



San Francisco
Planning



**CULTURAL
HERITAGE
STRATEGY**

JULY 25, 2022
LAND USE AND TRANSPORTATION
COMMITTEE

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HOW HAS PLANNING SUPPORTED THE STRATEGY?



WELL-BEING

GOAL

Maintain San Francisco as a global leader in providing inclusive, intergenerational LGBTQ+ community services, education, resources, and access to safe, queer-friendly spaces.



CULTURE

GOAL

Honor, protect, and celebrate our rich and diverse LGBTQ+ heritage while nurturing our community of artists and cultural organizations.



OPPORTUNITY

GOAL

Promote economic well-being, equitable access to resources and leadership pathways for LGBTQ+ community members and businesses.



WELL-BEING

Tenderloin Community Action Plan

- Engaged Transgender Cultural District and LGBTQ+ community members during community outreach
- Uplifted Transgender Cultural District's priorities in drafting the Tenderloin Community Action Plan, such as enhancing economic opportunity along key corridors and supporting entrepreneurs



WELL-BEING

GOAL

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CULTURE

C1 Support LGBTQ+ Cultural Districts

Cultural History, Housing Economic Sustainability Strategies (CHHESS)

- Ongoing consultation with Castro LGBTQ, Transgender, and LEATHER & LGBTQ Cultural Districts to develop and implement CHHESS strategies



CULTURE

GOAL

Honor, protect, and celebrate our rich and diverse LGBTQ+ heritage while nurturing our community of artists and cultural organizations.

CITYWIDE CULTURAL RESOURCES SURVEY / SF SURVEY

Tangible Cultural Heritage:

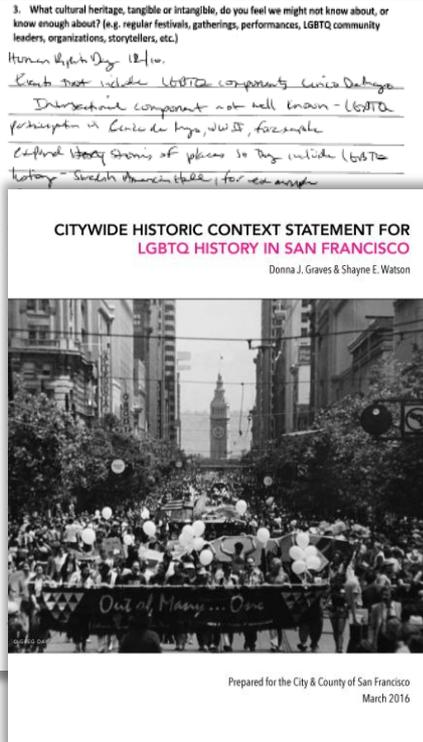
- Lyon Martin House
- Castro Camera and Harvey Milk Residence

Landmark Designation Work Program:

- Mona's 440 Club
- Black Cat Café
- Mattachine Society Headquarters
- Society for Individual Rights

Intangible Cultural Heritage (ICH):

- March, Protest and Parade Routes
- Community Celebrations
- Visual Arts and Performance



CULTURE

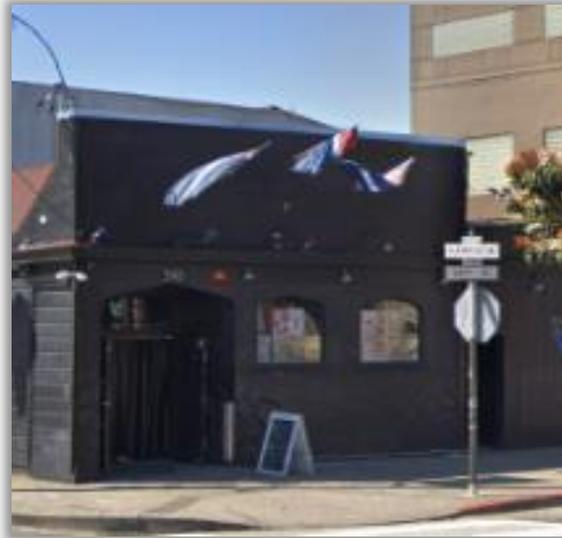
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LANDMARK DESIGNATIONS



Japanese YWCA Issei Women's Building



San Francisco Eagle



Lyon Martin House



OPPORTUNITY

04 Increase Housing and Support Services

Housing Element 2022 Update

- Engagement with Transgender and Castro LGBTQ Cultural Districts, UCSF Alliance Health Project, and Office of Transgender Initiatives
- Policies address
 - Housing discrimination
 - Investing in LGBTQ-serving housing
 - Targeted LGBTQ+ homelessness resources and permanent supportive housing

Community Stabilization Report

- Engaged LGBTQ+ community members to assess community stabilization strategies, such as a pilot transgender rental assistance fund



OPPORTUNITY

GOAL

Promote economic well-being, equitable access to resources and leadership pathways for LGBTQ+ community members and businesses.



What does it mean to be LGBTQ in San Francisco?

Share with us by taking the survey!

[SF-PLANNING.ORG/LGBTQSURVEY](https://sf-planning.org/lgbtqsurvey)



¿Qué significa ser LGBTQ en San Francisco?

¡Comparte con nosotros contestando esta encuesta!

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THANK YOU!

QUESTIONS?



Establishing a Permanent Museum of LGBTQ+ History & Culture



Major Milestones

- 1985 GLBT Historical Society founded.
- 2003 Society establishes its first dedicated gallery space is established, at 657 Mission Street.
- 2008 Pop up museum of LGBTQ+ history at 18th and Castro attracts 10's of thousands of visitors and worldwide press attention.
- 2011 First standalone museum of LGBTQ+ history and culture in the U.S. opens, at 4127 18th street.



Major Milestones

- 2016 Vision 2020 Campaign kicks off, aiming to build capacity and conduct feasibility research towards opening a new full-scale facility by 2020.
- 2019 Feasibility research phase completed, showing viability of a full-scale museum and research center.
- 2021 Mayor London Breed pledges \$12 million towards the creation of a full-scale museum of LGBTQ+ history and culture.
- 2022 Senator Scott Wiener secures \$5.5 million in state funding to support efforts to create an LGBTQ+ history museum in San Francisco.



Research Study Conclusions

The feasibility studies completed in 2019 created multiple viable scenarios, ranging from an all-inclusive museum and research center of 40-60,000 square feet to scenarios that maintain separate museum and research facilities at around 10,000 square feet each.



GLBT Historical Society Museum Today

- Attracts tens of thousands of visitors each year, more than three times the number of visitors per square foot of similar institutions.
- Regularly receives international press recognition for archives and exhibitions.
- Houses priceless artifacts, including the only known remnant of the original rainbow flags.



Vision for the Future

As noted in the LGBTQ+ Cultural Heritage Strategy:

“A full-scale museum dedicated to LGBTQ+ history would draw visitors from across the globe to San Francisco, would serve as an important educational tool, and would play a vital role in honoring LGBTQ+ cultural heritage.”



Vision for the Future

Establishing a permanent museum of LGBTQ+ History and Culture is a cornerstone of San Francisco's LGBTQ+ Cultural Heritage Strategy.

Continued support from the City and County of San Francisco is crucial in moving this project closer to completion.