

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

MEMORANDUM

Date: March 4, 2026
To: Planning Department / Commission
From: Victor Young, Clerk of the Rules Committee
Subject: Board of Supervisors Legislation Referral - File No. 260179
Administrative Code - Establishing the Pacific Islander Cultural District

- California Environmental Quality Act (CEQA) Determination
(*California Public Resources Code, Sections 21000 et seq.*)
 - Ordinance / Resolution
 - Ballot Measure

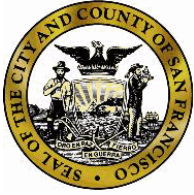
- Amendment to the Planning Code, including the following Findings:
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
 - General Plan Planning Code, Section 101.1 Planning Code, Section 302

- Amendment to the Administrative Code, involving Land Use/Planning
(*Board Rule 3.23: 30 days for possible Planning Department review*)

- General Plan Referral for Non-Planning Code Amendments
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)

- Historic Preservation Commission
 - Landmark (*Planning Code, Section 1004.3*)
 - Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
 - Mills Act Contract (*Government Code, Section 50280*)
 - Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to Victor Young at Victor.Young@sfgov.org.



City and County of San Francisco

Master Report

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

File Number: 260179 **File Type:** Ordinance **Status:** Pending Committee Action

Enacted: _____ **Effective:** _____

Version: 1 **In Control:** Rules Committee

File Name: Administrative Code - Establishing the Pacific Islander Cultural District **Date Introduced:** 02/24/2026

Requester: _____ **Cost:** _____ **Final Action:** _____

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

Sponsor: Walton

History of Legislative File 260179

Ver	Acting Body	Date	Action	Sent To	Due Date	Result
1	President	02/24/2026	ASSIGNED	Rules Committee		
<i>2/26/2026 - President Mandelman waived the 30-day rule pursuant to Board Rule No. 3.22.</i>						

1 [Administrative Code - Establishing the Pacific Islander Cultural District]

2

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

10

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

18

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

20

21 Section 1. Environmental and Historic Findings.

22

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

26

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

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

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

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

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

9 * * * *

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

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

1 CHAPTER 107E:

2 PACIFIC ISLANDER CULTURAL DISTRICT

3 SEC. 107E.1. FINDINGS.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1 to advance its goals.

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

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

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

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

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

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

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

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

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

17 4897-4727-0800, v. 1

LEGISLATIVE DIGEST

[Administrative Code - Establishing the Pacific Islander Cultural District]

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

Existing Law

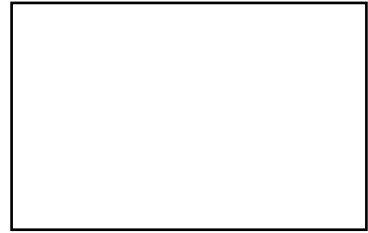
The City established the cultural district program to recognize the contributions of communities to the fabric of San Francisco. The cultural district program seeks to formalize a collaborative partnership between the City and communities and bring resources in order to stabilize vulnerable communities 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. Currently, the program consists of the following districts: Japantown, Calle 24 Latino Cultural District, SoMa Pilipinas – Filipino Cultural Heritage District, Transgender Cultural District, Leather and Lesbian, Gay, Bisexual, Transgender, Queer Cultural District, African American Arts and Cultural District, Castro Lesbian, Gay, Bisexual, Transgender, and Queer Cultural District, American Indian Cultural District, and Sunset Chinese Cultural District.

Amendments to Current Law

The proposed ordinance would establish the Pacific Islander Cultural District in and around the Visitacion Valley and Sunnysdale neighborhoods.

Introduction Form

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor inquires..."
- 5. City Attorney Request
- 6. Call File No. from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the Board on

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Subject:

Long Title or text listed:

Signature of Sponsoring Supervisor:

From: [Gee, Natalie \(BOS\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Walton, Shamann \(BOS\)](#); [Gallardo, Tracy \(BOS\)](#); [Burch, Percy \(BOS\)](#); [RUSSI, BRAD \(CAT\)](#); [Mathewson, Melanie \(BOS\)](#)
Subject: [D10] Walton - Intro - Ord - Pacific Islander Cultural District
Date: Tuesday, February 24, 2026 3:40:26 PM
Attachments: [Ordinance - Final.docx](#)
[Digest.docx](#)
[WALTON - Intro PI Cultural District.pdf](#)

Good afternoon Clerk Team,

Please see Supervisor Walton's introduction for the Pacific Islander Cultural District. We are requesting this to be assigned to the Rules Committee and requesting a 30 day waiver for this because of the previous resolution of intent (File No. [221031](#)).

Thank you,
Natalie

Natalie Gee 朱凱勤, Legislative Aide
Supervisor Shamann Walton, District 10
1 Dr. Carlton B. Goodlett Pl, San Francisco | Room 279
Direct: 415.554.7672 | **Office:** 415.554.7670
District 10 Community Events Calendar: <https://bit.ly/d10communityevents>

From: Russi, Brad (CAT) <Brad.Russi@sfcityatty.org>
Sent: Tuesday, February 24, 2026 10:09 AM
To: Walton, Shamann (BOS) <shamann.walton@sfgov.org>
Cc: Gee, Natalie (BOS) <natalie.gee@sfgov.org>; Burch, Percy (BOS) <percy.burch@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>
Subject: Pacific Islander Cultural District

Supervisor Walton –

Attached for introduction today is the ordinance and digest for the following legislation:

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

I approve the ordinance as to form. Thanks.

Bradley Russi

Deputy City Attorney

Office of City Attorney David Chiu

(415) 554-4645 Direct

Attorney-Client Communication - Do Not Disclose

Confidential Attorney Work Product - Do Not Disclose

This email may contain privileged or confidential information. If you are not the intended recipient, please reply to this email to inform me of your receipt and then destroy all copies.

From: [Mathewson, Melanie \(BOS\)](#)
To: [Gee, Natalie \(BOS\)](#); [BOS Legislation, \(BOS\)](#)
Cc: [Walton, Shamann \(BOS\)](#); [Gallardo, Tracy \(BOS\)](#); [Burch, Percy \(BOS\)](#); [RUSSI, BRAD \(CAT\)](#); [Somera, Alisa \(BOS\)](#)
Subject: RE: [D10] Walton - Intro - Ord - Pacific Islander Cultural District
Date: Tuesday, February 24, 2026 5:10:40 PM

Ah I see. Once the new resolution has a legislative file number, I will send a new PAM. Please disregard the previous one. Apologies for the confusion.

Melanie

From: Gee, Natalie (BOS) <natalie.gee@sfgov.org>
Sent: Tuesday, February 24, 2026 5:07 PM
To: Mathewson, Melanie (BOS) <melanie.mathewson@sfgov.org>; BOS Legislation, (BOS) <bos.legislation@sfgov.org>
Cc: Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>; Burch, Percy (BOS) <percy.burch@sfgov.org>; RUSSI, BRAD (CAT) <Brad.Russi@sfcityatty.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>
Subject: Re: [D10] Walton - Intro - Ord - Pacific Islander Cultural District

Hi Melanie,

The previous resolution was already passed, we just introduced the ordinance today. Requesting the waiver for the new introduction. Thank you!

Natalie Gee 朱凱勤, Chief of Staff
Supervisor Shamann Walton, District 10
Sent from mobile device, please excuse any typos!

From: Mathewson, Melanie (BOS) <melanie.mathewson@sfgov.org>
Sent: Tuesday, February 24, 2026 4:55:36 PM
To: Gee, Natalie (BOS) <natalie.gee@sfgov.org>; BOS Legislation, (BOS) <bos.legislation@sfgov.org>
Cc: Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>; Burch, Percy (BOS) <percy.burch@sfgov.org>; RUSSI, BRAD (CAT) <Brad.Russi@sfcityatty.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>
Subject: RE: [D10] Walton - Intro - Ord - Pacific Islander Cultural District

Hi Natalie and all,

Please see attached PAM waiving the 30-day rule and transferring File 221031 to the Rules Committee.

Best,
Melanie

From: Gee, Natalie (BOS) <natalie.gee@sfgov.org>
Sent: Tuesday, February 24, 2026 3:40 PM
To: BOS Legislation, (BOS) <bos.legislation@sfgov.org>
Cc: Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>; Burch, Percy (BOS) <percy.burch@sfgov.org>; RUSSI, BRAD (CAT) <Brad.Russi@sfcityatty.org>; Mathewson, Melanie (BOS) <melanie.mathewson@sfgov.org>
Subject: [D10] Walton - Intro - Ord - Pacific Islander Cultural District

Good afternoon Clerk Team,

Please see Supervisor Walton's introduction for the Pacific Islander Cultural District. We are requesting this to be assigned to the Rules Committee and requesting a 30 day waiver for this because of the previous resolution of intent (File No. [221031](#)).

Thank you,
Natalie

Natalie Gee 朱凱勤, Legislative Aide
Supervisor Shamann Walton, District 10
1 Dr. Carlton B. Goodlett Pl, San Francisco | Room 279
Direct: 415.554.7672 | **Office:** 415.554.7670
District 10 Community Events Calendar: <https://bit.ly/d10communityevents>

From: Russi, Brad (CAT) <Brad.Russi@sfcityatty.org>
Sent: Tuesday, February 24, 2026 10:09 AM
To: Walton, Shamann (BOS) <shamann.walton@sfgov.org>
Cc: Gee, Natalie (BOS) <natalie.gee@sfgov.org>; Burch, Percy (BOS) <percy.burch@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>
Subject: Pacific Islander Cultural District

Supervisor Walton –

Attached for introduction today is the ordinance and digest for the following legislation:

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

I approve the ordinance as to form. Thanks.

Bradley Russi

Deputy City Attorney

Office of City Attorney David Chiu

(415) 554-4645 Direct

Attorney-Client Communication - Do Not Disclose

Confidential Attorney Work Product - Do Not Disclose

This email may contain privileged or confidential information. If you are not the intended recipient, please reply to this email to inform me of your receipt and then destroy all copies.

[Administrative Code - Establishing the Pacific Islander Cultural District]

Formatted: Space Before: 12 pt

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

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 ~~*italics Times New Roman font*~~. **Board amendment additions** are in 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. Environmental and Historic Findings.

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

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

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

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

6

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

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

9

* * * *

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

23

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

1 **CHAPTER 107E:**

2 **PACIFIC ISLANDER CULTURAL DISTRICT**

3 **SEC. 107E.1. FINDINGS.**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1 to advance its goals.

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

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

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

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

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

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

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

10
11

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

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

17 4897-4727-0800, v. 1

18
19
20
21
22
23
24
25