



PLANNING COMMISSION RESOLUTION NO. 21657

HEARING DATE: DECEMBER 5, 2024

Case Number: 2015 – 000988CWP
Project Name: Mission Community Action Plan
Staff Contact: Oscar M. Grande, Senior Community Development Specialist, oscar.grande@sfgov.org
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PREAMBLE

WHEREAS, the Mission District has long been a cultural hub for both the Latino and American Indian communities in San Francisco, each with deep roots in the neighborhood; and,

WHEREAS, in 2014, community leaders and City government came together to launch the Mission Action Plan (MAP2020) to address how the City will retain low- and moderate-income residents and support community organizations and businesses; and,

WHEREAS, in March 2, 2017, the Planning Commission through Resolution No.19864 endorsed the Mission Action Plan 2020 (MAP 2020), including its Goals and Objectives as City policy, to strengthen and support the Mission as a culturally and socio-economically vibrant community; and,

WHEREAS, the Planning Commission also directed Planning Department staff and endorsed the work of other City staff and community members to implement the strategies in MAP2020; and,

WHEREAS, the Housing Element 2022 Update (Board Ordinance No.010-23), the City's first housing plan centered in racial and social equity, identifies policies to guide neighborhoods including the Mission District to foster racially and socially inclusive neighborhoods through equitable distribution of investment and growth, provide sufficient housing for existing residents and future generations for a city with diverse cultures, family structures, and abilities, and promote neighborhoods that are well-connected, healthy, and rich with community culture; and,

WHEREAS, at the request of community representatives, Planning Department staff prepared the fourth MAP2020 status report, tracking the progress of MAP2020 implementation; and

WHEREAS, since 2017, despite enduring the painful impacts of Covid-19 and economic challenges, under the guidance of MAP 2020, the partnership between City agencies and community members has yielded initiatives, programs, and investments; and,

WHEREAS, since 2014, the preservation and production of affordable housing has more than doubled compared to the previous decade, and community affordable housing developers have taken the lead in delivering affordable units by expanding their capacity and working closely with City agencies, which resulted in 1,130 new affordable units, 266 existing units made permanently affordable, and the construction of 156 accessory dwelling units between 2014 and 2024, while another 1,174 affordable units are in the pipeline; and,

WHEREAS, the Mayor's Office of Housing and Community Development helped keep tenants in their homes by increasing eviction legal services, housing counseling, education and awareness, and rental subsidy programs, and almost 2,000 Mission households benefited from these investments, which more than double the original target of 800 people and contributed to the stability of the low-income population (less than 50% of median income) and increase of the middle-income population (100-150% of the median income); and,

WHEREAS, the Mission neighborhood economy continues serving the growing Latino population in San Francisco and beyond; and

WHEREAS, the sales tax revenues from the Mission in 2023 were almost at the same level as in 2019, while San Francisco was 13% lower citywide and Union Square/Yerba Buena area was 40% lower, and the average retail vacancy in Mission/Potrero in 2024 was 4.3% compared to Union Square/Yerba Buena at 30% and 9%; and

WHEREAS, the Office of Economic and Workforce Development has played a major role in this success by implementing policies, offering programs, and providing funding to attract and retain community-serving businesses, thus fostering the neighborhood commercial revitalization observed on 24th Street and Mission Street; and,

WHEREAS, the cultural strength of the Mission has deepened and expanded through physical markers, community organizations, festivals and parades, and this cultural richness extends beyond neighborhood residents, drawing visitors from across the city, region, and country to the neighborhood; and,

WHEREAS, a targeted effort by the community and the City has been focused on 24th Street, el Corazón del Barrio, with the designation of Calle 24 Cultural District and Calle 24 Special Use District; and,

WHEREAS, the Calle 24 Cultural District is safeguarding the cultural heritage and traditions of the local community through small business assistance and monthly Latino-themed activation; and,

WHEREAS, the Calle 24 Special Use District has aided in preserving historical signage and art, legacy businesses, and a diversity of small community-serving and immigrant-owned businesses; and,

WHEREAS, the American Indian Cultural District was established in 2020, and has led the installation of indigenized art and signage in the Mission neighborhood; and,

WHEREAS, challenges remains for the neighborhood, and the Mission doubled its number of unsheltered people and the share Latino population declined from 38% to 32%, experiencing a loss of around 4,500 Latinos between 2017 and 2022, while the share Latino population for San Francisco has increased slightly from 15% to 16% in 2022; and,

WHEREAS, community-serving small businesses and community-based organizations continue to grapple with displacement pressures and financial challenges; and

WHEREAS, challenging street environment remains for residents, families, small businesses and visitors; and

WHEREAS, barriers for street vendors to obtain permits, affordable carts, safe storage sites, and access to permitted production facilities continue to create unsafe working conditions; and,

WHEREAS, dedicated cultural and ceremonial spaces for the celebration and preservation of Latino and Indigenous cultural practices remains a need for the Latino community and American Indian community; and,

WHEREAS, Planning Department staff collaborated with a working group of community leaders, including the American Indian Cultural District representatives, to review recommendations based on the MAP2020 status report and current conditions, and proposed a set of updated MAP2030 strategies, including equity priorities tailored to the American Indian community; and

THEREFORE BE IT RESOLVED, that the Planning Commission endorses the MAP 2030 Strategies as City Policy, to encourage community-planning and capacity building efforts that support the Mission District's vision for a healthy, thriving, safe and affordable neighborhood; and,

BE IT FURTHER RESOLVED, that the Planning Commission acknowledges these strategies are not exhaustive and will continue to evolve as the work progresses; and.

BE IT FURTHER RESOLVED, that the Planning Commission directs Planning Department staff to continue to work with community members and other City agencies to implement MAP2030 Strategies; and,

I hereby certify that the Planning Commission ADOPTED the foregoing Resolution at its meeting on December 5, 2024.



Jonas P. Ionin
Commission Secretary

AYES: Campbell, Williams, Braun, Imperial, Moore, So

NOES: None

ABSENT: McGarry

ADOPTED: December 5, 2024