MOHCD") published a Request for Proposals ("RFP") as required in
16 Administrative Code, Section 107.4(b)(3) to enter into a grant agreement with a
17 community-based organization to hire a district manager or executive director for the
18 Sunset Chinese Cultural District, and Wah Mei School was awarded as the grantee; and

19 WHEREAS, Administrative Code, Section 107.4(b)(7) requires MOHCD to
20 prepare a Cultural, History, Housing, and Economic Sustainability Strategy Report
21 ("CHHESS") report for each Cultural District, and to submit the CHHESS report to the
22 Board of Supervisors for adoption by Resolution; and

23 WHEREAS, In accordance with the grant agreement between MOHCD and
24 Wah Mei School, the Sunset Chinese Cultural District conducted extensive community
25 outreach and engagement to inform strategies for the CHHESS report; and

1 WHEREAS, MOHCD, in partnership with the Sunset Chinese Cultural District,
2 the Office of Economic and Workforce Development, the Planning Department, and the
3 Arts Commission, completed the Sunset Chinese Cultural District's CHHESS Report, a
4 copy of which is on file with the Clerk of the Board of Supervisors in File No. 250357,
5 and is incorporated herein by reference; now, therefore, be it


6 RESOLVED, The Board of Supervisors hereby adopts the Sunset Chinese
7 Cultural District's CHHESS submitted by MOHCD.

8
9 RECOMMENDED:

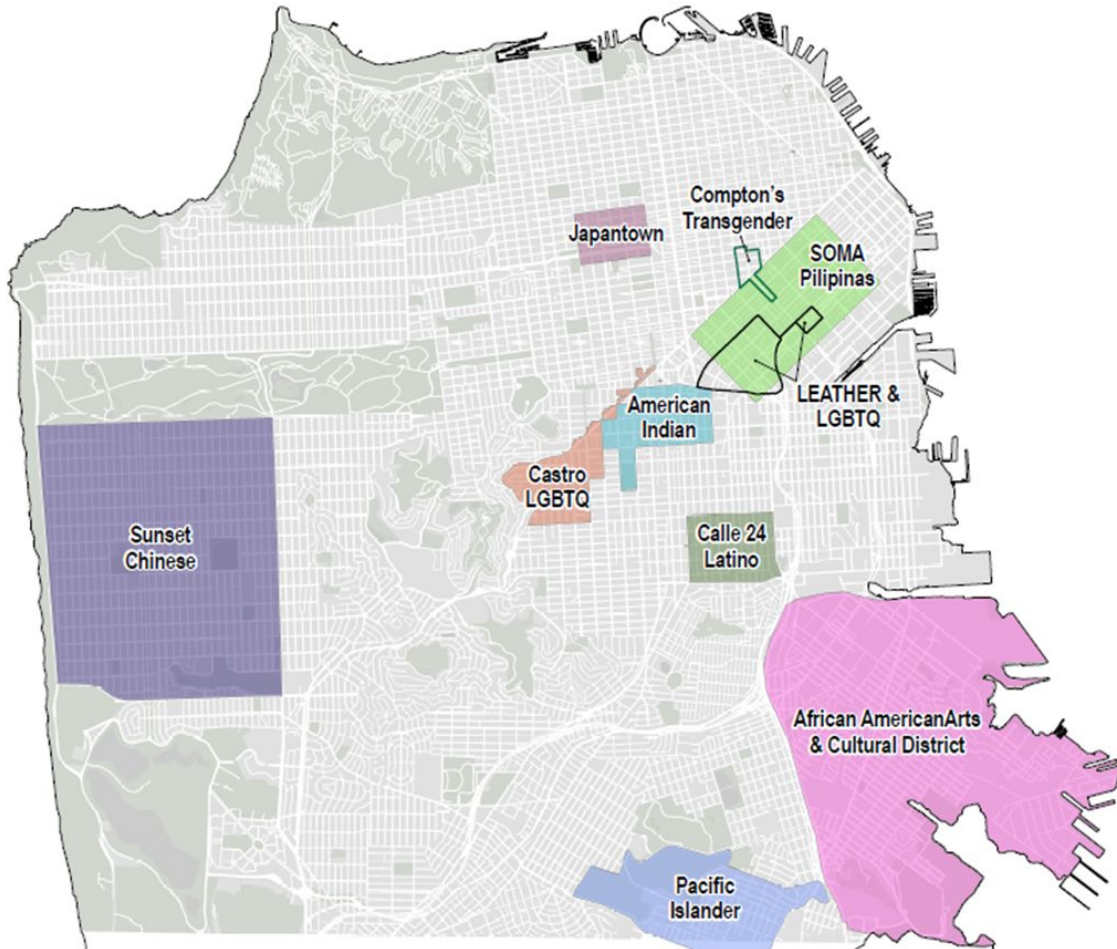
10
11
12 /s/
Daniel Adams, Director
13 Mayor's Office of Housing and Community Development
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25

A collage of three images. The largest image on the left shows a large group of people gathered on a city street, with a large 'LOVE' mural painted on the ground. The top right image shows a portrait of a Black man in a suit. The bottom right image shows a woman in traditional Indigenous attire holding a basket of flowers.





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

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 CHHESS 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

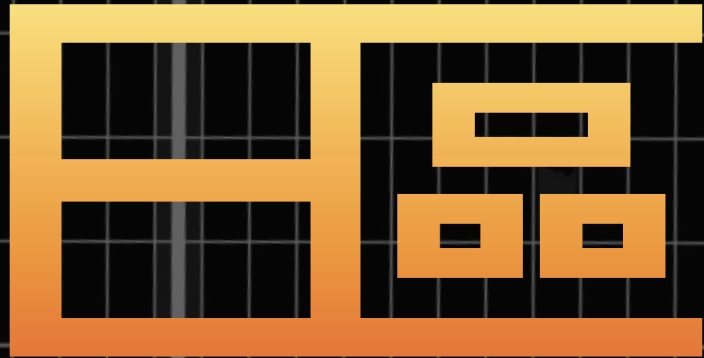
Thank you to our SCCD Board and Supervisor Engardio, City partners, SCCD consultants (Avenues Consulting, Li Miao Lovett, Amy Lin-Truong), and Wah Mei as the SCCD's lead agency.

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.



CHHESS REPORT

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES



SUNSET CHINESE CULTURAL DISTRICT 日落區中華文化區

APRIL
2025



Mayor's Office of
Housing and Community
Development

RAMAYTUSH OHLONE

Land Acknowledgment

We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging the ancestors, elders and relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples.

– Gregg Castro / Jonathan Cordero
(Ramaytush Ohlone)



The Sunset Chinese Cultural District (SCCD) mission is to preserve, enhance, and promote the contributions of the Chinese and Chinese-American people in the Sunset by elevating their voices and socioeconomic needs. We lead with our shared cultural history to foster an inclusive environment that embraces diverse avenues for creative and artistic expression.



SUNSET CHINESE CULTURAL DISTRICT
日落區中華文化區



SUNSET CHINESE CULTURAL DISTRICT
日落區中華文化區



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CITY Acknowledgments

San Francisco's Cultural Districts Program reimagines community and City partnership.

The Sunset Chinese Cultural District acknowledges the administrative support and subject area expertise provided by the City, in particular the Mayor's Office of Housing and Community Development, the Office of Economic and Workforce Development, the Planning Department, and the Arts Commission.



MAYOR'S OFFICE OF
HOUSING & COMMUNITY DEVELOPMENT



SCCD

Acknowledgements

A more comprehensive list of community stakeholders, partners, and supporters can be found in [Appendix B](#).

In addition to those, we'd like to give Special appreciation for the following individuals, whose additional time and efforts made this report possible:

Sunset Forward

- Carla De Mesa (*SF Planning*)
- Jessica Nguyen (*District 4 Youth and Families Network*)

Sunset Chinese Cultural District

- Winnie Chen
- Leon Chow
- Lily Wong
- Li Miao Lovett (*Consultant*)

Avenues Consulting

- Robert Chua
- Jenny Bach
- Diane Chao

Mayor's Office of Housing and Community Development

- Imani Pardue-Bishop
- Grace Lee

LETTER FROM THE Cultural Districts Program

Within its relatively compact 7 x 7 grid, San Francisco contains a rich patchwork of neighborhoods, each with its own flavor and personality.

Residents and visitors alike are drawn to the diversity of people and cultural practices that can be found across the peninsula. The Cultural Districts program builds on the City's legacy as a beacon of cultural pride by bringing community leaders and City staff together to strengthen and stabilize these distinct neighborhoods.

In the southwest quadrant of the City, nestled between the ocean, Golden Gate Park, and Lake Merced, the Sunset is home to a large and diverse Chinese American community. The history of the Chinese community in San Francisco dates from the Gold Rush era, and following multiple waves of immigration – from both within the City and beyond – the Sunset today is a culturally rich neighborhood of multi-generational families, restaurants and shops, cultural events, and community-based organization serving the diasporic residents.

Yet despite the Chinese community's long standing roots and contributions to the City, Sunset residents face challenges that threaten their sustainability, including rising housing costs and anti-Asian violence. The Sunset Chinese Cultural District was established by the Board of Supervisors and Mayor Breed in 2021 in recognition of the community's history and to give greater voice and agency to the community to inform local policies. The District's Cultural History, Housing, and Economic Sustainability Strategies (CHHESS) report is the result of community and City collaboration and lays out a shared vision for community stabilization to help ensure that the Sunset remains a central and supportive hub for Chinese Americans.

We offer our deepest gratitude to the Sunset Chinese Cultural District for leading this multi-faceted research and community engagement effort and to our partners at SF Planning, the Arts Commission, and the Office of Economic and Workforce Development for their ongoing expertise and advisement. It is only through these intentional partnerships that we can move the needle on community stabilization.

Grace Jiyun Lee
Program Manager

Imani Pardue-Bishop
Program Manager
*Cultural Districts Program,
Mayor's Office of Housing and Community Development*



**Imani Pardue-Bishop,
Grace Jiyun Lee**
*Cultural Districts
Program*

LETTER FROM THE Sunset Chinese Cultural District Director

Our first Sunset Chinese Cultural District (SCCD) Cultural Heritage Housing and Economic Sustainability Strategy (CHHESS) report, reflecting years of research and concerted efforts within our cultural district, is a significant accomplishment.

This groundbreaking strategy report shows our deep commitment to sustain the identity, culture, and spirit of this vibrant Sunset district where tens of thousands of Chinese residents live. The CHHESS was born out of community needs assessments, interviews, focus groups, wisdom from our community experts, and years of on-the-ground work with residents, advocates, and community-based organizations. Through these efforts and our work in helping to create the Sunset as a cultural district, we've stabilized and strengthened the identity of Chinese residents in this region. We are grateful for the partnerships and knowledge of our community.



Lily Wong,
Director
*Sunset Chinese
Cultural District*

As a cultural district formed during the height of the COVID-19 pandemic and amidst unprecedented hate crimes against AAPI communities, we were reminded that as Chinese-Americans, we are “othered” when convenient. The pandemic eroded, in part, decades of stability for Chinese families in the Sunset: we were physically attacked, patrons avoided our businesses, and we were unfairly blamed for “bringing” the virus to the US.

For 200 years, our community came to San Francisco, built iconic infrastructures, and initiated the Chinese-American diaspora. Despite this history, we are still viewed as a monolith, even in a city as progressive as San Francisco. Though the Chinese community comprises over 20% of San Francisco - the single largest ethnic minority - the City has not invested in the Sunset and can do more. Equitable investment in the Chinese community means the City must increase and expand its investments to the Chinese and Asian American community. Historically, the City has ignored other districts, such as the Sunset, where Chinese Americans have established roots and insufficiently addresses the nuanced needs and breadth of our community. Equitable investment in the Chinese community means the City must increase and expand its investments.



Wah Mei children performing at the 2024 Autumn Moon Festival

The Sunset community, as we know, is a working-class neighborhood where 50% of residents identify as Asian. The majority of these individuals are from China and Hong Kong. As the housing crisis

LETTER FROM THE CULTURAL DISTRICT DIRECTOR (Cont.)

increases, we are simultaneously experiencing the early stages of gentrification. Our elders are house-rich, cash-poor, and disconnected from their families as younger generations are forced to move from the communities they grew up in. Without actions today, the Sunset Chinese will no longer exist and our stories will be lost.

Our CHHESS is a tool that can uplift the nuances of the Chinese-American diaspora, honor our ancestors and new immigrants for their struggles, and recognize that each generational branch, while different, has its origins in formidable roots. We offer this challenge to the City, as focusing on our roots does not consider the growth potential and needs of the whole Chinese-American community. Our community has shown our resilience and tenacity. Investing in our community must consider the whole of our diaspora to ensure we thrive. Our CHHESS is the first step.

Lily Wong 黃麗瑜

Director 總監

Sunset Chinese Cultural District 日落區中華文化區

EXECUTIVE Summary

San Francisco has a history of innovation and acceptance of communities from a variety of backgrounds.

It was the gateway city for people of Chinese descent, as the first immigrants called this city “舊金山” (directly translated to ‘old gold mountain’) for its opportunity for prosperity during the gold rush. Originally relegated to live within the boundaries of Chinatown, the Chinese were able to purchase homes after WWII when redlining policies were lifted. Despite hundreds of years in San Francisco, our community continues to be “othered” and scapegoated when convenient, as seen during the COVID-19 pandemic.

Today, the Sunset is where multiple generations of Chinese people can plant roots and have the opportunity to thrive, like the original Chinese arriving in San Francisco. It is shaped by its people, with businesses, community-based organizations, and cultural events. This opportunity is increasingly at risk, as gentrification and displacement begins to creep into the Sunset, as the 2020 census found a decrease in the Chinese population for the first time in 40 years. Without thoughtful and active action today, the Sunset is at risk of losing its cultural heritage and history.

The purpose of this Cultural History, Housing, and Economic Sustainability Strategies (CHHESS) report is three parts: 1) documenting and recognizing the history of the Chinese community in the Sunset, 2) providing a snapshot of the current Sunset District landscape, and 3) outlining strategies to provide stabilization for our community. This document, adopted by the Board of Supervisors, outlines the roadmap for the Sunset Chinese Cultural District's initiatives. Data from this report was gathered from various sources, including reports such as Sunset Forward and Sunset Blueprint, insights from the Accessory Dwelling Unit (ADU) Incentives Program Pilot, data collected over two years of work in the Sunset Chinese Cultural Districts, and interviews with field experts. Strategies were then vetted through two community townhalls and direct presentations to community stakeholder groups. Additional historical information, qualitative and quantitative data, and context was compiled by City departments and the Cultural Districts working group.



Community at a SCCD CHHESS Townhall

Sunset Chinese Cultural District Goals and Strategies

The following highlights the SCCD's vision and strategies. Additional information, including context and additional actions can be found on [page 68](#) of this report, under "Community Strategies".

1. Historic and Cultural Preservation

In partnership with local merchants, San Francisco artists, and community members, the SCCD will promote and preserve the history of Chinese migration and placemaking, acknowledge contributions from early residents, businesses and community leaders who overcame discrimination to establish a presence here, and build on the cultural traditions that strengthen families and the community through annual and ongoing events.

- **Strategy 1A:** Support and facilitate the organization of cultural events, festivals, and activities that celebrate the history and culture of the Chinese/Chinese American community in the Sunset.
- **Strategy B:** Preserve the history of Chinese/Chinese Americans in the Sunset by identifying and landmarking sites with historic and cultural significance.

2. Housing Access and Stabilization

It is our vision for the Sunset to be the testing ground for a new wave of development. One that welcomes the new while respecting the past. It is imperative that new development should meet the needs of the existing community, to ensure that those who want to stay can and that the community maintains its cultural legacy as new residents land. New development should prioritize meeting the needs of current residents while also planning responsibly for future residents, keeping the existing community's vision at the forefront.

- **Strategy 2A:** Preserve and increase affordable housing for low- and moderate-income Chinese seniors, families, and other vulnerable community groups throughout the Sunset.
- **Strategy 2B:** Build the Sunset Chinese/Chinese American community's capacity to participate in the housing development process and advocate for affordable housing in the Sunset.
- **Strategy 2C:** Expand housing support services to be culturally and linguistically competent in educating residents and addressing renter-landlord issues.
- **Strategy 2D:** Explore and support policies that offer pathways to homeownership for low- and middle-income households, including exploring cooperative housing models in the Sunset.
- **Strategy 2E:** Support low-income homeowners in building Accessory Dwelling Units (ADUs).
- **Strategy 2F:** Support the development of senior housing at all income levels and provide greater access and affordability to assisted living and skilled nursing facilities for seniors in need of medical care and social services.

3. Economic & Workforce Development

Our vision applies a community approach to create solutions together that would help all Sunset small/local businesses thrive, provide job development through institutional partnerships, promote entrepreneurship in the younger generation, and ensure that these key anchors of the Chinese and Sunset community remain vital for future generations.

- **Strategy 3A:** Strengthen coordination along the commercial corridors and promote the Sunset as a hub for cultural events.
- **Strategy 3B:** Support Chinese merchants in addressing their challenges around economic and long-term sustainability for both business owners and employees.
- **Strategy 3C:** Explore policies and best practices for commercial leases to protect long-time small businesses from rent hikes and displacement.
- **Strategy 3D:** Provide technical assistance and marketing support to small businesses in the Sunset.
- **Strategy 3E:** Establish youth entrepreneurship programs that provide training, mentorship, and resources for youth interested in starting their own business.



SCCD leads a merchant walk with Supervisor Engardio and Taraval Captain Brien Hoo

4. Land Use

Sunset residents should be active participants in shaping decisions on housing and land use to ensure community development in sync with the existing neighborhood.

- **Strategy 4A:** Explore the feasibility of creating community centers in different parts of the district to serve focal populations while providing space for activities serving youth, seniors, families, immigrants, arts and cultural groups.
- **Strategy 4B:** Identify potential community spaces within new developments and activate underutilized areas highlighted through the Sunset Chinese Cultural District's 2023 Community Mapping project, to host visual arts and cultural events that celebrate Chinese traditions.
- **Strategy 4C:** Work with an established Community Land Trust to acquire land and develop into community-oriented property.
- **Strategy 4D:** Ensure equitable access and safety through community-informed transportation planning and transit-related projects.

EXECUTIVE SUMMARY (Cont.)

5. Arts and Culture

The Sunset should be home to a vibrant set of cultural amenities and attractions that preserves and advances Chinese culture and history. Sunset Chinese have a story of migration and growth, and we must foster everyday imagery to reflect the sense of belonging and cultural pride that our community feels. We envision a Sunset where the history of our community is highlighted via physical spaces and events, to ensure the cultural heritage and history are not lost through generations.

- **Strategy 5A:** Build capacity for the Sunset Chinese Cultural District (SCCD) to enhance Chinese/Chinese American arts and cultural infrastructure in the Sunset.
- **Strategy 5B:** Create and sustain a healthy Chinese/Chinese American artists hub in the Sunset.
- **Strategy 5C:** Build community capacity by integrating arts and artists into cross-sector efforts in the Sunset.

6. Cultural Competency

We envision a resource hub, where information can be translated for free or low costs. As new programs and communities enter the Sunset, they often lack cultural awareness and linguistic competency. The SCCD can play a vital role in supporting residents in communication with and cultural understanding of the Sunset Chinese community.

- **Strategy 6A:** Ensure access to culturally competent support for communities in the Sunset, prioritizing language accessibility, cultural sensitivity, and community engagement.
- **Strategy 6B:** Document the preservation of Chinese language in family, community, educational and media settings.

Conclusion

Next steps for this report include:

- Continued collaboration and advocacy between the SCCD and City departments to achieve the recommendations and strategies outlined in this plan.
- Revisiting and updating the strategies every 3 years and updating the report every 6 years, as per the Cultural Districts mandate by the 2018 Proposition E legislation.
- Serving as a collaborative measure for community and the City Departments to align on the stated goals, leveraging the recommendations in support of the district.

The Cultural Districts Program

San Francisco is globally recognized as a beacon of sanctuary and cultural pride, where movements for social justice and innovation are born and thrive.

This legacy of resilience and service forms the foundation for the Cultural Districts Program, shaping our collective expectations for the future and how we can preserve cultural heritage.

Like many other cities, San Francisco experienced significant demographic changes throughout the 1990's and 2000's, particularly in the neighborhoods where communities of color live. The growth in income inequality and costs of living, led to major changes in the city's socio-economic composition leaving communities of color to grapple with displacement of low-income vulnerable households and the businesses and organizations that serve them. Communities advocated and looked to the city to implement policies and strategies to protect their neighborhoods.

The Cultural Districts build upon the courage of those who came before, those who raised their minds, bodies, and spirits to protect those in need, holding accountable the systems that neglect the vulnerable and prevent equitable opportunities. This cultural legacy of pride and service to those most in need not only sets a foundation for the Cultural Districts Program, but also institutes a standard for our collective expectations. Let us continue this work and actualize the dreams of the past to prepare for the future.

Evolution of Historic Preservation Field to Cultural Heritage Preservation

Previously, the field of historic preservation was applied solely to tangible physical elements such as landmarks. More recently, preservation has expanded to include intangible heritage such as culture and the many elements that make up the social fabric of an area.

In 2003, The United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted the Convention for the Safeguarding of the Intangible Cultural Heritage recognizing “...*that the processes of globalization and social transformation, alongside the conditions they create for renewed dialogue among communities, also give rise, as does the phenomenon of intolerance, to grave threats of deterioration, disappearance and destruction of the intangible cultural heritage, in particular owing to a lack of resources for safeguarding such heritage.*”¹ In particular, indigenous communities were called out as having important roles in cultural diversity and human creativity as well as in safeguarding intangible cultural heritage for future generations.

The purposes of the Convention are to:

1. Safeguard the intangible cultural heritage;
2. ensure respect for the intangible cultural heritage of the communities, groups and individuals concerned;

¹ <https://ich.unesco.org/en/convention>

THE CULTURAL DISTRICTS PROGRAM (Cont.)

3. to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof; and
4. provide for international cooperation and assistance.

Evolution of Preservation & Place Keeping Policy in San Francisco

In the same spirit of the UN's pivot in how preservation is defined and actualized, members of the San Francisco Board of Supervisors requested a hearing in May of 2012 to assess San Francisco's cultural preservation efforts and to also review the progress of the City's implementation of Senate Bill 307, passed in 2001, entitled The California Japantown Preservation Pilot Project that aimed to support the three remaining Japantown neighborhoods. Prior to World War II there were more than 40 Japantown neighborhoods and while the Bill did not cite Internment directly, the fact was that by 1992, the U.S. government had disbursed more than \$1.6 billion (equivalent to \$3.67 billion in 2021) in reparations to 82,219 Japanese Americans who had been interned. The Bill that built upon this reckoning effort and cited the following needs: *The three remaining Japantowns in California face immediate challenges of integrating development and urban renewal proposals that are not consistent with the cultural character of Japantown neighborhoods. While economic development within Japantown neighborhoods and communities is both welcomed and encouraged, that development should be guided by a comprehensive vision of the future with a commitment to the history and cultural character of the neighborhoods and communities.*²

The San Francisco Historic Preservation Commission (HPC) then endorsed Resolution No. 0698, recommending that the City develop an inter-departmental program, entitled 'Cultural Heritage Districts' which would further the efforts of documentation and designation, thereby incentivizing preservation of social and cultural heritage. At the same time, the HPC and Planning Department were actively developing historic context statements that reflect the diverse social and ethnic histories of the city which continue to be under-represented in cultural heritage work.

Cultural Districts as Geographically Designated Areas

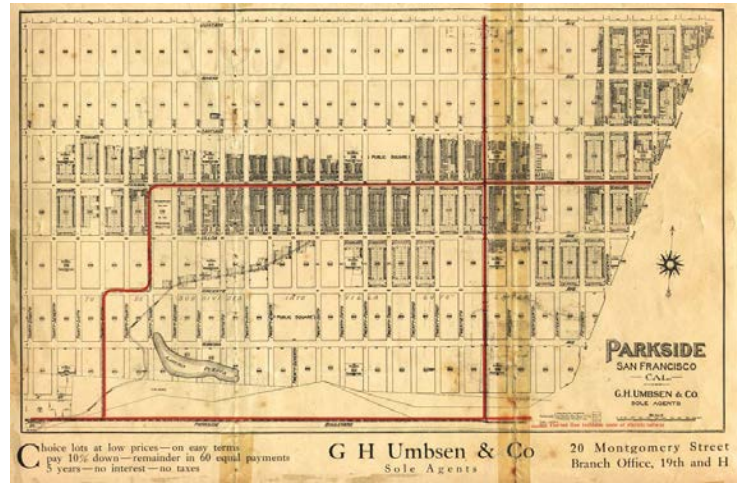
In the 2014 San Francisco's State of the City Address, Mayor Ed Lee highlighted the urgent need for action to address the negative side effects of the city's booming economy: Our neighborhoods are revitalized, and new construction is all around us, but some still look to the future, anxiously, and wonder whether there's room for them in a changing San Francisco... This rising cost of living, the financial squeeze on our city's working families and middle class — these are the fundamental challenges of our time, not just for our city, but for great cities around the world.

In 2014, the Calle 24 Latino Cultural District Resolution was passed by the Board of Supervisors as a collaborative effort between the Calle 24 Merchant and Neighbor's Association now Calle 24 Latino Cultural District Council, Mayor Ed Lee and District 9 Supervisor David Campos. The resolution recognized what had been for decades the Latino cultural center of San Francisco's Mission District- "El Corazón de la Misión".

² http://www.leginfo.ca.gov/pub/01-02/bill/sen/sb_0301-0350/sb_307_bill_20011014_chaptered.html

THE CULTURAL DISTRICTS PROGRAM (Cont.)

While the step towards recognizing geography as a cultural district emerged in 2013, this effort began in the late 1990s under the leadership of then-Supervisor Jim Gonzalez in response to gentrification. His successor, Supervisor Susan Leal, and the 24th Street Revitalization Committee explored the creation of a “Cultural Historic District,” but the idea went dormant without tools for implementation. Interest in establishing a cultural district for lower 24th Street reemerged in 2013 with the neighbors’ and merchants’ association – known as “Calle 24 SF” – taking the lead in partnership with the Mayor’s Office of Economic and Workforce Development through a new mayoral initiative, Invest In Neighborhoods. The initiative looked upon building on the unique strengths of each of San Francisco’s commercial districts to promote economic vitality. For Calle 24, that meant recognizing the existing cultural assets and character of the neighborhood as part of the Latino history of the City.



Parkside History Map. NOTE: Red Line here is NOT “Redlining” but an indication of electric rail line

The Calle 24 Latino Cultural District resolution led to the formal creation of the Cultural Districts Program in 2018, which would adapt the framework of Japantown’s Cultural Heritage and Economic Sustainability Strategy and grandfather four districts which had been leading cultural heritage preservation efforts: Calle 24 Latino Cultural District, Japantown Cultural District, SoMa Pilipinas Filipino Cultural District, Compton’s Transgender Cultural District (now Transgender Cultural District), and Leather and LGBTQ Cultural District.

True to form, San Francisco’s community and City leaders raised the bar, accelerating the implementation of their vision and deepening the coordination between City Departments and communities. There was a collective realization that to ensure progress in cultural stabilization, a toolkit of economic, zoning, educational, marketing, and planning approaches appropriate to safeguarding living heritage needed to be developed.³

SF Creates Cultural Districts Program

The current Cultural Districts program was put forth by Supervisor Hillary Ronen and formalized by Ordinance 126-18 in May 2018 when the Board of Supervisors’ legislation defined a Cultural District as “a geographic area or location within the City and County of San Francisco that embodies a unique cultural heritage because it contains a concentration of cultural and historic assets and culturally significant enterprise, arts, services, or businesses and because a significant portion of its residents or people who spend time in the area or location are members of a specific cultural, community, or ethnic group that historically has been discriminated against, displaced, and oppressed.”⁴

³ <https://commissions.sfplanning.org/cpcpackets/2016-008314CWP.pdf>

⁴ <https://sfbos.org/sites/default/files/o0126-18.pdf>

THE CULTURAL DISTRICTS PROGRAM (Cont.)

Following this shift, the San Francisco Historic Preservation Commission (HPC) endorsed Resolution No. 0698⁵, recommending that the City develop an inter-departmental program, entitled 'Cultural Heritage Districts' which would further the efforts of documentation and designation, thereby incentivizing preservation of social and cultural heritage. The San Francisco Board of Supervisors initiated the Cultural Districts program in 2018. The program defines a cultural district as "a geographic area or location within the City and County of San Francisco that embodies a unique cultural heritage because it contains a concentration of cultural and historic assets and culturally significant enterprise, arts, services, or businesses and because a significant portion of its residents or people who spend time in the area or location are members of a specific cultural, community, or ethnic group that historically has been discriminated against, displaced, and oppressed." The legislation outlined the program's purpose:

San Francisco's Cultural Districts program will seek to formalize a collaborative partnership between the City and communities and bring resources and help in order to stabilize vulnerable communities facing or at risk of displacement or gentrification and to preserve, strengthen and promote our cultural assets and diverse communities so that individuals, families, businesses that serve and employ them, nonprofit organizations, community arts, and educational institutions are able to live, work and prosper within the City.⁶

The legislation's goals are the following:

- To preserve, strengthen and promote diverse communities' cultural and neighborhood assets, events, and activities.
- To celebrate, amplify and support the community's cultural strengths to ensure immediate and long-term resilience.
- To streamline City and community partnerships to coordinate resources that stabilize communities facing displacement.

Hotel Tax Measure for the Arts – Proposition E

The formalization of the Cultural Districts program through legislation positioned the new program to benefit from City efforts to restore arts funding through a new hotel tax ballot measure in November 2018. Proposition E was introduced to secure funding for the arts including funds for the Cultural Districts and Cultural Centers in San Francisco and passed by a 75% majority allocating approximately \$3 million

⁵ <https://commissions.sfplanning.org/hpcmotions/R698.pdf>

⁶ <https://sfbos.org/sites/default/files/o0126-18.pdf>

THE CULTURAL DISTRICTS PROGRAM (Cont.)

annually from the City's Hotel Tax Fund to support the Cultural Districts Program. Proposition E not only provided the necessary resources for the Cultural Districts program, but also a formal recognition of the fact that San Francisco was experiencing a dramatically changing landscape; in response to this emerging transformation, the City's voters overwhelmingly had chosen to allocate ongoing funding to preservation of the City's diversity and cultural identities through a strategic stabilization.



SCCD Working Group Members at the 2021 Community Kickoff of the Sunset Chinese Cultural District.

As of 2024, there are ten formally recognized cultural districts across San Francisco, each working with the residents, business owners, service providers, and other stakeholders to strengthen community stability and to celebrate the neighborhood's distinct ethnic or cultural heritage.

Map: San Francisco's Ten Cultural Districts



Source: San Francisco Planning Department

How the Cultural Districts Program Operates

The Cultural Districts program aims to empower communities in upholding the social fabric of their neighborhoods, catering to residents, visitors, and workers alike. This model centers on inclusive planning and community building, aiming to preserve the memories and heritage of the district, thus maintaining its unique traditions and way of life. The program operates on the belief that those most affected by social disparities are best suited to establish effective solutions.

Legislation creating the Cultural Districts program charged the Mayor's Office of Housing and Community Development (MOHCD) with its implementation. To oversee the program, MOHCD established the role of Cultural Districts Manager, tasked with liaising with cultural district personnel and managing city funding directly allocated to these districts. The legislation also mandates an inter-departmental working group led by MOHCD, involving members from the Planning Department, the Office of Economic and Workforce Development (OEWD), and the San Francisco Arts Commission. These departments support cultural districts in achieving their equity goals, integrating district programming into existing initiatives, and offering relevant data resources.

Funding for the program is sourced from the city's Hotel Tax, directed by MOHCD to individual districts to cover administrative expenses. The initial funding in the program's inaugural year amounted to \$3 million, with subsequent annual allocations limited to a ten percent increase or decrease to maintain stability.

Upon establishing a cultural district, an independent entity—often a nonprofit or fiscally sponsored project sharing the district's name—must be designated to manage it. This entity applies for MOHCD funding to support its operations. Each district operates under a community-based advisory board, setting its mission and vision. MOHCD grant funding contributes to staffing and operational needs to fulfill this mission, while districts may seek additional funding from various sources.

The CHHESS Report

Each cultural district is required by legislation to create a playbook for community stabilization. The resulting Cultural History, Housing, and Economic Sustainability Strategy (CHHESS) report, developed in collaboration with the community and the City, inventories assets and guides the city's efforts to prevent displacement within the district. Modeled after the JCHESS report from Japantown in 2013,

CHHESS reports detail the district's history, demographics, and economic profile, followed by stabilization strategies in six key areas: historic and cultural preservation, housing and tenant protections, arts and culture, economic and workforce development, land use, and cultural competency.

The district, community partners, and City staff collaborate to implement these strategies, with the district evaluating their effectiveness every three years and updating the report every six years based on these assessments.

THE CULTURAL DISTRICTS PROGRAM (Cont.)

Cultural District Legislated Strategy Area	Strategy Area Description	City Department Scope Alignment
Historic/cultural preservation	Preserve and develop cultural and historic buildings, businesses, organizations, traditions, arts, events, and district aesthetic	Planning Department / Historic Preservation Commission (HPC)
Housing and tenant protections	Protect residential tenants from displacement and promote affordable housing and homeownership	Mayor's Office of Housing and Community Development (MOHCD)
Arts and culture	Attract and support artists and cultural enterprises	Arts Commission (SFAC)
Economic and workforce development	Promote jobs, tourism, and economic opportunities that stabilize the district's economy	Office of Economic and Workforce Development (OEWD)
Land use	Create City regulations and programs that that support businesses and industries that advance the Cultural District	All
Cultural competency	Promote culturally competent and appropriate City services, policies, and narratives	All



Acknowledging the Past

CHHESS
R E P O R T

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES

Acknowledging the Past

History and Cultural Legacy Statement

Chinese Americans have faced a legacy of discrimination and exclusion since their numbers grew during the first waves of migration to the United States during the Gold Rush. From 1850 to 1870, about 8,000 Chinese entered the U.S. annually through San Francisco. These early Chinese communities were primarily men who worked in the gold fields, performed dangerous labor in building the transcontinental railroad, or took jobs in agriculture and commercial fishing. In Monterey, Chinese fishermen established a connection to San Francisco's Chinatown, sending fresh catch daily to Clay Street's fishmongers. However, anti-Chinese sentiment soon intensified, leading to the Chinese Exclusion Act of 1882, which barred Chinese laborers and immigrants from entering the U.S. for decades.



Picnic in the sand dunes, 1930's photo. Courtesy of SF Public Library digital archives

In San Francisco, anti-Chinese racism became particularly evident. Before World War II, people of various racial backgrounds lived alongside whites in many parts of the city—except for those of Chinese descent. Anti-Chinese racism contributed to Chinese Americans being relegated to the poorest living conditions in Chinatown, driven by legal and social pressures. Local ordinances further isolated the community by restricting Chinese businesses, and anti-Chinese sentiment led to targeted violence, such as the riots of 1877. Segregation policies, including the quarantine of Chinatown during the 1900 bubonic plague outbreak, uniquely affected Chinese residents and businesses.

The 1930s brought federal housing programs that enforced existing patterns of residential segregation and led to new segregated neighborhoods in San Francisco. Redlining maps limited geographic mobility for Chinese and other communities of color by designating their neighborhoods as undesirable. The Chinese in San Francisco were restricted to live and work in Chinatown, where they established businesses, family associations, and monuments reflecting their heritage. Meanwhile, areas like the Sunset District were deemed desirable due to their predominantly white population, with less than 5% Chinese residents in 1950. Downzoning measures from the 1950s to the 1970s aimed to preserve the Sunset's residential character but intensified exclusion and segregation by restricting housing options and favoring expensive single-family homes.

ACKNOWLEDGING THE PAST (Cont.)

The repeal of the Chinese Exclusion Act during World War II marked a turning point, but strict immigration quotas persisted until the 1965 Immigration and Nationality Act, which opened doors for Chinese and other Asian immigrants. The Sunset District welcomed its first Chinese American residents in 1946 when Sherman Lee and his wife Edna purchased a home on Taraval Street. However, racial exclusion persisted, upheld by deed covenants and real estate collusion, which continued to exclude Asian, Black, and other minority communities.

The Fair Housing Act of 1968 dismantled discriminatory housing practices, allowing more Chinese families to move into western neighborhoods like the Sunset. The Chinese American community's growth in the Sunset was marked by the establishment of businesses, faith-based institutions, and health clinics along commercial corridors like Irving, Noriega, Judah, and Taraval streets. These communities began to form a visible ethnic identity, fostering cultural and economic contributions that enriched the district.



Parkside kindergarten class, 1957.

By the 1970s, many more Chinatown residents began moving out of crowded tenements and purchasing homes in the Sunset and Richmond districts. This movement led to the blossoming of the Chinese American community in these neighborhoods. With half of home sales going to Chinese American buyers, businesses and institutions emerged to serve the needs of Chinese families who no longer had to venture to Chinatown for shopping or dining. The Sunset District became known as the “Third Chinatown” after the original Chinatown and Clement Street in the Richmond District. By 2018, about 2,500 Chinese-owned businesses were operating in the Sunset District, including restaurants, grocery stores, childcare centers, real estate offices, and more.

Despite these gains, the Sunset's Chinese community faces ongoing challenges. The COVID-19 pandemic exacerbated threats to Chinese businesses and working-class families who lack easy access to resources due to language and cultural barriers. Rising housing and commercial space costs have affected many working-class individuals, families, and small businesses. Public safety concerns have also increased due to hate crimes targeting Asian American and Pacific Islander (AAPI) residents. Stop AAPI Hate reported racially motivated incidents, with harassment being the most prevalent form of discrimination, followed by physical assaults. High-profile incidents in San



Free COVID Testing site at Wah Mei, led by the SCCD

ACKNOWLEDGING THE PAST (Cont.)

Francisco caused severe injury or death to Asian American seniors, leading to heightened fear in the community. In the Sunset and other neighborhoods, small businesses have limited hours, and ad hoc safety squads have formed during the pandemic to provide neighborhood watch. In April 2021, thousands of Westside residents marched in solidarity on the Great Highway, united for peace in one of the largest civic demonstrations in the Sunset.

In recognition of the historical injustices faced by the Chinese community, the San Francisco Board of Supervisors passed [resolution 39-22](#) on February 1, 2022, formally apologizing to Chinese immigrants and their descendants for systemic discrimination, targeted acts of violence, and atrocities. The resolution committed to rectifying past policies that segregated and marginalized the Chinese community.

This legacy of resilience serves as a foundation for the Sunset Chinese Cultural District to honor the contributions of those who transformed the neighborhood while continuing the critical work of preserving its Chinese heritage, cultural artifacts, and institutions. As the Sunset grows, its Chinese American residents are not only preserving their heritage but also fostering innovation and inclusivity. Ensuring that diverse housing options are available will allow other communities to move into the Sunset and contribute to its rich history of being an affordable neighborhood for families and seniors.

Balancing these priorities—protecting the legacy of the Chinese community while fostering a diverse and equitable future—will allow the Sunset to build on its storied history and remain a dynamic and thriving part of San Francisco for generations to come.



Responding to the Present

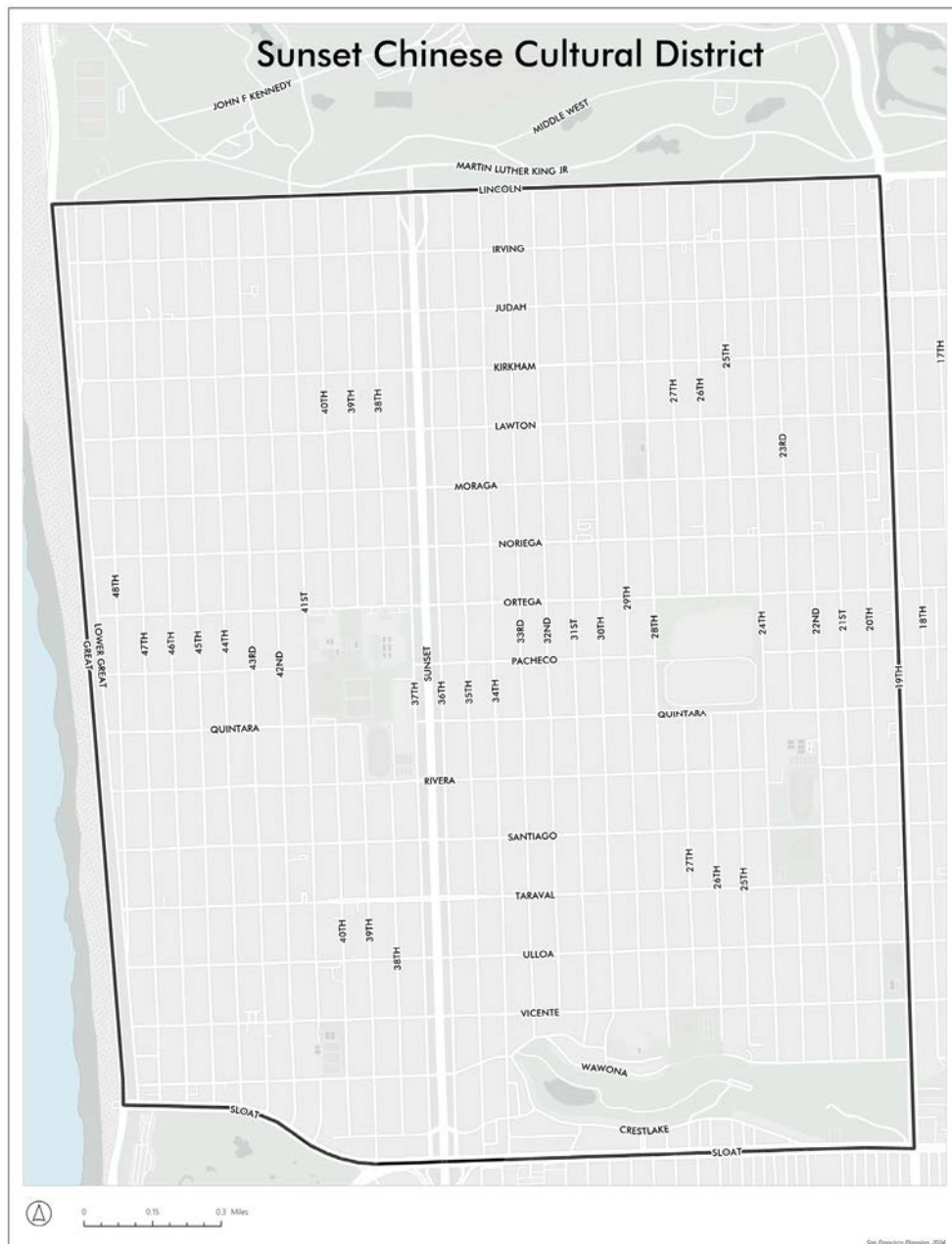
CHHESS
R E P O R T

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES

Responding to the Present

The SCCD boundaries are Lincoln Avenue to the North, 19th Avenue to the East, Sloat Blvd to the South, and Great Highway to the west as shown in the map below.

Data were extracted using census tracts within these defined boundaries.

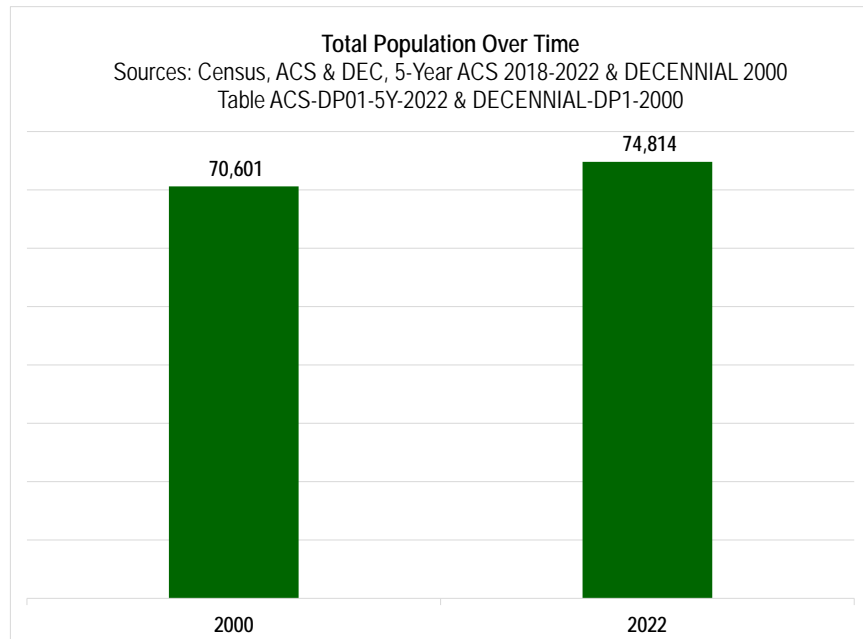


RESPONDING TO THE PRESENT (Cont.)

Demographic Landscape

The Sunset Chinese Cultural District, home to 74,814 residents, is characterized by a nearly equal gender balance, with 50.1% male and 49.9% female. The community has grown steadily by about 6% since 2000, reflecting a vibrant and expanding population. (Figure 1)

Figure 1: Total Population Over Time

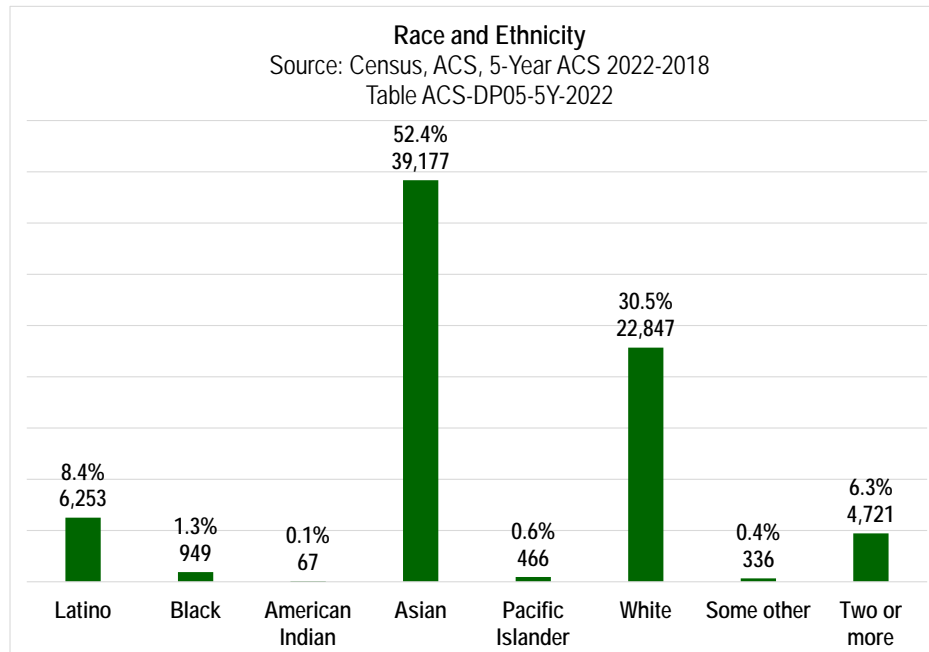


Note: Data represents estimates from the American Community Survey for 2022 and the Decennial Census for 2000. Numbers have been rounded.

The district's identity is deeply rooted in its Asian community, which makes up 52.4% of the population. Of those that identify as Asian, Chinese residents are the largest group, comprising 42.3%, while Filipinos, Vietnamese, and Indians also contribute to the rich cultural tapestry. White residents (not Hispanic or Latino) form the second-largest demographic at 30.5%, with other racial groups, including Black or African American, American Indian, and Hispanic or Latino populations, being less represented. (Figures 2 and 3)

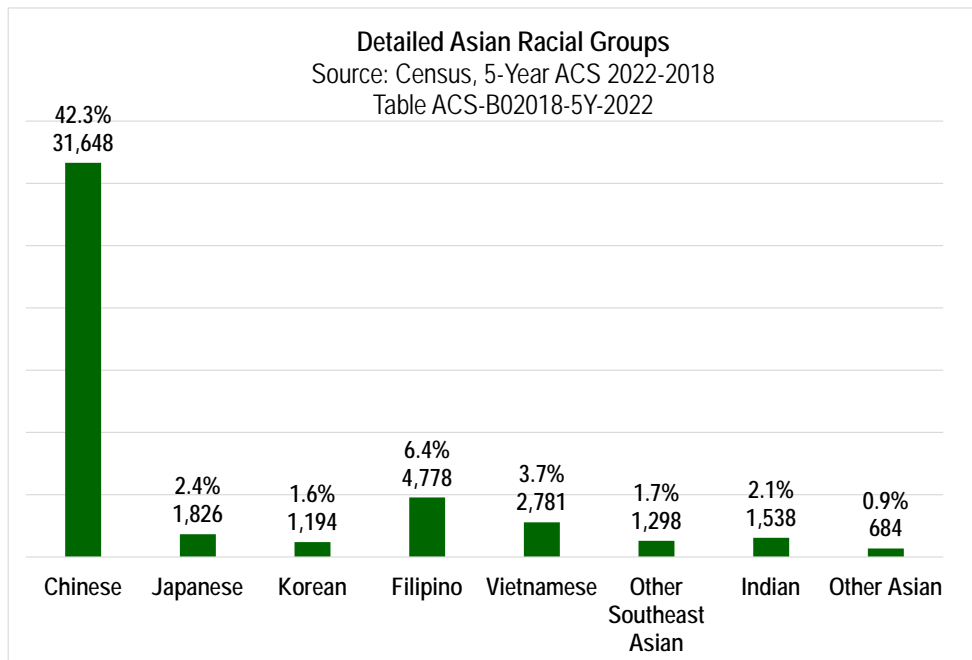
RESPONDING TO THE PRESENT (Cont.)

Figure 2: Race and Ethnicity



Note: Data represents estimates from the American Community Survey. The total population in the Sunset Chinese Cultural District is estimated to be 74,814. Latino consists of all people who identify as Latino, no matter what race(s) they may also identify as; all other racial groups are only those who do not identify as Latino. Numbers have been rounded.

Figure 3: Detailed Asian Racial Groups



Note: Data represents estimates from the American Community Survey. The total population in the Sunset Chinese Cultural District is estimated to be 74,814. The number of people who are Asian alone or in combination with one or more other races is estimated to be 43,289, and the number who are estimated to be Asian alone is 39,177. Totals for Asian subgroups add up to more than the total for all Asian residents because people can report multiple nationalities and are included in counts for each. Percentages are out of the total population of the district. Numbers have been rounded.

RESPONDING TO THE PRESENT (Cont.)

Nearly half of the residents speak a language other than English at home, with Chinese being the most common non-English language. Among these, 19.3% report limited English proficiency. (Figure 4) The district has a diverse age range, with a notable number of young adults aged 25 to 34 and a substantial elderly population, making up 20.9%. Children and teenagers under 18 represent 16.1% of the community. Households in the district number around 25,906. (Figure 5)

Figure 4: Primary Languages Spoken

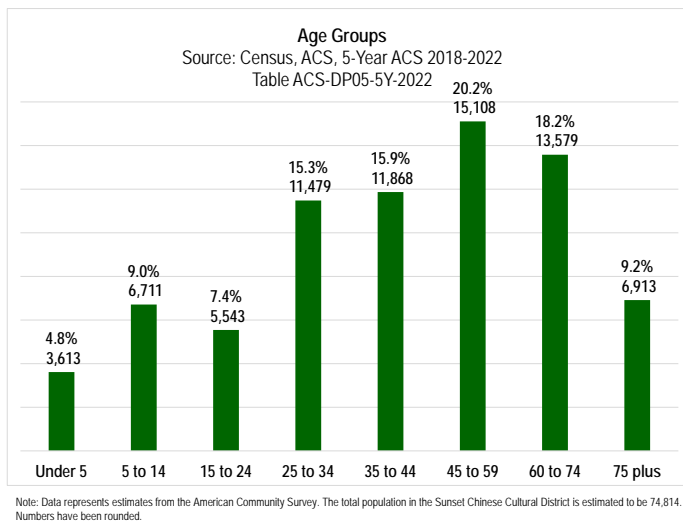
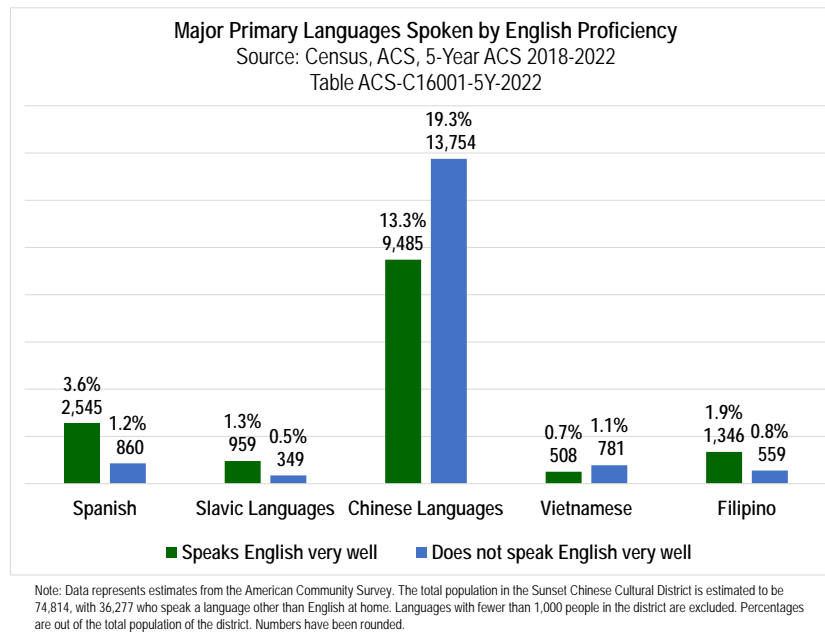
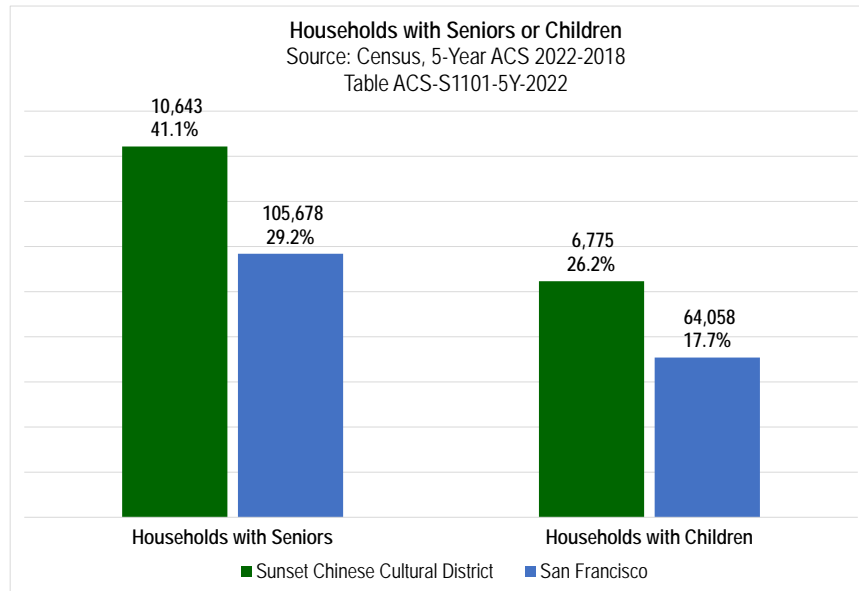


Figure 5: Age Groups

A higher percentage of these households have children under 18 (26.2%) compared to the broader San Francisco area, and a significant portion (41.1%) includes seniors aged 65 or older. Furthermore, 50.1% of households have someone aged 60 or older, and 21.4% of residents live alone, with 11.7% of these individuals being 65 or older. (Figure 6)

RESPONDING TO THE PRESENT (Cont.)

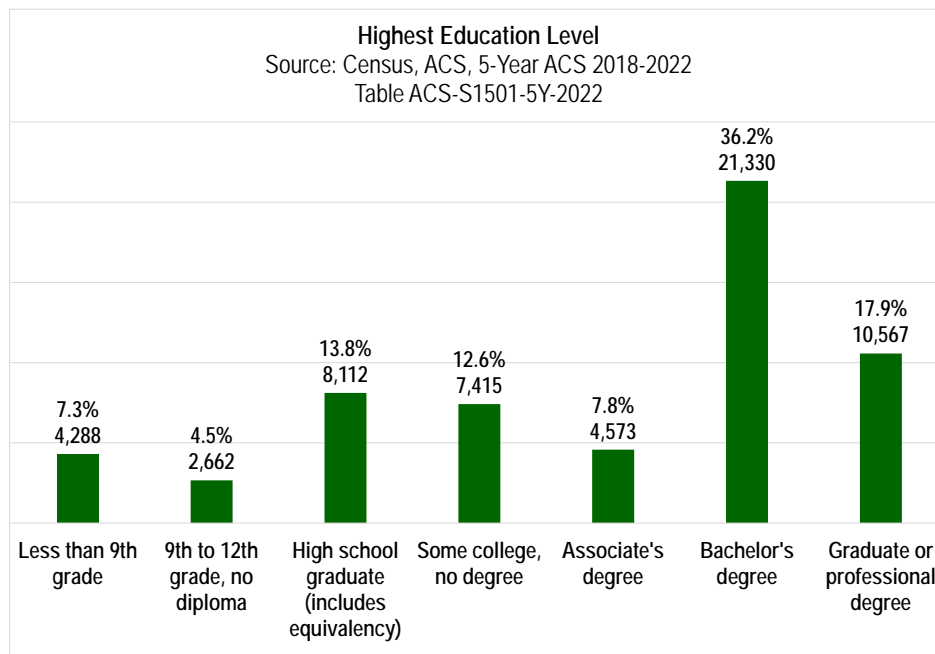
Figure 6: Households with Seniors and Children



Data represent estimates from the American Community Survey. The total number of households in the Sunset Chinese Cultural District is estimated to be 25,906. Seniors are 65 and older and children are 17 and younger. Numbers have been rounded.

Educationally, the area stands out with a high proportion of residents holding a bachelor's degree (36.2%) or higher, underscoring a well-educated community. (Figure 7)

Figure 7: Highest Education Level

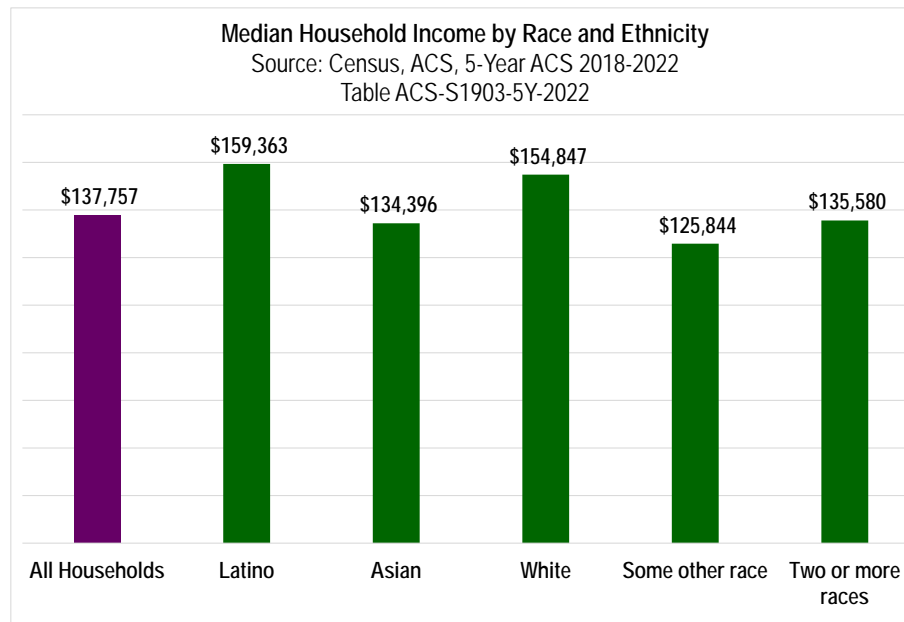


Note: Data represents estimates from the American Community Survey. The total population in the Sunset Chinese Cultural District is estimated to be 74,814. Numbers have been rounded.

RESPONDING TO THE PRESENT (Cont.)

The median household income for the district is \$137,757. Hispanic or Latino households report the highest median income at \$159,363, followed by White alone (not Hispanic or Latino) households at \$154,847. Asian households have a median income of \$134,396, while those of two or more races earn \$135,580, and households identified as “Some other race” have the lowest median income at \$125,844. (Figure 8)

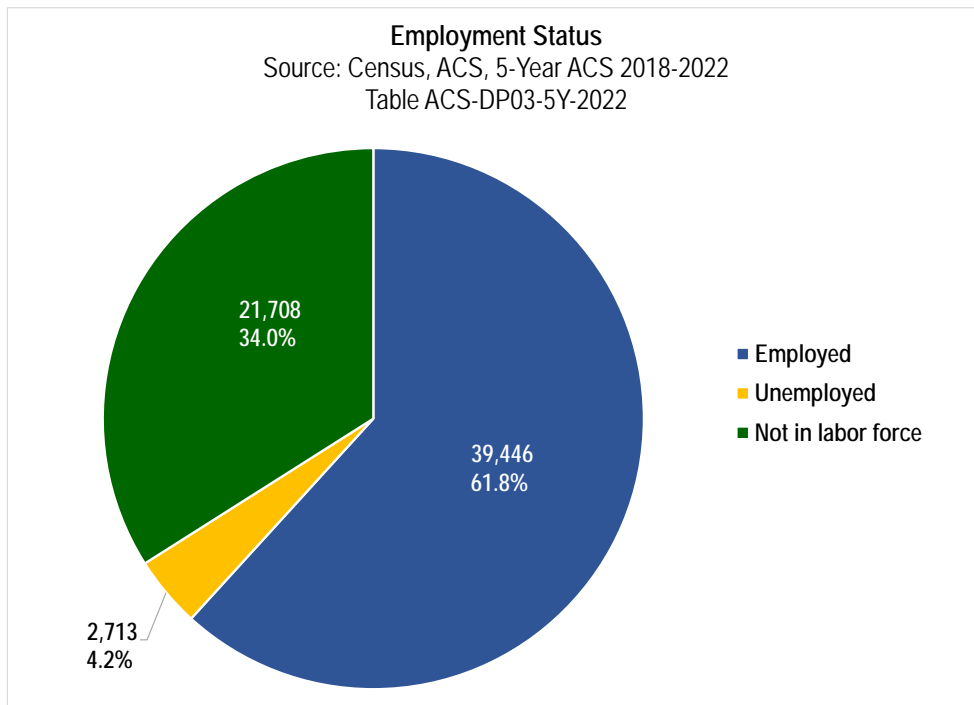
Figure 8: Median Income by Race and Ethnicity



Note: Data represents estimates from the American Community Survey. The total number of households in the Sunset Chinese Cultural District is estimated to be 25,906. Census does not report median income estimates for racial groups with low totals in a given census tract, so estimates for Black, Pacific Islander, and Native American residents are not available. Households of all racial groups except for White may also be Latino and thus would be represented in both categories. Numbers have been rounded.

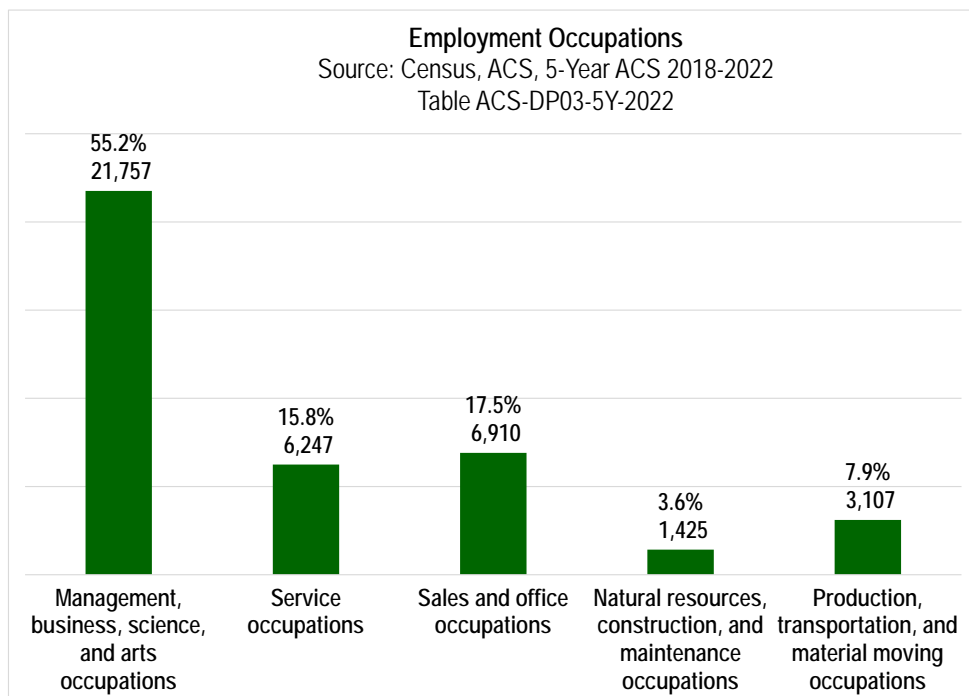
Out of the 16-years and older population, 61.8% are employed, highlighting a robust workforce in management, business, science, and arts occupations (55.2%). Service occupations account for 15.8%, and sales and office jobs make up 17.5%. Smaller percentages are in natural resources, construction, and maintenance (3.6%) and production, transportation, and material moving (7.9%). Notably, 34% of the population is not in the labor force, and 4.2% are unemployed. This highlights a skilled and diverse professional community with a broad range of expertise. (Figures 9 and 10)

RESPONDING TO THE PRESENT (Cont.)



Note: Data represent estimates from the American Community Survey. Percentages are out of the 16-years and older population of the district. The number of people that is 16-years and over in the Sunset Chinese Cultural District is estimated to be 63,887. Numbers have been rounded.

Figure 10: Employment Occupations



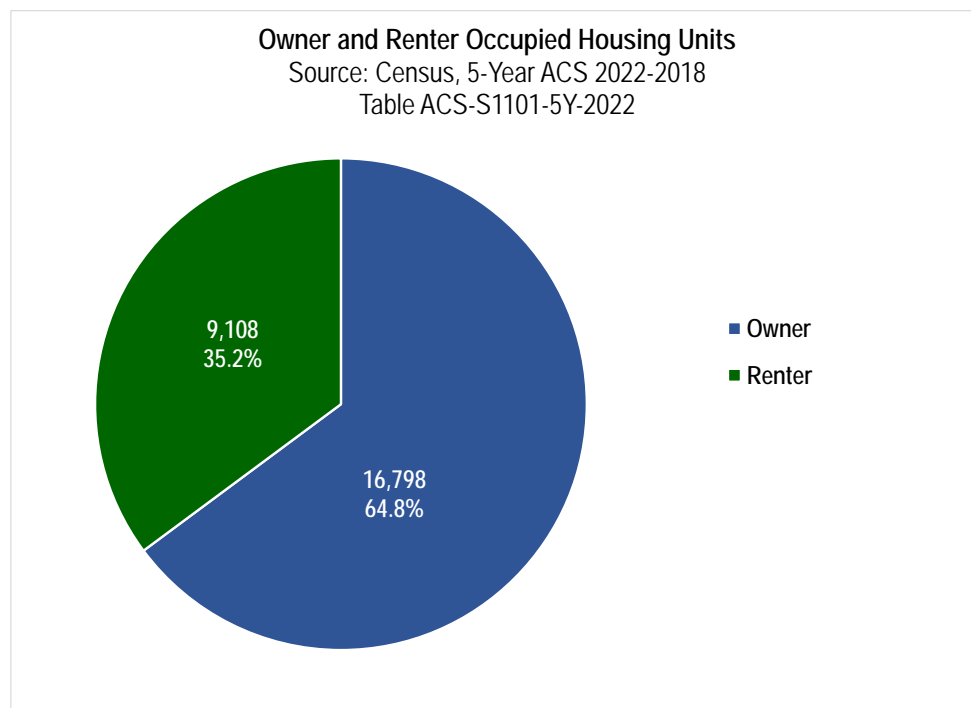
RESPONDING TO THE PRESENT (Cont.)

While the Sunset Chinese Cultural District exhibits a vibrant, well-educated community with significant economic achievement, there are critical areas for focused community strategies. Addressing income disparities among diverse racial subgroups and enhancing support for non-English speakers with multilingual services. Particular attention must be given to the cultural and social needs of the Chinese community, ensuring that programs and services are both culturally relevant and accessible. Additionally, expanding employment opportunities and providing tailored support for families and seniors will further promote equity and inclusion. By addressing these areas, the Sunset Chinese Cultural District can build on its strengths and foster a more comprehensive and equitable community.

Housing Landscape

The district has undergone significant changes in housing affordability over the past two decades. Between 2015 and 2019, the Sunset Chinese Cultural District had an estimated 26,858 households with 64.8% homeowners and 35.2% renters. (Figure 11).

Figure 11: Owner and Renter Occupied Housing



Data represent estimates from the American Community Survey. The total number of owner and renter occupied units in the Sunset Chinese Cultural District is estimated to be 25,906. Numbers have been rounded.

In 2000, the average rent was \$1,081, but by 2022, it had increased by 142% to \$2,616. Home values saw an even steeper rise, from \$383,431 to \$1,365,508, a 256% increase. (Figures 12 and 13)

Despite these challenges, 67% of households manage to spend less than 30% of their income on housing. However, 15.8% of households are rent burdened, spending 30-50% of their income on housing, and 16.4% are extremely rent burdened, spending more than 50% of their income on housing.

RESPONDING TO THE PRESENT (Cont.)

Figure 12: Median Rent Price Over Time

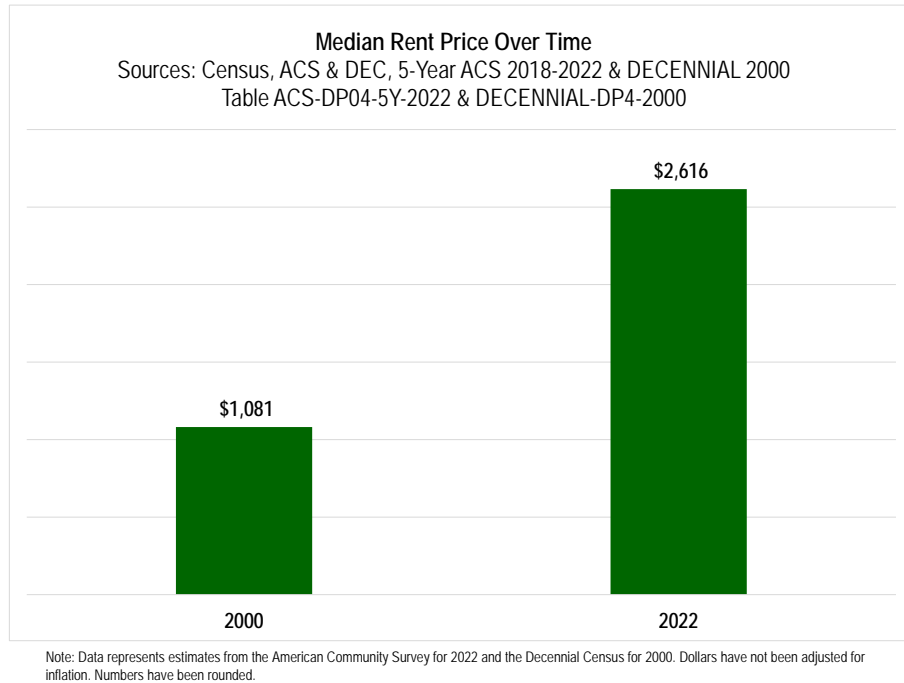
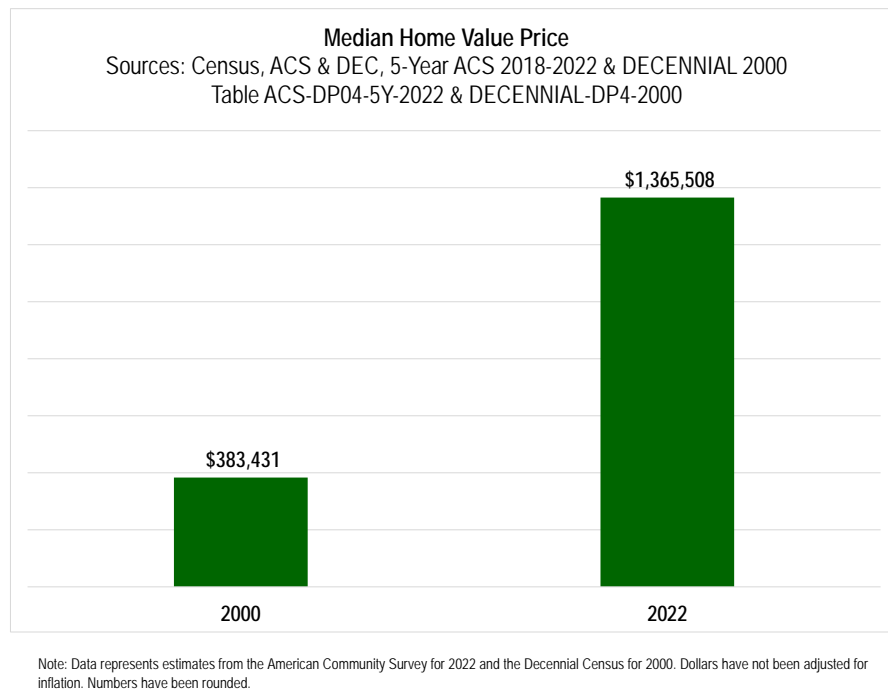


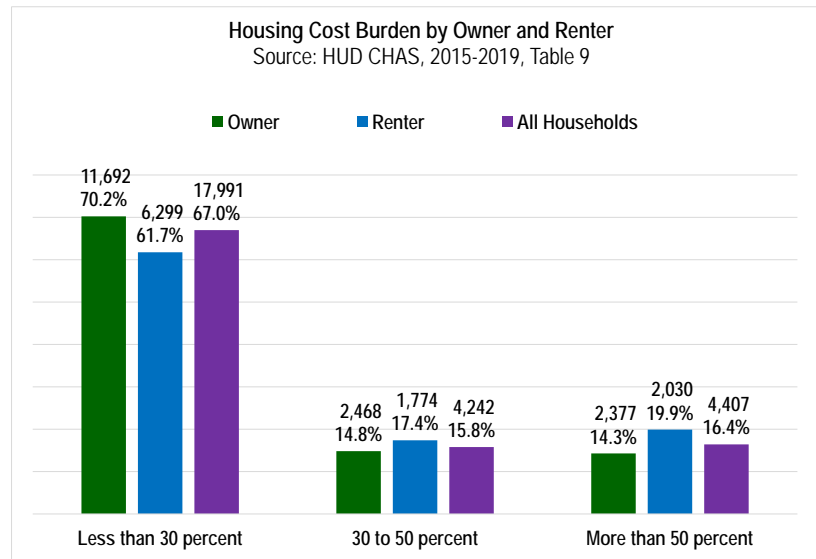
Figure 13: Median Home Value Price



RESPONDING TO THE PRESENT (Cont.)

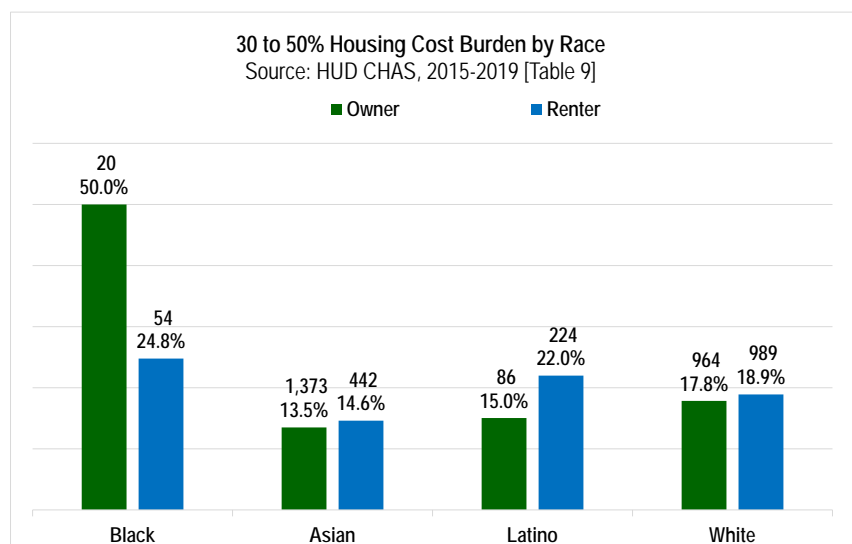
Renters face a higher risk of being rent burdened (17.4%) or extremely rent burdened (19.9%) compared to homeowners. (Figure 14) The burden is particularly pronounced among Black residents, with 50% of Black homeowners and 24.8% of Black renters experiencing rent burden. Latino (22%) and White (18.9%) renters also face significant rent burdens, while 13.5% of Asian homeowners and 14.6% of Asian renters struggle with housing costs. (Figure 15)

Figure 14: Housing Cost Burden by Owner and Renter



Note: Data represents estimates from the HUD Comprehensive Housing Affordability Strategy (CHAS). For the 2015-2019 years, the total number of households in the Sunset Chinese Cultural District is estimated to be 26,858, with 16,647 owners and 10,201 renters. Households that do not have income or any housing costs are not shown. Numbers have been rounded.

Figure 15: Housing Cost Burden by Race



Note: Data represents estimates from the HUD Comprehensive Housing Affordability Strategy (CHAS). For the 2015-2019 years, the total number of households in the Sunset Chinese Cultural District is estimated to be 26,858, with 16,647 owners and 10,201 renters. Percentages shown are the proportion of a given race and tenure group that are 30 to 50% cost burdened (for example, out of all Asian renters, 14.6% are cost burdened 30 to 50%). Latino households are Latino alone or in any combination, and all other racial group households are only those who are not also Latino. Households that are Pacific Islander, Native American, two or more races, or some other race are not shown due to small population sizes. Households that do not have income or any housing costs are not shown. Numbers have been rounded.

RESPONDING TO THE PRESENT (Cont.)

Between 2020 and 2024, a total of 213 eviction notices were issued. Nuisance-related evictions led at 31.5%, followed by owner move-ins at 18.8% and Ellis Act evictions at 14.6%. Breach of lease and nonpayment accounted for 10.3% and 8% of evictions, respectively. No evictions occurred for demolition or condo conversions. (Figure 16) The numbers provided in this report exclusively represent evictions formally filed with the City's Rent Board. However, it's important to acknowledge the instances of undocumented evictions, displacement and housing instability that are not reported in the data. Monolingual immigrant households are especially susceptible to this type of eviction.

Figure 16: Eviction Notices 2020-2024

Eviction Notices 2020-2024	
Nonpayment	17
Breach	22
Nuisance	67
Illegal Use	3
Access Denied	2
Unapproved Subtenant	11
Owner Move-in	40
Demolition	0
Capital Improvement	7
Ellis Act	31
Condo Conversion	0
Roommate Same Unit	7
Other Causes	4
Late Payment	2
Total	213

Census data shows that 3.8% of renters and 3.7% of homeowners live with 1.01 to 1.5 occupants per room, while 3.5% of renters and 1.3% of homeowners have over 1.5 occupants per room (Figure 17). Overcrowding is typically defined as having more than one occupant per bedroom. However, these metrics often overlook the realities of inter-generational living in single-family homes—a common practice in the Chinese community.

As shown in Figure 18, 81.2% of households include relatives. This living arrangement provides mutual support, childcare, elder care, and serves as a strategic financial choice. Census data, which focuses on occupants per room, often misinterprets these cultural norms as purely economic hardship. Additionally,

RESPONDING TO THE PRESENT (Cont.)

privacy concerns and underreporting further obscure the true picture.

Figure 17: Overcrowded Households

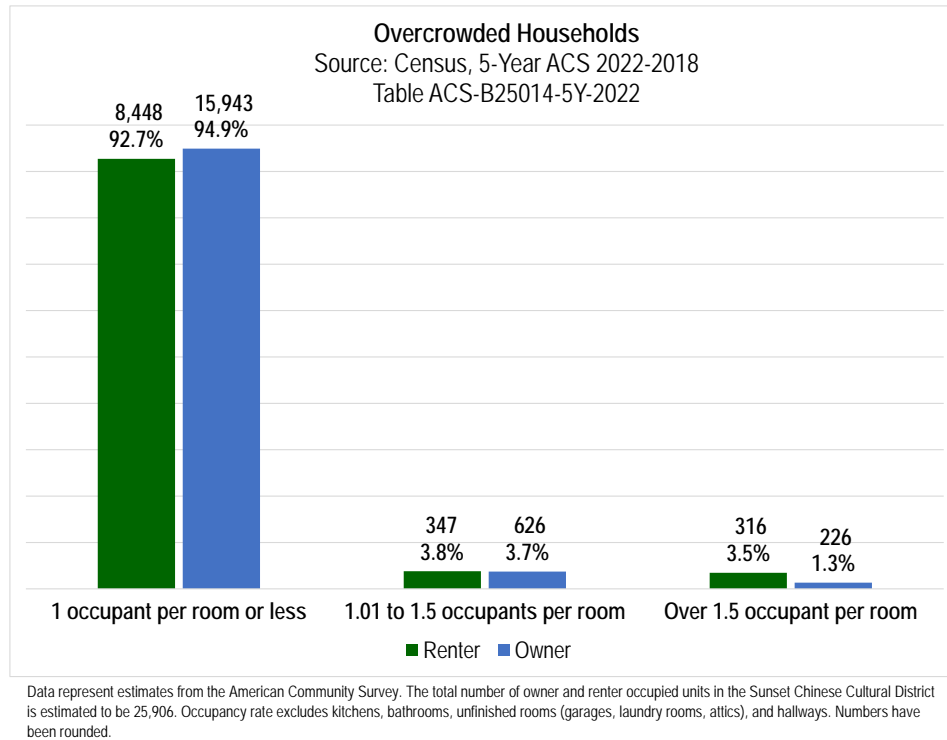
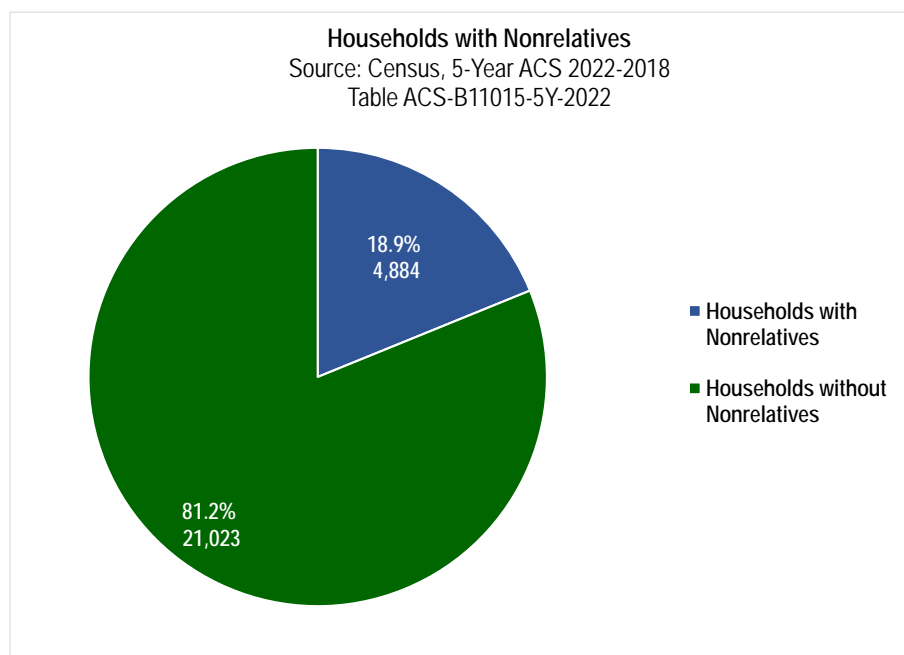


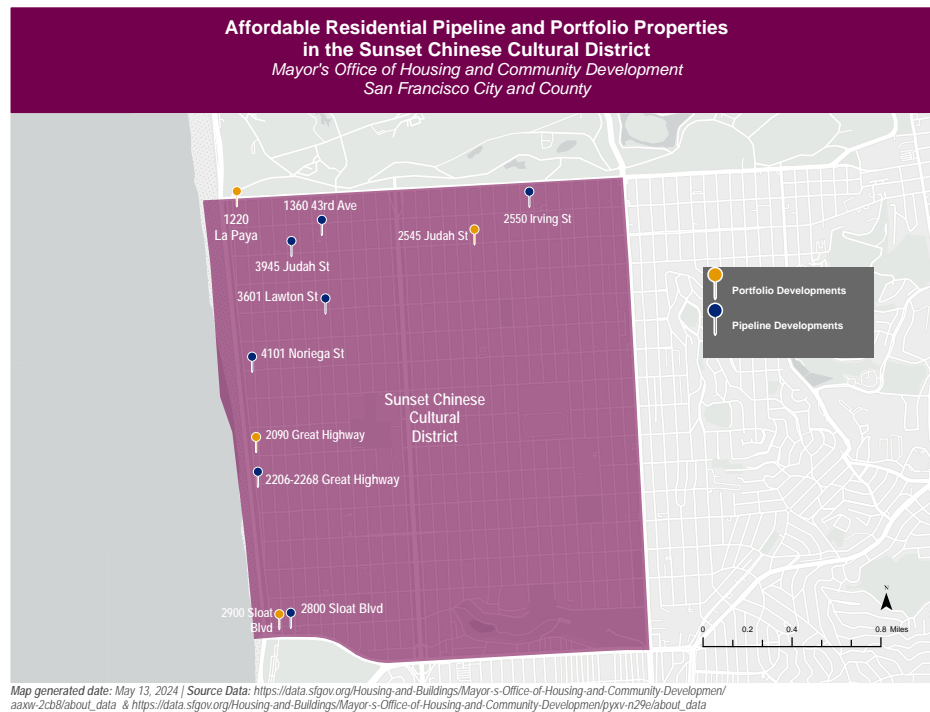
Figure 18: Households with Nonrelatives



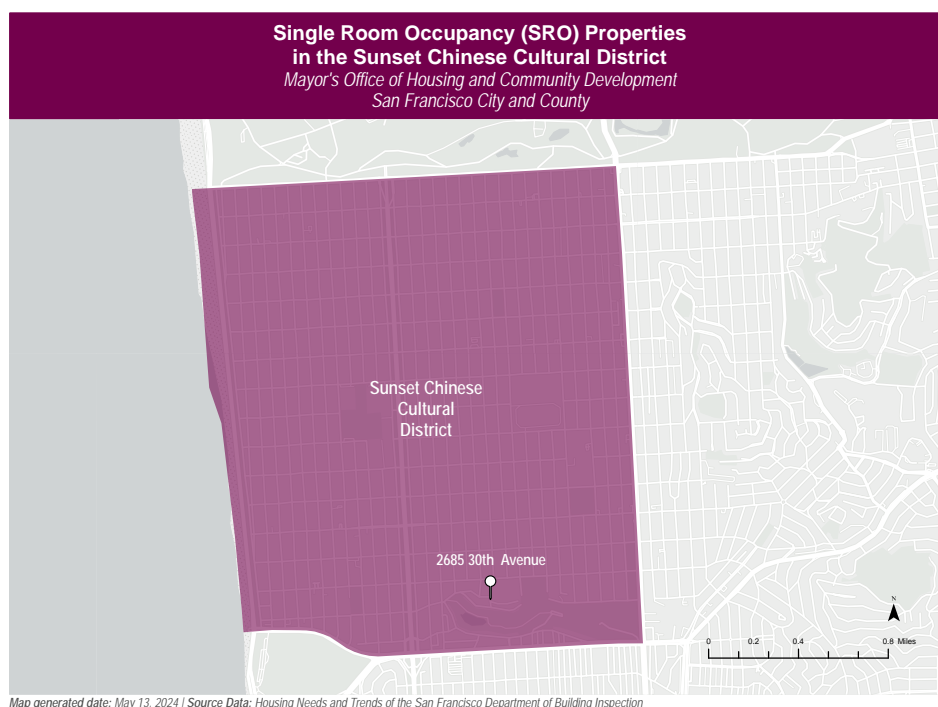
RESPONDING TO THE PRESENT (Cont.)

The district currently has four 100% affordable housing developments. Additionally, there are seven more sites in the Mayor's Office of Housing and Community Development (MOHCD) affordable housing pipeline (Map 1). The district has only one Single Room Occupancy (SRO) building, located at 2685 30th Avenue (Map 2).

Map 1: Affordable Residential Pipeline and Portfolio Properties



Map 2: Single Room Occupancy (SRO) Properties



RESPONDING TO THE PRESENT (Cont.)

The Sunset Chinese Cultural District has experienced sharp increases in housing costs, with rents up 142% and home values up 256% over two decades. While 67% of households spend less than 30% of their income on housing, over 32% face rent burdens, particularly renters and minorities. Affordable housing efforts are underway, but challenges persist, including overcrowding, eviction risks, and undocumented displacement among vulnerable groups.

Community Assets

The Sunset Chinese Cultural District holds multitudes of places, businesses, and events that make our cultural district unique. The assets reflected are a result of the Community Asset Mapping Project in the Summer of 2003 (Appendix F). Additional historical assets were provided with the ongoing “Sunset: Our Stories” project, an oral history project recording the stories of Sunset residents from the 1950’s to today. Historical assets were identified through the deep research of the Chinese Historical Society of America and Palma You.

Much of our cultural practices are visible in activities and actions, versus static icons or locations. Our community assets are rooted in our values and beliefs within the Chinese culture. They include respect/filial piety toward our elders, inter-generational learnings, and a tenacity to root and grow. The following list of assets are not intended to be comprehensive, but reflect the organizations with deeper ties to the Chinese American story uplifted by the SCCD.

Places:

- **Commercial Corridors** (Irving, Lawton, Noriega, Taraval), hosting various Chinese owned and serving businesses, including restaurants, grocery stores, laundries, nail salons, hardware stores, etc.
- **Lake Merced**, located just outside of the SCCD boundaries, this has been the site of local Dragon Boat races, an activity bringing Sunset youth closer to their culture, often through a Dragon Boat team at their respective high schools
- **Lee Family Home** on Taraval at 38th Avenue, the first Chinese-American owned home in the Sunset, purchased just after World War II.
- **Together on Taraval Mural**, created in 2024 by local AAPI artists Twin Walls Mural Company
- **West Sunset Playground**, a community gathering place where generations of Sunset Chinese gather, including those of our elder Chinese dancers

Events:

- **Sunset Autumn Moon Festival**, an annual tradition started in the early 2000’s celebrating the harvest moon
- **Sunset Lunar New Year Festival**, an annual tradition bringing light to the 15-day long celebration

RESPONDING TO THE PRESENT (Cont.)

Community-Based Organizations:

- **ASIAN, Inc.** empowers economic equity through affordable housing, business development and financial independence
- **Asian Women's Resource Center** 華埠亞洲婦女服務中心 addresses the unmet needs of women and children in geographic and social transition
- **Chinatown Merchants United Association of San Francisco** 舊金山華埠商戶聯會 committed to serve and to support Chinatown Merchants and to make merchants voice heard expanded their footprint to the Sunset in 2023
- **Parkside Heritage**, a community group dedicated to preserving and uplifting the history of Parkside.
- **People of Parkside Sunset**, a 60-year-old neighborhood association dedicated to uplifting the Sunset/Parkside.
- **Self-Help for the Elderly** dedicated to providing assistance and support to seniors in the San Francisco area, with two locations in the Sunset Chinese Cultural District
 - **Chi Sing Community Center** 志誠社區中心
 - **South Sunset Senior Center** 日落康樂中心
- **Wah Mei School**, 1400 Judah Street, the first bilingual Chinese-English educational preschool in San Francisco

City-Supported Initiatives

The Mayor's Office of Housing and Community Development (MOHCD)

The Mayor's Office of Housing and Community Development (MOHCD) supports residents with affordable housing opportunities and essential services to build strong communities. It creates housing, preserves existing housing, protects vulnerable residents, and empowers neighborhoods. MOHCD staff manage the CD program and the interdepartmental group that supports it.

Housing stabilization and residential anti-displacement initiatives

MOHCD's Housing Division creates policies and programs that create safe, stable, and affordable housing. Over more than five decades, tenant advocacy, community activism, and City leadership have shaped policies that protect tenants from displacement, such as rent control, just cause eviction protections, and various other expansions of tenant protections under the Rent Ordinance.

Specific eviction prevention and housing stabilization programs managed by MOHCD include:

- [Tenant Right to Counsel](#), San Francisco's eviction legal defense system – legal representation for tenants in eviction court;
- [Tenants' Rights Counseling, Education, and Outreach](#) – tenant assistance programs to help tenants know their rights and navigate eviction notices, rent increases, habitability issues, Rent Board petitions, etc.

RESPONDING TO THE PRESENT (Cont.)

- [Housing-related mediation](#) with the Bar Association of San Francisco providing on-demand and comprehensive alternative dispute resolution services to tenants, landlords, and City-subsidized housing providers;
- *Housing-Related Legal Services* – legal services focused on housing stabilization, such as help with reasonable accommodations, rent increases, habitability issues, advocacy for tenants in subsidized housing, etc.
- *Financial assistance programs*, including:
 - [San Francisco Emergency Rental Assistance Program \(SF ERAP\)](#) and [Season of Sharing](#);
 - Long-term tenant-based rental subsidies programs, such as the Our Trans Home Initiative, Ending Trans Homelessness Initiative, Anti-Displacement Shallow Subsidy Program, Senior/Disability Shallow Subsidy Program, and various subsidy programs that serve people living with HIV/AIDS

MOHCD administers Affordable Housing Lottery Preference Programs, including:

- The [Displaced Tenant Housing Preference Program](#) that helps tenants displaced from rent controlled housing by no-fault eviction, fire, or unaffordable rent due to expiring affordability restrictions;
- the [Neighborhood Resident Housing Preference Program](#) (Housing Lottery), which sets aside an allocation of housing units within new affordable housing developments for residents within the neighborhood; and
- the [Certificate of Preference Program](#) that helps households who were displaced due to former San Francisco Redevelopment Agency action.

The two hallmark programs of MOHCD's Housing Preservation efforts are:

- [The Small Sites Program \(SSP\)](#), which supports local nonprofit sponsors with acquisition and preservation loans to convert rent-controlled properties to permanently affordable housing;
- The [Community Living for Mental Health \(CLMH\) Program](#), which expands opportunities for people with chronic mental illness or substance use disorders to live in communal, non-institutional housing with 24/7, on-call case management services.

These programs: 1) provide technical assistance and capacity building support to nonprofit organizations seeking to acquire and rehabilitate existing multifamily properties and 2) evaluate the eligibility of potential sites under criteria that prioritizes investing in buildings where there is displacement risk and where vulnerable populations are among current tenants.

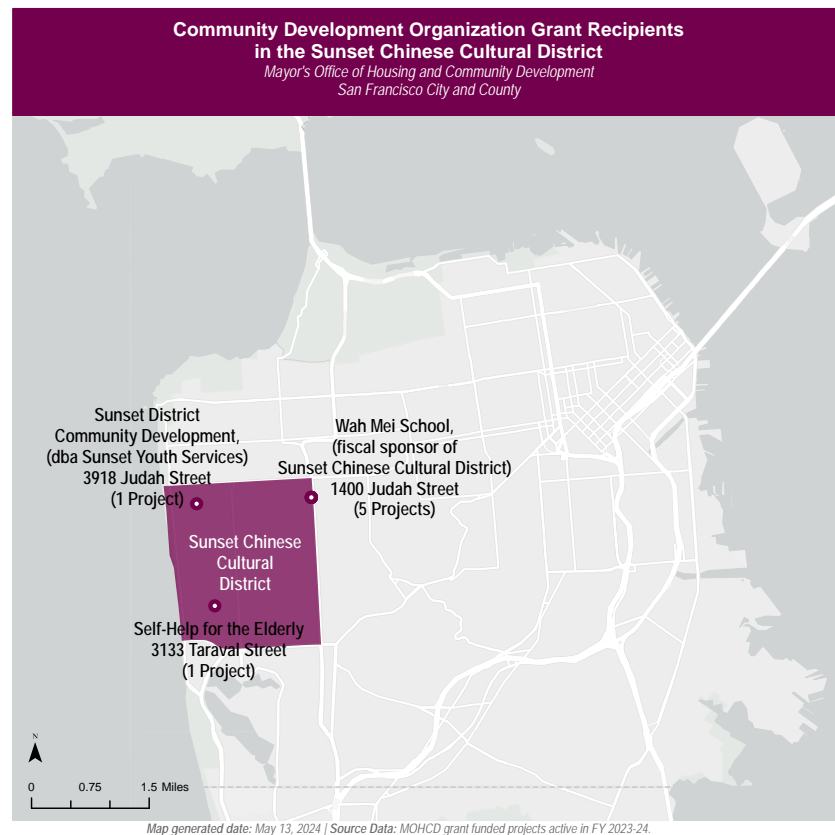
MOHCD is essential in supporting community-serving organizations in the Sunset District through strategic grantmaking and collaboration. By administering significant federal and local funding, including the [Community Development Block Grant \(CDBG\)](#) program and local General Fund allocations, MOHCD manages millions in local funding to support community-serving organizations. MOHCD aims to empower a broad network of community-based partners to ensure that resources are directed towards initiatives that uplift and sustain SCCD residents, businesses, and cultural programs, building a more inclusive

CITY-SUPPORTED INITIATIVES (Cont.)

and equitable neighborhood. Moreover, the SCCD CHHESS strategies emphasize the significance of community development by fostering collaboration between the Sunset Chinese Cultural District and MOHCD.

The “Community Development Organization Grant Recipients in the Sunset Chinese Cultural District” chart summarizes grant recipients and their projects, supported by the Mayor’s Office of Housing and Community Development (MOHCD) for FY 2023-24. It highlights organizations like Wah Mei School and Self-Help for the Elderly, detailing their project addresses and the nature of the funded projects. These include initiatives such as building rehabilitation, youth skill-building, Cultural District support, and digital infrastructure improvements. The chart displays the locations of these projects within the Sunset District, showcasing the community-oriented development efforts.

Map 3: Community Development Organization Grant Recipients in the Sunset Chinese Cultural District



Recipients of Community Grant Funding in the Sunset Chinese Cultural District		
Grant Recipient (Organization Name)	Project Address	Project Description
1 Self-Help for the Elderly	3133 Taraval St, San Francisco, CA 94116	Building rehabilitation for 3133 Taraval Street.
2 Sunset District Community Development (dba Sunset Youth Services)	3918 Judah St, San Francisco, CA 94122	Skill building and short-term case management, primarily for Transitional Age Youth (TAY) at risk or involved with the juvenile justice system.
3 Wah Mei School	1400 Judah St, San Francisco, CA 94122	Coalition building between Asian youth and residents of District 4.
4 Wah Mei School	1400 Judah St, San Francisco, CA 94122	Wah Mei School website redesign and brand refresh that incorporates online program registration and enrollment, family data management and reporting, and integrates online tuition payments, and marketing.
5 Wah Mei School, fiscal sponsor of Sunset Chinese Cultural District	1400 Judah St, San Francisco, CA 94122	Cultural District operating support.
6 Wah Mei School, fiscal sponsor of Sunset Chinese Cultural District	1400 Judah St, San Francisco, CA 94122	Sunset Chinese Cultural District Neighborhood Asset Mapping Project.
7 Wah Mei School, fiscal sponsor of Sunset Chinese Cultural District	1400 Judah St, San Francisco, CA 94122	Investments in building the foundation for the newly established Sunset Chinese Cultural District.

CITY-SUPPORTED INITIATIVES (Cont.)

FY23-24 Grant Recipients and Project Highlights:

- ***Self-Help for the Elderly***
 - **Project Description:** Building rehabilitation for 3133 Taraval Street, aimed at improving the facilities for senior services and enhancing the quality of life for elderly residents.
- ***Sunset District Community Development*** (Sunset Youth Services)
 - **Project Description:** Focused on skill-building and short-term case management primarily for Transitional Age Youth (TAY) at risk or involved with the juvenile justice system, providing essential support and resources.
- ***Wah Mei School***
 - **Project Descriptions:**
 - **Coalition Building:** Initiatives aimed at fostering connections between Asian youth and residents of District 4, promoting community engagement and collaboration.
 - **Website Redesign and Brand Refresh:** To enhance accessibility and outreach, we are improving online program registration, enrollment, family data management, and marketing efforts.
 - **Cultural District Operating Support:** Financial and logistical support to ensure the sustainability of the Sunset Chinese Cultural District's initiatives.
 - **Neighborhood Asset Mapping Project:** Identifying and mapping community assets to strengthen the cultural district's presence and resources.
 - **Foundational Investments:** Supporting the establishment and growth of the newly formed Sunset Chinese Cultural District.

Multifamily Housing Development

MOHCD facilitates the development of new and preservation of existing affordable housing by providing capital financing and operating subsidies through a variety of housing programs designed to implement the City's priorities for affordable housing, including:

- Creating new Supportive Housing for persons who are homeless or threatened with homelessness or whose physical or mental well-being or ability to function independently and successfully requires that a variety of human services be associated with their residence.
- Expanding the stock of Family Rental Housing to increase housing opportunities for poor and working families who need safe, secure housing with multiple bedrooms and family-oriented amenities such as play areas and low-cost child care, with particular emphasis on very low and extremely low income families.
- Meeting the need for affordable and accessible housing opportunities for our aging population and people with disabilities.
- Preserving Existing Affordable Housing whose affordability is threatened by conversion to market rate housing or the loss of on-going rent or operating subsidies.

CITY-SUPPORTED INITIATIVES (Cont.)

MOHCD has recently funded the following projects taking place in the Sunset:

Shirley Chisholm Village

Shirley Chisholm Village is a 135-unit development, located at 1360 43rd Avenue in the Sunset District and named in honor of Shirley Chisholm, an advocate for public education and the first Black woman elected to the United States Congress. This project is the first 100% affordable housing development to break ground in the Sunset in the last decade, and the first housing project that will prioritize SFUSD educators and employees during the lease-up process. MidPen Housing is the project's lead developer in collaboration with SFUSD, the Board of Education, and labor partners. Upon completion, the property will be managed by MidPen Property Management, with resident services provided by MidPen Resident Services. Construction completed and Temporary Certificate of Occupancy was issued on September 9, 2024, with move-ins expected to begin Fall 2024.

2550 Irving

The Project Sponsor, Tenderloin Neighborhood Development Center (TNDC) is developing a 90-unit community, at 2550 Irving, featuring 1 managers unit, 22 units reserved for Families exiting homelessness, 15 units reserved for Veterans, and 52 units reserved for Families with household incomes between 25% to 75% MOHCD AMI. The ground floor will also feature offices and shared meeting rooms for a new Sunset Chinese Cultural District community-based organization office, with a partnership through the Wah Mei School. Construction began in Summer 2024 and Project completion is estimated for December 2025, with marketing on the DAHLIA website of the 52 general affordable units for Families expected to begin Summer 2025.

1234 Great Highway

The old Rodeway Inn and Suites located at 1234 Great Highway is proposed as a new 100% affordable housing project with approximately 216 units for low-income seniors. Units would be targeted primarily to serve seniors and rented at a range of local area median incomes ranging from 15% to 60%, with 50% of units serving formerly homeless seniors. The ground floor will also include approximately 5,900 sf of commercial retail space at the corner of Great Highway and Lincoln, which is planned to be an Adult Day Health Care Center to be operated by Self Help for the Elderly. Construction is expected to start in 2027, with lease up commencing two years later in 2029.

The Office of Economic and Workforce Development (OEWD)

The Office of Economic and Workforce Development (OEWD) is focused on advancing equitable and shared prosperity for San Franciscans by growing sustainable jobs, supporting businesses of all sizes, creating great places to live and work, and helping everyone achieve economic self-sufficiency. OEWD strives to create a thriving and resilient economy for San Franciscans, where barriers to economic and workforce opportunities are removed and prosperity is shared equitably by all. OEWD has also focused on helping the city's residents and businesses to recover lost ground from the COVID-19 pandemic. The City is committed to equitable outcomes, and the strategies implemented are designed to achieve a diverse, equitable, and inclusive city.

Collectively, the department has seven divisions that are responsible for strengthening San Francisco's many diverse neighborhoods and commercial corridors, curating a business climate where companies

CITY-SUPPORTED INITIATIVES (Cont.)

and small businesses can grow and prosper, creating and connecting residents to good-paying careers, and ensuring a continually high quality of life for all San Franciscans. The seven divisions include the Office of Small Business (OSB), Film SF, Workforce Development, Shared Services, Community Economic Development (formally known as Invest In Neighborhoods), Joint Development, and Business Development. The seven divisions provide programs and policies to support workforce development, business attraction and retention, neighborhood commercial revitalization, and international business and development planning.

One of the department's goals is to support diverse and vibrant neighborhoods by strengthening and investing in small businesses, nonprofits, community organizations, commercial corridors, and public spaces. OEWD advances equitable and shared prosperity for San Franciscans by growing sustainable jobs, supporting businesses of all sizes, creating great places to live and work, and helping everyone achieve economic self-sufficiency.

OWED COVID-19 City-Wide Recovery Efforts

In January 2021, the City also began implementation of [Proposition H](#), which allows business permits to be processed more quickly, within thirty days. To date, over 5,300 commercial projects have benefited from the program citywide. In July 2021, the City opened the [One-Stop Permit Center](#), which centralized twenty-three services from the Planning Department, Department of Building Inspection, Department of Public Health, Department of Public Works, Fire Department, Recreation and Parks Department, Entertainment Commission, and OSB in one place. In March 2022, the OSB added two new Small Business Permit Specialist positions to help entrepreneurs research permit requirements, serve as a main point of contact for permits being routed through multiple agencies, and resolve permitting questions.

OWED Investments in the Sunset Chinese Cultural District

OEWD offers support for small businesses citywide that benefit businesses within the Sunset Chinese Cultural District. One such program is the Legacy Business Program under OEWD's Office of Small Business (OSB), which recognizes longstanding, community-serving establishments. The program provides educational and promotional assistance to businesses to encourage their continued viability and success, as well as marketing help, business assistance, and grants. To be eligible, businesses must be 30 years or older with no break in San Francisco operations of more than two years and must have contributed to the neighborhood or the community's history and/or identity. Legacy Businesses serve as valuable cultural assets of the city; they are the bedrock of local neighborhoods and a draw for tourists from around the world.

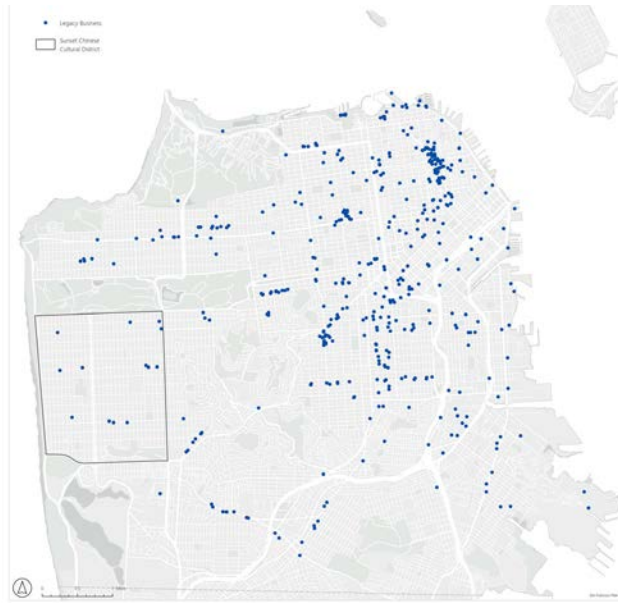
Legacy businesses located within the Sunset Chinese Cultural District (Map A):

- **A&W Contractors** (1549 Noriega St.) supplies and installs windows in the San Francisco Bay Area. We can customize windows to reflect different tastes and lifestyles, or have repairs made to existing windows. Our team of installers has years of experience in this industry and helps clients find the right windows that will last for years. A&W Contractors offers a variety of new windows and window treatments in a variety of materials, styles, and colors to meet your needs.

CITY-SUPPORTED INITIATIVES (Cont.)

- Henry's House of Coffee** (1618 Noriega St.) We've been roasting coffee in San Francisco since 1965 so we know a thing or two about how good coffee should taste. Our expertise is in darker roasts that have a very smooth finish and are never bitter. Our Armenian heritage is something we are very proud of. We roast and prepare Armenian coffee, ground extra fine. What makes ours special are the high-quality coffee beans that are hand-roasted six days a week.
- Lucca Food & Wine Shop** (1899 Irving St.) is a neighborhood grocery store and delicatessen in the Sunset District selling home and personal essentials, hot and cold sandwiches, beer, wine and spirits. Established in 1927 by Italian Joseph Selvani, ownership passed hands over the years until current owner Osama Kaleh purchased the business in 1997. Dubbed "Best Deli" and "Best Place for a Sandwich" on many lists from city voters. Lucca's is an integral part of the neighborhood with strong ties to community members and loyal patrons including city officials.
- Noriega Produce (Gus's Market)** (1985) is the second of four Gus's community markets, including Haight Street Market (3821 Noriega) (1981), Gus's in the Mission (2015), and Gus's in the Mission Bay district (2018). Founded by immigrants Gus Vardakastanis and his father Dimitri Vardakastanis, we've worked out in the past four decades how to serve you best: you like to find the highest quality version of what you're looking for at great prices. It's pretty simple – fresh groceries, great selection, and neighborly service. Gus's Market is by locals for locals. We don't just call ourselves a mom-and-pop store, we strive to make you part of our family.
- Other Avenues** (3930 Judah St.) is a worker-owned neighborhood grocery store serving the community since 1974. Our history is rooted in the Bay Area's grassroots food movement from the 1960s and 1970s known as the Food Conspiracy and later as The People's Food System. We employ a non-hierarchical management structure and make consensus-based decisions, empowering each other to uphold our shared value of workplace democracy. We emphasize organic, fairly-traded, vegetarian, sustainable products and support local producers, cooperatives, and small vendors.
- Peking Restaurant** (1375 Noriega St.) serves authentic Chinese and Taiwanese cuisine at affordable prices including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese options, as well as traditional Taiwanese street food. Our generous lunch specials offer filling portions, free soup and egg roll appetizers, fortune cookies and an orange slice with each meal. The interior décor of Peking Restaurant features traditional Chinese landscape scenes and Buddhist art and

Map A: Legacy Businesses in the SCCD



CITY-SUPPORTED INITIATIVES (Cont.)

sculptures, creating an atmosphere that is both welcoming and celebratory of Chinese art and history.

- **Polly Ann Ice Cream** (3138 Noriega St.) have been serving handmade, premium ice cream in a warm, welcoming atmosphere since 1955. We also sell milkshakes, ice cream cakes, cookies, and chocolate. We are known for our wide variety of unique flavors including durian, red bean, black sesame, oolong tea, green tea, congee milk, lychee, and others. Anthony Bourdain visited the shop in 2001 and enjoyed several of our “kooky” ice cream flavors. Polly Ann Ice Cream is also known for our big flavor wheel, which is well-known to adventurous ice cream lovers. If you can’t decide which flavor you want, a spin of the wheel will decide for you.
- **Playmates Cooperative Preschool** (2340 42nd Ave.) is a safe, nurturing, diverse community of families and staff working together to foster the creative, social, physical, emotional, and cognitive development of our children. Playmates is a non-profit organization that is open to a diverse community of families from different socioeconomic levels. With the support of parents and caregivers, Playmates offers a supportive and creative learning environment and aims to provide an enriching experience for all the children in our care. At Playmates, children and parents alike dig in the dirt, play in the water, plant the seeds, make the Playdough, touch the bugs, sing the songs, and dance the mood.
- **Wah Mei School** (1400 Judah St.) is the first bilingual school in San Francisco. Established in 1974, we are a community nonprofit providing high quality Chinese-English bilingual education, youth development programs, and support services for families. We are dedicated to providing essential care and educational support to all children, youth, and families across a diverse socio-economic and cultural spectrum. Our acclaimed programs include Infant, Toddler and Preschool, After School, Summer Camp, and Weekend Chinese School.

OEWD provides neighborhood level support through investments and resources for local businesses and activating the corridor with community events and programming. The Community Economic Division of OEWD, formerly the “Invest in Neighborhoods” program, provides targeted funding to strengthen small businesses, nonprofits, and community organizations to enhance neighborhood vibrancy and economic resiliency. These efforts have resulted in:

- Small business service and financing programs, including access to Community Development Block Grant (CDBG) funding, other capital sources, and the Small Business Development Center;
- Façade and tenant improvements through the [SF Shines Program](#);
- Construction Mitigation support for small businesses on the Taraval Corridor; more specifically, 150 businesses received \$727,500 in direct grants for construction mitigation efforts. Additionally, a shopping campaign, “[Take time for Taraval](#),” a bingo game, is a way to encourage shopping in the corridor during construction.
- Neighborhood commercial corridor strategies, such as investing in the asset mapping of the Sunset neighborhood as part of their CHHESS Report.
- Funding to open new brick-and-mortar locations through the Storefront Opportunity Grant.

CITY-SUPPORTED INITIATIVES (Cont.)

- Increased culturally appropriate outreach capacity and support for local businesses
- Supporting Night markets that drive business to the corridor in partnership with Wah Mei School and Artyhood.
- Cultural festivals that celebrate and showcase the diversity of residents. This partnership with the People Of Park Side (POPS) and Self Help for the Elderly as the fiscal sponsor for the programming to support multiple neighborhood events in the Sunset, such as the Autumn Moon Festival, Taraval St festival, Irving Street Health Fair, holiday shopping campaigns, etc.

Workforce Development

OEWD invests in workforce programs that aim to increase economic access. These programs include the Adult Job Centers (Neighborhood and Specialized), Young Adult programs (Job Centers, RAMP–Bootcamp and Subsidized Employment), and Sector programs (Construction, Health Care, Hospitality, Tech, and other “industries of opportunity”). Community-based partners funded through these investments conduct citywide outreach to multiple neighborhoods, including Sunset, with a target to support marginalized communities by providing them with the training, skills, tools and resources to effectively access both private and public sector jobs. Additionally, Self-Help for the Elderly is the office’s workforce partner organization located within Sunset, who provide adult job center services such as resources to job seekers, including job search help, career planning, job fairs, and hiring events, access to education and training, and free computer and internet access.

Planning Department

The San Francisco Planning Department (Planning Department) shapes San Francisco’s growth and development through the General Plan, which provides guidance to all city agencies and departments on urban design, land use, transportation, housing, and public safety. The Department manages both immediate and long-term planning efforts, aiming to establish a diverse range of jobs and housing while preserving the City’s cultural heritage, minimizing environmental impacts, championing high-quality urban design, and cultivating safety and resilience. Proposed development projects undergo reviews to ensure they comply with Planning Code requirements. Additionally, urban and residential design guidelines and standards are used to further inform project assessments, ensuring that development addresses the needs of the community. The Department also advises cultural districts on existing planning tools and resources, co-develops targeted policies to serve cultural districts’ needs, and implements development regulations.

Racial and Social Equity

The Planning Department is committed to ensuring that historically underserved communities have equitable access to opportunities in housing, transportation, economic development, and community services throughout the city. In 2020, the Planning Commission and Historic Preservation Commission adopted [Resolution No. 20738](#) and [Resolution No. 1127](#) respectively, centering The Planning Department’s work program and resource allocation on racial and social equity. As a result, the Department created the Community Equity Division, guiding the Department’s racial and social equity work by:

CITY-SUPPORTED INITIATIVES (Cont.)

- Implementing the Racial and Social Equity Action Plan
- Developing policies and programs that invest in the City's housing inventory, cultural preservation, and economic development for structurally marginalized communities; and
- Building trust and prioritizing engagement with American Indian, Black, and communities of color

The department's Community Development team focuses on establishing and deepening relationships, identifying priorities, addressing concerns, and working in collaboration with communities of color to deliver impactful solutions and opportunities. To ensure effective communication and collaboration between the City and the Sunset community, a designated Planning staff person serves as the community liaison, bridging the gap between City initiatives and community needs.

Neighborhood Plans and Area Plans

One of the Planning Department's primary roles is the creation of neighborhood plans for various parts of the city, in partnership with local communities. The community strategies outlined in this CHHESS report build off past planning efforts that were conducted with the greater Sunset community, including:

1. **The Sunset Blueprint:** A 1-year community planning effort initiated by former District 4 Supervisor Katy Tang, aimed at creating a vision for the future of the Sunset. The Sunset Blueprint was completed in 2014 and focused on issues such as housing affordability, transportation improvements, neighborhood character preservation, and economic development. Building off the work of the Sunset Blueprint, the Planning Department incorporated strategies into Sunset Forward, a 2-year community-led planning effort completed in 2022.
2. **Sunset Forward:** Endorsed by the Planning Commission on October 13, 2022, Sunset Forward aims to stabilize low- and middle-income families, youth, seniors, tenants, monolingual immigrant households, and other underrepresented groups in the Sunset. It encourages community planning and capacity-building efforts centered on racial and social equity, supporting the vision for a healthy, thriving, and inclusive neighborhood. The strategies in this CHHESS are informed by those in Sunset Forward.
3. **Community Assets and Opportunities Mapping:** In summer 2023, a Planning Department intern collaborated with the SCCD and the District 4 Youth and Families Network to create an inventory map of community-identified assets and opportunities in the Sunset. Over 40 community volunteers identified streets, intersections, vacant lots, buildings, and other spaces as neighborhood resources or potential sites for murals, cultural events, and space activation projects. From June to August, the community walked over 90 miles, covering the entire district and identifying more than 360 assets and opportunities. This mapping project will inform community benefits for future development, City-sponsored or community events, GroundPlay Space Activation projects, and other initiatives to support the Sunset community.
4. **Western Shoreline Area Plan:** A portion of the Sunset District adjacent to the Pacific Ocean lies within the California Coastal Zone pursuant to the California Coastal Act of 1972. The Western Shoreline Area Plan is a specific component of San Francisco's General Plan that provides detailed policies and guidelines for the management and development of the coastal areas along the western shoreline. This plan is designed to ensure the protection, enhancement, and responsible use of these coastal areas, balancing environmental conservation with public access and sustainable development. (Maps 4 and 5).

CITY-SUPPORTED INITIATIVES (Cont.)

Housing Policy

The 2022 Housing Element by the Planning Department was a comprehensive housing policy update aimed at addressing housing needs and challenges in the city. The process began in 2019, with extensive community engagement and data analysis. Key milestones included the release of the Housing Needs Assessment in early 2020, public workshops and community events throughout 2020 and 2021, and the drafting of the Housing Element.

In January 2022, the Planning Commission reviewed the draft, followed by further public hearings and revisions. The final document was adopted in December 2022, setting forth policies and strategies to promote affordable housing, improve housing equity, and meet the city's projected housing needs through 2031. Sunset community-based organizations like Wah Mei and the District 4 Youth and Families Network helped shape the final policies and advocated for including their Sunset Forward community strategies. The following excerpts from the adopted Housing Element include their strategies:

- **Policy 4.2.5** Support the development and implementation of community-led plans in the Tenderloin, the Fillmore, the Mission, Sunset and all Cultural Districts through their CHHESS reports. These community plans, reports, and boards will guide priorities and investments in their neighborhoods. Existing programs: Tenderloin Plan; Cultural Districts; Community Equity Strategies; Sunset Forward.
- **Policy 7.1.2** Increase staff allocation within Planning to engage with communities living in Well-resourced Neighborhoods to inform existing residents how locating new housing and permanently affordable housing in every neighborhood can address historic inequity and injustice and expand housing opportunities for local residents and their families while strengthening neighborhood vitality. Use Sunset Forward Strategies as a reference for community engagement and development of housing strategies. Existing programs: Sunset Forward.

[Activating Community Priorities](#), part of Mayor Breed's Housing for All initiative, is a key component of the San Francisco Housing Element Implementation effort. This initiative focused on over 350 actions in the adopted Housing Element that had been identified through feedback from diverse communities and stakeholders to address various housing issues. The Planning Department launched the Activating Community Priorities effort to revisit Equity Communities, including the Sunset Chinese Cultural District to identify their top housing priorities from among the 350 actions.

Starting in Spring 2023, SF Planning conducted community workshops involving hundreds of people across San Francisco's Equity Communities. The Sunset Chinese Cultural District, along with other community-based organizations articulated their housing priorities below; these are all actions listed in the Housing Element that the SCCD would like to see prioritized. These housing priorities are also reflected in this CHHESS.

- **New Affordable Housing:** Produce new 100% Affordable Housing for seniors, families, and transitional aged youth (TAY) with community-serving ground floor space and support services for low-income residents. Ensure middle-income households can qualify for affordable housing units.
- **Land Acquisition and Land Banking:** Secure land through land purchase, land dedication, and use of public land and faith-based sites for affordable housing.

CITY-SUPPORTED INITIATIVES (Cont.)

- **Create a funded land banking program** to purchase sites that could accommodate at least 50 units on each site, such as faith-based or underutilized sites.
- **Expand the Community Opportunity to Purchase Act (COPA) and Small Sites Programs:** Support nonprofit developers and conduct proactive tenant outreach for small sites acquisitions to make units permanently affordable.
- **Westside Affordable Housing Developer(s):** Build capacity for Westside nonprofit developer(s) to build new affordable housing and acquire small sites to make them permanently affordable. Support the creation of a Westside Community Development Corporation (CDC) or community coalition-building for affordable housing development.
- **Accessory Dwelling Units (ADU):** Support low- and middle-income homeowners navigate the ADU process through technical and financial assistance, incentivize homeowners to rent their units, and provide educational training on property management and landlord and tenants' rights.
- **Community Housing Education and Capacity Building:** Create educational materials and host informational workshops to build community capacity and increase community knowledge and involvement in affordable housing projects. Increase community awareness of tenant and property owner rights and responsibilities and appropriate practices to ensure tenants have maximum stability. Expand access to existing affordable housing programs.
- **Expand Housing Choice:** Analyze zoning and make planning code changes, including raising height limits and removing density controls, to allow for mid- to large multi-family buildings along commercial and transit corridors in District 4.
- **Senior Housing and Support Services:** Build new senior housing of all types (e.g., independent living, skilled nursing, etc.) with support services and create a program that allows senior homeowners to age-in-place.

Zoning and Land Use

The Planning Department's role in zoning and land use is critical in shaping urban development and ensuring sustainable growth. It involves creating and implementing zoning regulations that designate specific land uses, such as residential, commercial, and industrial areas, to promote sustainable development and minimize conflicts between different uses. The Planning Department creates land use policies that guide how land can be developed and used, considering factors like population growth, environmental impact, and community needs. The department also enforces planning controls, which include building codes, design guidelines, and development standards, to preserve unique qualities of neighborhoods, protect public health and safety, and achieve long-term planning goals. The Sunset is primarily zoned for residential with a mix of low- and medium-density housing.

The Sunset's existing zoning includes:

- **Residential Zoning:** The majority of the area is zoned for residential use, featuring predominantly single-family homes and some multi-family buildings. Key residential zoning designations include RH-1 (Residential House, One-Family), RH-2 (Residential House, Two-Family), and RH-3 (Residential House, Three-Family), which dictate the types of housing units permitted and density levels. (Map 1 and Map 1.1.)
- **Neighborhood Commercial Zoning:** There are several pockets of neighborhood commercial (NC) zones, such as along Irving Street, Judah Street, Noriega Street, and Taraval Street. These

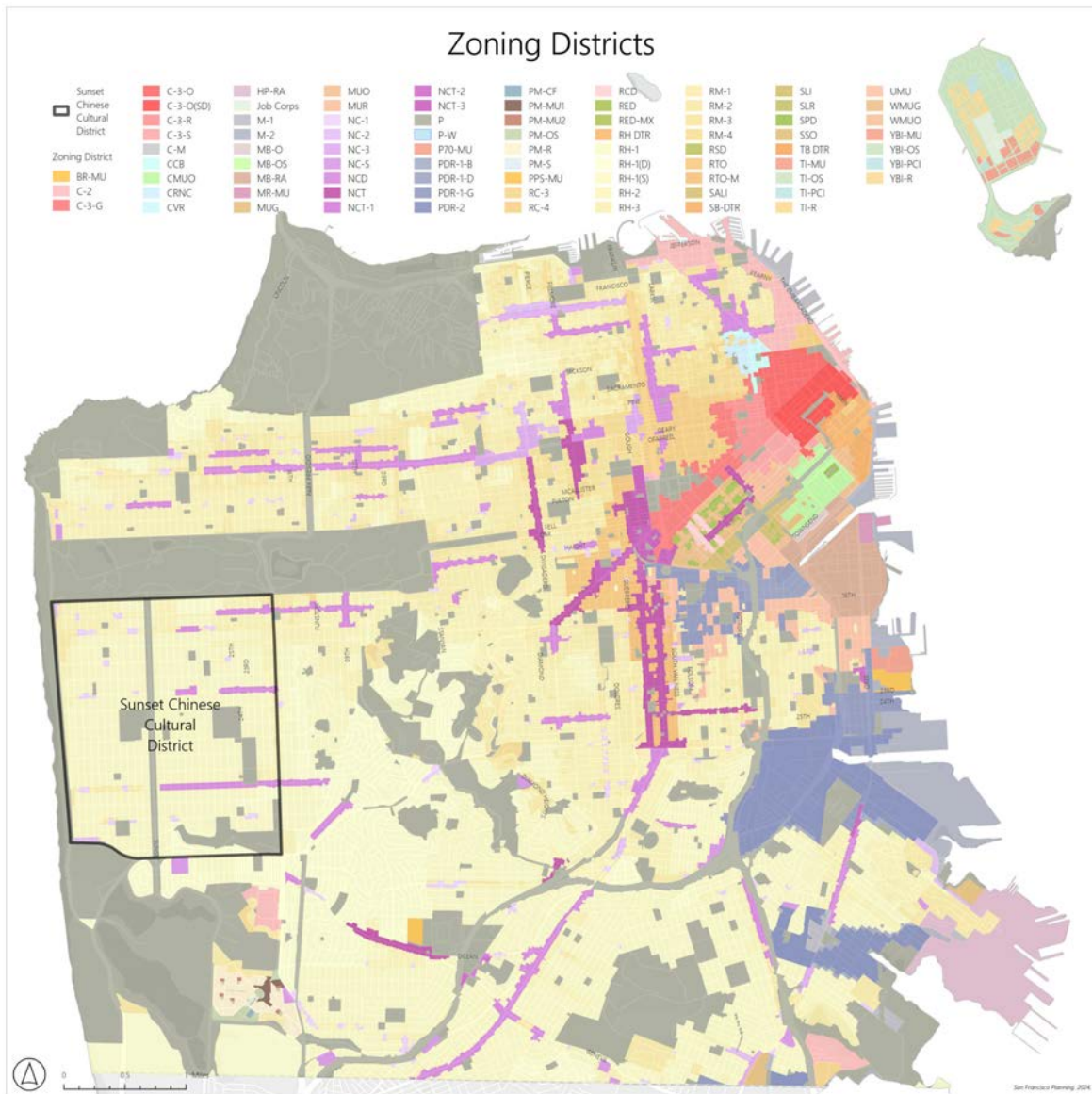
CITY-SUPPORTED INITIATIVES (Cont.)

NC zones allow buildings with shops on the ground floor and housing above. They provide goods and services for Outer Sunset District residents and have many restaurants that attract visitors from all over. There are also other commercial uses such as realty businesses and banks. Rules are in place to make sure new buildings match the area's current style and keep the neighborhood lively. Buildings are kept small, with rear yards protected above the ground floor and at residential levels. Most shops can be on the first two floors, but there are some limits on the second floor. The following Planning Code Sections detail the land use regulations in place to support successful commercial districts:

- [Sec. 730. Noriega Street Neighborhood Commercial District](#)
- [Sec. 732. Irving Street Neighborhood Commercial District](#)
- [Sec. 733. Taraval Street Neighborhood Commercial District](#)
- [Sec. 734. Judah Street Neighborhood Commercial District](#)
- **Public and Institutional Uses:** The district also includes areas designated for public and institutional uses, such as schools, parks, and community centers, which are essential for supporting the community's needs.
- **Special Use Districts (SUD):** A special use district is a designated area with specific zoning regulations that differ from the standard zoning rules applied to the rest of the city. SUDs are created to address unique characteristics, needs, or goals of a particular area that cannot be adequately managed through the general zoning code. The SCCD has the following SUDs:
 - [Family and Senior Housing Opportunity SUD](#)
 - [Wawona Street and 45th Avenue Cultural Center SUD](#)
 - [Taraval Street Restaurant Subdistrict](#)
 - [Height and Bulk Districts](#)

CITY-SUPPORTED INITIATIVES (Cont.)

Map 1. Sunset District Zoning Map - Citywide



CITY-SUPPORTED INITIATIVES (Cont.)

Map 1.1. Sunset District Zoning Map - Neighborhood



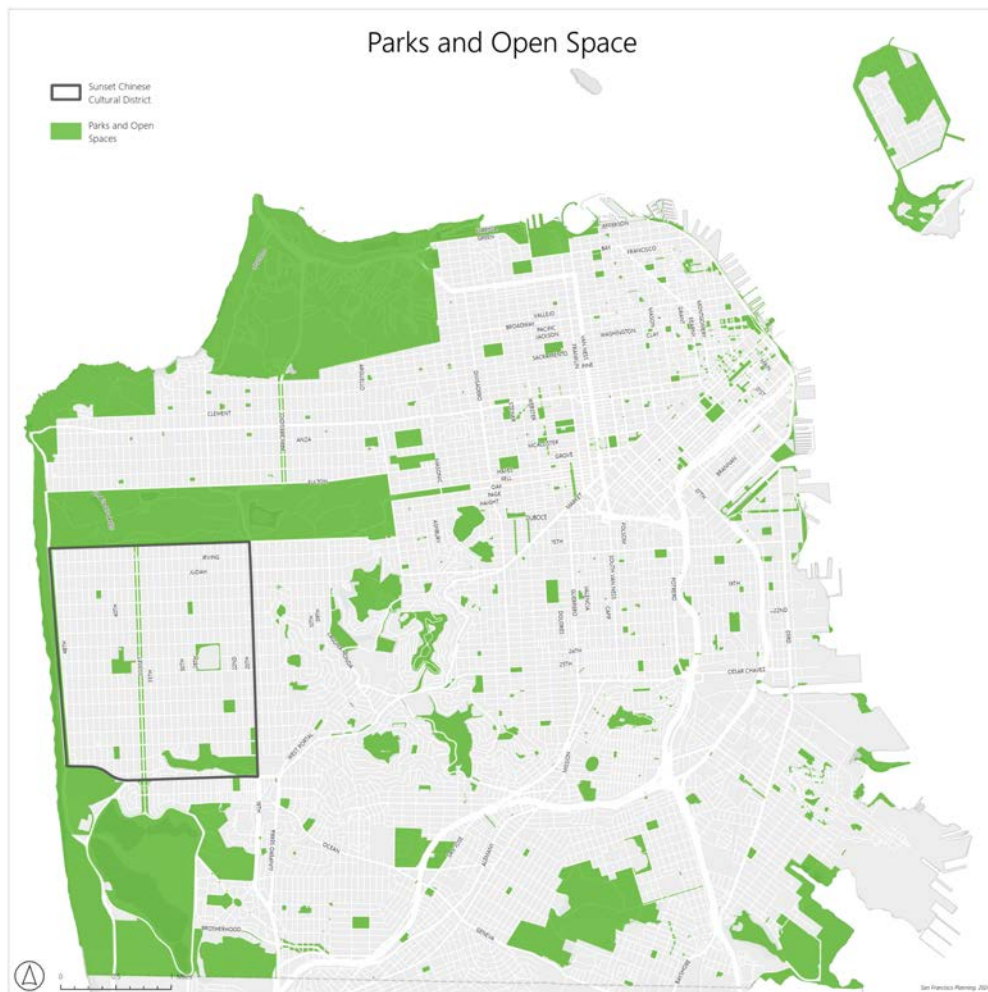
Map 2. Sunset Neighborhood Commercial Districts Zoning Map

Neighborhood Commercial Districts



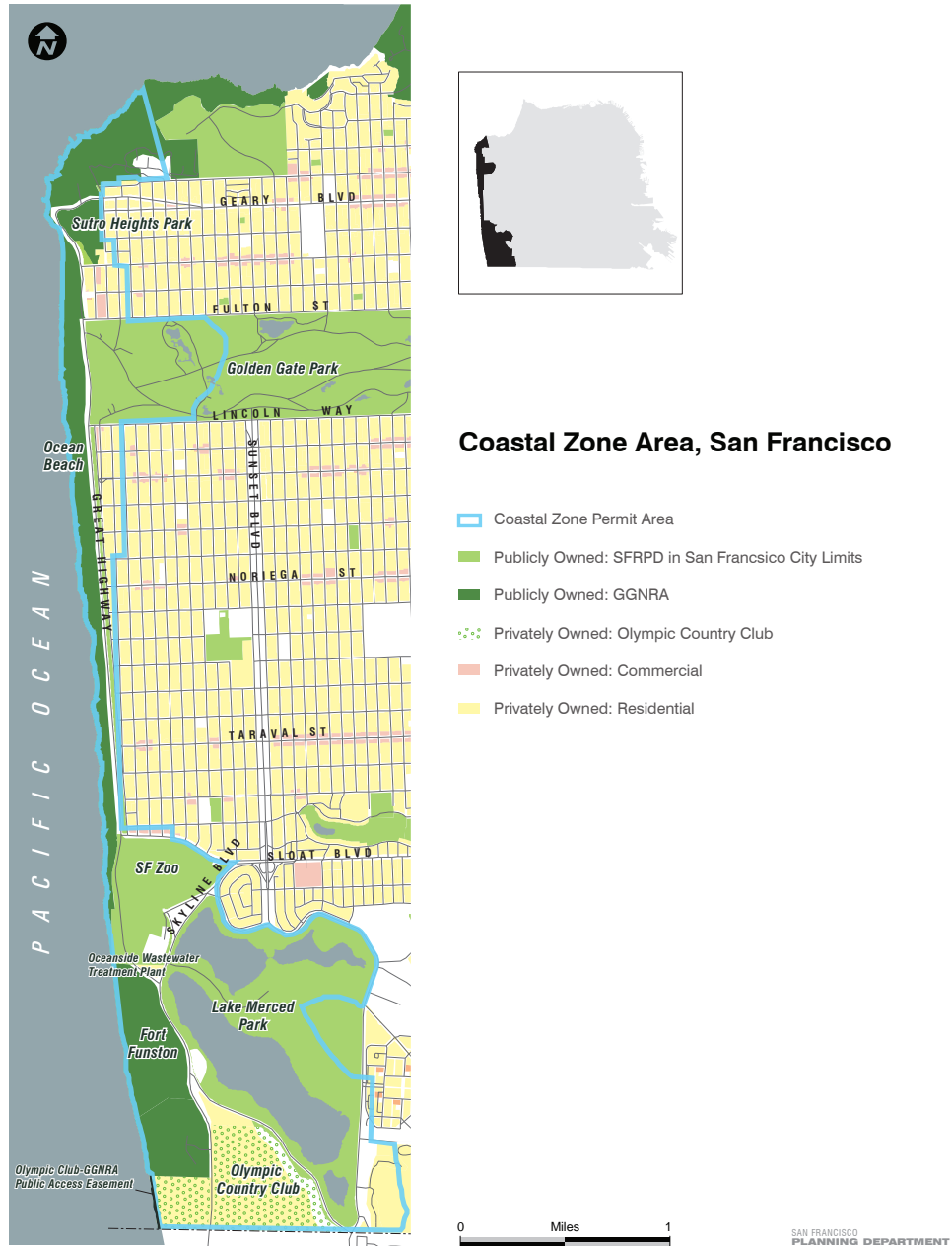
CITY-SUPPORTED INITIATIVES (Cont.)

Map 3: Parks and Open Space



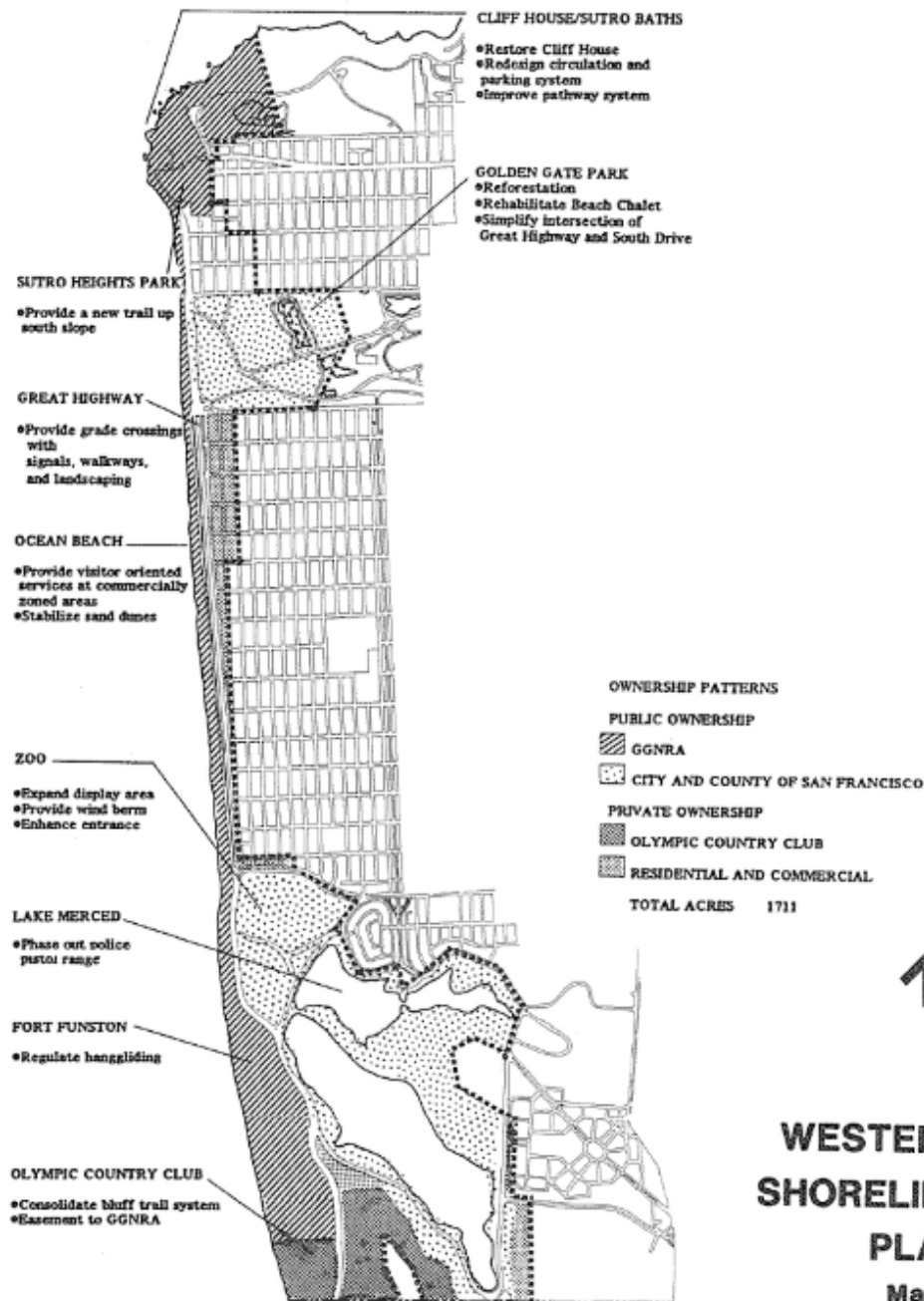
CITY-SUPPORTED INITIATIVES (Cont.)

Map 4: Coastal Zone Area



CITY-SUPPORTED INITIATIVES (Cont.)

Map 5: Western Shoreline Area Plan

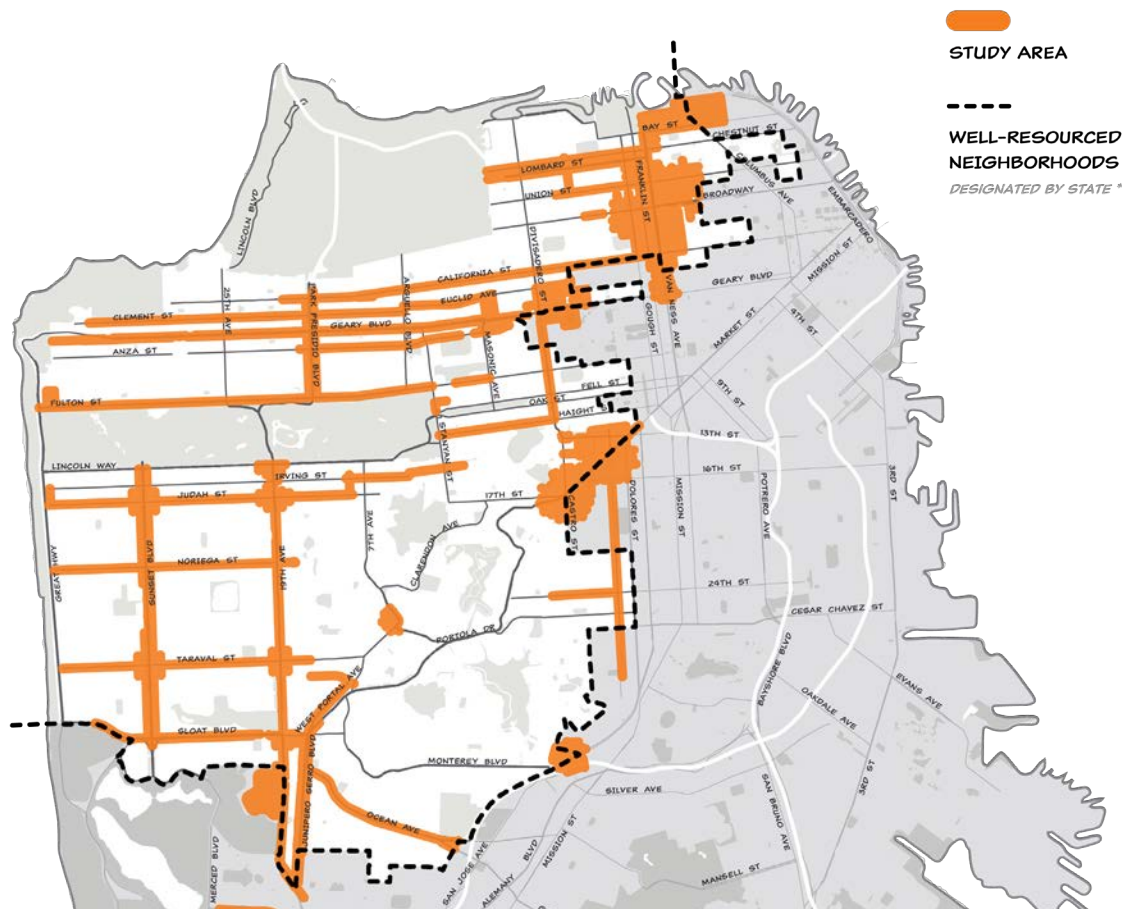


CITY-SUPPORTED INITIATIVES (Cont.)

Housing Element Rezoning

The Planning Department's Expanding Housing Choice: Rezoning Program was initiated in 2022 with the goal of addressing housing shortages by creating additional capacity for homes to be built in San Francisco and increasing affordability in the City's housing opportunity areas, which includes the SCCD. (Map 6)

Map 6: Expanding Housing Choice Housing Opportunity Areas



The Planning Department reviewed community input from Phases 1 and 2 of outreach in 2022-2023 and developed a draft zoning proposal. The Department submitted the map along with the draft legislative amendments to the Mayor's Office in January 2024. Since that time, the Planning Department has continued to work with community members and stakeholders, research key policy issues, and further refine the rezoning map and associated policies. Per the adopted Housing Element and state policy, the City must conclude the rezoning and adopt any changes by January 2026.

The proposed zoning changes focus on major transit routes, commercial streets, and other major thoroughfares. The latest [Proposed Zoning Map \(Draft February 2024\)](#) shows proposed height increases

CITY-SUPPORTED INITIATIVES (Cont.)

on the Sunset's commercial corridors and other major streets ranging from 65 feet (6 stories) to 85 feet (8 stories) with up to 140 feet (14 stories) on some intersections along 19th Avenue.

Historic and Cultural Preservation

The Planning Department's historic preservation program involves identifying, documenting, protecting, and promoting the city's historic resources. This includes maintaining an inventory of historic sites, districts, and buildings, and ensuring their preservation through regulatory measures. The department reviews and approves changes to designated historic properties to ensure alterations are compatible with their historic character. Additionally, it administers preservation incentives, provides guidance on rehabilitation projects, and engages in community outreach and education to foster appreciation and stewardship of San Francisco's rich architectural and cultural heritage.

The San Francisco Citywide Cultural Resources Survey (SF Survey)

The SF Survey is a multi-year effort to identify and document places and resources of cultural, historical, and architectural significance to San Francisco's diverse communities. This includes both tangible elements, like buildings and sites, and intangible aspects, such as oral traditions and festivals. The SF Survey aims to center preservation in racial and social equity, reflecting San Francisco's unique cultural resources. Field work has been completed for the Sunset and Parkside NCDs, and buildings are currently being evaluated for historical significance. The team is currently engaging with the Sunset Chinese Cultural District to identify potential historic resources and has tabled at local events including the CHHESS Town Hall and Farmers Market.

Historic Context Statements

Historic Context Statements (HCS) are critical in the identification and evaluation of potential historic resources. These documents explain what aspects of geography, history, and culture have significantly shaped the physical development of a community. Furthermore, they identify what important property types were associated with those developments, why they are important, and what characteristics they need to have to be considered an important representation of their type."

To-date the San Francisco Historic Preservation Commission has adopted dozens of HCS, authored by Planning Department Staff, consultants, and/or community groups. These statements have covered a myriad of cultural, thematic and architectural topics. While a number of the HCS could be applied to properties in the Sunset, HCS which are fully or partially specific to the Sunset include:

- **San Francisco's Parkside District 1905-1957** (2008): focuses on development patterns and architectural styles of the Parkside from 1905-1957.
- **Historic Context Statement of the Oceanside** (2007, updated 2010) – focuses on the portion of the Sunset District west of 37th Avenue, between Lincoln Way and Sloat Boulevard, circa 1900-1930.
- **Sunset District Residential Builders 1925-1950** (2013): documents the development history of the neighborhood, identifies key builders and architects, documents the primary architectural styles and character-defining features, and provides a guide for the evaluation of residential buildings constructed during this era.

CITY-SUPPORTED INITIATIVES (Cont.)

- **Chinese American Historic Context Statement** (draft completed 2021): examines the migration trends, settlement patterns, and experiences of Chinese Americans in San Francisco from the late 1840s, when immigrants from China began arriving in San Francisco in significant numbers, to the mid-1980s, when key advances were made in civil rights. In addition to Chinatown, the documents discuss Chinese American communities of the Richmond and Sunset.

Article 10 Designated Landmarks:

San Francisco Landmarks are governed under Article 10 of the Planning Code. A landmark may include any structure, landscape feature, site or area having historic, architectural, archaeological, cultural or aesthetic significance in the history of San Francisco, the State of California or the nation. Article 10 Landmarks in the SCCD (Map 7):

- Parkside Branch Library (1200 Taraval Street)
- SF Conservatory of Music (1201 Ortega Street)
- Shriners Hospital (1701 19th Avenue)
- Refugee Shack (1227 24th Avenue)
- Trocadero Clubhouse (899 Wawona Street)
- Doggie Diner Sign (Sloat Boulevard at 47th Avenue)

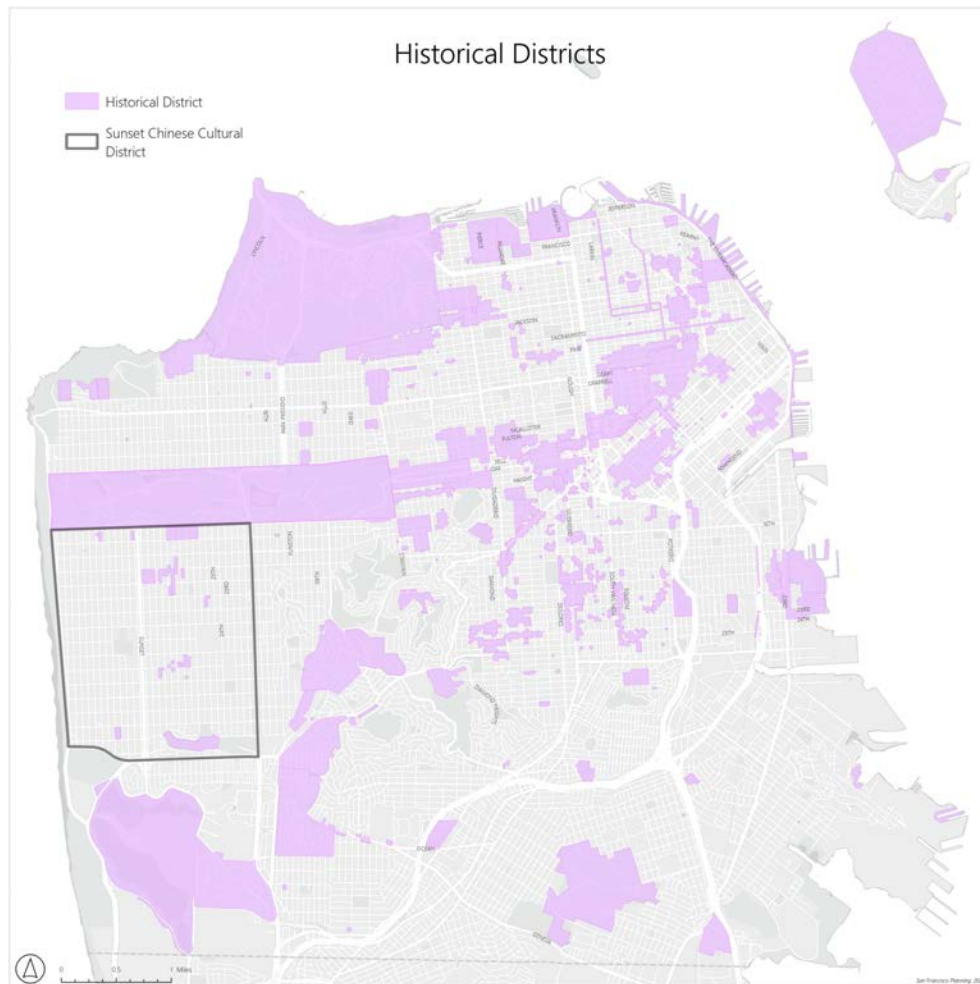
Historic Districts in the Sunset Chinese Cultural District:

Eligible historical districts identified through the California Environmental Quality Act (CEQA) are listed below and shown in Map 8.

- Parkway Terrace Historic District
- Midcentury Recreation Historic District (Discontiguous)
- Lincoln U. Grant 37th Avenue Rowhouse Historic District
- Alphonso Harrington 42nd Avenue Historic District
- Rivera Heights Historic District
- J.W. Rapple 43rd Avenue Rowhouse Historic District
- San Francisco 1952 Firehouse Bond Act Thematic District (Discontiguous)
- Picturesque Period Revival Tracts Historic District
- Mediterranean Revival Tracts Historic District
- Vicente Street Historic District

CITY-SUPPORTED INITIATIVES (Cont.)

Map 7: Eligible Historic Districts in the SCCD



The San Francisco Arts Commission

The San Francisco Arts Commission is the City agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy.

The San Francisco Arts Commission envisions a San Francisco where the transformative power of art is critical to strengthening neighborhoods, building infrastructure and fostering positive social change. We believe the arts create inspiring personal experiences, illuminate the human condition and offer meaningful ways to engage with each other and the world around us. We imagine a vibrant San Francisco where creativity, prosperity and progress go hand in hand. We advance artists' ideas to improve the quality of life for everyone through a united cultural sector whose contributions are vital and valued.

Our Community History and Impact

The San Francisco Arts Commission has a deep history of engaging with the Sunset District community through artist activations, and grants to diverse artists and arts organizations. In our work we have been

CITY-SUPPORTED INITIATIVES (Cont.)

intentional about uplifting the rich history and culture of this cultural district by providing general outreach and promotion of arts funding opportunities through our Community Investments Grants Program.

The Community Investment Grants Program promotes annual grant opportunities to the public through our SFAC Website, newsletter and social media. Along with our digital and social media outreach, SFAC has also made efforts in being present in the community by hosting workshops through our local community partners. For example, in 2018, SFAC partnered with 3 Fish Studios in collaboration with Mission Economic Development Agency in the Sunset District to host workshops on artist housing opportunities. Our initiative was designed to support artists in a community that has historically experienced displacement which closely aligns with Cultural District values and ideals.

Over the last decade, SFAC has provided a total of \$1,879.634 through 158 grants, 22 to arts and cultural organizations and 136 to artists. SFAC has successfully funded a number of prolific Sunset residents, such as contemporary dance company Lenora Lee of Lenora Lee Dance, Indigenous dance company Dancing Earth Creations, contemporary dance company Hope Mohr Dance and Arab Film Institute. In addition, SFAC has funded some of our city's most prolific artists that live, work and activate the Sunset such as media artist Olivia Ting, visual artist Kelly Inouye and Grammy nominated singer/songwriter [Caroline Cabading](#).

SFAC On Going Support

Although the San Francisco Arts Commission has established an arts friendly foundation with the Sunset Chinese Cultural District, we believe there are opportunities for our department to establish a deeper relationship. By Identifying community spaces, familiar venues, cafes, residential and commercial properties for hosting our listening sessions, and workshops, we believe we can establish a grassroots outreach approach that will further diversify our grantee pool.

SFAC has made efforts to establish relationships by partnering with the API Council which consists of a 57-member coalition of nonprofit organizations in San Francisco. This effort supports their mission in building the voice, visibility and influence of San Francisco's diverse Asian and Pacific Islander communities, but there is more work to do. Although SFAC has a long history of funding and partnering with the Sunset Cultural District's Founding Partners, Chinese Historical Society and Chinese Cultural Center, our goal is to identify grass roots organizations in the community that can ensure that our grant announcements and workshops are getting an equal amount of visibility as other neighboring Cultural Districts.



Planning for the Future

CHHESS
R E P O R T

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES

Planning for the Future

Cultural District Mission and Values

- **Our Mission:** To preserve, enhance, and promote the contributions of the Chinese and Chinese-American people in the Sunset by elevating their voices and socioeconomic needs. We lead with our shared cultural history to foster an inclusive environment that embraces diverse avenues for creative and artistic expression.
- **Our Values:** Develop and Sustain Culture: embedding the Chinese and Chinese American culture in our activities and actions.
 - **Collaboration:** working collectively with organizations and people across the Sunset to achieve our mission.
 - **Community:** leading with our community at the forefront; that we remain true to the multigenerational Chinese families, youth, and elders who live in the Sunset and seek to ensure we have a safe environment to live and thrive.
 - **Inclusivity:** ensuring our intent to improve the lives of the Chinese and Chinese American diaspora which includes extending access and success for the entire Sunset community, regardless of background.

Community Engagement Process

Outreach and engagement for the CHHESS were built upon recent community efforts conducted between 2020 and 2022 with Sunset community members, including initiatives like Sunset Forward and the ADU Incentives Pilot Program. Sunset Forward engaged approximately 2,050 community members through virtual town halls, focus groups, and surveys over two phases from April 2020 to January 2022. Meanwhile, the D4 ADU Incentives Pilot Program gathered feedback from 25 homeowners in District 4 through an online survey, virtual interviews, and in-person walkthroughs from September 2021 to February 2022. The data from these efforts were combined with feedback collected over two years of work in the Sunset Chinese Cultural District.



SCCD Interns conducting outreach on events and activities

Sunset Chinese Cultural District CHHESS Outreach

The community strategies outlined in the next section were further shaped by insights from expert interviews, community-based organizations, and a series of community events and town halls led by the SCCD. This extensive outreach and feedback process was designed to be culturally competent and in-language, reflecting the needs of Sunset Chinese residents, organizations, businesses, and other stakeholders. Key components of the engagement process included:

PLANNING FOR THE FUTURE (Cont.)

- **Expert interviews:** Albert Chow, President of POPS and owner of Great Wall Hardware and Lamar Heystek, President of ASIAN Inc.
- **Community events:** Five (5) presentations to SCCD Board of Directors, monolingual Chinese community group, D4 Youth and Families Network, Asian American and Pacific Islander Council, and La Playa Council; One (1) Westside Housing Expo led by Self Help for the Elderly; One (1) Chinese Housing Summit hosted by the SCCD; Two (2) public townhalls.
- **Community-based Organizations:** Collaborations with 14 organizations.
- **Small Business Outreach:** 245 visits to local Chinese-owned businesses in the Irving, Noriega, and Taraval commercial corridors.
- **Digital Outreach:** Reached over 395 organizations and individuals to raise awareness and encourage participation.

To ensure accessibility for Cantonese-speaking community members, all outreach materials were provided in Chinese, both in writing and orally. This thorough and culturally sensitive approach ensured broad and inclusive community engagement, vital for the successful development and implementation of CHHESS strategies. Discussions were centered on the six key CHHESS areas: Historic and Cultural Preservation, Housing Access and Stabilization, Economic and Workforce Development, Land Use, Arts and Culture, and Cultural Competency.

Wah Mei partnered with Avenues Consulting whose approach to community outreach is rooted in a commitment to social justice and equity. They believe that true impact comes from actively listening to and understanding the communities we serve. With a community-centered focus, Avenues prioritizes cultural and linguistic competence, engaging each community with respect for their unique identities, histories, and experiences.

The Avenues team—composed of immigrants and children of immigrants—recognizes firsthand the systemic barriers that many communities face. This perspective drives them to challenge disparities by providing communities with tools, knowledge, and resources that empower them to shape their futures. Through culturally responsive and linguistically accessible outreach, Avenues aims to dismantle inequities and create pathways for meaningful change.

In collaboration with communities, Avenues builds authentic partnerships and ensures that every initiative reflects their voices and values. Their goal is to create a foundation of trust, where communities feel empowered to lead the dialogue and drive the solutions that impact their lives

Organizations to appreciate:

- 19th Avenue Baptist Church
- API Council
- ASIAN, Inc.
- Avenues Consulting
- Chinatown Merchants Association - Sunset

PLANNING FOR THE FUTURE (Cont.)

- Chinese Culture Center of San Francisco
- Christ Church, Lutheran
- District 4 Youth and Families Network
- Housing Rights Committee
- Job Readiness for English Language Learners (JRELL) - Interns
- La Playa Council
- Mayor's Youth Employment and Education Program - Interns
- North East Medical Services
- Open Door Legal
- Outer Sunset Merchants and Professionals Association
- People of Parkside Sunset
- Self Help for the Elderly
- Stonestown YMCA
- Sunset Mercantile
- Sunset Neighborhood Beacon Center/Bay Area Community Resources
- Sunset Youth Services
- Wah Mei
- Westside Community Coalition

Community Strategies and Recommendations

These strategies are derived from various sources, including reports such as Sunset Forward and Sunset Blueprint, insights from the Accessory Dwelling Unit (ADU) Incentives Program Pilot, data collected over two years of work in the Sunset Chinese Cultural Districts, and interviews with field experts. The actions are listed in priority order as identified through the community's input from the public CHHESS town hall meeting held on March 23, 2024 and five subsequent community presentations to a breadth of AAPI and Sunset community. Additional details on the outreach can be found in our outreach summary section.

When referring to the "Chinese" community in these strategies, we specifically address ethnically Chinese individuals who have ties to the Sunset. We acknowledge the diversity within this community, encompassing differences in generational experiences, origins from China, Hong Kong, Taiwan, immigration timelines to the United States and San Francisco, and settlement in the Sunset. For a more comprehensive understanding of these nuances, please refer to the Cultural Context statement.

1. Historic and Cultural Preservation

Context and Goal Statement: The growth of the Chinese/Chinese American population in the Sunset

PLANNING FOR THE FUTURE (Cont.)

over the past seven decades has led to vibrant commercial hubs of Chinese serving businesses along Irving, Noriega, and Taraval in the mid-Sunset area, yet these corridors have served primarily utilitarian purposes. The Chinese community and their contributions are not obviously visible.

In partnership with local merchants, San Francisco artists, and community members, the SCCD will promote and preserve the history of Chinese migration and placemaking, acknowledge contributions from early residents, businesses and community leaders who overcame discrimination to establish a presence here, and build on the cultural traditions that strengthen families and the community through annual and ongoing events.

STRATEGY 1A: Support and facilitate the organization of cultural events, festivals, and activities that celebrate the history and culture of the Chinese/Chinese American community in the Sunset.

Actions:

- **1A.A.** Foster community pride through annual cultural events and festivals that showcase Chinese traditions (e.g., Lunar New Year, Asian American Pacific Islander Heritage Month, Autumn Moon Festival, Dragon Boat, Sunset Night Market, etc.).
- **1A.B.** Leverage citywide marketing platforms to amplify arts and culture events that showcase Chinese/Chinese American stories and activities in the Sunset.
- **1A.C.** Coordinate with City agencies to secure event permits for events that include effective transportation, safety, and other required permitting for events.
- **1A.D.** Work with City and community partners to conduct an Oral Histories project by interviewing Chinese/Chinese American residents and business owners to capture their stories and history in the Sunset.
- **1A.E.** Work with city and community partners to explore and establish community-led cultural heritage trails or walking tours to showcase historical sites, legacy businesses, and community stories. ...

STRATEGY B: Preserve the history of Chinese/Chinese Americans in the Sunset by identifying and landmarking sites with historic and cultural significance.

Actions:

- **B1.A.** Identify writers, artists, and historians and work with SF Planning to ensure that the history of Chinese/Chinese Americans in the Sunset are accurately reflected in the Chinese American Historic Context Statement and other relevant reports.
- **B1.B.** Partner with historic preservation organizations and the City (i.e., Parkside Heritage, SF Heritage, SF Planning Preservation, San Francisco Arts Commission's Monument and Commemoration task force, etc.) to identify and safeguard culturally significant sites and explore landmark designations (e.g., first house owned by a Chinese family in the Sunset).

2. Housing Access and Stabilization

Context and Goal Statement: The Chinese diaspora began settling in the Sunset in the 1940's, with the largest influx occurring after the Fair Housing Act in 1968. This legislative change resulted in a population boom, where today approximately 50% of the Sunset identifies as Asian American. Homeowners comprise over 60% of Sunset residents, many of whom purchased their homes during this boom at relatively low costs. As times change and house values increase, these working families have not had a comparable increase in wages, leading to “house rich, cash poor” situations where additional housing stability is needed for them to stay in the Sunset.

The Sunset, along with other westside neighborhoods, have been identified by the State as areas of opportunity for addressing San Francisco's housing crisis and expanding housing choice. By 2026, the Sunset's commercial corridors and other identified streets will be rezoned to accommodate more housing. While this may help to bring more affordable housing to the Sunset, we recognize strong protections must be in place to mitigate any negative impacts that new development may have on the Sunset's low-and moderate-income Chinese population and other vulnerable groups such as seniors and families.

It is our vision for the Sunset to be the testing ground for a new wave of development. One that welcomes the new while respecting the past. It is imperative that new development should meet the needs of the existing community, to ensure that those who want to stay can and that the community maintains its cultural legacy as new residents land. New development should prioritize meeting the needs of current residents while also planning responsibly for future residents, keeping the existing community's vision at the forefront.

STRATEGY 2A: Preserve and increase affordable housing for low- and moderate-income Chinese seniors, families, and other vulnerable community groups throughout the Sunset.

Actions:

- **2A.1.** Identify buildings where working class and immigrant households at risk of displacement explore city resources, tools and programs that may be used to acquire buildings and make them permanently affordable and work with nonprofits to support acquisition.
- **2A.2.** Support nonprofit organizations in site acquisitions and educational services to navigate community concerns around affordable housing development.
- **2A.3.** Work with SF Planning on identifying specific sites in the Sunset that are feasible for affordable housing.
- **2A.4.** Advocate for expanding affordable housing funding through local and regional bond measures, direct budget allocations, and other potential funding sources.
- **2A.5.** Cultivate partnerships with large institutional and faith-based property owners to build more affordable housing in the Sunset.

PLANNING FOR THE FUTURE (Cont.)

STRATEGY 2B: Build the Sunset Chinese/Chinese American community's capacity to participate in the housing development process and advocate for affordable housing in the Sunset.

Actions:

- **2B.1.** Acquire additional funding to support community-based organizations in developing and facilitating culturally competent educational workshops on housing policy, housing rights, and affordable housing development. Support additional educational materials and events for working-class immigrant communities to learn about housing policies in the Sunset.
- **2B.2.** Work with relevant City agencies with housing and land use expertise to support policies that expand access to affordable housing, and identify opportunities to build more affordable housing in the Sunset.
- **2B.3.** Include the Sunset Chinese Cultural District and partner organizations on the Planning Department's neighborhood groups list to be notified of new housing developments and opportunities to get involved.
- **2B.4.** Ensure that projects which are required to conduct neighborhood notification and outreach also include accommodations for immigrants and non-English speakers to participate.



2023 Westside Chinese Housing Summit. Local elected and department heads listening to the needs of the community

STRATEGY 2C: Expand housing support services to be culturally and linguistically competent in educating residents and addressing renter-landlord issues.

Actions:

- **2C.1.** Support small landlords in understanding tenant protection laws through community-serving legal organizations so that they can rent their units with confidence.
- **2C.2.** Increase community-based legal assistance services for homeowners including foreclosure services and know-your-rights education.
- **2C.3.** Establish or expand existing legal aid clinics in the Sunset to offer free culturally competent legal assistance to residents facing eviction or housing-related legal challenges for both small landlords and tenants.
- **2C.4.** Increase funding and grant opportunities for local tenants' organizations and nonprofit housing counselors to provide multilingual resources in tenants' rights, organizing, and mediation and legal services to support renter-landlord agreements.

PLANNING FOR THE FUTURE (Cont.)

STRATEGY 2D: Explore and support policies that offer pathways to homeownership for low- and middle-income households, including exploring cooperative housing models in the Sunset.

Actions:

- **2D.1.** Facilitate workshops and training programs to educate community members on first-time homeownership, down payment assistance programs, cooperative ownership structures, and other programs that help provide different pathways to homeownership.
- **2D.2.** Work with the Board of Supervisors and the Mayor's Office of Housing and Community Development (MOHCD) to explore legislation that facilitates the creation of cooperative housing with tenant-to-owner pathways.
- **2D.3.** Work with the City and nonprofits with expertise on lease-to-own models and alternative financing structures to share information and provide more options for homeownership.

STRATEGY 2E: Support low-income homeowners in building Accessory Dwelling Units (ADUs).

Actions:

- **2E.1.** Work with the City to explore legislation to allow ADUs to be independently titled and sold separately from the main property.
- **2E.2.** Create a support network of homeowners building ADUs to connect experienced ADU builders with those in the process to share experiences and advice.
- **2E.3.** Support nonprofits providing culturally competent housing counseling to conduct workshops on ADU construction, financing, design, and navigating the permitting process.
- **2E.4.** Pursue funding sources to support homeowners to update and renovate their homes - especially for developing ADU's, including collaboration with financial institutions on low-interest loans featuring flexible repayment terms, exploring options to waive or subsidizing building permit fees and associated costs, and prioritize equitable access to funding.
- **2E.5.** Conduct an inventory of single-family home building typologies commonly found in the Sunset district through the SF Planning Department and community groups, outline their characteristics, and develop design prototypes to assist homeowners in the creation of their ADUs.



Sunset Houses

PLANNING FOR THE FUTURE (Cont.)

STRATEGY 2F: Support the development of senior housing at all income levels and provide greater access and affordability to assisted living and skilled nursing facilities for seniors in need of medical care and social services.

Actions:

- **2F.1.** Conduct culturally competent outreach to inform low-income seniors about their eligibility for various housing programs (e.g., Medi-Cal, In-Home Support Services, PACE) to prevent or delay the need for costly institutional care.
- **2F.2.** Increase access to Home Modification programs to provide low-income seniors with free or low-cost home repairs and modification assistance.
- **2F.3.** Expand Home Match programs that are culturally competent to support low-income seniors in receiving rental income so they can age in place while providing housing for low- and mid-income renters.

3. Economic & Workforce Development



"Katy Tang Executive Director of the Office of Small Business (former District 4 Supervisor) growing up in the Parkside with her brother"

Context and Goal Statement: The COVID-19 pandemic revealed the resilience of the Chinese community, yet it exposed the vulnerabilities of small businesses in the Sunset's commercial corridors. Many of these vulnerabilities affected all small businesses, and the Chinese-serving businesses in particular had a compounded barrier, due to language and xenophobia. Chinese-serving businesses are facing myriad challenges that include: employee hiring and retention, safety, commercial rents that haven't accommodated small

businesses' revenue declines, increased materials costs, and a lack of interest from younger generations to succeed their parents as owners, especially businesses with a more traditional Chinese-community clientele (IE, grocery stores, restaurants, construction, etc.).

Our vision applies a community approach to create solutions together that would help all Sunset small/local businesses thrive, provide job development through institutional partnerships, promote entrepreneurship in the younger generation, and ensure that these key anchors of the Chinese and Sunset community remain vital for future generations.

STRATEGY 3A: Strengthen coordination along the commercial corridors and promote the Sunset as a hub for cultural events.

Actions:

- **3A.1.** Promote community-building and encourage Chinese businesses to participate in events (e.g., Lunar New Year, Sunset Night Market, Autumn Moon Festival, etc.) and support mechanisms to lower the cost of small business participation, including subsidies and fee waivers.

PLANNING FOR THE FUTURE (Cont.)

- **3A.2.** Provide a central information source for merchants along the Irving, Noriega, and Taraval corridors, with bilingual materials and online access.
- **3A.3.** Enhance the visual appeal of Chinese businesses by advocating for City grants for facade improvements and placemaking projects, encouraging Chinese-style architecture on commercial corridors and Chinese-inspired decor to attract tourism.
- **3A.4.** Collaborate with existing merchant associations and organizations that support small businesses in developing a resource directory of existing Merchant Associations and membership, identify gaps and outreach to Chinese-serving business owners, and organize collaborative meetings with all merchant associations in the Sunset.
- **3A.5.** Support the amplification of the voice of Chinese small business owners to impact policy changes, and measure outcomes to ensure these changes serve their intended purpose.
- **3A.6.** Facilitate partnerships between local chefs and community organizations to host food festivals and cooking classes.
- **3A.7.** Invest in promoting the unique Chinese cultural identity of commercial corridors with guided tours, brochures, online resources, and culturally competent outreach, including designation of Legacy Businesses in the Sunset Chinese Cultural District.

STRATEGY 3B: Support Chinese merchants in addressing their challenges around economic and long-term sustainability for both business owners and employees.

Actions:

- **3B.1.** Work with the District Supervisor, the Office of Economic and Workforce Development, other relevant City officials and departments, and Chinese community leaders to ensure that Sunset Chinese businesses are part of the City's planning for economic recovery and small business sustainability plans.
- **3B.2.** Establish community-organization based liaisons to Chinese merchants and provide training to build their skills and ability to understand and navigate cultural nuance when coordinating between small business owners and government.
- **3B.3.** Develop and implement small business services to address inequities in access to City services and programs, targeting challenges faced by individuals with diverse cultural or linguistic backgrounds, ensuring that they can effectively navigate programs that may be complex for non-native English speakers.
- **3B.4.** Work with nonprofits that advocate for immigrant workers and provide Sunset Chinese liaisons at the Office of Labor Standards Enforcement to ensure labor standards are followed for small business employees, including restaurant workers.



Merchant walk with Supervisor Mar, Taraval PD, and SCCD staff.

PLANNING FOR THE FUTURE (Cont.)

- **3B.5.** Convene in-language roundtables building on previous meetings with Chinese small businesses to identify and address ongoing economic challenges and monitor for permitting obstacles that may persist after the passage of Prop H (Fall 2020).
- **3B.6.** Work with nonprofit organizations with cultural competence in workforce development, SFUSD Academies, and City College Career Education, to develop employee pools that Chinese businesses could tap to address the scarcity and retention of retail, restaurant, and other service sector employees.

STRATEGY 3C: Explore policies and best practices for programs and policies to support small business facing high-cost and displacement risk.

Actions:

- **3C.1.** Work with the City on strengthening programs or policies to protect small and/or community-serving businesses from potential displacement.
- **3C.2.** Help business owners identify new locations with similar leases, advocate for financial support, and foster partnerships with property owners.
- **3C.3.** Work with City agencies to create incentives for property owners to maintain affordable commercial rents for long time community businesses.
- **3C.4.** Work with nonprofit agencies that provide culturally competent support to small businesses to develop their financial acumen and resources for commercial property ownership.

STRATEGY 3D: Provide technical assistance and marketing support to small businesses in the Sunset.

Actions:

- **3D.1.** Establish affordable incubator spaces for new Chinese-owned businesses and offer training and resources to navigate regulations, enhance sustainability, and promote in-home businesses.
- **3D.2.** Expand microgrant programs to fund small business and community-driven projects to create placemaking elements that enhance the aesthetic and cultural aspects of the Sunset's commercial corridors.
- **3D.3.** Fund and expand a program that provides incentives for visitors to go to Sunset commercial corridors (i.e., voucher programs) and institute "Small Business Advocacy" days.
- **3D.4.** Provide social media training for small business owners to enhance visibility and reach.
- **3D.5.** Invest in culturally competent outreach and designation of Legacy Businesses in the Sunset Chinese Cultural District that provides greater visibility and recognition for Chinese serving businesses by the Office of Small Business.

PLANNING FOR THE FUTURE (Cont.)

STRATEGY 3E: Establish youth entrepreneurship programs that provide training, mentorship, and resources for youth interested in starting their own business.

Actions:

- **3E.1.** Capitalize on shifting perspectives of younger generations on viable careers to cultivate an interest in entrepreneurial pursuits and develop a succession plan for Chinese businesses as their owners retire.
- **3E.2.** Create opportunities for the next generation of entrepreneurs to inject new life into old-style approaches to small businesses.
- **3E.3.** Establish skill development workshops for youth, focusing on marketing, financial literacy, and customer service.
- **3E.4.** Work with schools, businesses, and nonprofits to facilitate mentorship programs connecting experienced small business owners with young entrepreneurs.



SCCD youth planning at a local small business.

4. Land Use

Context and Goal Statement: The affordable housing crisis necessitates new solutions alongside current strategies. Along the commercial corridors, the evolving needs for retail space and other community uses point to a greater need for flexibility in the planning code to allow businesses to adapt in their operations. Recent major infrastructure upgrades along Taraval have had severe impacts on local businesses, for example, the five years of the L-Taraval Improvement Project. These are lessons learned on the need to take community input into account and to offer economic relief to businesses that have already been struggling due to the pandemic and economic pressures.

Sunset residents should be active participants in shaping decisions on housing and land use to ensure community development in sync with the existing neighborhood.

Strategy 4A: Explore the feasibility of creating community centers in different parts of the district to serve focal populations while providing space for activities serving youth, seniors, families, immigrants, arts and cultural groups.

Actions:

- **4A.1.** Collaborate with the City to identify suitable funding and locations for community centers, survey the community on desired uses, and enhance accountability through clear implementation oversight from City departments.

PLANNING FOR THE FUTURE (Cont.)

Strategy 4B: Identify potential community spaces within new developments and activate underutilized areas highlighted through the Sunset Chinese Cultural District’s 2023 Community Mapping project, to host visual arts and cultural events that celebrate Chinese traditions.

Actions:

- **4B.1.** Secure the Sunset’s first family-friendly and multi-generational community art space to facilitate exhibitions (e.g., “Chinese in the Sunset”), workshops, performances, and programming.
- **4B.2.** Work with community groups and merchants’ associations to identify sites for arts and cultural events, develop permanent funding sources, and establish volunteer and organizational support to maintain projects.
- **4B.3.** Work with SF Planning’s GroundPlay Program to develop pilot projects to activate spaces and evaluate outcome and feasibility toward long-term use.
- **4B.4.** Establish and provide resources for a community stewardship program (e.g., “adopting” sites) to ensure regular maintenance and operations of community spaces.
- **4B.5.** Work with the City to help community organizations find commercial spaces for community use



Volunteers at the 2023 community mapping project

Strategy 4C: Work with an established Community Land Trust to acquire land and develop into community-oriented property.

Actions:

- **4C.1.** Work with the City and an established Community Land Trust to establish strategies for acquiring sites in the Sunset and support nonprofits in their development of property for affordable housing, commercial spaces, and other community-serving uses.

STRATEGY 4D: Ensure equitable access and safety through community-informed transportation planning and transit-related projects.

Actions:

- **4D.1.** Implement best practices based on lessons learned from impacts of major infrastructure projects, notably L-Taraval Improvement Project, to plan ahead for and reduce the economic and operational impacts on retail businesses, and disruption for area residents and patrons.
- **4D.2.** Appoint local community leaders as liaisons with a direct channel to project managers to strengthen the role of residents and merchants who can monitor projects and provide meaningful, culturally competent channels for community input.

PLANNING FOR THE FUTURE (Cont.)

- **4D.3.** Collaborate with City leaders to develop a mitigation plan and establish a dedicated fund to offer economic relief, including compensation for equipment damage, to businesses affected by multi-year construction associated with major infrastructure projects.
- **4D.4.** For major infrastructure projects, provide creative mitigation efforts to maintain access and minimize disruptions to small businesses and the community, such as temporary parking spots and installing cost-effective pedestrian access where multiple intersections are blocked, and provide signage and communication with merchants in a timely manner.
- **4D.5.** Establish a comprehensive neighborhood transportation initiative to promote walkability and safety, support for multi-modal transportation including biking, walking, transit, and private cars, along with providing parking access for families and elders.
- **4D.6.** Pilot a localized Sunset shuttle service for seniors and people with disabilities to promote greater connectivity within the neighborhood.

5. Arts and Culture

Context and Goal Statement: The Sunset Chinese Cultural District (SCCD) spans a large geographic area with distinct natural and commercial sites interlaced with single-family homes, which poses both an opportunity and a challenge to shape a cohesive and recognized identity. While the Sunset is home to strong cultural amenities such as galleries, festivals, and public libraries, these amenities often lack a centering on Chinese/Chinese American arts and culture, highlighting a gap in representation as well as intentional investment and development.

The Sunset should be home to a vibrant set of cultural amenities and attractions that preserves and advances Chinese culture and history. Sunset Chinese have a story of migration and growth, and we must foster everyday imagery to reflect the sense of belonging and cultural pride that our community feels. We envision a Sunset where the history of our community is highlighted via physical spaces and events, to ensure the cultural heritage and history are not lost through generations.

Strategy 5A: Build capacity for the Sunset Chinese Cultural District (SCCD) to enhance Chinese/Chinese American arts and cultural infrastructure in the Sunset.



High School of the Arts performance at the 2024 Sunset Lunar New Year Festival.

Actions:

- **5A.1.** Invest in new art, murals, and cultural landmarks that uplift and celebrate Chinese/Chinese American history in the Sunset and engage local artists and community members in the design and implementation of these projects.
- **5A.2.** Form or expand a Chinese/Chinese American Arts Organization anchored in the Sunset

PLANNING FOR THE FUTURE (Cont.)

with a curatorial advisory committee of cultural workers, artists, and curators, recruited and developed through fundraising efforts and ongoing staff development programs.

- **5A.3.** Lead the development of a Sunset Arts & Culture Master Planning process, including a need assessment, a 5-year calendar and fundraising goals.
- **5A.4.** Collaborate with the City and developers to meet public art requirements in new development projects.



"Together on Taraval" mural, created by SCCD in 2024 via an extensive community engagement process

Strategy 5B: Create and sustain a healthy Chinese/Chinese American artists hub in the Sunset.

Actions:

- **5B.1.** Organize social events such as artist open-house to strengthen bonds between artists, create new ideas for the neighborhood, and provide opportunities for artists to meet community stakeholders.
- **5B.2.** Sustain Chinese/Chinese American artists' ability to live and work in the Sunset through affordable housing, funding support, and professional development workshops (e.g., working with local communities, grant writing, etc.).
- **5B.3.** Establish and maintain a community-held registry of Sunset-based Chinese/Chinese American artists and maintain a network of artists whose work has a meaningful connection with Chinese/Chinese Americans in the Sunset and share with the SF Arts Commission and other City agencies to ensure representation.
- **5B.4.** Incorporate cultural competence and language access in outreach materials to Sunset-based Chinese/Chinese American artists and advocate for hiring artists in local projects through low-barrier "open-call" formats.
- **5B.5.** Preserve and support key businesses that contribute to artist sustainability.
- **5B.6.** Support artists and artwork incubation, through investing in infrastructures such as studios, rehearsal spaces, and artist residency programming.

PLANNING FOR THE FUTURE (Cont.)

Strategy 5C: Build community capacity by integrating arts and artists into cross-sector efforts in the Sunset.

Actions:

- **5C.1.** Advocate for policies and funding that prioritize the integration of art in cross-sector efforts to enhance community well-being and sustainability.
- **5C.2.** Elevate the status of art and artistic expression to align with more traditional professions and careers by creating opportunities and spaces for artistic endeavors.
- **5C.3.** Increase capacity and awareness of non-art groups toward the benefit of supporting arts/artists through workshops, knowledge sharing, skill-building, and exchange.
- **5C.4.** Support initiatives that integrate art into community development projects, such as art healing programs and creative placemaking efforts.
- **5C.5.** Incentivize partnerships between artists and community-based organizations in various sectors to incorporate art into their initiatives, leveraging the SCCD Advisory Board.

6. Cultural Competency

Context and Goal Statement: With over 35% of Sunset residents being foreign-born, cultural and linguistic competence is crucial in providing services to those with limited English proficiency. While the SFGov website is accessible in Chinese and other key languages for a broad array of City services, a more integrated approach is needed to ensure that non-native speakers can navigate City and nonprofit agency networks, and have access to linguistically proficient staff in the areas of legal and immigration services, healthcare and social services, emergency response, small business support and labor standards enforcement. Further, language translation alone is insufficient, as cultural nuances can be different between the Eastern and Western cultures. As global economic trends favor Mandarin education both in San Francisco and abroad, the Sunset Chinese Cultural District, working with bilingual schools like Wah Mei, can document these linguistic changes and address the needs of Cantonese and other dialect speakers from multi-generational households.

We envision a resource hub, where information can be translated for free or low costs. As new programs and communities enter the Sunset, they often lack cultural awareness and linguistic competency. The SCCD can play a vital role in supporting residents in communication with and cultural understanding of the Sunset Chinese community.

STRATEGY 6A: Ensure access to culturally competent support for communities in the Sunset, prioritizing language accessibility, cultural sensitivity, and community engagement.

Actions:

- **6A.1.** Establish a location for a multilingual service center in the Sunset, to co-locate existing citywide resources, assistance, and translation services in Cantonese, Mandarin, and other languages, while creating opportunities to identify and create new services for the Sunset as needs are identified.

PLANNING FOR THE FUTURE (Cont.)

- **6A.2.** Implement a language hotline for residents to access information, resources, and support in their native language.
- **6A.3.** Offer workshops and training sessions for community members to enhance their understanding of available services, programs, and resources.
- **6A.4.** Expand access to legal aid, immigration services, and healthcare navigation in native languages.
- **6A.5.** Conduct cultural competency training programs for service providers including public safety and emergency response personnel.
- **6A.6.** Work with relevant City agencies to ensure development projects provide in-language information, timeline, and updates on construction projects.

STRATEGY 6B: Document the preservation of Chinese language in family, community, educational and media settings.

Actions:

- **6B.1.** Support community-led research on the transmission of spoken and written Chinese through families, formal education through Mandarin and Cantonese immersion programs, enrollment in Chinese school, and conduct of community events by Chinese serving nonprofits, faith-based institutions, benevolent associations, and other groups.
- **6B.2.** Support language preservation opportunities, including but not limited to Cantonese/Chinese at City College and bilingual education programs for all ages.
- **6B.3.** Evaluate the availability of and need for Cantonese education in training adults to develop linguistic proficiency in serving Sunset residents into the next generation.
- **6B.4.** Examine the role of broadcast, print, and social media in preserving the Chinese language as well as channels of discourse for civic engagement, political, and social influence.



2025 Lunar New Year Event.



Conclusion

CHHESS
R E P O R T

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES

Conclusion

The Sunset Chinese Cultural District's (SCCD) Cultural History, Housing, and Economic Sustainability Strategies (CHHESS) report is our vision and strategy to stabilize and uplift our community priorities. It was created with respect to the history and data from decades of work prior to our existence and will be the way we hold ourselves and the City accountable, in service to our community.

Next steps for this report include:

- Continued collaboration and advocacy between the SCCD and City departments to achieve the recommendations and strategies outlined in this plan
- Re-visiting and updating the strategies every 3 years and updating the report every 6 years, as per the Cultural Districts mandate by the 2018 Proposition E legislation.
- Serving as a collaborative measure for community and the City Departments to align on the stated goals, leveraging the recommendations in support of the district.

The SCCD extends its deep appreciation for all the people and organizations who played a large or small part in the development of this report. It could not have been made possible without you.

Special appreciation for the following individuals who made this report possible:

- | | |
|--|--|
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| • Angie Petit-Taylor (Sunset Mercantile, SCCD Board) | • Jessica Nguyen (D4YFN) |
| • Anni Chung (Self Help for the Elderly, SCCD Board) | • Julia Sabory (SF Planning) |
| • Ben Wong (Wah Mei, SCCD Board) | • Kerri Young (SF Heritage, SCCD Board) |
| • Carla De Mesa (SF Planning) | • Kifer Hu (Self Help for the Elderly, SCCD Board) |
| • Carol Lau (Sunset Mercantile, SCCD Board) | • Kimberly Szeto (ASIAN, Inc., SCCD Board) |
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| • Jenny Leung (CCC, SCCD Board) | • Winnie Chen (SCCD Program Coordinator) |



Appendices

CHHESS
R E P O R T

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES

APPENDIX A:

Contact Information

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APPENDIX B:

Community Stakeholders List

- 19th Avenue Baptist Church
- API Council
- ASIAN, Inc.
- Asian Women's Resource Center
- Chinese Culture Center of San Francisco
- 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
- Wah Mei
- Westside Community Coalition

APPENDIX C:

Quantitative Data Methodology

Unless otherwise indicated, the MOHCD Data Team conducted all CHHESS Report quantitative analyses described herein.

We drew from a variety of data sources, and each analysis cites the source used, but in general, we used data from the United States Census Bureau's (Census) American Community Survey (ACS), San Francisco City and County's DataSF Open Data Portal, and MOHCD internal databases. We performed all geospatial analysis with ArcGIS, utilizing the cultural district shapefiles publicly available on datasf.org/opendata. For all charts and maps, we used shapefiles of the Cultural District's boundaries to aggregate the data. We geocoded addresses with the City and County's Enterprise Address System or another geocoding service and then used the ArcGIS pairwise intersect function to identify the coordinates that overlap with the Cultural District (i.e., which addresses were inside the cultural district). For data reported at the census tract level, we used the ArcGIS tabulate intersection tool to calculate the percentage of overlap between each census tract and the cultural district, yielding a proportion for each tract that represents how much of it lies within the district. Then we used the R Project for Statistical Computing (R) to prorate totals for census tract data by the percentage overlap and finally aggregate prorated totals from all census tracts that touched the district. For example, if a tract had a population of 1,000 renters and overlapped the cultural district by 50%, we would add 500 renters to the total cultural district renter population.

American Community Survey

Our analyses utilized ACS data to estimate the Cultural District population, including race/ethnicity, age, tenure (renter or owner), employment status, occupation, income, and housing cost burden. The ACS uses a sample to estimate whole populations, so findings include a meaningful margin of error. Census weights survey responses to account for demographic differences in response rates because some groups are more likely to participate (e.g., older adults, higher income households), but they may not receive enough data from low-population demographic groups (e.g., Native Americans, Pacific Islanders) to provide reliable estimates. To minimize the effects of sampling error, we used ACS five-year averages to base our findings off a larger dataset. Despite using five-year averages, we had limited data for some analyses, particularly median income level for low-population racial groups. To ensure confidentiality of participant responses, Census does not report data for sample sizes less than three. This means that if, for example, fewer than three African American households in a census tract reported their income during the five survey years, Census would not publish an estimate for African American income in that tract. We calculated our ACS population total estimates by prorating a census tract value by its overlap with the cultural district and then summing each of those prorated totals for all tracts that touched the district. The exception to this method was for median household income. For median household income, we calculated the percentage of households in the District that lived in the prorated tract, then multiplied the median income of that tract by the percentage, and finally added up the adjusted median income of all tracts. For example, if we estimated that there were 5,000 households in the district and 1,000 in a

APPENDIX C: Quantitative Data Methodology (Cont.)

specific prorated tract, then we would multiply the median household income of that tract by 0.2 and add it to the other tracts, which would be weighted in the same fashion. We conducted this analysis for all households together and then again for each racial group reported in our findings.

Housing Cost Burden findings were drawn from the Department of Housing and Urban Development's (HUD) Comprehensive Housing Affordability Strategy (CHAS) dataset. The CHAS dataset utilizes publicly unavailable raw ACS data to create tables of housing affordability information that can be made publicly available. Similar to ACS, CHAS data are reported as five-year averages, although they are generally at least a year older than the most recent ACS.

Residential Pipeline and Portfolio Properties

Our analyses of residential pipeline and portfolio developments used primary data owned by MOHCD. This dataset includes all residential properties with MOHCD units and/or MOHCD financing: 100% affordable new construction, MOHCD preservation acquisitions, developments with Section 415 inclusionary units, San Francisco Redevelopment Agency units that were transferred to MOHCD upon their dissolution, Office of Community Investment and Infrastructure developments, and units from various legacy housing programs, such as the 1979-1988 Condo Conversion program. Portfolio properties have completed construction and pipeline properties are still being developed. A project that was completed but is now undergoing rehabilitation work can be classified as both pipeline and portfolio. We geocoded and geospatially plotted all development addresses against the Cultural District boundary and mapped the ones that intersected. For pipeline, we geocoded the preliminary address assigned upon Planning approval and for portfolio, we used the one that was marketed to potential residents.

Eviction Notices

Eviction maps show eviction notices filed with the San Francisco Rent Board in the five years prior to the CHHESS report. These are available at datasf.org/opendata. The notices are filed as stipulated in San Francisco Administrative Code 37.9(c). Types of eviction notices varied from nuisance to non-payment to Ellis Act withdrawal, among others. A notice of eviction does not indicate that a tenant was eventually evicted, and there is no way of knowing the resolution of any of these cases. We ran the eviction notice locations through the kernel density tool in ArcGIS to visualize concentration in a particular area.

Community Development Organization Grant Recipients

MOHCD funds hundreds of grants annually under our Community Development program areas. Community development grants can be for services, capacity building and training, operations, and small capital projects. Many services are housing related, but we also fund legal services, community-based services, and other areas. We geocoded and geospatially plotted project addresses, the site of service delivery, against the Cultural District boundary.

Single Room Occupancy Properties

Data utilized for single room occupancy (SRO) properties is derived from the latest Housing Needs and Trends Report of the San Francisco Department of Building Inspection (DBI). An SRO site is a residential property, sometimes referred to as a hotel, that includes single room dwelling units, in which tenants do not have their own kitchen or bathroom, instead using a shared one. Using the data from DBI, we geocoded and geospatially plotted the SRO property locations against the cultural district boundary.

APPENDIX D:

Sunset Blueprint

Led by the office of former Supervisor Katy Tang, the Sunset Blueprint focused on five issue areas in gathering feedback: Children, Families & Seniors; Public Transportation & Pedestrian Safety; Land Use; Economic Development; and Public Safety & Emergency Preparedness.

The Sunset District is a residential community comprised of families, strong small businesses and sweeping ocean views. Situated at the western edge of San Francisco, and surrounded by Golden Gate Park, Ocean Beach and the San Francisco Zoo, the Sunset District is an oasis in the City. Supervisor Katy Tang, working with neighborhood leaders, residents and subject matter experts, is initiating a community process to build a blueprint for the Sunset District with goals, objectives and strategies for the next decade and beyond. This blueprint is an important step in defining the community's collective vision in five key areas: children & families, public safety, economic development, transportation and pedestrian safety, and land use. This process will guide the Supervisor's Office by providing a strong platform to advocate for funding and grant opportunities, and in developing partnerships to move District 4 forward.

Sunset Blueprint:

https://sfbos.org/sites/default/files/FileCenter/Documents/49717-final_sunset_blueprint_compressed.pdf

APPENDIX E:

Sunset Forward Community Needs Assessment & Strategies

Led by Supervisor Gordon Mar, SF Planning, and the District 4 Youth and Families Network, Sunset Forward was 2-year long Community Needs Assessment whose mission was to stabilize low- and moderate-income families and seniors in the Sunset, enhancing community connection and quality of life for all by addressing unmet needs in housing, transportation, and neighborhood services and businesses...

The Sunset Forward Strategies Report was unanimously endorsed by the Planning Commission on October 13, 2022 as City policy to encourage community-planning and capacity building efforts that center racial and social equity, and support the Sunset community's vision for a healthy, thriving, and inclusive neighborhood.

<https://sfplanning.org/project/sunset-forward>

APPENDIX F:

Sunset Community Mapping Project

A partnership with SF Planning's Summer Internship Program, the District 4 Youth and Families Network, and the Sunset Chinese Cultural District, this project mapped out 347 unique sites in the Sunset, with 40+ volunteers walking over 100 miles across every street within the SCCD boundaries. This project was led by SF Planning Intern Katie Lan with outreach support by D4YFN Coordinator Jessica Nguyen and SCCD MYEEP Intern, Alvan Lei.

[Sunset Community Mapping 2023 Report.pdf](#)

APPENDIX G:

Sunset Arts & Culture Plan

INTRODUCTION

In 2023, Sunset Chinese Cultural District (SCCD) invited the Chinese Culture Center of San Francisco (CCC) to develop an art & culture plan for the newly formed cultural district. This early-stage plan will be incorporated into a Cultural History, Housing, and Economic Sustainability Strategies (CHHESS) Report, which serves as a roadmap of priorities and strategies for stabilizing the cultural community. This Arts & Culture planning process prefaces that art & culture play an embedded role in creating a resilient and healthy neighborhood.

This process was led by CCC's Curator & Deputy Director, Hoi Leung, who is a Hong Kong-born, Sunset District-raised and based Curator.

ABOUT THE CHINESE CULTURE CENTER OF SAN FRANCISCO

CCC is an Asian women-led cultural and arts institution based in San Francisco's Chinatown. Founded as the leading cultural anchor in Chinatown by Chinese American activists coming out of the Civil Rights Movement, we combat inequity by transforming dominant and regressive narratives about our community. For 58 years, our multidisciplinary programs - art exhibitions, public art projects, residencies, festivals, tours, and educational offerings - have served intersectional Chinese and pan-ethnic Asian & Pacific Islander (API) communities while building connections to other communities of color. Our mission is to elevate underserved communities and give voice to equality through education and contemporary art. Since its founding, CCC serves as a field advocate and has built critical networks to connect, resource, advocate on behalf of, strategize with, and otherwise support artists of color.

CCC advocates for API artists by mitigating funding and support gaps for artists from low-income or grassroots backgrounds, and those who face a language barrier. In 2013, seeing the total lack of API artists in the first round of public art open call for the new Central Subway T Line, a line that connects Chinatown to neighboring areas, CCC successfully pushed for a "re-do" that honors its history and community through the work of API community artists like Hou Yumei. During the height of Anti-Asian hate, CCC advocated with the City and State to empower API voices through investment in artists. This resulted in the establishment of the API Artists Futures Fund to empower creativity and build cultural infrastructure for underserved API artists in San Francisco. The Fund partnered with 6 organizations to benefit 28 exceptional locally-based API artists from diverse disciplines and neighborhoods. We piloted an empathetic and grassroots model for funding distribution through the Guaranteed Income(GI) Pilot program, targeting artists who face language barriers and technological divides. The program had an accessible application and provided relief for SF-based artists over a period of 18 months.

Another aspect of CCC's work is to convene and connect the arts community to the SF Chinatown ecosystem, including small businesses and community development centers. In the long run, we build

APPENDIX G: Sunset Arts & Culture Plan (Cont.)

resilience for both our neighborhood and the arts community by strengthening the role of art in housing, health, workers' rights, and other sectors. Alongside organizations in art, housing rights, and social justice, CCC is one of the six founding members of the Chinatown Media & Arts Collaborative working toward a vision to build "Edge on the Square" - a cultural hub at the intersection of community, art, and economic recovery among other projects. CCC is the leading organization in the "Chinatown Arts & Culture Coalition," founded in 2019 to establish an inclusive art and cultural plan for the community and build racial justice in the arts. This Coalition is drawn from the community network of nonprofits as part of the 50-member API Council, as well as through local merchants, family associations, artists, and cultural bearers. Because of its leading role in advocating for underserved artists, CCC's executive director was invited to be part of the Californians for the Arts which is a state-wide effort to support arts organizations in California.

Besides programs and relationship-building, CCC has made studies, tools, and strategic plans to inform cultural planning in its embedded neighborhood. "Chinatown Cultural Mapping" (2009) identified key underutilized sites in the community for cultural activation and outlined the importance of alleyways to the community's vibrancy. These resources are tools for community advocacy and are shared with partners in community planning to plan for place-based art initiatives in the future. Chinatown Arts & Culture Coalition planning process (2019) documented the history of cultural assets, and the loss of 7 theater spaces in the community and anchored the "Art, Culture & Belonging" project during the height of the pandemic and anti-Asian hate.

PROCESS & FINDINGS

Our methodology is centered on 1:1 conversations, observations, and research. We conducted in-depth interviews with artists, creative enterprises, residents, and community organizations based in the Sunset District to understand their perspectives, needs, and aspirations for the district's cultural development. In addition to interviews, we conducted on-the-ground observations and site visits to better understand the physical and social dynamics of the district and its many unique corridors. We explored cultural venues, public spaces, and neighborhood landmarks to assess existing assets and identify areas for improvement. Furthermore, we drew from national research, institutional experience, and best practices to inform an understanding of the landscape. These conversations, observations, and research provided valuable insights into the distinct challenges and opportunities facing the district and informed our recommendations for action.

Observations:

1. The Sunset Chinese Cultural District (SCCD) spans a large area with distinct natural and commercial sites interlaced with sprawling single-family homes, which poses both an opportunity and a challenge to shape a cohesive and recognized identity. Single-family homes, beaches, schools, commercial corridors, and parks present great opportunities for community engagement and place activation, offering experiences not found elsewhere in the City. Although there's a vast amount of "space," there's also a lack of dedicated cultural spaces that serve non-commercial functions such as art workshops for 30-50 people, dance classes and rehearsals, theater performances, film screenings, and more.

APPENDIX G: Sunset Arts & Culture Plan (Cont.)

2. While the Sunset is home to strong cultural amenities such as galleries, festivals, and public libraries, these amenities often lack a centering on Chinese/Chinese American arts and culture, highlighting a gap in representation as well as intentional investment and development.
3. There's a lack of nonprofit art centers in the Sunset that centers Chinese/Chinese Americans artists and acts as a hub to develop the Chinese/Chinese American artist community here. There is a noticeable absence of Chinese/Chinese American leadership within existing cultural enterprises and arts amenities. Chinese/Chinese American artists in the Sunset have few opportunities to work in the Sunset and therefore contribute meaningfully to its cultural fabric. While there are diverse artists in the Sunset, few identify strongly with the neighborhood (ie. Mission-based artist), which makes them harder to find.
4. There's a historical lack of investment, which poses continuous challenges for BIPOC arts sustainability and development at-large. In 2014, a study by Former Supervisor Eric Mar shows that API arts organizations only received 8% of arts funding, while making up one-third of San Francisco's population. Moreover, BIPOC arts group receives less than 25% of overall funding.
5. There's a historical lack of public art commissions in the Sunset that is equitable—of the 101 public art that is a part of the San Francisco Arts Commission collection, none is reflective of Chinese American stories or made by a person of Asian descent. Murals on commercially owned spaces also show a gap in Chinese American representation and content.

SCCD ART & CULTURE GOAL STATEMENT:

Investment in the Sunset's Art & Culture scene has the opportunity to result in:

1. The Sunset to be a home of a vibrant set of cultural amenities and attractions that both preserves and advances Chinese/Chinese American culture and history.
2. Chinese/Chinese Americans in the Sunset feel a sense of belonging and cultural pride with the neighborhood, and identifies with the Sunset as a site that can advance those values.
3. A healthy Chinese/Chinese American arts community in the Sunset acting as a vital contributor to San Francisco local arts scene.
4. Sunset residents have access to high-quality, low-barrier art & culture programming that are culturally competent and relevant to the Chinese/Chinese American community.
5. Sustainable financial resources and creative workforce to preserve and advance Chinese/Chinese American arts and culture in the district.
6. Commonplace collaborations between art and non-art sectors to advance health, education, transportation, environment, urban development, and public safety goals.

STRATEGIES AND ACTIONS

STRATEGY 1

Baseline Sunset Chinese/Chinese American arts and cultural infrastructure, which includes two key capacity priorities: increasing the capacity of the SCCD community arts team that serves as an curatorial and logistical body for the SCCD arts programmes and securing a community art space.

Definition: The success of this team ensures that there's adequate talent, skillset, and cultural competency to undertake the cultural work that relates to Chinese/Chinese American in the Sunset in the short and long term. This team ensures that projects presented by or in partnership with SCCD follow SCCD artistic and equity goals. This team can act as a leader in the field and contribute to City-wide local arts efforts. In order to achieve these goals, there's also a need for a dedicated space for Chinese/Chinese American artistic and cultural development.

Actions:

1. Build a community arts team that consists of cultural workers, artists, and curators through adequate fundraising, staff recruitment, and staff development.
2. Secure the first Sunset District Chinese/Chinese American community art space that can host functions such as but not limited to: exhibitions, workshops, performances, and programming, working in collaboration with new or existing development and the City.
3. Steer the development of a Sunset Arts & Culture Master Planning process that informs a need assessment, a 5-year calendar and fundraising goals.
4. Form a multidisciplinary curatorial advisory committee composed of field leaders, community leaders, and cross-sector stakeholders.
5. Seed the development of a Chinese/Chinese American Arts Organization to anchor in the Sunset.

STRATEGY 2

Create and sustain a healthy Chinese/Chinese American artists hub in the Sunset.

Definition: A healthy artist hub means that artists have the resources they need to survive, thrive, and be a meaningful contributor to the neighborhood. An artist community acts as a body of committed and passionate cultural producers that can continuously preserve, animate, and innovate on Chinese/Chinese American culture. Artists are a vital contributor to place-keeping, neighborhood identity-formation, and thought-partnership cross-sectorally. In this case, "artists" is an expansive term that can mean visual artists, performing artists, literary artists, filmmakers, craftspeople, and more.

Actions:

1. Host a registry of Sunset-based Chinese/Chinese American artists. Maintain a network of artists whose work has a meaningful connection with Chinese in the Sunset.

APPENDIX G: Sunset Arts & Culture Plan (Cont.)

2. Incorporate cultural competence and language access in outreach materials to Sunset-based Chinese/Chinese American artists.
3. Prioritize or advocate for the hiring of Sunset-based Chinese/Chinese American artists in projects that are in the Sunset.
4. Host social events such as artist open-house that can strengthen the bonds between artists, stimulate new ideas for the neighborhood, and provide opportunities for artists to meet community stakeholders.
5. Preserve and support key businesses that contribute to artist sustainability.
6. Establish artist grants and commissions for Chinese/Chinese American artists in the Sunset to stimulate new projects and personal development.
7. Sustain Chinese/Chinese American artists' ability to stay, live, and work in the Sunset through efforts such as artist housing, unrestricted funds, or other need-based funding.
8. Support artists and artwork incubation, through investing in infrastructures such as studios, rehearsal spaces, and artist residency programming.
9. Support artist professional development opportunities—for example, workshops on training artists to work in accordance with community-wide goals, workshops on grant-writing, etc.
10. Support low-barrier “open-call” formats and enhance access for participations for Sunset-based Chinese/Chinese American artists.

STRATEGY 3:

Preserve the history of Chinese/Chinese American and amplify its recognition in American society; and meanwhile, emphasize the significance of the Sunset District in Chinese/Chinese American history.

Definition: To preserve and amplify means to effectively establish that Chinese/Chinese Americans are integral to American history and society and the preservation and amplification of these histories would enhance a sense of rootedness, social consciousness, and empathy toward American racial histories. Moreover, it is imperative to also establish the distinct and resilient histories of Chinese/Chinese Americans in the Sunset—as this is an historically overlooked topic.

Actions:

1. Collaborate and seek support from Humanities agencies locally and federally to support preservation and education efforts.
2. Identify the existing gaps in the history of Chinese/Chinese Americans in the Sunset.
3. Identify a set of historically significant landmarks, places, and locations in the Sunset.
4. Develop a neighborhood-plan that includes key recommendations and best practices on

APPENDIX G: Sunset Arts & Culture Plan (Cont.)

preservation and commemorations. Possible partners include San Francisco Arts Commission's Monument and Commemoration taskforce. Work with historic preservation organizations to identify and safeguard culturally significant sites.

5. Collaborate with academic institutions to host history preservation and education events, such as symposiums, talks, etc. that prioritizes Sunset-based Chinese stories to educate and inspire new research to address gaps.
6. Commission new art that commemorates and celebrates Chinese/Chinese American History in the Sunset.
7. Provide grants or subsidies for legacy businesses and historically significant commercial corridors to create placemaking elements (eg. banners, signs, placards).

STRATEGY 4:

Enhance Chinese/Chinese American heritage and arts festivals in the Sunset.

Definition: These celebrations and festivals serve as sustained and annual for neighborhood-wide gathering, spaces for Chinese/Chinese American identity formation, platforms for local Chinese/Chinese American artists, economic drivers for Sunset merchants, and heritage preservation opportunities. They also play an important role in ensuring the transmission of cultural heritage and rituals.

Actions:

1. Form community advisory committees, drawing from a network of Chinese-serving community partners, merchant groups, and Sunset-based artists and curators.
2. Develop an annual calendar of cultural celebrations and street festivals centered on Chinese/Chinese American traditions and festivities.
3. Leverage city-wide marketing platforms to amplify event and Sunset Chinese stories and activities.
4. Coordinate with City agencies to achieve effective transportation, safety, and event permitting.

STRATEGY 5:

Activate underutilized spaces identified through Sunset Chinese Cultural District's 2022 Community Mapping project, and SF Planning's Citywide Cultural Resources Survey toward arts and culture activities. [Sunset Community Mapping Project]

Definition: Activating underutilized space means to create function, beauty, or experiences in spaces that are in a key location and yet, in a vacant state, in transition, or under-developed that has a high potential for use toward SCCD goals. To successfully activate these spaces, it usually requires imagination, permission from the owner or the City, community support, as well as a sustained effort to turn something overlooked into something beloved. The result should be something that enhances the quality of life and

APPENDIX G: Sunset Arts & Culture Plan (Cont.)

Chinese/Chinese American cultural experience in the neighborhood.

Actions:

1. Survey residents, community groups, and merchants associations to identify a set of potential sites for arts and cultural activities.
2. Prioritize spaces that meet the following criterias: 1) high visibility; 2) culturally or historically significant; 3) located in Chinese/Chinese American corridors; 4) adequate square-footage for impact; 5) currently has negative impact on community if left unattended; 6) has ownership buy-in
3. Develop pilot projects to activate underutilized spaces and evaluate outcome and feasibility toward long-term use
4. Involve community ownership of spaces through “adopting” sites toward their regular operations

STRATEGY 6:

Commonplace integration of arts and artists into cross-sector efforts in the Sunset to build neighborhood capacity.

Definition: Integrate arts into cross-sector efforts in the Sunset to build neighborhood capacity, leveraging the role of artists and arts in areas such as health, education, transportation, environment, urban development, and public safety. By involving artists in facets of work beyond the arts, there is a greater sense of connection, allyship, and support system between arts and non-arts groups.

Actions:

1. Incentivize partnerships between artists and organizations in various sectors to incorporate art into their initiatives, leveraging the SCCD Advisory Board.
2. Increase capacity and awareness of non-art groups toward the benefit of supporting arts/artists through workshops, knowledge sharing, skill-building, and exchange.
3. Support initiatives that integrate art into community development projects, such as art healing programs and creative placemaking efforts.
4. Advocate for policies and funding that prioritize the integration of art in cross-sector efforts to

APPENDIX H:

2023 Monolingual Chinese Housing Summit Summary Narrative

Housing Summit Summary Narrative

On Sunday, November 12, 2023, the Sunset Chinese Cultural District, in partnership with Self Help for the Elderly and Wah Mei, hosted a Monolingual Chinese Housing Summit.

Outreach

SCCD staff conducted outreach for this event, primarily targeting the District 1, 4, and 7 neighborhoods. This was done through word-of-mouth, WeChat, Community Based Organizations, and street outreach. A flyer was created in traditional Chinese.

60 people attended the event, with the average age approximately 65 years old, ranging from people in their 50's to 70's.

In addition to the members of the public, SF Planning Director Hillis, SF MOHCD Director Shaw, and Supervisors Chan, Engardio, and Melgar (staff) attended the report back. Community leaders in attendance included Anni Chung, CEO of Self Help for the Elderly, and Lily Wong, Director of the Sunset Chinese Cultural District.

Event Structure

The event began with a ground setting to educate the audience about housing plans and processes proposed for San Francisco's West side. SCCD staff introduced the subject. Self Help for the Elderly staff led a short presentation on the housing element and the impacts of SF Planning's housing proposal. Afterward, audience members broke out into four groups, facilitated in Cantonese and Mandarin.

After an hour of discussion, breakout groups returned to the main space to share their discussion, which was translated to English for City representatives. After the report back, the members of the public engaged in some direct conversation with city representatives.

Feedback Summary

Housing

Audience members agreed that more housing and more affordable units were needed. In particular, they were interested in units for families (2-3 bedroom units) and units with elevators for seniors and strollers. They emphasized a need to prioritize existing residents in the development of housing. Concerns were also raised about whether existing vacant units were being filled and if there were incentives for homeowners to rent vacant units, as rent control may impact their interest in putting units on the market. Mixed feelings were expressed about increased density in the neighborhood. Many of the audience

APPENDIX H: 2023 Monolingual Chinese Housing Summit Summary Narrative (Cont.)

members supported increased density on commercial and transit corridors, with the intent that it lessens the impact on the character of westside neighborhoods. Other attendees shared an interest in limiting heights, as taller buildings change the look and feel of their community. Specific height levels were not raised. A note that City representatives often raise specifics for heights for their needs, including feet and stories. Neighbors are not planners and so therefore was unable to answer questions about stories or height because there was no clear concept of what that looks like.

Community Amenities

Parking was a large concern for the audience, as the west side has a high percentage of children and elders who need more convenient access to their errands and daily activities. An emphasis was put on having better Muni and public transportation within the neighborhood, identifying a small handful of lines that go east-west and do not provide easy access to the commercial corridors. Investment in shopping corridors, local schools, and the overall preservation of the Chinese culture in the community was highlighted.

Concerns

With development came concerns about impacts to the neighborhood. Audience members were concerned about increased crime associated with an increase in population. Increased population could also come with higher need communities, and matching services are necessary. Developer corruption was also highlighted, ranging from unscrupulous developers tricking elders into selling homes for low costs to developments being out of scale with the existing neighborhood.

Questions

Audience members had many questions about the city processes. The DAHLIA portal was raised as a concerning and seemingly unfair process, where some people wait years while others a few months. In addition, audience queried whether its possible to increase heights in other areas of San Francisco.

Subsequent to the event, SCCD staff continued to engage with attendees. Attendees felt heard at the event, and were interested in continued conversation and voice in development in San Francisco's west side.

APPENDIX I:

Economic Taskforce & Dream Keeper Initiative Alignment

The following pages demonstrate how two important City initiatives complement and align with the Cultural Districts Program.

The Economic Recovery Task Force has developed recommendations aligned with the Cultural Districts Program Areas and the Sunset Chinese Cultural District community-generated strategies. The Task Force, created by Mayor London N. Breed and Board of Supervisors President Norman Yee, and co-chaired by city officials and community leaders, has guided San Francisco's economic recovery from COVID-19. The focus has been sustaining local businesses, employment, and vulnerable populations. The Task Force met regularly from April to October 2020 and developed 41 policy recommendations informed by diverse member input, city staff research, and community feedback. The Task Force proposed initiatives like the Reopening Plan and Shared Spaces Program to support the City's pandemic response and economic recovery. The recommendations are organized into eight themes: local economic stimulus, job connections, safe reopening, regulatory flexibility, economic justice, housing investment, basic needs, and strengthening neighborhoods. The Task Force emphasized an equitable recovery, addressing the needs of heavily impacted sectors like hospitality, entertainment, and food services, and prioritizing support for low-income residents and communities of color.

Cultural Districts Program Areas	Economic Recovery Task Force Recommendations	Sunset Chinese Cultural District Recommendations and Strategies
1. Historic/Cultural Preservation - Preserve and develop cultural and historic buildings, businesses, organizations, traditions, arts, events, and District aesthetics 3. Arts & Culture -Attract and support artists and cultural enterprises	8. Imagine and Build Stronger Neighborhoods: activate and draw upon San Francisco's unique neighborhood and cultural assets	STRATEGY 1A: Support and facilitate the organization of cultural events, festivals, and activities that celebrate the history and culture of the Chinese/Chinese American community in the Sunset. STRATEGY B: Preserve the history of Chinese/Chinese Americans in the Sunset by identifying and landmarking sites with historic and cultural significance. STRATEGY 5A: Build capacity for the Sunset Chinese Cultural District (SCCD) to enhance Chinese/Chinese American arts and cultural infrastructure in the Sunset. STRATEGY 5B: Create and sustain a healthy Chinese/Chinese American artists hub in the Sunset. STRATEGY 5C: Build community capacity by integrating arts and artists into cross-sector efforts in the Sunset.

APPENDIX I: Economic Taskforce & Dream Keeper Initiative Alignment (Cont.)

Cultural Districts Program Areas	Economic Recovery Task Force Recommendations	Sunset Chinese Cultural District Recommendations and Strategies
<p>2. Housing & Tenant Protections- Protect tenants from displacement and promote affordable housing and homeownership</p>	<p>6. Invest in Housing: incentivize the construction of affordable housing, an immediate and long-term need</p>	<p>STRATEGY 2A: Preserve and increase affordable housing for low- and moderate-income Chinese seniors, families, and other vulnerable community groups throughout the Sunset.</p> <p>STRATEGY 2B: Build the Sunset Chinese/ Chinese American community's capacity to participate in the housing development process and advocate for affordable housing in the Sunset.</p> <p>STRATEGY 2C: Expand housing support services to be culturally and linguistically competent in educating residents and addressing renter-landlord issues.</p> <p>STRATEGY 2D: Explore and support policies that offer pathways to homeownership for low- and middle-income households, including exploring cooperative housing models in the Sunset.</p> <p>STRATEGY 2F: Support the development of senior housing at all income levels and provide greater access and affordability to assisted living and skilled nursing facilities for seniors in need of medical care and social services.</p>
<p>4. Economic and Workforce Development-Promote jobs, tourism, and economic opportunities that stabilize the district's economy.</p>	<p>1. Local Economic Stimulus: explore policies & investments that encourage economic development and activity</p> <p>2. Job Connections: facilitate and improve connections to jobs and explore programs that hire local workers</p> <p>5. Pursue Economic Justice: narrow the wealth gap and bridge the digital divide for residents with low incomes and communities of color</p>	<p>STRATEGY 3A: Strengthen coordination along the commercial corridors and promote the Sunset as a hub for cultural events.</p> <p>STRATEGY 3B: Support Chinese merchants in addressing their challenges around economic and long-term sustainability for both business owners and employees.</p> <p>STRATEGY 3C: Explore policies and best practices for commercial leases to protect long-time small businesses from rent hikes and displacement.</p> <p>STRATEGY 3D: Provide technical assistance and marketing support to small businesses in the Sunset.</p> <p>STRATEGY 3E: Establish youth entrepreneurship programs that provide training, mentorship, and resources for youth interested in starting their own business.</p>

APPENDIX I: Economic Taskforce & Dream Keeper Initiative Alignment (Cont.)

Cultural Districts Program Areas	Economic Recovery Task Force Recommendations	Sunset Chinese Cultural District Recommendations and Strategies
5. Land Use and Housing Create city regulations and programs that support businesses and industries that advance the Cultural District	4. Preserve Operations and Lesson Regulatory Burdens: improve, repurpose, and increase access to public outdoor space; create more flexible use for ground floor retail spaces; develop strategies with commercial landlord and tenants to avoid foreclosure and evictions	STRATEGY 4A: Explore the feasibility of creating community centers in different parts of the district to serve focal populations while providing space for activities serving youth, seniors, families, immigrants, arts and cultural groups. STRATEGY 4B: Identify potential community spaces within new developments and activate underutilized areas highlighted through the Sunset Chinese Cultural District's 2023 Community Mapping project, to host visual arts and cultural events that celebrate Chinese traditions. STRATEGY 4C: Work with an established Community Land Trust to acquire land and develop into community-oriented property. STRATEGY 4D: Ensure equitable access and safety through community-informed transportation planning and transit-related projects.
6. Cultural Competency Promote culturally competent and appropriate City services, policies, and narratives	7. Meet the Basic Needs of the Vulnerable: ensure San Franciscans have access to food, shelter, mental health, and other services	STRATEGY 6A: Ensure access to culturally competent support for communities in the Sunset, prioritizing language accessibility, cultural sensitivity, and community engagement. STRATEGY 6B: Document the preservation of Chinese language in family, community, educational and media settings.

Cultural Districts Program and Dream Keeper Initiative Alignment

In 2020, Mayor London Breed launched the Dream Keeper Initiative (DKI), a citywide effort that reinvested \$120 million over Fiscal Years 2020-21 and 2021-22 from law enforcement into San Francisco's Black and African American community. This Initiative is part of Mayor London N. Breed's roadmap for reforming public safety and addressing structural inequities in San Francisco. The Dream Keeper Initiative recognizes the diversity of San Francisco's Black and African American community and includes investments in a wide range of programs that will support youth, families, seniors, and members of the Black LGBTQIA+ community. These investments are designed to improve outcomes for San Francisco's Black and African American youth and their families and ensure the needs of all family members are addressed cohesively and comprehensively. The Dream Keeper Initiative aims to break the cycle of poverty and involvement in the criminal justice system for the families in City programs and ensure that new investments are accessible to San Francisco's families who are most in need. MOHCD is leading efforts to: increase African American homeownership, build the capacity of African American housing developers, and support Cultural District Planning through the lens of intersectionality with and within the African American community targeting engagement to African American residents.

MOHCD is committed to racial equity. Further, as MOHCD facilitates the alignment of the Dream Keeper Initiative and the Cultural Districts program, SF cultural communities will have the tools to look inward

APPENDIX I: Economic Taskforce & Dream Keeper Initiative Alignment (Cont.)

and consider how their strategies impact and should include Black residents. Moreover, leaders in the Cultural Districts Program, among both the City and Community, recognize that the upliftment of Black residents, one of SF's most disenfranchised communities, is integral to the full success of the program. As intersectionality and equity are key frameworks of DKI and the Cultural Districts Program, it is imperative to consider the alignment of these initiatives in the CHHESS process. DKI investments and Cultural District priorities—anti-displacement, preservation of unique cultural identities or experiences, and collaborative partnership with the City—are in direct alignment (see figure below).

Cultural District Priority Areas	Dream Keeper Initiative Framework
1. Historic & Cultural Preservation 3. Arts & Culture 5. Land Use & Housing	Culturally affirming spaces that celebrate Black people: Physical spaces that highlight the culture and beauty of San Francisco's diverse Black communities. These gathering spaces celebrate joy and being in community together and allow visitors to engage in the expansive experiences of the Black diaspora.
2. Tenant Protections 4. Economic & Workforce Development	Growing financial health and economic well-being; City Employment Pipelines; Workforce Training & Development; Guaranteed Income; Business & Entrepreneurship Support; Youth development of San Francisco's diverse Black communities' foundational needs are met, and they have an opportunity for equitable economic growth through homeownership, entrepreneurship, employment pathways in high growth industries, guaranteed income and other income generating opportunities.
5. Cultural Competency	<p>Transformative and intergenerational social-emotional wellness - i.e., physical, mental, and behavioral health): San Francisco's diverse Black communities have access to mental and physical healing and wellness that is created and provided by people with shared lived experiences and who practice cultural humility. Families receive support where they are loved and cared for.</p> <p>Black-led and Black-centered narrative shift- Using performance, arts, storytelling, and media, Black-led and Black-centered narratives showcase the expansive experiences, stories, and talents of San Francisco's diverse Black communities. These narratives are created to highlight the rich beauty and brilliance within the Black community.</p> <p>Building organizational knowledge and infrastructure- (i.e., capacity building): Black-led and - serving organizations are adept in centering San Francisco's diverse Black communities. These organizations are financially solvent and growing. Their policies and practices are reflective of wanting to create change so that San Francisco's diverse Black communities may prosper.</p>



SUNSET CHINESE CULTURAL DISTRICT
日落區中華文化區

FEBRUARY
2025

CHHESS
REPORT

CULTURAL HISTORY, HOUSING, AND
ECONOMIC SUSTAINABILITY STRATEGIES



The San Francisco CULTURAL DISTRICTS

A program administered by the Mayor's Office of Housing and Community Development

REQUEST FOR PROPOSALS FY2021-22 (#2021-10)

"Sunset Chinese Cultural District Launch"

RELEASED: March 1, 2022
DUE: April 1, 2022

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OVERVIEW

In May of 2018, San Francisco legislation formalized the creation of a place-based program that recognizes community-defined areas as Cultural Districts. Subsequently in November, Proposition E passed by a 75% majority allocating approximately \$3 million annually from the City's Hotel Tax Fund to support the Cultural Districts' efforts.

The Cultural Districts program is supported by an inter-departmental steering committee, including the Office of Economic and Workforce Development (OEWD), the Planning Department, the Arts Commission and coordinated by the Mayor's Office of Housing and Community Development (MOHCD). These Departments work together to streamline City and community partnerships to coordinate resources aimed at stabilizing these communities which face displacement.

Each legislated Cultural District maintains a community-based advisory board, dedicated staffing, and funding for its operations. Each District works toward their community-defined vision for self-determination community stabilization. The Cultural District's collectively share policy strategies for strengthening each of their community infrastructures.

The vision of the Cultural District program is to preserve, strengthen and promote cultural assets and diverse communities. If achieved, this will enable individuals, families and the businesses that serve and employ them, as well as nonprofit, community arts and educational institutions to live, work and prosper within the city.

In the first year of a Cultural District's existence, legislation calls on City departments to collaborate and partner with each Cultural District's community-based leadership body to establish a clear strategic plan to fulfill each District's vision and goals, resulting in a Cultural History, Housing and Economic Sustainability Strategies (CHHESS) Report. Extensive community engagement and City reports and data will inform each District's CHHESS Report so that it can serve as a roadmap to stabilize vulnerable communities facing, or at risk of, displacement.

This Cultural Districts Request for Proposals (RFP) is the vehicle by which the City begins resourcing newly-legislated Cultural Districts to start this important work.

RFP Scope

MOHCD is seeking grant proposals from the newly-legislated Cultural District in San Francisco: the Sunset Chinese Cultural District. This RFP will provide up to \$230,000 in grant funding for the launch and operations of the Cultural District. All grant awards will be setup as an annual award with an option by MOHCD to extend. The final terms and conditions of each grant are subject to negotiation.

Grant proposals must request funding for the monthly reimbursement of expenses related to the eligible activities listed in the Grant Activity Requirements of this RFP (Page 5).

ELIGIBILITY REQUIREMENTS

MOHCD Eligibility Requirements- All applicants must meet all the following eligibility requirements to be considered for MOHCD funding.

- Applicants must be a community-based agency that is non-profit and tax-exempt under Section 501(c)(3) of the Internal Revenue Code or apply under a valid fiscal sponsor.
- Organizations receiving a grant from this RFP must be approved City suppliers or have started the process of becoming a City Supplier at time of proposal submission.
- MOHCD contracts are administered on a cost reimbursement basis. Grantees are reimbursed after invoicing for expenses incurred.
- No City agencies or departments may apply for funding under this RFP.
- Additional requirements may be detailed under each funding opportunity description on pages 5-8.

Supplier Status- Agencies funded through this RFP must be City-approved suppliers and not be on the City Supplier Debarred list before receiving funds.

- Organizations must be approved City suppliers in order to enter into contract with MOHCD. If your agency is not currently a City Supplier you must begin the process of becoming one with the submission of your proposal, in order to avoid lengthy and avoidable delays.
- Supplier application packets can be obtained from the Office of Contract Administration at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 430, San Francisco, CA 94102 or downloaded from the Office of Contract Administration website at www.sfgov.org/oca.
- More information on becoming a City supplier is available at the San Francisco City Supplier Portal, at <https://sfcitypartner.sfgov.org/>.
- Subcontractors are not required to be City-approved suppliers; only the lead agency or fiscal sponsor must be City-approved.

Compliance Standards- Applicants must agree to meet Compliance Standards established by the City and MOHCD throughout the grant term and participate in fiscal and program monitoring.

- **Insurance** - General liability, workers compensation and auto insurance must be compliant and current to encumber funds and must remain current throughout the grant.
- **Equal Benefits Ordinance** - Organizations agree to administer benefits equally to employees with domestic partners and employees with spouses. More information is available at <https://sfgov.org/cmd> and is managed by the Office of Contract Administration.
- **SF Human Rights Commission-** Organizations must comply with prohibitions against discrimination in fair housing and equal employment opportunity.
- **Sunshine Ordinance-** Under Chapter 12L of the San Francisco administrative code, non-profits that receive more than \$250,000 in city funds must comply with specific open government requirements and respond to requests for financial and meeting information from members of the public.
- **Accessibility-** Programs and services must be accessible to persons with disabilities. Program access can be achieved in many cases without having to alter the existing facility.
- **Religious Activity-** Funds may not be used for religious purposes or for the improvements of property owned by religious entities except where the grant recipient is a secular non-profit organization with a long-term lease.
- **Political Activity-** No funds received through this RFP shall be used to provide financial assistance for any program that involves political activities. Applicants must comply with Section 1.126 of the San Francisco Campaign and Governmental Conduct Code.



GRANT ACTIVITY REQUIREMENTS

Up to \$230,000 in local funds is available for the Sunset Chinese Cultural District. Grant funding will support the launch of Sunset Cultural District within a COVID-19 reality.

1. CHHESS LAUNCH - CULTURAL DISTRICT ASSESMENT & COMMUNITY ENGAGEMENT

External Consultant Recommendation - \$65,000-\$100,000

Community Engagement Recommendation- \$25,000-\$30,000

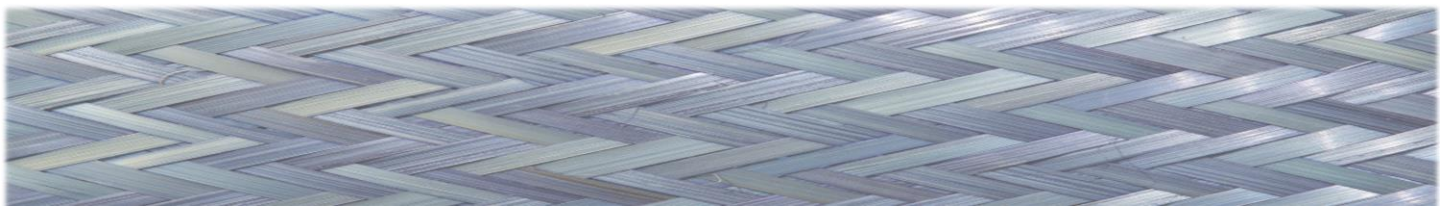
The Cultural District Initiative is an innovative strategy for combating displacement and stabilizing neighborhoods. Given it is a place-based strategy, it is important to do an assessment and analysis of the neighborhood and engage community voices in the process of identifying strengths, needs, gaps and opportunities.

This process will be a coordinated broad effort and landscape analysis that will serve as a tool for the community stakeholders to launch the Cultural District. The product of this information gathering process will set the pathway for the forthcoming CHHESS Report. MOHCD Staff will support the process of identifying and selecting an external consultant.

Phase 1 - Research and learning to understand current landscape and create a long-term sustainable cultural stabilization approach. This will be a technical assistance opportunity that will support the Sunset Cultural District's Advisory Board to identify their vision and goals. This will inform the CHHESS process directly.

Phase 2 - The Cultural District legislation mandates City departments and the community to work together to develop a strategic plan to fulfill each District's vision and goals. This plan is the CHHESS Report. Each District must implement an extensive community engagement process to identify and prioritize strategies for stabilizing vulnerable communities facing, or at risk of, displacement or gentrification. This phase will create the community engagement plan-

- **Preparation** – Question development, structure approach, agenda development, facilitation, recording, transcribing etc.
- **Community Voice**- Focus Groups, Interviews, surveys, town halls focusing on the Cultural District Program's 6 focus areas
- **Cultural Legacy**- Interviews and documentation, including storytelling, oral histories, and documenting other tangible and intangible elements of the District's cultural heritage.
- **Report Writing**- How will decisions be made, who will write, edit, and gather info to present back to community?



GRANT ACTIVITY REQUIREMENTS

2. CULTURAL DISTRICT LAUNCH

Staff Recommendation- \$70,000-\$80,000

Community Launch- \$7,000-\$12,000

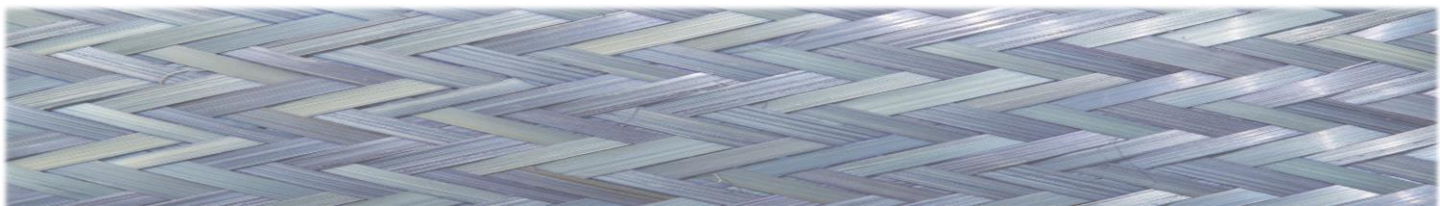
The Cultural District Program supports not only place-based strategies but also the community-based infrastructure necessary to create healthy communication and equitable access to resources and information. Therefore, there are key elements to launching and maintaining a Cultural District-

A. Staff hired; the District may choose to hire one full-time equivalent (FTE) or part-time equivalent (PTE) or a contract-based consultant who will be hired by the Cultural District Advisory Board in close coordination the fiscal sponsor. This position will fulfill the following roles and responsibilities-

- Comply with all federal, state and local laws, regulations, policies and protocols applicable to receiving grant funding from the City.
- Work with MOHCD staff on grant management, workplan development, budget management and contract compliance.
- Build and maintain the community-based governing structure, the Advisory Board, as well as navigate the District's work
- Create and implement a community communications and outreach and engagement strategy
- Oversee the development and implementation of the CHHESS Report, in coordination with MOHCD staff

B. Community Launch; the District will create communication mechanisms for the Cultural District and align efforts with the Citywide San Francisco Cultural District Program. This effort will begin the Cultural District's branding and work to educate the Sunset community's awareness and knowledge of the Cultural District program. This includes but is not limited to:

- Engaging existing community networks to engage, support and intersect with the District
- Website development and maintenance
- Marketing/Outreach materials development and distribution
- Newsletter
- Committee and working group activities



PROPOSAL INSTRUCTIONS

If you meet the Eligibility Criteria, you are welcome to submit a grant proposal.

If you have any questions, please email them to CommDevRFP@sfgov.org.

1. Your proposal packet must consist of the following elements:

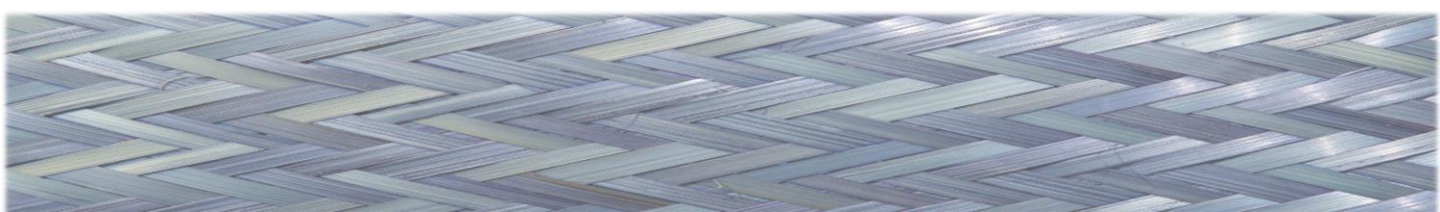
- ☐ Proposal Cover Sheet (page 8)
- ☐ Fiscal Lead Applicant's Board of Directors (page 9)
- ☐ Cultural District's Current Advisory Board (page 9)
- ☐ Proposal Narrative Responses (page 10)
- ☐ Project Budget Worksheet

The Proposal Cover Sheet, Fiscal Lead Applicant's Board of Directors, Cultural District's Current Advisory Board, and Project Budget Worksheet are posted in MS Word and Excel formats at <https://sfmohcd.org/community-development-funding-opportunities> for your convenience.

3. Your Proposal Narrative should not exceed 10 total pages. All Proposal Narratives must be typed. Font size must be at least 12 point. Pages must be standard 8-1/2" by 11" and may be single or double spaced.
4. You must email your proposal to MOHCD. Send your complete proposal packet to CommDevRFP@sfgov.org in one email. Subject Line should state "MOHCD Sunset Chinese Cultural District Launch RFP Final Proposal" and include your agency name.
3. Emailed proposals must be received by 5:00PM on or before, the due date. No late submissions will be accepted. It is the responsibility of applicants to ensure email delivery prior to the submission deadline.

TIMELINE:

RFP Issued	Tuesday, March 1, 2022
MOHCD Pre-Submission Webinar Click here to register.	March 4, 2022 10 am-11 am
Deadline to submit questions	Monday, March 7, 2022
Response to questions issued	Thursday, March 10, 2022
Proposals Due	April 1, 2022 at 5:00 pm
Intent to Award Letters Sent	Friday, April 15, 2022
Appeals period ends	Friday, April 22, 2022



PROPOSAL COVER SHEET

Fiscal Lead Applicant Organization: _____

Fiscal Lead Contact: _____

Address: _____

Phone: _____ **Email** _____

Cultural District: _____

Cultural District Contact: _____

Address: _____

Phone: _____ **Email** _____

Total Proposal Request (may not exceed \$230,000): _____

Fiscal Lead Executive Director Signature

Date



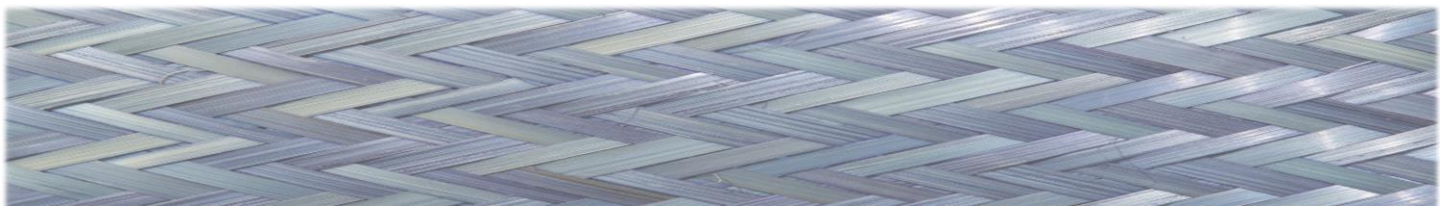
BOARD MEMBERS

FISCAL LEAD BOARD MEMBERS

Name	Years on Board	Home Neighborhood	Employment or Relevant Experience

CULTURAL DISTRICT ADVISORY BOARD MEMBERS

Name	Time on Board	Home Neighborhood	Employment or Relevant Experience



PROPOSAL NARRATIVE

Please answer the following questions in your Proposal Narrative. Your answers should not exceed 6 total pages. We will not accept any handwritten narratives. Font size must be at least 12 point. Pages must be standard 8-1/2" by 11", and may be double or single spaced.

Cultural District Description (up to 20 points)

1. Describe the Cultural District. Include its geographic area, demographics, and a brief overview of your mission and goals for the residents, cultural community members and visitors.
2. For each of the 6 strategy areas listed below, which derive from the Cultural District program legislation, briefly summarize the District's strengths, challenges and opportunities (for more info see Appendix A)
 - a) Cultural Preservation
 - b) Tenant Protections
 - c) Arts and Culture
 - d) Economic and Workforce Development
 - e) Land Use
 - f) Cultural Competency
3. Describe any other priorities identified by the Advisory Board that fall outside of the six categories listed above.

Cultural District Advisory Board (up to 10 points)

4. Describe your District Advisory Board and its community-based governance including details on the items listed below:
 - a) How are Advisory Board members currently selected?
 - b) Do members have term limits? If yes, describe.
 - c) Please describe your advisory board and any aspects that you plan on expanding, changing or developing within the first year.
 - d) How does the advisory board make decisions?
 - e) Are there committees? Chairs? What is the structure by which it will operate?
 - f) Please describe anything else about the current or future advisory board's goals and vision
 - g) How often does your Advisory Board meet?



PROPOSAL NARRATIVE

Oversight (up to 20 points)

5. Describe how your Cultural District Staff and Advisory Board will coordinate and work with your fiscal sponsor.
6. Please provide a draft job description for your Cultural District Manager.
7. Who will supervise and/or oversee the work of the Cultural District Manager?

Community Communications and Engagement & District Launch (up to 20 points)

8. Please describe how you will implement Cultural District launch.
9. Please describe your community engagement strategy, please include key partners and relationships with other entities in the District.
10. Describe how your Advisory Board will gather and incorporate general community input.
11. Briefly describe your vision for your Cultural District's first 6 months.

Advancing Racial Equity (up to 10 points)

12. How do you seek to engage all underserved communities in this district in order to address social and racial inequities?



SCORING

Grant proposals that meet our Eligibility Requirements (see page 4) will be scored and receive a funding recommendation. Proposals that do not satisfy the Eligibility Criteria will be determined as non-responsive to this RFP and will not be further reviewed.

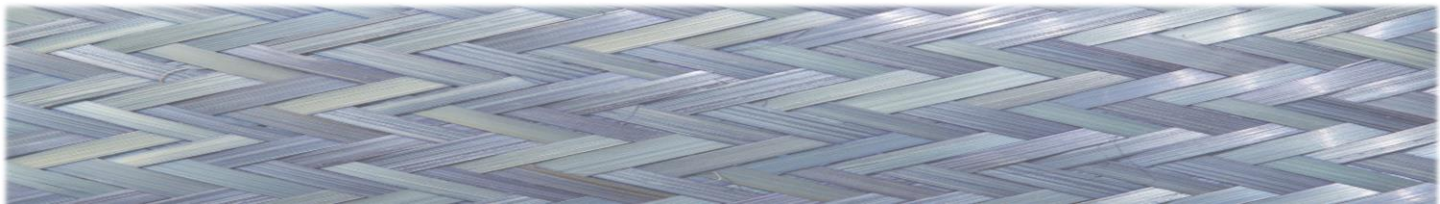
Eligible proposals will be read and scored by reviewers with relevant programmatic expertise. Each reviewer will use a scoring rubric to assign a preliminary score between 0 and 100 points to each proposal they read.

The point value of each section in the scoring rubric is below.

MOHCD will average the preliminary scores for each proposal to generate a final score. Proposals with a final score of 70 points or higher will be considered fundable.

MOHCD staff will allocate funds to those proposals until no dollars are left in the funding strategy.

Proposal Section	Point Value
Cultural District Description	20
Advisory Board	10
Oversight	20
Community Communications, Engagement, and District Launch	20
Advancing Racial Equity	10
Project Budget	20



APPEAL PROCEDURE

Proposals will be determined as non-responsive if they are incomplete, undelivered, or do not meet the Eligibility Requirements (see page 4). If we determine your proposal to be non-responsive, we will inform you. Applicants may appeal a determination of non-responsiveness to this RFP by submitting written notice to MOHCD setting forth the grounds for the appeal by no later than five (5) business days after receiving MOHCD's determination.

If your proposal was not selected for an award after the scoring process, we will inform you. If you disagree with our decision, you may file a formal appeal within five (5) business days of the award announcement. We must receive the appeal on or before the fifth business day.

We will only accept appeals of non-responsiveness or an award decision in writing and in hard copy (i.e., email will not be accepted). The appeal must include a written statement of each of the grounds for appeal. An individual authorized to represent the respondent must sign the appeal.

The appeal must cite all applicable laws, rules, procedures or provisions that we did not follow faithfully, as documented in this RFP. The appeal must specify facts and evidence enough for us to determine its validity. Disagreements about program quality or value do not constitute grounds for appeal.

An individual authorized to represent the respondent must submit the appeal by email to CommDevRFP@sfgov.org.

A panel selected by MOHCD will review all eligible appeals, and the panel decisions will be final. If necessary, we will schedule a meeting with the respondent within ten (10) calendar days of receiving the appeal. We will attempt to resolve the appeal during this meeting.

Failure to object or appeal in the manner and within the times set forth above will constitute a complete and irrevocable waiver of any appeal of MOHCD's decision.



Appendix A

THE 'CHHESS' REPORT: COMMUNITY PRIORITIES

The Cultural Districts legislation mandates that a coordinated plan be created called the "Cultural History, Housing and Economic Sustainability Strategies Report" (CHHESS) .

The CHHESS Report is a cultural legacy document and strategic plan and provides guidance for achieving cultural stabilization within each District. A set of stabilization strategies are created related to 6 key areas and are listed below. The set of strategies are created through a robust community engagement process and are coordinated with City Departments. The full CHHESS report is approved by the full Board of Supervisors by resolution.

1. HISTORIC PRESERVATION

- A. Preserve, maintain, and develop unique cultural and historic assets,**
- B. Preserve and promote significant assets such as buildings, businesses, organizations, traditions, practices, events-** including venues/outdoor special events & their geographic footprints.
- C. Preserve works of art and public-facing physical elements/characteristics** that have contributed to the history or cultural heritage or highlight people important to San Francisco history.

2. TENANT PROTECTIONS

- A. Stop the displacement of residents of Cultural Districts** who are members of vulnerable communities that define those Districts.
- B. Promote affordable housing opportunities and homeownership** within the Districts.
- C. Develop and strengthen new tools to prevent displacement.**

3. ARTS & CULTURE

- A. Attract and support artists, creative entrepreneurs, cultural enterprises** and people that embody and promote the unique cultural heritage of the District especially those who were displaced.

4. ECONOMIC & WORKFORCE DEVELOPMENT

- A. Promote tourism to stabilize and strengthen the identity of the district** while contributing to the district's economy.
- B. Promote employment and economic opportunities for residents** of Cultural District

5. LAND USE

- A. Create appropriate City regulations, tools, and programs such as zoning and land use controls** that will promote and protect businesses and industries that advance the culture and history of Cultural Districts.

6. CULTURAL COMPETENCY

- A. Promote cultural competency and education** by diversifying historic narratives on the history of San Francisco's many diverse cultural and ethnic communities, with an emphasis on those who have been previously marginalized and misrepresented in dominant narratives.
- B. Promote culturally competent and culturally appropriate City services and policies** that encourage the health and safety of the community, culture, or ethnic groups in Cultural Districts.
- C. Promote and strengthen collaboration between the City and communities** to maximize cultural competency and pursue social equity.



Appendix B



Mayor's Office of Housing &
Community Development (MOHCD)
www.sfmohcd.org

[Administrative Code - Establishing the Sunset Chinese Cultural District]

Ordinance amending the Administrative Code to establish the Sunset Chinese Cultural District in and around the Sunset neighborhood; 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. 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. 210599 and is incorporated herein by reference. The Board affirms this determination.

(b) On July 7, 2021, the Historic Preservation Commission held a duly noticed hearing regarding the effects of this ordinance upon historic or cultural resources, and

submitted a written report to the Board of Supervisors as required under Charter Section 4.135. The report is on file with the Clerk of the Board of Supervisors in File No. 210599.

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

SEC. 107.3. LIST OF ESTABLISHED CULTURAL DISTRICTS.

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

* * * *

(i) *Sunset Chinese Cultural District. The Cultural District shall include the area bounded by 19th Avenue to the east, the Great Highway to the west, Lincoln Way to the north, and Sloat Boulevard to the south.*

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

CHAPTER 107D:

SUNSET CHINESE CULTURAL DISTRICT

SEC. 107D.1. FINDINGS.

The Sunset Chinese Cultural District (the "District") is a robust, culturally rich neighborhood of working class families, many of which are multi-generational, with a special significance to the Chinese American community. In establishing the District, the City acknowledges the importance of recognizing the neighborhood's history and preserving the legacy and traditions uniquely born in the Sunset. The District will recognize and memorialize the Chinese American experience in San

1 Francisco, and will help to preserve and increase the depth and impact of the Chinese American legacy
2 in the City.

3 The growth of the Sunset District as a major Chinese neighborhood is a reflection of
4 government policies, international events, and an influx of immigrants seeking to call the Sunset home.
5 Beginning in 1948, a few pioneering Chinese families moved to San Francisco from around the
6 country, purchased homes, and opened businesses in the Sunset. During the 1950's and 1960's, many
7 Chinese families left the crowded tenements of Chinatown – where they were once required by law to
8 live – and purchased affordable single-family homes in the Sunset. Later waves of Chinese immigrants
9 began arriving in the neighborhood in the 1960's, following the enactment of the Immigration and
10 Nationality Act of 1965, which lifted racial quotas and allowed for more non-European nationals to
11 immigrate to the United States. The District saw an influx of Chinese immigrants after China's 1978
12 emigration policy reform allowed large numbers of Chinese to leave the country. The 1997 Hong Kong
13 sovereignty change led to another wave of new immigrants, many with sufficient wealth to purchase
14 Sunset district homes.

15 According to the U.S. Census Bureau, in 1970, the Sunset was still 85% white. But a great
16 migration was beginning. An estimated half of the properties sold in the Sunset in the 1970s were
17 purchased by Chinese Americans. By 1975, 22% of public school students in the Sunset were Chinese
18 American. Today, more than half of all residents of the Sunset identify as Chinese or Asian American.

19 The influence and vitality of Chinese culture can be found throughout the Sunset neighborhood.
20 The commercial corridors on Irving, Noriega, and Taraval Streets and Central Sunset are lined with an
21 abundant and unique mix of Chinese-owned businesses, including restaurants, cafes, bakeries,
22 groceries and markets, hair salons, herb stores, and acupuncture clinics, providing the neighborhood
23 with definitive Chinese character. The authentic and delicious Chinese food found in the Sunset is well
24 known throughout San Francisco. The Sunset District offers all of the amenities that Chinese

1 Americans view as part of their cultural heritage, leading people to refer to the Sunset as “Little
2 Chinatown” or “Third Chinatown.”

3 Many businesses in the Sunset commercial corridors were not, as of 2020, listed in the San
4 Francisco Legacy Business Registry, which recognizes businesses over 30 years old that have made a
5 significant impact on neighborhood history or culture, but were qualified for recognition. Sunset
6 Super, a supermarket opened in October 1940 and located at 2425 Irving Street, is still thriving and
7 bustling today, providing mainly Chinese and Asian goods. Peking Restaurant at 1375 Noriega Street
8 is family-owned, serving Shanghai and Sichuan food for over 40 years.

9 Wah Mei School is a vital part of the fabric and history of the local Sunset District community.
10 Deeply rooted in the Asian American community, Wah Mei 華美 means “Chinese-America” and holds
11 historic significance as the first bilingual school in San Francisco. Wah Mei was founded in 1974 by a
12 group of community activists, bilingual educators, and parents, as Chinese American activists found
13 their voice on critical issues in the wake of the Civil Rights Movement. In the 1974 landmark case of
14 Lau vs. Nichols, the Supreme Court held that the school system’s failure to provide supplemental
15 English language instruction to students of Chinese ancestry who spoke no English violated the Civil
16 Rights Act of 1964 because it deprived those students of an opportunity to participate in the public
17 education program. Wah Mei School is a San Francisco Legacy Business and an anchor institution
18 that has served generations of San Francisco families. Some 8,500 San Francisco residents have
19 graduated from Wah Mei School. The longevity of relationships in the community is evidenced by the
20 intergenerational cycle of participation; many parents themselves were preschool graduates and their
21 children now participate in the same programs.

22 Self-Help for the Elderly is another pivotal institution in the Sunset District serving Chinese
23 American residents. Since 1966, this nonprofit community organization has provided culturally
24 aligned services and programs to promote independence, well-being, dignity and more purposeful lives
25 for seniors. Self-Help for the Elderly’s South Sunset Senior Center at 2601 40th Avenue is dedicated to

1 maximizing self-sufficiency, safety, health, and independence for seniors so they can remain living in
2 the Sunset District for as long as possible with the highest quality of life.

3 North East Medical Services (NEMS) operates several health care clinics in the Sunset District,
4 serving a medically underserved population; 93% of NEMS patients are of Asian descent, a majority of
5 whom are uninsured or low-income. NEMS offers linguistically-competent and culturally-sensitive
6 health care services in many languages and dialects, including Cantonese, Mandarin, Toishan,
7 Vietnamese, Burmese, Korean, Spanish, and Hindi. The multilingual and culturally-competent staff
8 help patients to express themselves in a familiar environment. Health education programs, many of
9 which bridge the gap between Western and Asian medical practices, are available at the clinic and
10 through weekly radio broadcasts on local Chinese media. The programs address preventative health
11 care education and practices as it relates to the cultural needs of the community.

12 Chinese Hospital is another important part of the Asian medical infrastructure in the Sunset
13 District. It operates the Sunset Health Services neighborhood clinic, located at 1800 31st Avenue,
14 which improves access to outpatient care in the Westside of San Francisco. The hospital has a rich
15 history, dating back to the late-1800s, when it began providing health care services to the underserved
16 Chinese community in Chinatown who faced discrimination and limited access to public services. As
17 more and more patients migrated from Chinatown to other neighborhoods, Chinese Hospital
18 recognized the community's growing need for improved health care access and opened a number of
19 community clinics.

20 Great Wall Hardware, located at 1821 Taraval Street, is a San Francisco Legacy Business
21 established in 1983 by Robert and Mariana Chow. This family-owned store prides itself on having over
22 20,000 items for sale, including electrical, garden, painting, plumbing, cleaning, hardware, tools, and
23 lumber. Albert Chow is Great Wall's current owner and son of original owners Robert and Mariana
24 Chow. Born and raised in San Francisco, Albert Chow moved with his family from Chinatown to the
25 Sunset once they had enough money to start the hardware store. Great Wall's exterior Chinese

1 language sign reflects the large Chinese-speaking population in the Sunset, and the business's
2 commitment to maintaining Chinese culture in the district.

3 The Sunset District is home to a significant number of religious organizations that cater to a
4 diverse array of faiths including Buddhism, Presbyterianism, and Evangelism. Sunset Church, Sunset
5 Ministry, San Francisco Chinese Alliance Church, Hope Evangelical Free Church, San Francisco
6 Chinese Baptist Church, First United Presbyterian Church, and Lutheran Church–Holy Spirit serve
7 diverse and multilingual faith communities, with a history of expanding their missions and
8 congregations to include Asian immigrants. Tzu Chi, in the mid-Sunset, is part of an international
9 Buddhist organization that engages volunteers in providing humanitarian aid, disaster relief, and in
10 addressing health and medical needs, including supplying masks to front-line workers during the early
11 days of the Covid-19 pandemic.

12 The Sunset has demonstrated a commitment to celebrating Chinese culture with large public
13 events such as the 2020 Lunar New Year Celebration held at Jefferson Elementary School, which
14 featured live performances and demonstrations by the San Francisco Sunset Ladies' Dance Team, Wah
15 Mei School, Wing Chun Kung Fu Academy, and traditional lion dances by Panda Kung Fu Center.
16 The Autumn Moon Festival (held on Irving Street until 2017) featured booths, merchants, music,
17 traditional lion dance and arts. The Sunset Community Festival is held annually at various locations in
18 the Sunset, such as Sunset Recreation Center and other recreation centers.

19 The Sunset is also home to smaller cultural gatherings. At West Sunset Playground, the
20 weekends are filled with traditional and cultural dancers, tai chi, and chi gong. And the tennis courts
21 at Coppin Square and at Parkside Square are a place where local residents gather for group exercise
22 and to be outdoors.

23 The history and legacy of Chinese Americans in the Sunset District was featured in the Chinese
24 Historical Society of America's exhibit called "Chinese In the Sunset," which has been shown at the
25 Chinese Historical Society of America in Chinatown, the Sunset Recreation Center, the San Francisco

1 Public Library at the Main Branch, Ortega and North Beach branches, and the Western Neighborhood
2 Projects. The exhibit highlights the history of racial restrictions preventing Chinese and other people
3 of color from living in the Sunset; the impact of the 1960's civil rights movement on racial restrictions
4 and housing mobility; and how the diversity of perspectives within the community have led the Sunset
5 to become the vibrant community it is today.

6 In recent years, the Sunset has faced challenges that threaten the long-term sustainability of this
7 uniquely important ethnic community, and the legacy of Chinese Americans in the Sunset is now in
8 jeopardy.

9 Most Sunset Chinese households are moderate income immigrant families including a high
10 proportion of multi-generational households. As Sunset District housing costs have skyrocketed over
11 the past decade, fewer moderate income Chinese families have been able to afford to buy a home or
12 rent a family-sized apartment in the neighborhood. The Sunset Chinese community faces an uncertain
13 future, with recent demographic and economic trends potentially leading to long-term displacement
14 and gentrification.

15 In addition, since the onset of the COVID-19 pandemic in 2020, there has been a disturbing rise
16 in anti-Asian violence and racism in the San Francisco Bay Area, including the Sunset. In response to
17 anti-Asian hate, a March for AAPI Solidarity + Safety event was held on April 18, 2021 at the Great
18 Highway, calling for collective solidarity, community safety, and healing, and demonstrating the Sunset
19 District's importance as a region for Asian American social activism and direct action.

20 Chinese American resilience in the face of racism and discrimination has transformed the
21 Sunset into the dynamic and vibrant neighborhood it is today. Establishment of the District will
22 recognize and honor the important history of the Chinese American community and the contributions of
23 those who transformed the Sunset neighborhood in the past, laying the foundations for its current and
24 future importance to Chinese American culture.

1 **SEC. 107D.2. MAYOR’S OFFICE OF HOUSING AND COMMUNITY DEVELOPMENT**
2 **RESPONSIBILITIES; CULTURAL, HISTORY, HOUSING, AND ECONOMIC**
3 **SUSTAINABILITY STRATEGY REPORT.**

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

5 **(1) Preparation of Report.** *By no later than September 1, 2022, the Mayor’s Office*
6 *of Housing and Community Development (“MOHCD”) shall prepare and submit to the Board of*
7 *Supervisors and the Mayor a Cultural, History, Housing, and Economic Sustainability Strategy Report*
8 *(“CHHESS Report”) for the District. The CHHESS Report shall include a demographic and economic*
9 *profile of the District, including past, current, and future trends; analyze and record the tangible and*
10 *intangible elements of the District’s cultural heritage; identify areas of concern that could inhibit the*
11 *preservation of the District’s unique culture; and propose as appropriate legislative, economic, and*
12 *other solutions and strategies to support the District.*

13 **(2) Assistance from City Departments.** *In preparing the CHHESS Report, MOHCD*
14 *may request assistance from the Historic Preservation Commission and any other City department,*
15 *office, or other agency of City government. Those agencies shall upon request provide to MOHCD an*
16 *assessment of relevant assets and needs in the District, recommendations on programs, policies, and*
17 *funding sources that could benefit the District, and other recommendations that could serve the District*
18 *to advance its goals.*

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

23 **(b) Board of Supervisors Consideration.** *Following receipt of the CHHESS Report from*
24 *MOHCD, the Board of Supervisors may take any action by resolution that the Board deems*
25 *appropriate regarding the report, including approving the report, modifying the report, rejecting the*

1 report, or requesting additional information or analysis from MOHCD or any other City department or
2 agency.

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

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

15
16 Section 4. Effective Date. This ordinance shall become effective 30 days after
17 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
18 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
19 of Supervisors overrides the Mayor's veto of the ordinance.

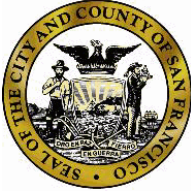
20
21 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
22 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
23 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
24 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
25

additions, and Board amendment deletions in accordance with the “Note” that appears under the official title of the ordinance.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: /s/
ANNE PEARSON
Deputy City Attorney

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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: 210599

Date Passed: July 27, 2021

Ordinance amending the Administrative Code to establish the Sunset Chinese Cultural District in and around the Sunset neighborhood; 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.

July 19, 2021 Rules Committee - RECOMMENDED AS COMMITTEE REPORT

July 20, 2021 Board of Supervisors - PASSED ON FIRST READING

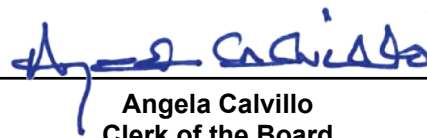
Ayes: 11 - Chan, Haney, Mandelman, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

July 27, 2021 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Chan, Haney, Mandelman, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 210599

**I hereby certify that the foregoing
Ordinance was FINALLY PASSED on
7/27/2021 by the Board of Supervisors of
the City and County of San Francisco.**


Angela Calvillo
Clerk of the Board



London N. Breed
Mayor

8/4/21

Date Approved

[Administrative Code - Process for Establishment of Cultural Districts]

Ordinance amending the Administrative Code to create a process for the establishment of cultural districts in the City to acknowledge and preserve neighborhoods with unique cultural heritage, and to require ~~City departments~~ the Mayor's Office of Housing and Community Development to report to the Board of Supervisors and the Mayor regarding existing cultural districts previously established by resolution; 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 ~~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. 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. 171140 and is incorporated herein by reference. The Board affirms this determination.

Section 2. The Administrative Code is hereby amended by adding Section 10.100-52 and Chapter 107, Sections 107.1 through 107.6, to read as follows:

1 **SEC. 10.100-52. CULTURAL DISTRICT FUND.**

2 **(a) Establishment of Fund.** The Cultural District Fund (the "Fund") is established as
3 a category eight fund to receive any monies appropriated or donated to pay for City activities
4 designed to support and preserve Cultural Districts established under Administrative Code
5 Chapter 107.

6 **(b) Use of Fund.** Monies in the fund shall be used exclusively by the Director of the
7 Mayor's Office of Housing and Community Development or his or her designee (the "Director")
8 to support Cultural Districts established by ordinance. The Director shall track monies in the
9 Fund that have been donated or appropriated for each separate Cultural District, and shall
10 expend those monies only for activities supporting that Cultural District.

11 **(c) Administration of Fund.** The Director shall submit an annual written report to the
12 Board of Supervisors and the Controller describing expenditures made from the Fund during
13 the previous fiscal year.

14
15 **CHAPTER 107: CULTURAL DISTRICTS**

16 **SEC. 107.1. CULTURAL DISTRICT – DEFINITION.**

17 *For the purpose of this Chapter 107, Cultural District shall mean a geographic area or location*
18 *within the City and County of San Francisco that embodies a unique cultural heritage because it*
19 *contains a concentration of cultural and historic assets ~~or~~and culturally significant enterprise, arts,*
20 *services, or businesses, ~~or~~and because a significant portion of its residents or people who spend time*
21 *in the area or location are members of a specific cultural, ~~community,~~ or ethnic group that*
22 *historically has been discriminated against, displaced, and oppressed.*

23
24 **SEC. 107.2. FINDINGS, PURPOSE, AND GOALS OF CREATING CULTURAL**
25 **DISTRICTS.**

1 (a) Findings.

2 San Francisco is a world-class city known for our patchwork of ethnically and culturally
3 distinct neighborhoods, and we have deep pride in our diversity.

4 These distinctive neighborhoods are also the backbone of our economy. Tourists come to San
5 Francisco to immerse themselves in the unique cultures, aesthetic, and artistic tradition of each
6 neighborhood. Last year, more than 25.2 million visitors spent almost \$9 billion in our restaurants,
7 shops, galleries and theaters.

8 Our culture is also a major contributor to our city's other economic sectors. Studies show that
9 our strong cultural identity is what attracts our skilled and educated workforce, which in turn attracts
10 innovative companies and firms. Even our manufacturing and light industrial sector benefits from our
11 city's brand and its strong association with diversity, history, and innovation.

12 The individual character and culture of our neighborhoods have never been more at risk.
13 President Trump is proposing to eliminate all federal funding for the arts and culture in his budget,
14 and has slashed funding for affordable housing and community development.

15 San Francisco's families are being displaced. The benefits of our booming economy are not
16 being equally shared. According to a study by the Brookings Institution, San Francisco has the
17 fastest-growing income inequality of any city in the nation. We are losing our diversity as our
18 decades-old ethnic communities are being forced to move away.

19 Our artists and arts organizations are disappearing. As rents continue to rise artists and arts
20 organizations can no longer afford rent in their neighborhoods, and they are leaving the City. Without
21 these artists, the City is at risk of losing the murals, festivals, theater, and music that make our city a
22 destination for inspiration.

23 Our historic small businesses are at risk. Commercial rents in most neighborhoods are
24 doubling and tripling, and otherwise healthy businesses that act as anchors for our commercial
25 corridors are being closed down for good. Business closures are up over 800% from 25 years ago.

1 Too much is on the line, and we must respond. San Francisco has the power and the obligation
2 to create an effective strategy to protect, stabilize, and strengthen areas of the City that represent
3 unique cultural heritages.

4 (b) Purpose. San Francisco's Cultural Districts program will seeks to formalize a
5 collaborative partnership between the City and communities and bring resources and help in
6 order to stabilize vulnerable communities facing or at risk of displacement or gentrification, and to
7 preserve, strengthen and promote our cultural assets and diverse communities, so that
8 individuals, families, businesses that serve and employ them, nonprofit organizations, community arts,
9 and educational institutions are able to live, work and prosper within the City.

10 (c) Goals. The City creates Cultural Districts to advance the following goals:

11 (1) preserving, maintaining and developing unique cultural and historic assets;
12 (2) preserving and promoting significant assets such as buildings, business,
13 organizations, traditions, practices, events, including their venues or outdoor special events and
14 their geographic footprints, and works of art, and public facing physical elements or
15 characteristics that either are associated with events that have contributed to the history or
16 cultural heritage of San Francisco and its people or are associated with the lives of persons important
17 to San Francisco history;

18 (3) stopping the displacement of residents of Cultural Districts who are members of
19 ethnic or cultural other vulnerable communities that define those Districts, and promoting affordable
20 housing opportunities and home ownership within the Districts while also developing and
21 strengthening new tools to prevent displacement;

22 (4) attracting and supporting artists, creative entrepreneurs, cultural enterprises
23 and people that embody and promote the of unique cultural heritage of the District, especially
24 those that have been displaced to the City;

1 (5) promoting tourism to stabilize and strengthen the identity of the district
2 while contributing to the district's economy and providing the City with a sound and growing
3 economic base;

4 (6) celebrating, strengthening, and sharing the unique cultural and ethnic identity of
5 specific vulnerable communities, and providing opportunities for community neighbors, supporters,
6 and advocates to participate;

7 (7) creating appropriate City regulations, tools, and programs such as zoning
8 and land use controls to allow promote and protect businesses and industries that advances the
9 culture and history of Cultural Districts;

10 (8) promoting employment and economic opportunities for residents of Cultural
11 Districts;

12 (9) promoting cultural competency and education by diversifying our historic
13 narrative on the history of California's San Francisco's many diverse cultural and ethnic
14 communities, with an emphasis on those who have been previously marginalized and misrepresented in
15 dominant narratives;

16 (10) promoting culturally competent and culturally appropriate City services and
17 policies that encourage the health and safety of the community, culture, or ethnic groups in Cultural
18 Districts; and

19 (11) acknowledging that culture is fluid and ensuring that the community will
20 have a framework in which to revisit its goals and priorities to respond to those changes
21 slowing down gentrification and mitigating its effects on vulnerable, minority communities; and

22 (12) promoting and strengthening collaboration between the City and
23 communities to maximize cultural competency and pursue social equity within some of the
24 City's most vulnerable communities.
25

1 **SEC. 107.3. LIST OF ESTABLISHED CULTURAL DISTRICTS.**

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

3 (a) *Japantown. The Cultural District shall include the area bound by ~~Bush~~ California*
4 *Street to the north, ~~Fillmore~~ Steiner Street to the west, ~~Laguna~~ Gough Street to the east, and Geary*
5 *Boulevard, Ellis Street and O'Farrell Street to the south.*

6 (b) *Calle 24 (Veinticuatro) Latino Cultural District. The Cultural District shall include the*
7 *area bound by Mission Street to the west, Potrero Street to the east, 22nd Street to the north, and Cesar*
8 *Chavez Street to the south, as well as the commercial corridor on 24th Street extending west from*
9 *Bartlett Street to Potrero Avenue, and the Mission Cultural Center at 2868 Mission Street.*

10 (c) *SoMa Pilipinas - Filipino Cultural Heritage District. The Cultural District shall include*
11 *the area bounded by 2nd Street to the east, 11th Street to the west, Market Street to the north, and*
12 *Brannan Street to the south, as well as the International Hotel (also known as the I-Hotel, at 848*
13 *Kearny Street), the Gran Oriente Filipino Masonic Temple (106 South Park Street), Rizal Apartments,*
14 *the Iloilo Circle Building, Rizal Street, and Lapu Lapu Street.*

15 (d) *Compton's Transgender Cultural District. The Cultural District shall include the area*
16 *defined as the north side of Market Street between Taylor Street and Jones Street, the south side of Ellis*
17 *Street between Mason Street and Taylor Street, the north side of Ellis Street between Taylor Street and*
18 *Jones Street, and 6th Street (on both sides) between Market Street and Howard Street.*

19 (e) *Leather and Lesbian, Gay, Bisexual, Transgender, Queer ~~Leather~~ Cultural District.*
20 *The Cultural District shall include the area bounded by Howard Street to the northwest, 7th Street to*
21 *the northeast, Highway 101 to the south between Howard Street and Bryant Street, Division Street to*
22 *the south between Bryant Street and Interstate 80, and Interstate 80 to the east, as well as the south*
23 *side of Harrison Street between 7th Street and Morris Street.*

24
25 **SEC. 107.4. PROCESS FOR ESTABLISHMENT OF CULTURAL DISTRICTS.**

1 The Board of Supervisors intends to follow the process described in this Section 107.4 when
2 considering the future establishment of new Cultural Districts.

3 (a) Introduction of Ordinance Establishing Cultural District. Any Supervisor, the Mayor,
4 or a City department may introduce an ordinance proposing to establish a Cultural District that
5 meets the goals and purpose that have been outlined in this ordinance.

6 ~~(b) Commission Review. Following the introduction of an ordinance proposing to~~
7 ~~establish a Cultural District, the Clerk of the Board of Supervisors shall transmit the ordinance~~
8 ~~to the Planning Commission, Historic Preservation Commission, and Small Business~~
9 ~~Commission for their review. Within 60 days following the transmittal of the ordinance, each~~
10 ~~commission shall hold a hearing regarding the proposed Cultural District and shall transmit to~~
11 ~~the Board its recommendations regarding the creation of the proposed Cultural District. It is~~
12 ~~the intent of the Board that no committee of the Board will hold a hearing regarding the~~
13 ~~proposed ordinance until the 60-day period has ended, unless all three commissions have~~
14 ~~held hearings and transmitted recommendations to the Board before the end of the 60-day~~
15 ~~period.~~

16 (eb) Content of Ordinance. It is the intent of the Board that each ordinance establishing a
17 Cultural District shall:

18 (1) Name the Cultural District, and describe its geographic boundaries. The
19 boundaries of newly established Cultural Districts should be contiguous and should not
20 overlap with other Cultural Districts. The Board may adopt subsequent ordinances changing the
21 geographic boundaries after considering the Cultural Heritage History, Housing and Economic
22 Sustainability Strategy (CHHESS) Report described in subsection (eb)(7).

23 (2) Describe the cultural values and contributions that the establishment of the
24 Cultural District would help to preserve, and a description of how the establishment of a Cultural
25 District would address the goals and purpose established in Section 107.2.

1 (3) ~~Require the Mayor's Office of Housing and Community Development to engage~~
2 ~~in a competitive solicitation process no later than one year after the effective date of the~~
3 ~~ordinance to enter a contract or grant with a community-based organization to hire a district~~
4 ~~manager or executive director to provide assistance with the preparation of the reports and~~
5 ~~documents described in subsection (c)(6).~~

6 (4) ~~Establish a Category Four fund in Administrative Code Chapter 10, Article~~
7 ~~XIII, into which monies may be appropriated by ordinance or donated by members of the~~
8 ~~public to pay for City activities designed to support and preserve the Cultural District. The~~
9 ~~ordinance shall describe permitted uses of the monies in the fund and designate the Mayor's~~
10 ~~Office of Housing and Community Development to accept monies in the fund for those~~
11 ~~purposes and to expend those funds following appropriation by ordinance.~~

12 (54) ~~In the Board's discretion, d~~Depending on the needs of the Cultural District,
13 possibly establish a Cultural District Stabilization Fund Community Advisory Committee, a five-
14 member advisory body to monitor and provide advice on the distribution of funds, with members
15 nominated by the Supervisor in whose Supervisorial district the Cultural District is primarily located,
16 and appointed by the Board of Supervisors to advise the Board, the Mayor, and the Mayor's Office of
17 Housing and Community Development regarding strategies to support and preserve the Cultural
18 District. The ordinance shall~~should~~set qualifications for each seat on the advisory body, and
19 designate the Mayor's Office of Housing and Community Development to provide administrative
20 support to the advisory body.

21 (5) ~~Require the Mayor's Office of Housing and Community Development to~~
22 ~~design and coordinate a community engagement process with the Cultural District residents,~~
23 ~~small businesses, workers, and other individuals who regularly spend time in the proposed~~
24 ~~District in order to develop the strategies and plans that will preserve and enhance the live~~
25 ~~culture of the district.~~

1 (6) Require three or more specified City departments to provide input to the
2 Mayor's Office of Housing and Community Development about their areas of expertise related
3 to the cultural district within six months following the effective date of the ordinance
4 establishing the Cultural District. The departments' input to the Mayor's Office of Housing and
5 Community Development should contain an assessment of relevant assets and needs,
6 recommendations on programs, policies, and funding sources that could benefit the Cultural
7 District, and other recommendations that could serve the Cultural District to advance its goals.
8 Each department should seek the input of the community engaged with the Cultural District
9 when compiling the information relevant for the reports and when deciding on
10 recommendations. The Mayor's Office of Housing and Community Development should use
11 information received from departments in the CHHESS report it creates as specified in section
12 107.4(b)(7). The ordinance may require reports from any departments, including but not
13 limited to the Office of Economic and Workforce Development, Department of Public Works,
14 Arts Commission, Entertainment Commission, Planning Department, and Municipal
15 Transportation Agency. Require that each of the following departments submit to the Board
16 and the Mayor a written report containing the following information within six months following
17 the effective date of the ordinance:

18 (A) — The Historic Preservation Commission shall describe and evaluate
19 any historic resources in the Cultural District and make recommendations regarding how the
20 City may preserve these resources.

21 (B) — The Office of Economic and Workforce Development shall (i)
22 describe existing businesses that contribute to the culture of the district, including Legacy
23 Businesses established under Administrative Code Section 2A.242, and nonprofit
24 organizations that contribute to the Cultural District, and make recommendations regarding
25 how the City may preserve and protect those businesses and organizations; (ii) describe

1 tourist activity in the Cultural District, and make recommendations regarding how the City may
2 sustain and increase such activity; and (iii) assess commercial sites in the Cultural District and
3 propose appropriate locations for new businesses that contribute to the culture of the district,
4 with an emphasis on making available spaces for nonprofit cultural and arts uses at below-
5 market prices.

6 _____ (C) — The Arts Commission shall (i) describe all artistic and cultural
7 assets in the Cultural District, including fine arts, performing arts, public art installations, and
8 regular cultural events like festivals, and make recommendations about how the City may
9 preserve and support those assets; and (ii) evaluate potential sites for new works of art that
10 reflect the culture of the district and identify potential funding for these works.

11 _____ (D) — The Mayor's Office of Housing and Community Development shall
12 (i) describe the communities that contribute to the culture of the Cultural District, and make
13 recommendations regarding steps the City may take to preserve, stabilize, and grow those
14 communities; and (ii) evaluate available sites in the Cultural District appropriate for the
15 development and/or preservation of affordable housing and opportunities to make available
16 spaces within those affordable housing developments for nonprofit cultural and arts uses at
17 below market prices, and describe potential funding sources for that development. For any
18 Cultural District located in a Project Area under the jurisdiction of the Office of Community
19 Investment and Infrastructure (OCII), the Mayor's Office of Housing and Community
20 Development shall coordinate with OCII in preparing the report.

21 _____ (E) — The Department of Public Works shall (i) describe public amenities
22 and infrastructure in the Cultural District, including but not limited to existing signage, street
23 names, and light posts, that reflect the culture of the Cultural District; and (ii) evaluate
24 available opportunities for adding to the public amenities and infrastructure that reflect and
25

1 enhance the culture of the Cultural District, and make recommendations for potential funding
2 sources to support these additions.

3 ~~_____ (F) _____~~ The Planning Department shall make recommendations regarding
4 potential amendments to the Planning Code that could contribute to the preservation of the
5 culture and character of the Cultural District.

6 ~~_____ (G) _____~~ The Human Rights Commission shall evaluate and describe the
7 cultural competency of City services in the Cultural District, and propose policy changes to
8 address deficits in those areas.

9 _____ (7) _____ Require the Mayor's Office of Housing and Community Development to work
10 with other departments when appropriate to prepare a Cultural, History, Housing, and
11 Economic Sustainability Strategy Report or CHHESS Report for the Cultural District based on the
12 reports required by subsection (eb)(6), and to submit the Report to the Board of Supervisors for
13 adoption by resolution. The Mayor's Office of Housing and Community Development shall should
14 submit the CHHESS Report to the Board within nine months one year of the effective date of the
15 ordinance, unless the Board extends the deadline by resolution. The CHHESS Report shallshould
16 include a demographic and economic profile of the Cultural District, including past, current, and
17 future trends; analyze and record the tangible and intangible elements of the Cultural District's
18 cultural heritage; identify areas of concern that could inhibit the preservation of the Cultural District's
19 unique culture; and propose legislative, economic and other solutions and strategies to support the
20 Cultural District.

21 _____ (8) _____ Require the Mayor's Office of Housing and Community Development to provide
22 a progress report on the strategies outlined in the CHHESS once every three years and to
23 work with the Cultural District to re-assess and update the CHHESS Report at least once every
24 three six years based on input from community-based organizations and the departments consulted in
25 the initial preparation of the CHHESS report listed in subsection (c)(6).

1 ~~(dc)~~ *Further Board Actions. After receiving the CHHESS Report from the Mayor's Office of*
2 *Housing and Community Development, the Board may hold additional hearings or take additional*
3 *actions in its discretion as it deems appropriate.*

4
5 **SEC. 107.5. ADDITIONAL STEPS FOR CULTURAL DISTRICTS ESTABLISHED**
6 **BEFORE JANUARY JUNE 1, 2018.**

7 ~~(a)~~ By no later than September 1, 2018, the departments listed in Section
8 107.4(c)(3) shall submit to the Board of Supervisors and the Mayor reports The Mayor's Office
9 of Housing and Community Development shall prepare CHHESS reports following the
10 process set forth in Section 107.4(b)(5)-(7) regarding Calle 24 (Veinticuatro) Latino Cultural
11 District, SoMa Pilipinas - Filipino Cultural Heritage District, Compton's Transgender Cultural
12 District, and the Leather Lesbian, Gay, Bisexual, Transgender, Queer Leather Cultural District
13 containing the information described in Section 107.4(c)(3). The Mayor's Office of Housing
14 and Community Development shall produce CHHESS reports regarding at least two of these
15 four Districts by no later than July 1, 2019, and shall produce CHHESS reports regarding the
16 other two Districts by no later than July 1, 2020. In preparing the CHHESS reports, the
17 Mayor's Office of Housing and Community Development shall consult with appropriate
18 departments in its discretion and coordinate with people and organizations in the Districts. By
19 no later than December 1, 2018 January 15, 2019 the Mayor's Office of Housing and Community
20 Development shall submit to the Board of Supervisors and the Mayor a written report describing
21 the Office's plan for preparation of these reports. prepare a CHHESS Report for each of those
22 Cultural District containing the information, analysis, and recommendations described in
23 Section 107.4(c)(4).

24 ~~(b)~~ — It is the intent of the Board of Supervisors to enact ordinances establishing
25 Category Four funds for all the Cultural Districts listed in subsection (a), and in the Board's

1 discretion depending on the needs of the Cultural District, possibly establishing advisory
2 bodies for those Districts, consistent with Section 107.4(c).

3
4 **SEC. 107.6. RESPONSIBILITIES OF MAYOR'S OFFICE OF HOUSING AND**
5 **COMMUNITY DEVELOPMENT.**

6 *In addition to the responsibilities set forth in Section 107.4 and 107.5, the Mayor's Office of*
7 *Housing and Community Development shall:*

8 (a) Provide information upon request to individuals or community organizations inquiring
9 about the process of establishing a Cultural District; and

10 (b) Develop any necessary rules or regulations to implement this Chapter 107. Any
11 rules and regulations shall be subject to disapproval of the Board of Supervisors by resolution.

12
13 Section 3. Effective Date. This ordinance shall become effective 30 days after
14 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
15 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
16 of Supervisors overrides the Mayor's veto of the ordinance.

17
18 APPROVED AS TO FORM:
19 DENNIS J. HERRERA, City Attorney

20 By: 

21 JON GIVNER
22 Deputy City Attorney

23 n:\legana\as2017\1700571\01274002.docx



City and County of San Francisco

Tails Ordinance

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

File Number: 171140

Date Passed: May 22, 2018

Ordinance amending the Administrative Code to create a process for the establishment of cultural districts in the City to acknowledge and preserve neighborhoods with unique cultural heritage, and to require the Mayor's Office of Housing and Community Development to report to the Board of Supervisors and the Mayor regarding existing cultural districts previously established by resolution; and affirming the Planning Department's determination under the California Environmental Quality Act.

May 09, 2018 Rules Committee - AMENDED, AN AMENDMENT OF THE WHOLE
BEARING NEW TITLE

May 09, 2018 Rules Committee - RECOMMENDED AS AMENDED

May 15, 2018 Board of Supervisors - AMENDED, AN AMENDMENT OF THE WHOLE
BEARING SAME TITLE

Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani,
Tang and Yee

May 15, 2018 Board of Supervisors - PASSED ON FIRST READING AS AMENDED

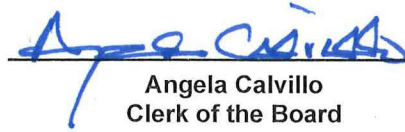
Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani,
Tang and Yee

May 22, 2018 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani,
Tang and Yee

File No. 171140

I hereby certify that the foregoing
Ordinance was FINALLY PASSED on
5/22/2018 by the Board of Supervisors of
the City and County of San Francisco.


Angela Calvillo
Clerk of the Board


Mark E. Farrell
Mayor


Date Approved

From: [Carroll, John \(BOS\)](#)
To: ["Kerri Young"](#); [Melgar, Myrna \(BOS\)](#); [Mahmood, Bilal \(BOS\)](#); [Chen, Chyanne \(BOS\)](#)
Cc: [diane@avenuesconsulting.net](#); [rob@avenuesconsulting.net](#); [Lily Wong](#); [Woody LaBounty](#); [EngardioStaff \(BOS\)](#); [Shao, Sophie \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Low, Jen \(BOS\)](#); [MahmoodStaff](#); [Logan, Samantha \(BOS\)](#); [ChenStaff](#); [Prager, Jackie \(BOS\)](#); [Cooper, Raynell \(BOS\)](#); [Sciammas, Charlie \(BOS\)](#)
Subject: RE: Support for Sunset Chinese Cultural District CHHESS Report
Date: Friday, April 18, 2025 11:17:00 AM
Attachments: [SCCD CHHESS SFH Letter of Support.pdf](#)
[image001.png](#)
[image002.png](#)

Thank you for your comment letter.

I am forwarding your comments to the members of the Land Use and Transportation committee, and I will include your comments in the file for this resolution matter.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

-

[Board of Supervisors File No. 250357](#)

John Carroll
Assistant Clerk

Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

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From: Kerri Young <kyoung@sfheritage.org>
Sent: Friday, April 18, 2025 10:44 AM
To: EngardioStaff (BOS) <EngardioStaff@sfgov.org>; Shao, Sophie (BOS) <hshao@sfgov.org>; MelgarStaff (BOS) <melgarstaff@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>; Logan, Samantha (BOS) <sam.logan@sfgov.org>; ChenStaff

<ChenStaff@sfgov.org>; Prager, Jackie (BOS) <jackie.prager@sfgov.org>; Carroll, John (BOS) <john.carroll@sfgov.org>
Cc: diane@avenuesconsulting.net; rob@avenuesconsulting.net; Lily Wong <lwong@wahmei.org>; Woody LaBounty <wlabounty@sfheritage.org>
Subject: Support for Sunset Chinese Cultural District CHHESS Report

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Land Use and Transportation Committee and Legislation Sponsor,

Please see the attached letter in support of the Sunset Chinese Cultural District's CHHESS policy report.

Thank you for your consideration,

Kerri Young



Kerri Young

Programs and Communications Director

she/her/hers

SAN FRANCISCO HERITAGE

On Unceded Ramaytush Ohlone Land

**HAAS-LILIENTHAL HOUSE
2007 FRANKLIN STREET
SAN FRANCISCO, CA 94109**

P: 415.483.4774

www.sfheritage.org

[**kyoung@sfheritage.org**](mailto:kyoung@sfheritage.org)

[Join Heritage Now](#)



April 18, 2025

To:

Land Use and Transportation Committee
City Hall, 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Support for the Sunset Chinese Cultural District CHHESS Report

Dear Members of the Board of Supervisors and the Land Use and Transportation Committee,

I am writing on behalf of San Francisco Heritage to express our strong support for the Sunset Chinese Cultural District's (SCCD) Cultural History, Housing, Equity, and Sustainability Strategies (CHHESS) report, along with its findings and recommendations.

As San Francisco's leading historic preservation organization and one of SCCD's early community planning partners, we support the protection of the tangible and intangible elements that define a community's cultural character and believe it is critical to uplift and implement the CHHESS framework. This will help preserve the cultural integrity of the Sunset Chinese Cultural District, protect long-standing residents, support small businesses, and ensure the neighborhood grows in a way that reflects the values, voices, and history of its community.

The Sunset Chinese Cultural District is a vibrant area rooted in immigrant histories, intergenerational families, and a legacy of cultural resilience and activism. Yet without culturally informed policies and planning tools, this identity is at risk. The SCCD faces increasing threats from displacement, rising housing costs, commercial turnover, and systemic neglect.

The CHHESS report provides a clear and community-driven path forward. I urge the Land Use and Transportation Committee to prioritize its recommendations across six key areas critical to the long-term vitality of the Sunset Chinese Cultural District:

1. **Historic and Cultural Preservation:** Preserve the history of Chinese migration to the SCCD by uplifting the stories of those who overcame discrimination, honoring early contributions, and supporting local merchants, artists, and community-led cultural events.
2. **Housing Access and Stabilization:** Promote responsible development that honors the neighborhood's heritage, ensures affordability, and protects the needs of existing residents.
3. **Economic and Workforce Development:** Strengthen the SCCD's economic future by supporting small businesses, fostering youth entrepreneurship, and expanding job opportunities through community-based partnerships.
4. **Land Use:** Center community voices in decisions surrounding land use to ensure that developments reflect the needs, values, and identity of SCCD residents.

5. **Arts and Culture:** Invest in cultural spaces and programming that reflect Chinese heritage, share the district's migration stories, and cultivate intergenerational pride and connection.
6. **Cultural Competency:** Ensure all services are linguistically accessible, culturally sensitive, and grounded in meaningful community engagement and documentation.

Supporting the CHHESS report is a necessary step to honor the lived experiences of those who built the Sunset Chinese Cultural District and to advance a city that proactively values culture, equity, and belonging.

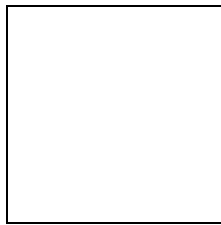
We respectfully urge you to adopt and implement the CHHESS recommendations for the SCCD and to work in close partnership with local organizations, residents, and community stakeholders to bring this vision to life.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Young', with a stylized flourish at the end.

Kerri Young, San Francisco Heritage
Programs and Communications Director

OFFICE OF THE MAYOR
SAN FRANCISCO



DANIEL LURIE
MAYOR

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Adam Thongsavat, Liaison to the Board of Supervisors
RE: [Sunset Chinese Cultural District's Cultural, History, Housing, and Economic Sustainability Strategy (CHHESS) Report]
DATE: April 8, 2025

Resolution to adopt the Sunset Chinese Cultural District's Cultural, History, Housing, and Economic Sustainability Strategy (CHHESS) Report under Administrative Code Section 107.5.

Should you have any questions, please contact Adam Thongsavat at adam.thongsavat@sfgov.org