

**1801
Mission
Street
Appeal**

“The City creates Cultural Districts to advance the goal of slowing down gentrification and mitigating its effects on vulnerable, minority communities.”

San Francisco General Planning Code - Section 107.2

American Indian Cultural District Comments

- *The American Indian Cultural District should be notified of projects in our area, especially those near cultural sites and core community gathering sites such as The Village Project.*
- *To prevent and mitigate the impacts of gentrification projects in the American Indian Cultural District should be designed and implemented in a way that enhances visibility and elevates the unique cultural heritage of the Cultural District.*
- *We strongly encourage businesses in the District to engage and form meaningful partnerships with the Cultural District to support our vision and prevent further displacement of the local American Indian community.*
- *We strongly encourage businesses in the District to support and partner on cultural heritage events in the District and prioritize training and hiring local residents including American Indian and Latinx where feasible.*
- *The City has a responsibility to make sure new projects do not have negative impacts on existing businesses, especially those owned by people of color and immigrants.*

The Creamery

“The Creamery has been voted numerous times as one of the most influential places...it just resulted in a number of major companies being started at the Creamery such as Stripe, AirBNB and the Microsoft deal to acquire Twitter was discussed at the Creamery and so I feel that my business model worked very well...We are a destination and I’m looking to move to a new location in the Mission to try and recreate the business.”

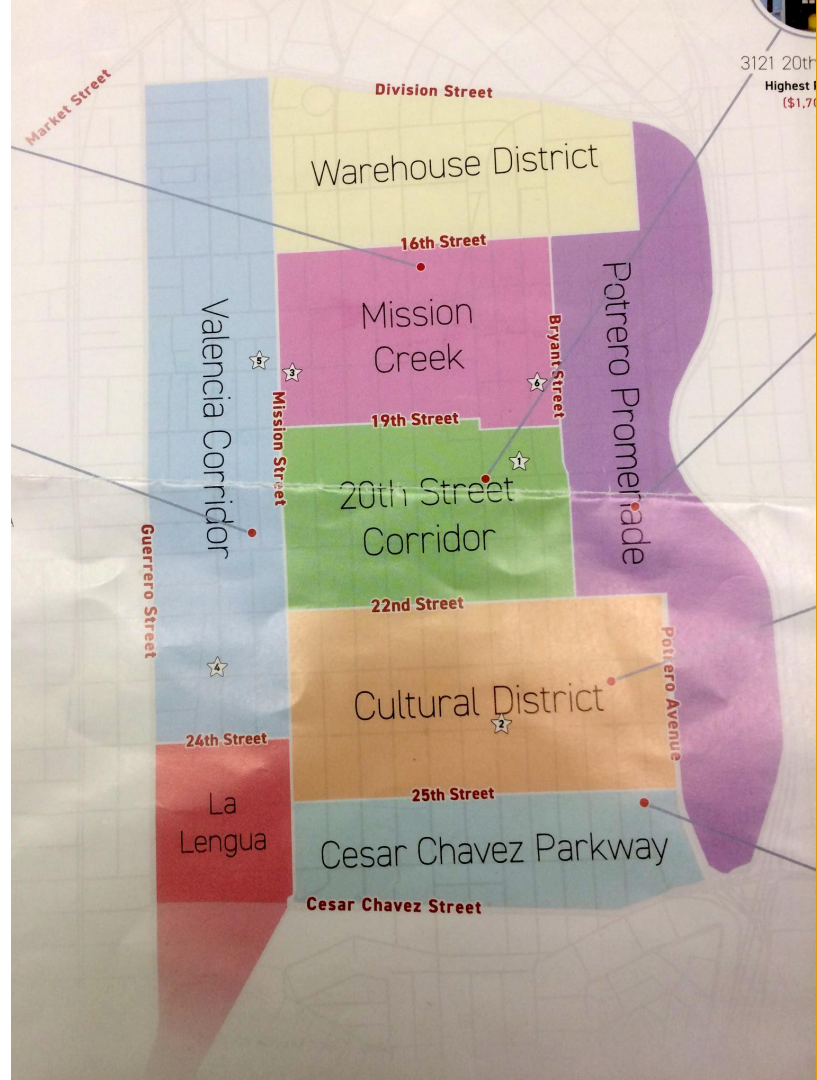
Ivor Bradley, Planning Commission Hearing, March 25, 2021

**In 2012,
the San
Francisco
Chronicle
said**

“[The Creamery] illustrates how the city's technology boom is changing the neighborhoods where it concentrates, elevating small businesses into must-visit destinations and turning their owners into minor celebrities.”

Creamery is deal central for SF techies, July 23, 2012

The Real Estate Vision for Mission Street



map from real estate flyer, with Mission St. as the Valencia Corridor

Save Mission Street



New Star Market and Deli



Bakersfield Citizens for Local Control

“[W]hen there is evidence suggesting that the economic and social effects caused by the proposed [project] ultimately could result in urban decay or deterioration, then the lead agency is obligated to assess this indirect impact...The lead agency cannot divest itself of its analytical and informational obligations by summarily dismissing the possibility of urban decay or deterioration as a "social or economic effect" of the project.”

Bakersfield Citizens for Local Control v. City of Bakersfield, 2004

**This
project is
not
exempt
from
study**

*“Where there is a **reasonable possibility** of a significant effect due to unusual circumstances surrounding the project, it is not exempt even if it clearly fits one of the [exemption] categories.”*

San Francisco Planning Commission Resolution No. 14952, August 17, 2000



- We are asking this Board to take it's stated commitment to Racial and Social Equity seriously.
- We ask this Board to take the directive of the courts in this case regarding environmental law.
- We ask that this project be given a proper impact study.
- We would like to see this analysis include meaningful cultural and socioeconomic study, particularly on the American Indian Cultural District and the neighboring BIPOC small businesses.

**Thank you for your
consideration.**