



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: October 20, 2016
TO: Planning Commission
FROM: Shelley Caltagirone, Preservation Staff, (415) 558-6625
REVIEWED BY: Tim Frye, Preservation Coordinator, (415) 575-6822
RE: Informational Presentation at October 27th Hearing
SoMa Pilipinas Progress Report
Case No. 2016-008314CWP

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

The attached report will be the subject of an Informational Presentation by Planning Department staff regarding the Filipino Cultural Heritage District, also known as SoMa Pilipinas. In April 2016, the Board of Supervisors created the cultural heritage district to contribute to the sustainability, cultural visibility, vibrancy and economic opportunity for Filipinos and Filipino-Americans in the South of Market (SoMa) neighborhood (Resolution No. 119-16, File No. 151109). The Board's resolution directed the Planning Department to work with the Soma Pilipinas Working Group to develop a strategic and implementation plan to set policies that promote community development and stabilization while increasing the visibility of the cultural district. Planning staff will report on the progress of the community planning process to date and review the next steps in the planning process. This report was presented to the SoMa Pilipinas community on October 18, 2016 and the Historic Preservation Commission on October 19, 2016. The report will be submitted for consideration to the Board of Supervisors on October 28, 2016. This is an informational item only and requires no action by the Planning Commission.



Progress Report

Filipino Cultural
Heritage District
Community Planning
Process

SF Planning Department and
SoMa Pilipinas Working Group

October 2016

Table of Contents

Introduction.....	1
Purpose	
Geography	
Background	
Community Participation & Outreach.....	3
Community Vision & Goals	6
Community Concerns.....	7
Arts & Culture	
Business & Economic Development	
Community Services & Education	
Heritage & Historic Preservation	
Housing & Land Use	
Urban Design	
Progress & Next Steps.....	12
Appendices	
A: SoMa Pilipinas Meeting Participants	
B: Community-Developed Potential Strategies	
C: Potential SoMa Pilipinas Partners	
D: Historic Overview of Filipinos in San Francisco	
E: Central SoMa Cultural Heritage Policies	
F: Western SoMa Social Heritage & Cultural Preservation Policies	
G: SoMa Pilipinas Resolution No. 119-16	

Introduction

Purpose

In April of 2016, the Board of Supervisors unanimously passed Resolution No. 119-16 (File No. 151109) creating the Filipino Cultural Heritage District, also known as SoMa Pilipinas. The purpose of the Board's resolution is to encourage the preservation and further development of SoMa Pilipinas as the regional center of Filipino and Filipino-American culture and commerce, to recognize the historical and present contributions of the community and neighborhood, and to stabilize Filipino residents, business, and community-serving institutions. Through this resolution, the Board directed City staff to work with the community to develop a strategic and implementation plan, which will establish policies that promote community development and stabilization and increase the presence and visibility of the district. The following report is an update on the community planning process initiated by the Board's resolution.

Geography

The Filipino Cultural Heritage District, heretofore referred to as SoMa Pilipinas, reaches from 2nd Street on the east to 11th Street on the west and from Market Street on the north to Brannan Street on the south. SoMa Pilipinas encompasses a wide variety of buildings, parks, and community service groups that have served the Filipino community for decades. While there are certainly many Filipino cultural heritage assets located outside of the South of Market (SoMa) neighborhood, they are particularly concentrated in this district. Appendix D of this document contains a brief history of Filipino heritage in San Francisco and a list of cultural heritage assets associated with SoMa Pilipinas. Cultural heritage assets associated with other communities are also located within SoMa, including LGBTQ assets, which will be the focus of future but separate planning efforts.

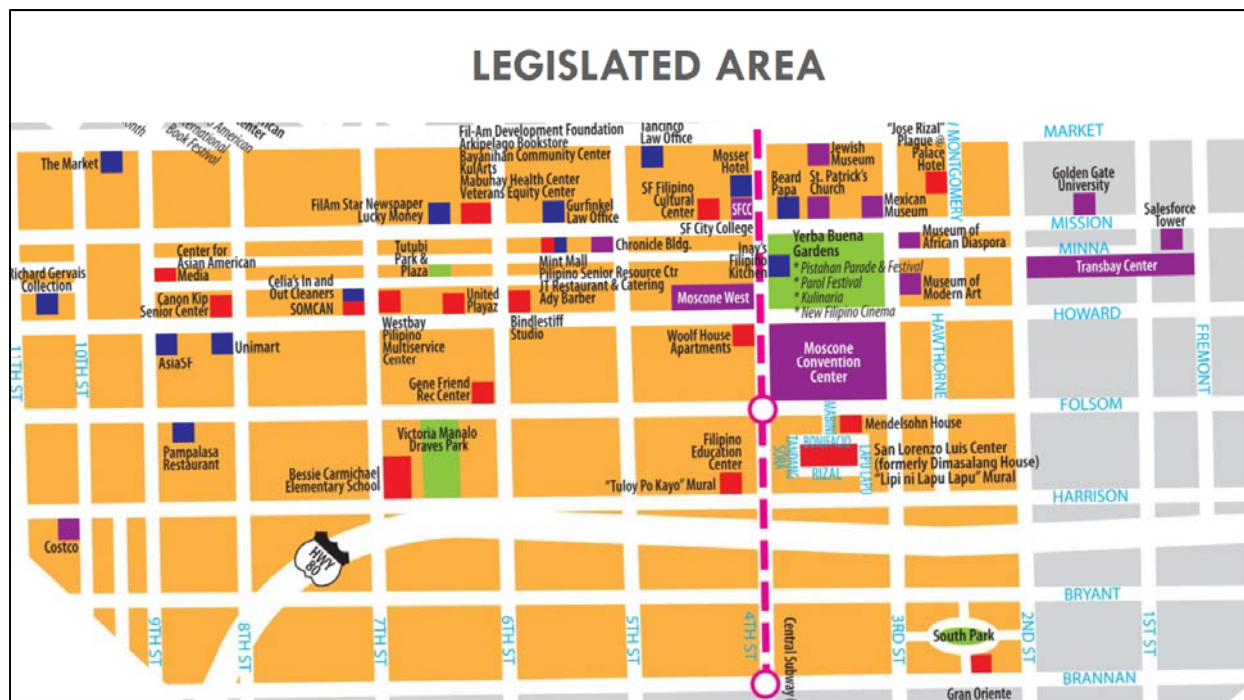


Image from SoMa Pilipinas Website [<http://www.somapilipinas.org>]

Background

Previous Community Plans

Work on the SoMa Pilipinas cultural heritage district concept began during the development of the Western SoMa Community Plan, adopted in 2013. It was during this earlier planning process that the community first identified and mapped the cultural heritage assets that constitute SoMa Pilipinas. Relying heavily on research conducted with the community's own historians and long-term residents, the Planning Department published the *San Francisco Filipino Heritage – Addendum to the South of Market Historic Context Statement* to inform the cultural heritage components of the plan. Policy 6.1.2 of the Western SoMa Plan specifically calls for recognition of the contributions of the Filipino community by creating a cultural heritage district. Support for the creation of SoMa Pilipinas was further developed through the Central SoMa planning process. Policy 7.2.1 of the Central SoMa Plan specifically directs the City to “facilitate the creation and implementation of a SoMa Pilipinas – Filipino Cultural Heritage Strategy.” Excerpts from the Western SoMa and Central SoMa Plans can be found in Appendices E and F. The SoMa Pilipinas Strategy and Implementation Plan will supplement and support these two underlying community plans and provide targeted support for the Filipino Cultural Heritage District.

Cultural Heritage Districts

In recent years, the City's Board of Supervisors has recognized several cultural heritage districts that are distinguished by unique social and historical associations and living traditions. While the districts have geographic boundaries, they are primarily identified by the activities that occur within them, including commerce, services, arts, events, and practices. Designation as a cultural heritage district does not currently convey any regulatory controls, but the recognition has spurred community efforts facilitated by the Planning Department and the Office of Economic and Workforce Development to develop strategies for sustaining the living culture of these places. The first such strategy was developed for and by the Japantown community and adopted by the City in 2013. The first formally designated cultural heritage district in San Francisco soon followed in 2014 with the creation of the “Calle 24 (Veinticuatro) Latino Cultural District” in the Mission neighborhood. This was followed by the formal designation the “SoMa Pilipinas – Filipino Cultural Heritage District” in 2016. Each community associated with the cultural heritage districts has developed strategies tailored to needs of their district. In the future, this community-led work may evolve into a more formalized partnership with City agencies to implement a toolkit economic, zoning, educational, marketing, and planning tools appropriate to the safeguarding of living heritage.

Community Participation & Outreach

SoMa Pilipinas Working Group

The Board of Supervisors resolution directed the Planning Department to work with a SoMa Pilipinas Working Group consisting of members of the community representing the following sectors: arts and culture, workers, business, schools, affordable housing, community advocacy and land use, and services. A core Working Group was formed with the following members:

Business & Economic Development

Desi Danganan
Entrepreneur, Plinth Agency

Seniors & Tenants

Caroline Calderon
Outreach Worker, Veterans Equity Center

Arts & Culture

Weston Teruya
Visual Artist / Arts Administrator

Alleluia Pannis
Executive Director, KulArts

Workers

Rupert Estanislao
Worker / Artist / Activist

Housing & Land Use

Angelica Cabande
*Organizational Director, South of Market
Community Action Network*

Heritage & Historic Preservation

M.C. Canlas
Historian / Academic

Children, Youth & Families

Charm Consolacion
Program Coordinator, Galing Bata

Project Sponsor

Bernadette Sy
*Executive Director, Filipino American
Development Foundation*

The core Working Group has invited the community to become members of SoMa Pilipinas and to actively participate in the planning process. Each of the Working Group members leads a committee to investigate and document community concerns and to produce draft strategies to build the cultural district. The Working Group's facilitator, Ada Chan, has acted as a liaison to District 6 Supervisor Kim's office, the Planning Department, the Office of Economic and Workforce Development (OEWD), and other City agencies to guide the planning process and initiate dialogue about SoMa Pilipinas goals and concerns.

Community Engagement

The Working Group has engaged in a vigorous community outreach effort to gather insight into community concerns and to generate potential solutions to meet these concerns. Appendix A of this report contains a list of SoMa Pilipinas meeting participants. All community meetings have been focused on gathering information about what people consider the uniquely Filipino assets that exist in SoMa to be, what assets people would like to see more of, what are the community's needs, interests and concerns, and how participants can contribute to the life and growth of the district. At community meetings, people mapped areas in the neighborhood of importance, paths of travel, barriers to access, and frequently visited locations. The maps were the basis for a conversation about the unique cultural

aspects that currently exist in SoMa Pilipinas and what could enhance and amplify the cultural district. The following is a list of community outreach efforts conducted by the Working Group.

- Seventeen (17) key stakeholder interviews occurred throughout the Spring of 2016. Stakeholders were identified through the Working Group, and then referral through the interviews. Key stakeholders included informal cultural groups like Damayan, artists, health and mental health workers, educators and service workers in the community, as well as established leaders, and funders. All interviews were one on one with an established set of questions.
- Less formal interviews also occurred between Working Group members and the other formally and informally recognized cultural districts, including Calle 24, Japantown and Chinatown.
- Over 300 general surveys were gathered at community events informing the Working Group of who is currently coming to SoMa for cultural events, their purpose and interests in coming to SoMa, and what they would like to see more of. One hundred (100) additional surveys were collected specifically gathering information from Filipino workers in SoMa. This was done through street outreach, at Pistahan, through different community organizations who shared with their clients, the congregation at St Patrick's church, and parents at Bessie Carmichael schools.
- Four (4) large meetings (40+ participants) were held with different sectors of the communities: seniors, workers, professionals, families, youth and transitional-age youth, people with disabilities, artists and single adults. Outreach for these meetings was broad, using social media, fliers, and outreach through community organizations and churches. Participants ranged from newcomers (recently arrived immigrants) to second-generation college graduates, long- time neighborhood residents to people from throughout the region who come to SoMa for work, culture or services.
- Three (3) meetings specifically focused on Business Development were held with Filipino business owners and entrepreneurs. Business participants ranged from international real estate development to pop-ups and ranged from retail to back room office support, health and wellness to restaurants. Meeting sizes ranged from 15-30 participants. Outreach for the business meet-ups was largely accomplished through social media, which allowed participant tracking and exit surveys were conducted at each meeting.
- The Business and Economic Development committee has been actively reaching out to Filipino entrepreneurs Bay Area wide to develop strategies to jumpstart a new Filipino Business Renaissance to build a vibrant new commercial cluster. Over +20 businesses in food and beverages, fashion, consumer retail, health and wellness, and professional series have indicated an interest to expand or relocate to the cultural district. The business community has started to self-organize to build the capacity to implement programs to bring new businesses and strengthen existing ones. The working group has also started to establish partnerships with non-profit business incubators, for profit co-working spaces, local businesses, and local tech companies to explore ways they can contribute to the development of a commercial corridor in the cultural district.

- The Arts and Culture working group has held two meetings with a third meeting to be held on October 17th. The first meeting was organizational, with the neighborhood arts and cultural organizations: Kearny Street Workshop, Bindlestiff Studio, KulArts, and San Francisco Filipino Cultural Center. The second was a smaller artist meeting and listening session, and the final meeting will be a regional gathering with a call-out to multi-disciplinary and intergenerational group of artists.
- The Heritage and Historic Preservation committee has met weekly over the past six months to identify issues/concerns and invited guest speakers to join the meetings to help identify solutions and opportunities for partnerships, including: City Archivist, Center for Asian American Media (CAAM), Story Corps, and SF Heritage. The committee has also met with the Planning Department's Historic Preservation staff to discuss concerns and potential solutions.
- The Community Services committee has led small group discussions with non-profit organizations throughout the planning process and has held three (3) small focus group meetings with SoMa residents.
- The Philippine Consulate and service providers are setting up a meeting to discuss how to collaborate on keeping Filipinos informed about community services.

Local Government Engagement

Since April 2016, the Working Group has met with District 6 Supervisor Kim's Office, the Planning Department, the Office of Economic and Workforce Development (OEWD), the Mayor's Office of Housing and Community Development (MOHCD), and the Department of Public Works (DPW) to initiate dialogue about the community's concerns and potential tools for addressing those concerns. Two general kick-off meetings with these participants were held in the Spring to establish the purpose and values of the cultural district and the process for developing a SoMa Pilipinas strategy. The Working Group has maintained weekly communication with Planning Department staff. Engagement with the various City agencies and departments to explore SoMa Pilipinas potential strategies will kick off in October and November of this year.

Community Vision and Goals

Vision

The following vision statement has been generated by the SoMa Pilipinas Working Group and presented to the broader community. The statement articulates aspirations for the cultural heritage district.

Cultural Heritage District

To maintain and grow SoMa Pilipinas as the regional center for Filipinos that facilitates opportunities for increasing the presence and visibility of the Filipino community and guides the implementation of the cultural district policies and strategies in collaboration with public and private partners.

Goals

The following goal statements have been generated by the SoMa Pilipinas Working Group and presented to the broader community. The goals describe the ways in which the community vision will be achieved. The group is in the process of refining these statements and developing supporting objectives that will set a direction for policies and actions.

1. **Cultural Celebration.** The Filipino community has a distinct culture. The Philippines is a melting pot of Malay, Chinese, Spanish, Christian, Muslim influences. The fusion of these cultures has given the Filipino community a unique flavor that straddles East and West that has propelled the community to adapt and prosper in American society. Filipinos are tastemakers in the arts, vanguards in progressive civic activism, and occupy key roles in business. We want to increase the visibility and celebrate the contributions of the Filipino community in SoMa, San Francisco, and the greater Bay-Area region.
2. **Community Preservation.** SoMa Pilipinas is a regional hub for all Bay Area wide Filipino communities from Daly City, Vallejo, Milpitas, and beyond. The cultural assets and community services located here are unmatched anywhere in the Bay Area. SoMa Pilipinas is a vanguard of community activism that other Filipino American communities all over America model themselves after. We seek to preserve and nurture SoMa Pilipinas' role as the regional center of gravity for the Filipino-American Community.
3. **Economic Opportunity.** Economic equality is a foundational pillar to keep the Filipino community healthy, self-sufficient, and prosperous. We seek to develop initiatives for the Filipino community to participate in the wealth creation of the Bay Area and in building assets in SoMa to keep the community net contributors of society.

Community Concerns

In order to plan for the stabilization and growth of SoMa Pilipinas, it is necessary to first understand the neighborhood's existing conditions and particularly those areas of concern that need to be addressed to fulfill the community's vision. The SoMa Pilipinas Working Group has generated a list of concerns organized by the following topics, which reflect the various aspects of the cultural heritage district.

- Arts & Culture
- Business & Economic Development
- Community Services & Education
- Heritage & Historic Preservation
- Housing & Land Use
- Urban Design

Arts & Culture

1. There is a need for rehearsal, performance, workshop, residency and exhibition space that is accessible to the SoMa Pilipinas community, culturally appropriate/sensitive, and meets standards for professional quality within specific disciplines. Existing spaces (beyond SoMa Pilipinas organizations) are not able to meet the full needs of the Filipino artist community. There is no space that upholds an aesthetic vision that champions Filipino contemporary and tribal arts and is responsible to the community. Access for other spaces is also limited due to cost and availability (both in dates and scheduling process). And access that does exist is typically tied to specific relationships rather than institutional policy so staff turnover or changes in organizational priorities unravels access.
2. There is a need for professional development, mentorships, and artist capacity building (especially around high-barrier-to-access opportunities like public art) that is culturally competent, rooted in Filipino arts practices, and accessible to new immigrant communities.
3. There is a need for SoMa Pilipinas to be on the radar and at the table when public art or other opportunities are developed in the neighborhood, including private developers creating onsite work as part of their 1% development fee for public art requirements.
4. There is a need for opportunities and support around Filipino artistic programs and artwork in outdoor public spaces (empty lots, alleyways, private/public community benefit spaces, open walls)--to date have been cost, logistical, and permission prohibitive.
5. Most Filipino organizations and cultural organizers in the district are overtaxed and undercapitalized (volunteer run or limited part-time staffing, budgets are project driven with almost no margin for overhead, no owned spaces). There is very little bandwidth for necessary district-wide cultural planning and capacity building.
6. Aside from Pistahan and the Parol Festival, there are no other festivities that align with festivities held in the Philippines that would bring Filipinos from the Bay area to SoMa (ex: Philippine Independence Day, Holy holidays, etc.).
7. Filipinos can only watch mainstream Filipino movies at Stonestown and Tanforan Mall, and it would be better to have films in SoMa because of easy transportation and accessibility.

Business & Economic Development

8. There are few remaining Filipino-owned businesses in SoMa. Legacy Businesses in the district are vulnerable and have not adapted to a changing market and the new economy.
9. There are few new Filipino businesses locating in the district, and business recruitment of Filipino businesses to the cultural district is not occurring.
10. There are no affordable spaces for new and emerging businesses.
11. Since the loss of Redevelopment Agency projects, neighborhood residents' access to jobs in new developments has been minimal or none.
12. Only one of the businesses attending the meetings was familiar with small business services funded by the City.
13. There is a need to understand how to maximize the presence and participation of technology companies in SoMa Pilipinas.
14. Rents are too high, especially for a small business that need to do tenant improvements and for staffing for multiple serving times.
15. SoMa and 6th Street specifically, is not safe for pedestrian traffic or businesses.
16. Filipinos in SoMa are largely tenants. Very few assets are held by Filipinos in SoMa.
17. Filipino organizations in SoMa do not own their spaces.
18. There needs to be stable employment with fair wages for workers because currently majority of companies are only hiring part-time positions causing workers to find 2nd or 3rd jobs with majority of their income going towards rent.
19. Filipino professionals who have finished degrees/masters in the Philippines are not able to practice in their fields in San Francisco due to the US not accepting their qualifications.

Community Services & Education

20. Filipinos are the third largest immigrant population in San Francisco and yet it is severely underserved, under-resourced and lacking culturally-competent support to thrive as a community of immigrants in this city.
21. Newcomers and Filipino immigrants have no knowledge of and/or are not informed about the Filipino Education Center because it is not recognized by the San Francisco Unified School District, including not being listed on their website: <http://www.sfusd.edu/en/schools/all-schools.html>.
22. There are limited basic direct family and child resource services with Tagalog language capacity.
23. There are not enough training programs offered in Tagalog that address economic development, wealth development, or managing financial assets.
24. There are still gaps in services that need to be identified based on client intakes and needs assessments, for example: How many Filipinos are homeless? Is there an increase in mental health issues in the community? Are there culturally competent services being provided that the community is unaware of?
25. Recreation and Parks Department programming is not culturally competent or accessible for the Filipino families and youth.
26. Because many of the workers commute to the city and are under employed, they have no place to hang out between jobs and no central place for them to get resources.

27. Due to the escalating commercial rents in the area, nonprofits have not been able to build capacity to expand services since an increasing amount of operating budget is dedicated to paying rents. They are also vulnerable to losing their space due to competing with higher paying commercial tenants.
28. Victoria Manalo Draves Park and South Park is the only multi-use full park in SoMa and there's a need for more open space.
29. There is a lack of youth-friendly gathering spaces.
30. SoMa Pilipinas has the largest concentration of seniors in the City, and seniors make up the highest percentage of Filipinos residents in the district. Yet SoMa senior services are lagging behind, and there are missing pieces in the service delivery for seniors.
31. Due to the fact that cost of living is skyrocketing in SoMa, there is need for a long-term strategy to stabilize the numbers of children, youth, and families in the neighborhood by slowing the rapid in-migration and out-migration cycle.
32. Need employment for Filipinos and local residents in the neighborhood.
33. Need for affordable childcare for working Filipino parents.
34. The Filipino bilingual pathways are lagging behind among the bilingual language pathways in the San Francisco Unified School District.
35. Need to enhance the pre-k to 8 programs and two-site facilities of Bessie Carmichael School/ Filipino Education Center.
36. Young people in SoMa are exposed to negative influences on a daily basis and without enhanced, culturally competent teen and youth programs, isolated children and youth are more prone to be victims or perpetrators of high-risk behavior.
37. Lack of data on health and behavioral fitness of children, youth and their families.
38. The lack of promotion of the use of Filipino language (Tagalog) in the City's service agencies.
39. Lack of comprehensive and integrated community services for SoMa Pilipinas.
40. There is an increase of homelessness in SoMa and there's a need to deal with homelessness and problems associated with homelessness in SoMa Pilipinas that will not criminalize homeless people.
41. Need to maximize the presence and participation of colleges and universities to SoMa Pilipinas.
42. Gene Friend Rec Center has started to operate as an enterprise making it harder for neighborhood youth and families to access for recreation and community functions.
43. Many Filipino newcomers and immigrants who are no longer residents of San Francisco come to SoMa for information resources, referrals, and services because of the unique cluster of Filipino service providers that only exists in SoMa.
44. Filipinos are being evicted. There is a lack of knowledge and access to benefits because they have not been educated around their tenant rights.
45. There is not enough tenant outreach and education available in Tagalog, Ilocano, and Kapampangan.
46. There is an increasing number of homeless families/individuals or families/individuals at risk of homelessness, and there are limited homeless service outreach workers and case managers that speak Tagalog, Ilocano or Kapampangan.

47. There is an increase of mental health issues in the Filipino community and there are multiple layers of barriers that prevent these issues from being resolved.
48. There's a need for wrap-around services for workers that will provide workforce development training and skills building; affordable childcare, referrals to SFUSD programs that provide free to low services; referral to other services including addressing the barriers that workers are face with that hinders them to achieve economic stability.

Heritage & Historic Preservation

49. History and Presence of the Filipino American community in San Francisco not integrated into mainstream history of San Francisco.
50. Notable contributions of Filipino Americans in San Francisco are not known by the general population.
51. Filipino-American landmarks in San Francisco are not recognized as historically important.
52. Notable historic places and monuments related to Filipino-American history in San Francisco do not accurately include the contributions made by Filipino-Americans or do not accurately describe historical impacts to Filipinos here or in the Philippines at the time.

Housing & Land Use

53. It is essential that the ground floor of new buildings include businesses that encourage the flow of foot traffic and keep sidewalks active.
54. Regional Filipino visitors shy away from bringing family to SoMa, citing dirty sidewalks, safety, and proliferation of cannabis dispensaries.
55. Housing prices are too high for Filipino families, workers, and seniors.
56. A lot of Filipinos live in rent controlled buildings in the SoMa alleyways, which are vulnerable to conversion.
57. Units in new residential buildings are being master leased, taking units off the market and making them inaccessible to immigrants and the general population. In particular, student housing or micro units are master leased, which would be affordable to workers.
58. Because of limited land opportunities in San Francisco - and in SoMa - strategies for development need to focus on benefiting families in SoMa and San Francisco. Units that are master leased and taken off the market for institutional uses exclude the neighborhood population.
59. Filipinos who have been evicted are trying to find ways to "come back" to SoMa.
60. No Grand Civic Parks that engage residents, workers and tourists on multiple levels. There are no parks or public spaces for Filipino workers to congregate, bar-b-que, and share food. There are no public open spaces that serve as a center for residents and call for civic engagement.
61. SoMa is severely underserved with recreation space. Privately owned public open spaces (POPOS) have become extensions private business endeavors.
62. There is a lack of affordable housing for Filipino workers that currently commute into the city for service jobs.

Urban Design

63. Regional visitors complain about safety in SoMa – this is specific to crime, but perceptions of safety also relate to pedestrian safety. The aggressive street traffic and new developments that are up against the sidewalk with no setbacks are not pedestrian-friendly and do not encourage pedestrian activities in the district.
64. The neighborhood has long walls on long blocks with no pedestrian scale amenities at the ground floor level. No pedestrian-scale synergy is being created by new developments.
65. There is a lack of visibility of the Filipino presence in SoMa.
66. There are no design guidelines and restrictions for new developments therefore developers build up to the property line of their project making the pedestrian experience unpleasant.
67. The core of the neighborhood continues to have a lot of Filipino seniors and families. Out of scale high intensity development has made sidewalks more congested and difficult for seniors and people with disabilities to traverse.
68. There are no strong visual cultural identifiers in SoMa.
69. There is no culturally specific signage and place making or Filipino design elements incorporated within new developments.
70. Branding and place-making need to occur with a package and palette that incorporates the image, character, and identity of SoMa Pilipinas.

Progress & Next Steps

The SoMa Pilipinas planning efforts to date have harnessed a wealth of knowledge and generated innovative ideas and significant momentum to address the challenges facing the community. At this stage in the planning process, the Working Group has engaged the broader SoMa community to articulate SoMa Pilipinas vision and goals, to document the community's concerns, and to develop a list of potential strategies that could support and enhance the cultural heritage district. Appendix B of this report contains an extensive list of strategies developed by the community. The Working Group and Planning have identified key partners and next steps for each potential strategy. The varied nature of the cultural heritage assets that compose SoMa Pilipinas – people, arts, businesses, organizations, institutions, traditions, events, and places – has resulted in a diverse list of potential strategies that range widely in scale and complexity. The work of sorting through these potential strategies with key partners to determine their level of feasibility and effectiveness in addressing community concerns is the next major step in the community planning process.

In this second phase of planning, the Working Group is now prepared to engage key City departments and agencies to continue the process of problem-solving. This work will identify existing tools and resources that may be brought to bear and identify when new tools and resources will be required. A contacts list of the various City departments and agencies that may be involved in implementation of the SoMa Pilipinas Strategy has been created by District 6 Supervisor's Office and the Planning Department to aid this effort, and the two offices will continue to facilitate communication within the City family. The Planning Department has also created a notification mechanism to keep the Working Group informed of proposed development within the cultural heritage district so that the community can initiate early dialogue with Project Sponsors that may participate in the implementation of SoMa Pilipinas strategies.

Projects Underway

While many of the strategies and projects proposed by the community require further research and refinement, a few projects are already underway. These include:

- In August 2016, the Historic Preservation Commission added the Gran Oriente Filipino Masonic Lodge and the Omiya Hotel to its Landmark Work Program.
- In Fall 2016, the Mayor of Housing and Community Development (MOHCD) awarded the Filipino-American Development Foundation funding to hire a SoMa Pilipinas Project Manager to be responsible for developing and implementing the SoMa Pilipinas Planning Strategy.
- In May 2017, the Heritage and Historic Preservation Committee will hold a Photo Day with the City Archivist.
- The Heritage and Historic Preservation Committee is working with Center for Asian American Media (CAAM) CAAM in digitizing home movies from community members, and is partnering with StoryCorps and CAAM to collect SoMa Pilipinas Stories.
- The Business and Economic Development committee is coordinating with the Office of Economic and Workforce Development's (OEWD) Invest in Neighborhoods 6th Street Project.

- The Working Group is collecting data on the use of the public realm, typical paths of travel through the district, popular destinations, and potential sites for murals and signage.
- The SoMa Community Action Grant has awarded funding to the SoMa Pilipinas Community Launch Event, a free community event that will bring together San Francisco residents, artists, nonprofits, and business owners to generate awareness about SoMa Pilipinas, its programs and community initiatives, as well as create a sustainable community event that highlights the rich culture and businesses in SoMa. The event will feature local food vendors, artist booths, live music, dance performances, and family-friendly activities.

Furthermore, the Working Group continues to work with artists, businesses and community groups to identify and share opportunities for increasing community presence through events, place-making, and the incorporation of Filipino arts and cultural history into capital improvements and public arts.

Creating a Strategy and Implementation Plan

The following steps are required in order to create a final strategy and implementation plan to guide public and private decision-making in SoMa Pilipinas:

- The Working Group must finalize the SoMa Pilipinas goals and objectives with the endorsement of the broader SoMa Pilipinas community.
- The Planning Department and Working Group must work with key private and public partners to refine and prioritize the list of potential strategies developed by the community.
- The Planning Department, Working Group, and Implementation Partners must develop Implementation Measures – a list of actions, procedures, programs, or techniques that should be implemented to carry out the project goals and objectives.
- The Planning Department, Working Group, and Implementation Partners must identify lead entities and timelines for each Implementation Measure to create an Implementation Plan (similar to the Mission 2020 Action Plan).
- The Planning Department, Working Group, and Implementation Partners must develop a monitoring and reporting plan to track the progress of the Implementation Plan.
- The Planning Department and Working Group must publish the SoMa Pilipinas Strategy and Implementation Plan for public review.
- The Planning Department and Working Group must present the SoMa Pilipinas Strategy and Implementation Plan to the Historic Preservation Commission, the Planning Commission, and the Board of Supervisors for adoption.

The Planning Department and Working Group intend this Progress Report to serve as a catalyst for continued and new engagement with key partners to collaborate on the development of strategies and implementation measures that will secure the future of SoMa Pilipinas.

APPENDICES

Appendix A: SoMa Pilipinas Meeting Participants

Organizations/Businesses that have participated in meetings or attended presentations by SoMa Pilipinas Working Group:

Academy of Art University	Michael G. C.
API Legal Outreach (APILO)	Migrante SoMa/TL
Bessie/Lakas	NAAC
Bindlestiff Studio	Pampalasa
Canon Kip Senior Center	Philippine American Assoc.
City of Daly City	Pilipino Senior Resource Center
D6 Youth Commissioner Mary Claire Amable	Pistahan + For Joy
Eastwind Books of Berkeley	PNANC
Entertainment Commission	S&E Enterprises
Eskabo Daan	SELP
San Francisco Filipino Cultural Center	SF DBI
Filipino Arts and Events	SF Fil-Am Jazz Festival
FAATAA	SF Mnl Sister City / Pistahan
FACCSMC	SF Mayor's Office of Housing
FACINE	SF Philippine Consul General
Filipino-American Development Foundation (FADF)	SFFACC
Filipino Community Center (FCC)	National Alliance for Filipino Concerns (NAFCON)
Fil-Am Star Newspaper	NAFFAA
Filipino Bar Association NorCal	SOMA Family Resource Center
Filipino Community Development Corp.	South of Market Community Action Network (SOMCAN)
Filipino Mental Health Initiative-SF	Pilipino-American Student Union (PASU) at Stanford
Filipina Women's Network	Steps, Stuffs & Spotlights
Gabriela	Supervisor Jane Kim
Galing Bata sa FEC	United Playaz
Gran Oriente	SoMa Youth Collaborative
Greg Roja + Architects Assoc.	Veterans Equity Center (VEC)
Historical Bayan Society	Pin@y Educational Partnerships (PEP)
Inay Filipino Kitchen	West Bay
Inquirer.net	YOHANA
Kearny Street Workshop (KSW)	
KulArts	
LIPS	
Manilatown Heritage Foundation (MHF)	
Mayor's Office of Neighborhood Services MHCC	

Businesses that have participated in the development of the Business Strategy through business specific community meetings, presentations, or one on one interviews:

1945

Active Leadership to Advance the Youth (ALAY)

Arkipelago Books

Assembly Hall

Ayala Land International Mktg

Baybayin LLC

Bindlestiff Studio

Buffalo Tehory

couplescoordinate.com

Equity Residential

Eskabo Daan

FILHOFF

Filhoff

Filipino Food Movement

FK Frozen Custard

FOB Kitchen

Helpware.io

Human Heart Nature USA

JP Investments

Language Immersion Program

Lei Living Aloha

LinkedIn

Lumpia Company

Luna Riene Gallery

Manalo Pictures

Manilatown Heritage Foundation

Nicolas Enterprises

Otherwise

Pampalasa

Panalo

Panolo Solutions

PapaLoDown Salupongan International
(salupongan.org)

PhilDev

Pilipino American Alliance

Pinoy Heritage

Pinterest

Plinth Agency

Prime Image Media Group

Resource Catalysts

Sagemark Consulting

Salupongan International

SCRUBBED

Sugar and Spun

Techcrunch

The Archipelago Store

The Attic

The Family Room SF

The Luna Company, Inc.

The Sarap Shop

Tradecraft

Twitter

University of San Francisco

USEED

USF Entrepreneurs Club

Vega

VEGA Cafe

Veterans Equity Center

Victory Hall

Wells and Bennett

WLA Global

Appendix B: Community-Developed Potential Strategies

The following table lists potential strategies developed by the Working Group meetings that could further the SoMa Pilipinas Goals and Objectives. In most cases, these potential strategies have been developed without input from City agencies and departments. Therefore, engagement with key local government partners is cited as the 'Next Step' for the majority of strategies listed below. Key partners required for further research and development of the potential strategies have been listed. The 'Timeline' provided reflects the estimated time required to accomplish the identified 'Next Step', i.e. "1 month to engage local government in dialogue..." There is not currently enough information to predict the feasibility or overall timing for most potential strategies. Each topic in the table is preceded by a vision statement generated by the SoMa Pilipinas Working Group to guide the development of strategies and objectives. This table is a draft working document that will be further refined and expanded as the final strategy and implementation plan is developed.

GENERAL PLANNING				
#	Potential Strategy	Key Partners	Next Steps	Timeline
G1	Appoint Cultural Heritage District liaisons at key City departments and agencies to facilitate communication with the SoMa Pilipinas Working Group and to manage Implementation Measures to be led by those entities.	Planning; OEWD; MOHCD; SFAC; DPW; RPD; SFMTA	Working Group will engage potential local government partners in a dialogue about their ability to provide staffing support to research and implement strategies.	1 month
G2	Maintain a permanent project manager to staff the SoMa Pilipinas district, develop a work plan, develop policy and necessary legislation, and coordinate the Working Group.	FADF	FADF will use grant funding awarded by MOHCD in Fall 2016 to hire and support a project manager for one year.	12 months

Arts & Culture Vision

SoMa Pilipinas is a dynamic neighborhood home to traditional and contemporary cultural expression from Filipino and Filipino American artists and cultural workers across all disciplines. These creative forms are visible and accessible to the public, giving the neighborhood a clear and rich character; sustained and incubated by healthy arts institutions rooted in the Filipino community; and developed by artists and cultural workers who have ample opportunities to strengthen their craft through professional resources, collaborations, and commissions.

ARTS & CULTURE				
#	Potential Strategy	Key Partners	Next Steps	Timeline
A1	Develop a cultural arts center tailored to the specific professional needs of SoMa Pilipinas' artists and cultural workers.	SFAC; MOHCD	Working Group will engage potential local government partners in a dialogue about their ability to help attain affordable space for SoMa Pilipinas Arts.	1 month
A2	Support arts incubation, mentorships, and professional development for Filipino artists, without competing with current funding programs that support individual organizational work.	SFAC	Working Group will engage potential local government partners in a dialogue about existing and needed programming for the SoMa Pilipinas Arts.	1 month
A3	Encourage developers moving through the permitting and community benefits pipeline to incorporate design elements reflective of Filipino culture by becoming involved in the San Francisco Arts Commission Public Art Program.	SFAC	Working Group will engage the Arts Commission in a dialogue about the Public Art Program and the 1% development fee for public art requirements.	1 month
A4	Create an online artist registry of Filipino artists going through training programs (and additional qualified artists) to facilitate communications with developers, art consultants, and other public art entities.	SFAC	Working Group will engage potential public and private partners in a dialogue about collecting and distributing artist data.	6 months
A5	Create an online artist registry of local, national and internationally recognized Filipino artists.	SFAC	Working Group will engage potential public and private partners in a dialogue about collecting and distributing artist data.	6 months

ARTS & CULTURE				
#	Potential Strategy	Key Partners	Next Steps	Timeline
A6	Support site inventory, analysis, and planning for public art installations, performances, and programs, including streamlined permissions/permitting process overall and/or at a district level by exploring existing programs and funding sources.	SFAC	Working Group will engage potential public and private partners in a dialogue about existing and needed programming for the Arts.	6 months
A7	Develop a cultural district funding category within Grants for the Arts and/or the Arts Commission that does not compete with existing funding and allows non-arts specific organizations to apply.	SFAC	Working Group will engage the Arts Commission in a dialogue about modifying the Grants for the Arts program.	1 month

Business & Economic Development Vision

Small business and economic development will be a foundational pillar of the cultural district. SoMa Pilipinas will jumpstart a new Filipino Business Renaissance by attracting new entrepreneurs, strengthening existing businesses, by providing innovating programs to try out new businesses ventures thru pop-up restaurants, outdoor markets, pop-up to permeant retail programs, and developing an accelerator program.

BUSINESS & ECONOMIC DEVELOPMENT				
#	Potential Strategy	Key Partners	Next Steps	Timeline
B1	Alignment with the Invest in Neighborhoods 6th Street Project.	OEWD	Working Group will continue to engage with the Invest in Neighborhood's team on meeting SoMa Pilipinas Goals.	1 year
B2	Development of Filipino business clusters.	OEWD; MOHCD; OSB	Working Group will engage potential public and private partners in a dialogue about achieving business clusters.	1 month
B3	Provide technical assistance to assist existing Filipino businesses to pivot and refine their products and services and to develop their cultural niches.	OEWD; MOHCD; OSB	Working Group will engage potential local government partners in a dialogue about programming to assist businesses.	1 month
B4	Utilize marketing and events as a means of promoting and raising the visibility of the cultural district.	SF Travel	Working Group will engage SF Travel in a dialogue regarding marketing assistance for SoMa Pilipinas businesses.	1 month

Community Services & Education Vision

SoMa Pilipinas continues to be destination for San Francisco and non-San Franciscan Filipino residents seeking community services, and newcomers are directed to SoMa because of the unique cluster of Filipino service providers and services that exist in SoMa, that do not exist anywhere else in the region. Expanding the range of programs available in Tagalog, Ilocano, and Kapampangan is important way to ensure the community is served and a yearly assessment of these organizations' services will ensure accountability to the community.

COMMUNITY SERVICES & EDUCATION				
#	Potential Strategy	Key Partners	Next Steps	Timeline
C1	Assess the delivery of senior services in the City, particularly in the cultural and linguistic capacity of programs for Filipinos.	DAAS	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas senior service needs.	1 month
C2	Use magnet programs to attract newly-arrived Filipino immigrants to the area, including high performing schools, strong Filipino bilingual programs, affordable child care and pre-school programs, parenting support programs.	SFUSD	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas educational needs.	1 month
C3	Work with school district to improve school performance in the district.	SFUSD	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas educational needs.	1 month
C4	Direct school fees generated by SoMa development projects to go directly to Bessie Carmichael Elementary and Bessie Carmichael/FEC Middle School sites.	SFUSD	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas educational needs.	1 month
C5	Work with the community college to provide SoMa campus programming that can address professional growth and development needs of workers in trades and professions.	CCSF	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas educational needs, including statistics on retention of Filipino students.	1 month

COMMUNITY SERVICES & EDUCATION				
#	Potential Strategy	Key Partners	Next Steps	Timeline
C6	Identify how homeless outreach and services in Tagalog, Ilocano, and Kapampangan can occur and how follow-up case management will occur.	DHSH; SFUSD	Working Group will engage potential local government partners in a dialogue about homelessness in SoMa Pilipinas.	1 month
C7	Include affordable child care, early childhood education, and family support facilities in future developments.	Planning; MOHCD	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas concerns related to child care, early education, and family support.	1 month
C8	Increase the amount of culturally appropriate Filipino tenant outreach and education in Tagalog, Ilocano, and Kapampangan.	MOHCD	Working Group will engage potential public and private partners in a dialogue about SoMa Pilipinas concerns and their ability to support potential strategy.	6 months
C9	Create a local jobs set-aside program that guarantees 30% permanent jobs to SoMa workers.	MOHCD	Working Group will engage potential public and private partners in a dialogue about SoMa Pilipinas concerns and their ability to support potential strategy.	6 months
C10	Provide more youth-friendly venues in the district.	MOHCD	Working Group will engage potential public and private partners in a dialogue about SoMa Pilipinas concerns and their ability to support potential strategy.	6 months
C11	Improve and broaden the means of intra-neighborhood travel.	SFMTA	Working Group will engage potential public and private partners in a dialogue about SoMa Pilipinas concerns and their ability to support potential strategy.	6 months
C12	Assess the need and feasibility of creating a multi-purpose community center with cultural and linguistic competency for workers, youth, transitional age youth, family, and senior programs in SoMa.	DAAS; DCYF	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas concerns for seniors.	1 month

COMMUNITY SERVICES & EDUCATION				
#	Potential Strategy	Key Partners	Next Steps	Timeline
C13	Provide improved street and sidewalk cleaning services.	DPW	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas concerns for clean streets.	1 month
C14	Generate health data and statistics for Filipinos in SoMa.	DPH	Working Group will engage potential local government partners in a dialogue about SoMa Pilipinas concerns and their ability to support potential strategy.	1 month

Heritage & Historic Preservation Vision

SoMa Pilipinas has and continues to serve as a touchstone for Filipinos seeking to connect with their cultural heritage. As a Filipino cultural heritage district, it celebrates and preserves the community, individual and family narratives, common cultural memory, and historical continuity that gives a sense of bounded solidarity with the country of origin as an immigrant community and with San Francisco and America as an emerging and thriving community.

HERITAGE & HISTORIC PRESERVATION				
#	Potential Strategy	Key Partners	Next Steps	Timeline
H1	Pursue National Register Nomination and Local Landmark Designation for priority historic sites.	HPC	Working Group will engage the Historic Preservation Commission staff to identify and prioritize list of properties associated with Filipino American community to nominate for landmark designation	1 year
H2	Identify and amend landmark designations within the district that have not been previously recognized for their connection to Filipino history.	Planning	Working Group will review the Filipino Heritage Historic Context Statement and determine if there is a need to further refine the evaluation criteria for Filipino American historic resources.	6 months
H3	Include more Filipino American artifacts, documents, and cultural effects in the City's general collections.	SFPL; SFAC	Working Group will engage SFPL in a dialogue about Public History programming.	1 month
H4	Amend local school curriculum to include history about Filipino Americans.	SFUSD	Working Group will engage SFUSD in a dialogue about Public History education.	1 month
H5	Increase public art depicting Filipino American history and community in SoMa/SF: murals, statues, paintings, memory walls	SFAC	Working Group will engage with potential local government partners and local artists regarding potential public art projects.	6 months
H6	Install interpretive signage at various historic places and monuments throughout the City and integrate the signage program with a walking tour.	Planning	Working Group will engage the HPC staff to utilize the City's landmark plaque program and assist property owners to install markers to identify historical places and monuments.	6 months

Housing & Land Use Vision

SoMa continues to be the cultural center of the Filipino community due to its accessibility in transportation, housing numerous culturally competent services focused on Filipino needs, established cultural assets and has been home to Filipinos since the 1960's. SoMa Pilipinas will stabilize and grow the Filipino community's presence including sustain cultural visibility, vibrancy, and provide economic opportunities for the community.

HOUSING & LAND USE				
#	Potential Strategy	Key Partners	Next Steps	Timeline
L1	Align SoMa Pilipinas goals, objectives, and strategies with the Western SoMa and Central SoMa Plans.	Planning	Working Group will engage with Planning Department Implementation staff to discuss SoMa Pilipinas goals and concerns for the area.	1 month
L2	Strengthen and expand the SoMa Youth and Family Special Use District in order to improve monitoring and enforcement, further restrict the sale of alcohol and cannabis, and increase the number of all-age venues.	Planning	Working Group will engage potential local government partners to discuss the YFSUD.	1 month
L3	Ban formula retail and large banks between 5th and 9th Streets, Howard and Folsom Streets to encourage small neighborhood-serving businesses.	Planning	Working Group will engage potential local government partners to discuss a formula retail ban.	1 month
L4	Restrict ground floor commercial space sizes to reduce the size of spaces while increasing opportunities for new small businesses.	Planning	Working Group will engage potential local government partners to discuss commercial spaces.	1 month
L5	Increase the number of community facilities by requiring inclusionary space in new office buildings or requiring contribution to a community facilities fund for new development.	Planning	Working Group will engage potential local government partners to discuss need for community facilities.	1 month
L6	Require commercial buildings above a certain footprint size to provide public toilets.	Planning	Working Group will engage potential local government partners to discuss need for public restrooms.	1 month

HOUSING & LAND USE				
#	Potential Strategy	Key Partners	Next Steps	Timeline
L7	Direct development park fees collected from SoMa projects to go to SoMa parks.	RPD	Working Group will engage potential local government partners to discuss park administration.	1 month
L8	Improve the programing, design, and monitoring of Privately Owned Public Open Spaces (POPOS) by banning advertising, protecting from shading, and requiring intergenerational family recreations functions.	Planning	Working Group will engage potential local government partners to discuss need for POPOS improvements.	1 month
L9	Explore the benefits of transferring ownership of Yerba Buena Gardens to the Recreation and Parks Department with the goal of making it the Bryant Park of the West.	RPD	Working Group will engage potential local government partners to discuss Yerba Buena Gardens ownership.	1 month
L10	Increase affordable housing in the district by adjusting requirements to align with increases in Filipino families and seniors; expanding the affordable housing impact fee to include all new development; increasing affordable housing requirements near transit hubs; banning demolition of units; banning micro-units; banning corporate leasing; and banning student housing.	Planning; MOHCD	Working Group will engage potential local government partners to discuss need for increased affordable housing.	1 month
L11	Utilize the Small Sites Program in SoMa to increase affordable housing.	MOHCD	Working Group will engage potential local government partners to discuss need for increased affordable housing.	1 month
L12	Develop robust relocation policies including right-to-return and displacement vouchers for local relocation.	MOHCD	Working Group will engage potential local government partners to discuss need for increased affordable housing.	1 month

HOUSING & LAND USE				
#	Potential Strategy	Key Partners	Next Steps	Timeline
L13	Raise Bike Lanes (off streets/level with sidewalks) on Howard and Folsom from South Van Ness to the Bay. For families and youth to ride along recreationally. (differentiated from bike commuter lanes)	Planning: MTA	Working group will engage with potential local government partners to discuss need for Bike lanes that are friendly and safe for youth.	1 month
L14	Ongoing cleaning of dirty sidewalks and trash	DPW	Working group will engage with potential local government partners to discuss need for street to be cleaned and scheduled maintenance.	1 month
L15	Increase the proportion of affordable units of 30%-60% AMI, compared to market rate units, planned and under construction to balance the housing mix.	Planning	Working group will engage with potential local government partners to discuss need for ratio of affordable housing to same ratio of market rate	1 month
L16	Limit cannabis dispensaries in the area	Planning	Working group will engage with potential local government partners to discuss need for limiting approval of cannabis dispensaries.	1 month
L17	Restrict conversion of Single Room Occupancy (SRO) units to higher income co-opts and/or co-working spaces	Planning; MOHCD	Working group will engage with potential local government partners to discuss need for monitoring SRO conversion to higher income co-opts and/or co-working spaces.	1 month
L18	Damaged sidewalks to have ongoing maintenance and repair to enhance youth, seniors, and people with disabilities pedestrian walking experience	DPW	Working group will engage with potential local government partners to discuss need for damage sidewalks to be fixed and maintained.	1 month

Urban Design Vision

SoMa Pilipinas is a place that is clean, welcoming and pleasant for families and senior to walk with ease and enjoy local businesses and cultural events. Wayfinding signage, design elements and art in buildings, public art, and banners make it clear that you are in SoMa Pilipinas. New immigrants and visitors know they can find Filipino services and support here.

URBAN DESIGN				
#	Potential Strategy	Key Partners	Next Steps	Timeline
D1	Establish SoMa Pilipinas Design Guidelines for buildings and the public realm to improve safety and comfort, to encourage the use of public spaces, and to raise the visibility of Filipino culture. The guidelines should include identifying treatments, patterns and color pallet for capital improvements and elements that can be included in new developments that will help expand the visual presence of SoMa Pilipinas.	Planning; DBI	Working Group will (1) Hold a community design charrette engaging Filipino artists, architects and designers in developing framework for design guidelines with the community; (2) Engage with the Planning Department and the Department of Building Inspection in developing framework for how design guidelines will be administered and implemented.	1 year
D2	Establish a SoMa Pilipinas Design Review Committee to work with developers and City entities undertaking building construction and changes to the public realm.	Planning	Working Group will explore community interest forming a design committee.	6 months
D3	Install public wayfinding and informational signage in Tagalog.	DPW	Working Group will engage with potential local government partners to investigate the leveraging of existing programs and resources towards supporting the proposed strategies for the public realm	6 months
D4	Create a system of visual markers to identify the district and associated cultural assets.	DPW; SFMTA	Engage with the DPW to discuss leveraging existing resources to support the proposed strategies for the public realm.	1 month

URBAN DESIGN				
#	Potential Strategy	Key Partners	Next Steps	Timeline
D5	Identify opportunities for incorporating art and cultural work in capital improvement projects, and outline processes and timelines for department work plans.	DPW; SFMTA; PUC	Engage with the DPW and SFMTA to discuss leveraging existing resources to support the proposed strategies for the public realm.	1 month
D6	Create bike lanes that are friendly and safe for youth by creating raised bike lanes (off streets/level with sidewalks) on Howard and Folsom from South Van Ness to the Bay for recreational rather than commuter use.	DPW; SFMTA; Planning	Engage with the DPW to discuss leveraging existing resources to support the proposed strategies for the public realm.	1 month

Appendix C: Potential SoMa Pilipinas Partners

The following public and private entities may have a role in addressing the community concerns listed in the previous section. Organizations, agencies, and departments are listed alphabetically. The Working Group has begun outreach to some of these entities, but the bulk of engagement will be accomplished in the next phase of the community planning process, starting in late October 2016.

Local Government Partners

City College of San Francisco (CCSF)
Dept. of Aging and Adult Services (DAAS)
Dept. of Building Inspections (DBI)
Dept. of Children, Youth & Their Families (DCYF)
Dept. of Homelessness & Supportive Housing (DHS)
Dept. of Human Services (DHS)
Dept. of Public Health (DPH)
Dept. of Public Works (DPW)
District 6 Board of Supervisor's Office
Mayor's Office of Housing & Community Development (MOHCD)
Office of Community Investment & Infrastructure (OCII)

Office of Economic & Workforce Development (OEWD)
Office of Small Business (OSB)
Public Utilities Commission (PUC)
Recreation and Parks Department (RPD)
SF Arts Commission (SFAC)
SF Country Transit Authority (SFCTA)
SF Municipal Transit Authority (SFMTA)
SF Planning Department (SFPD)
SF Police Department
SF Public Library (SFPL)
SF Unified School District (SFUSD)
SF Travel

State Government Partners

California Arts Council (CAC)

California Office of Historic Preservation (OHP)

Federal Government Partners

National Park Service (NPS)

US Dept. of Housing & Urban Development (HUD)

Non-Government Partners

Asian & Pacific Islander Americans in Historic Preservation (APIAHiP)
Bayanihan Community Center
Bessie Carmichael Elementary and Bessie Carmichael/FEC Middle School
Bindlestiff Studio
California Historical Society
California Preservation Foundation
Canon Kip Senior Center
Center for Asian American Media (CAAM)
FACINE
Filipino American Development Foundation (FADF)
Filipino Architects, Contractors and Engineers (FACE)
Galing Bata sa Filipino Education Center
Kearny Street Workshop
KulArts

Manilatown Heritage Foundation
National Trust
New Filipino Cinema
Pilipino Senior Resource Center
Pistahan / FAAE
SF Filipino-American Jazz Festival
SF Heritage
SF Museum and Historical Society
SoMa Pilipinas Historical Society
South of Market Community Action Network (SOMCAN)
United Playaz
Various Bands & DJ Collectives
Veterans Equity Center
West Bay Pilipino Multi-Service Center
YOHANA

Appendix D: Historic Overview of Filipinos in SoMa

As described in the *San Francisco Filipino Heritage – Addendum to the South of Market Historic Context Statement*, the establishment of Filipino ethnic enclave in the area was the result of a combination of factors that included inexpensive housing, proximity to both the waterfront and service industry jobs downtown, two Catholic parishes, and an established multi-ethnic population. Likewise, many Filipinos relocated to the South of Market as the Financial District expanded to the north and west—resulting in the demolition of numerous businesses and residential hotels along Kearny and adjacent streets in Manilatown.

The Filipino community's most dramatic period of growth followed the passage of the Immigration Act of 1965, which allowed 20,000 people from each Asian country to enter the United States each year, and for family members of Asians who were already citizens to enter the country. During this period, the South of Market frequently served as a first-stop for new Filipino immigrants. As more immigrants arrived, many joined family members or relatives already living in the neighborhood, while others were attracted by the growing number of Filipino establishments in what came to be known as "Central City." The post-1965 era also marks the period when most of the resources today associated with Filipino culture and heritage in the South of Market were established. These included new businesses, social and educational programs, and cultural festivals.

Many Filipino families at that time lived in the residential enclaves found along streets such as Natoma, Tehama, Russ and Minna streets. According to Don Marcos, Executive Director of the South of Market Employment Center, the Filipino population in the neighborhood was concentrated between Market, Brannan, 3rd and 8th streets during the 1960s and 1970s. Rudy Delphino, whose family moved to the South of Market from the North Beach area, states that "we wanted to go where there were people we knew, so we just followed along."

In time, various organizations focused on immigrant services were established, including the Filipino-American Council of San Francisco (1969); the Mission Hiring Hall (1971); the Sandigan Newcomer Service Center (1972); The Filipino-American (Fil-Am) Senior Citizens Center (1972); the South of Market Health Center (1973); and the West Bay Pilipino Multi-Services Corporation, established by Ed de la Cruz (1977). Part of these organizing activities also included the establishment of the Pilipina Organizing Committee (POC) by Tony Grafilo in 1972. Along with TOOR, the POC undertook efforts to mitigate the economic hardships and displacement caused by redevelopment. Most of these organizations were headquartered west of 6th Street outside the Central Corridor study area.

Perhaps the most important Filipino-related organization operating within the Central Corridor study area is the Filipino Education Center (FEC). The FEC opened on May 1, 1972 at 390 4th Street (soon after moving to 824 Harrison Street) with contributions from the San Francisco Unified School District and the State of California. It provided classroom education to non-English speaking children from kindergarten through twelfth grade. A mid-1970s description of the school stated that the "program is based on the regular school curriculum, with emphasis on developing oral and written English proficiency. In addition to this, the Center also assesses the educational, health and social services needs of the child and his family and provides appropriate referral services."

In 2004, the Bessie Carmichael School/FEC was rebuilt as a K-5 campus at a new location adjacent to Columbia Square at 375 7th Street. At the same time, the old Filipino Education Center at 824 Harrison Street became home to Bessie Carmichael School's middle school grades. Today, the K-5 and middle school facilities are the only public schools located South of Market.

Other identifiably Filipino establishments in the Central Corridor study area include the Mint Mall, a mixed-use building at 953 Mission Street that was purchased by the Nocon family in the 1970s. Since that time, the apartments have largely been occupied by newly-arrived Filipino families, while the ground floor commercial space has provided a home for numerous organizations serving the Filipino community. These included the West Bay Pilipino Multi-Service Center, the South of Market Employment Center, Bayanihan Community Center, the Pilipino AIDS Project, and Bindlestiff Theater. Arkipelago Books was also established in the lower level of the Mint Mall in 1998.

Based on the research and oral histories conducted for this report, the following is a list of cultural heritage assets - institutions, organizations, businesses, sites and cultural activities that appear to be significantly associated with the social heritage of the Filipino community South of Market. For the purposes of this report, the definition of cultural heritage is based upon language used by the National Park Service to define traditional cultural properties. Cultural heritage is understood to encompass: Those elements, both tangible and intangible, that help define the beliefs, customs and practices of a particular community. These elements are rooted in the community's history and/or are important in maintaining the continuing cultural identity of the community. This list is by no means exhaustive, but it does capture many of the most important Filipino-related resources in the neighborhood.

Cultural Heritage Asset	Address	Block/ Lot	When originated	Notes
Arkipelago Bookstore	1010 Mission	3703/029	1980s	Located within the Bayanihan House/ Delta Hotel
Bayanihan Community Center / Delta Hotel	1010 Mission	3703/029	1990s	
Bessie Carmichael School/ Filipino Education Center	375 7th	3754/063	1970s	
Bindlestiff Studio	185 6th	3725/025	1989	
Canon Kip Senior Center	705 Natoma	3728/007	1970s	
San Lorenzo Ruiz Center (formerly Dimasalang House)	50 Rizal	3751/169	1979	
Filipino American Friendship Mural	1137-1139 Howard	3730/090	1983	
Galing Bata After-School Program	375 7th	3754/063	2001	
Gran Oriente Filipino Lodge (original building)	104 South Park	3775/058	1920s	The Gran Oriente also owns 41-43 and 45-49 South Park Street

Gran Oriente Masonic Temple	95 Jack London	3775/039	1951	
KulArts	474 Faxon	6938/041	1985	Mailing address not in SoMa.
Lipi Ni Lapu Lapu mural (north side of San Lorenzo Luis Center)	50 Rizal	3751/169	1984	
Mint Mall building	953-957 Mission	3725/088	1970s	
Pistahan Festival	n/a	n/a	1994	Contact info: 564 Market St., Suite 320
Parol Lantern Festival	n/a	n/a	2003	
Saint Joseph's Church (now closed)	1401 Howard	3517/035	1913	
Saint Patrick's Church	756 Mission	3706/068	1960s	
SOMArts	934 Brannan	3781/008	1970s	Successor to SoMa Cultural Center
South of Market Employment Center	288 7th		1991	
South of Market/Gene Friend Recreation Center	270 6th	3731/010, 111	1990	
Street names associated with Filipino heritage: Bonifacio Street, Mabini Street, Rizal Street, Lapu Lapu Street and Tandang Sora Street.	n/a	3751	1979	
Tutubi Park	539 Minna	3726/094	2001	
Victoria Manalo Draves Park	55 Sherman	3754/016	2006	
Veteran's Equity Center	1010 Mission	3703/029	1998	Located within the Bayanihan House/ Delta Hotel
West Bay Pilipino Multi-Services Corporation	175 7th	3726/034	1970s	

[Text and table excerpted from *San Francisco Filipino Heritage Addendum to the South of Market Historic Context Statement*, March 13, 2013, and *CENTRAL CORRIDOR Historic Context Statement & Historic Resource Survey*, October 11, 2013]

Appendix E: Central SoMa Plan Cultural Heritage Policies (August 2016)

Goal 7: Preserve and Celebrate the Neighborhood's Cultural Heritage

OBJECTIVE 7.1

ENSURE THAT THE HISTORY OF THE NEIGHBORHOOD IS ADEQUATELY DOCUMENTED

Understanding our future requires understanding our past. This requires recording Central SoMa's rich history via both a historic context statement and survey.

Policy 7.1.1 Complete and adopt a Central SoMa Historic Context Statement.

Historic Context Statements are documents that chronicle the historical development of a neighborhood. A Central SoMa Historic Context Statement has been completed and was adopted by the Historic Preservation Commission at its March 16, 2016 hearing, recording the important history of this neighborhood in one place.

Policy 7.1.2 Complete and adopt a Central SoMa Historic Resources Survey.

Assessing the value of a building, landscape, or feature requires survey, research and analysis to determine whether it is significant for local, state, or national historical registers. Such research and analysis is helpful to the Planning Department, community, property owners, and decision-makers. This documentation provides up-front information about a property's historic status. Within the Plan Area, this analysis has occurred and was adopted by the Historic Preservation Commission at its March 16, 2016 hearing.

OBJECTIVE 7.2

SUPPORT THE PRESERVATION, RECOGNITION, AND WELLBEING OF THE NEIGHBORHOOD'S CULTURAL HERITAGE RESOURCES

The term "cultural heritage" is understood to mean tangible properties or intangible assets that express the ways of living developed by a community and passed on from generation to generation. These elements are rooted in the community's history and are important in maintaining the continuing cultural identity of the community. Tangible cultural heritage includes objects, buildings, sites, structures, cultural landscapes, or districts that are significant in architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of San Francisco, the state of California, or the nation. Intangible cultural heritage includes the practices, representations, expressions, knowledge, or skills that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. Intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. These two categories of cultural heritage resources – "tangible" or "intangible" – require different approaches for identification, protection, and management.

Policy 7.2.1 Facilitate the creation and implementation of a SoMa Pilipinas – Filipino Cultural Heritage Strategy.

The South of Market is home to the largest concentration of Filipinos in San Francisco, and is the cultural center of the regional Filipino community. The Filipino community has deep roots in the neighborhood, beginning in the 1920s and becoming a predominant presence in the 1960s. The Filipino culture is a critical part of the neighborhood's diversity, strength, and resilience. Having survived Redevelopment in the 1960s-1980s, the community is still subject to the threat of displacement given the current market forces that are driving up housing and commercial rents. To rectify this issue, in April 2016 the City created SoMa Pilipinas – Filipino Cultural Heritage District. This CHD includes all of Central SoMa north of Brannan Street, and extends into other parts of SoMa as far west as 11th Street. Because of its substantial overlap with the Plan Area, the Planning Department should collaborate with the community to develop and implement a strategy to stabilize, promote, and increase the visibility of SoMa's Filipino community.

Policy 7.2.2 Facilitate the creation and implementation of other social or cultural heritage strategies, such as for the LGBTQ community.

Through its long and tumultuous history, Central SoMa has been home to many important social and cultural communities. The City should continue exploring opportunities to recognize and support these communities, whether through neighborhood-specific programs or as part of citywide efforts. The Historic Preservation Commission adopted the Citywide LGBTQ Historic Context Statement at its November 15, 2015 hearing. The document can be used by community history advocates and the Planning Department to provide a foundation for the protection, identification, interpretation, and designation of historically and culturally significant LGBTQ-related sites and places, within SoMa and citywide.

OBJECTIVE 7.3

ENSURE THE NEIGHBORHOOD'S TANGIBLE AND INTANGIBLE INDUSTRIAL AND ARTS LEGACY IS NOT LOST

Central SoMa has been an important industrial area since the Gold Rush. Much of the industrial jobs are now gone, due to the overall shift in the American economy towards services and the movement of many of those remaining industrial companies to the periphery of the city and region. Yet there is still an important blue-collar presence in Central SoMa reflected not only in its buildings but in the surprising diversity of practices, knowledge, and skills still extant, from the Flower Mart to auto repair shops to metal fabricators to artists' studios.

Policy 7.3.1 Implement strategies that maintain PDR jobs in the neighborhood.

As Central SoMa continues to grow, there is potential for its PDR jobs to be priced out. The City should help maintain the neighborhood's share of PDR jobs (as discussed in more detail in Objective 3 of Goal #3). Maintaining PDR jobs helps support the preservation of intangible heritage assets, such as the practices, representations, expressions, knowledge, or skills represented within SoMa's current and legacy industrial uses.

Policy 7.3.2 Support the preservation of buildings and features that reflect the industrial and arts legacy of the neighborhood.

Protecting the neighborhood's industrial legacy is not just about the people working there, but also the context of where the work and daily life occurred. As such, important historic industrial buildings and features should be preserved and maintained in conformance with the Secretary of the Interior's Standards and via the mechanisms described elsewhere in this Goal.

OBJECTIVE 7.4

PREVENT DEMOLITION OF OR INSENSITIVE ALTERATIONS TO CULTURAL HERITAGE RESOURCES IN THE BUILT ENVIRONMENT

San Francisco's heritage is visible in its historic built environment, which includes objects, buildings, sites, structures, and landscapes. These resources provide visual and tangible continuity to the events, places, people, and architecture of San Francisco's storied past. Culturally significant buildings contribute to the City's diverse housing and commercial stock, and to the human scale and pedestrian orientation of its neighborhoods. These buildings are also important to quality-of-life in the City, and they help to make it attractive to residents, visitors, and businesses.

Because of their importance, the Central SoMa Plan aims to prevent the demolition or insensitive alteration that would undermine the contributions that these cultural heritage resources make to the neighborhood and the City.

Policy 7.4.1 Protect Landmark-worthy cultural heritage properties through designation to Article 10 of the Planning Code.

Article 10 of the Planning Code contains a list of individual resources and districts that are protected City Landmarks. The Plan Area currently contains 29 such buildings, which are designated as either individual Landmarks or contributors to a Landmark District. As shown in Figure 7.1, the City has identified six buildings as eligible individual Landmarks and 11 additional buildings that are eligible contributors to a Landmark District, based upon review of the existing cultural resource surveys and community outreach efforts.

Policy 7.4.2 Protect "Significant" and "Contributory" cultural heritage properties through designation to Article 11 of the Planning Code.

Article 11 of the Planning Code contains lists of individual buildings and districts considered historically and architecturally significant and contributing buildings in the downtown area. The City should extend Article 11 zoning controls into the Plan Area, to afford qualifying buildings the benefits, such as the ability to participate in the City's "Transfer of Development Rights" (TDR) program, once designated. The City has identified 27 buildings as eligible "Significant" or "Contributory" buildings, based upon review of the existing cultural resource surveys and community outreach efforts.

OBJECTIVE 7.5

SUPPORT MECHANISMS FOR THE REHABILITATION AND MAINTENANCE OF CULTURAL HERITAGE PROPERTIES

Preserving cultural resources requires more than just legal protections – it requires a plan, funding sources, and a supportive body of experts, community members, and decision-makers. Fortunately, there is a wide variety of local, state, and federal mechanisms that can facilitate and encourage the preservation and rehabilitation of cultural resources.

Policy 7.5.1 Support funding for the rehabilitation of the Old Mint.

The City-owned Old Mint at 5th and Mission is one of San Francisco's most significant buildings. It is also in a state of significant disrepair and in need of substantial and immediate rehabilitation. Funding generated from the Central SoMa Plan should contribute, as part of a broader community partnership, to identify a program strategy, to fund a rehabilitation and restoration plan, and to ensure it remains a facility for public use.

Policy 7.5.2 Enable "Significant" and "Contributing" buildings underbuilt per applicable zoning to sell Transferable Development Rights.

Transfer of Development Rights is an effective method for creating economic benefit for buildings designated "Significant" or "Contributing" in Article 11 of the Planning Code. It creates economic value for buildings by enabling them to sell unused development rights where there is a difference between what is allowed and the actual size of the building. In San Francisco, this tool has primarily been utilized in the downtown (C-3) zoning districts and adjacent districts. The City should extend this tool into the Plan Area. Facilitating the TDR program would support the protection of these buildings by reducing development pressure and providing an economic incentive for the preservation and maintenance of designated cultural resources.

Policy 7.5.3 Require large new development projects to purchase Transferable Development Rights.

In addition to extending the right to sell TDR to Central SoMa, major new developments should be required to purchase TDR as well. As such, this would create a mechanism by which new developments in Central SoMa directly support the preservation and maintenance of the neighborhood's historic buildings.

Policy 7.5.4 Support additions over wholesale demolition to preserve cultural heritage properties.

Regardless of historic designation status, the City should support new development and the preservation of cultural heritage properties through application of Standards 9 and 10 of the Secretary of the Interior's Standards. Supporting sensitive, well-designed additions to historic buildings is one way to increase square footage and to benefit from the preservation of cultural resources. As such, the City should support additions rather than wholesale demolition when such demolitions are physically feasible.

Policy 7.5.5 Encourage the use of existing strategies and incentives that facilitate the preservation and rehabilitation of designated cultural heritage properties.

Cultural heritage properties already benefit from a wide range of strategies and incentives to support preservation and maintenance. This includes measures to increase available revenue, including the Mills Act, Federal Historic Preservation Tax Incentives, and façade easements. This also includes additional flexibility from Planning Code and Building Code requirements through exemptions granted by the Zoning Administrator or via application of the California Historic Building Code. The City should continue encouraging the application of these strategies and incentives to Central SoMa's cultural resources.

OBJECTIVE 7.6

SUPPORT RETENTION OF FINE-GRAINED DEVELOPED PATTERN AND CHARACTER-ENHANCING BUILDINGS

Buildings that have cultural heritage significance are not the only buildings of merit in Central SoMa. There are many buildings that exhibit high levels of visual cohesion and contextual architectural expression. Collectively, these buildings also form development patterns that are emblematic of the history of SoMa and that make the neighborhood visually interesting.

Policy 7.6.1 Restrict the consolidation of small- and medium-sized lots with character-enhancing buildings.

The Plan Area has myriad development patterns, ranging from “fine-grained” blocks where the lots are as little as 25 feet wide, to monumental blocks where individual lots are hundreds of feet in length. The most pleasant blocks to experience are presently those areas where the pattern of fine-grained parcels is combined with older buildings that enhance, individually and as a group, the character and activity of SoMa. As such, these historic development patterns should be preserved by restricting the consolidation of these lots into larger lots.

Policy 7.6.2 Incentivize retention of character enhancing buildings.

Character-enhancing buildings received a “6L” California Historic Resources Status Code (CHRSC) in the historic survey. As such, these buildings were determined not to be eligible for the same level of protection as cultural resources. However, because they are character-enhancing, the City should consider strategies to incentivize their retention, such as allowing them to sell TDR to when they are part of a larger development project.

Appendix F: Western SoMa Plan Western SoMa Social Heritage & Cultural Preservation Policies (March 2013)

Many streets and alleys within Western SoMa alleys reflect historically significant social and cultural values, custom and traditions carried out since the early 1900s, especially along Folsom Street and Dore Alley where street fairs have taken place since the 1980s. While the prospect of replacing, repairing, restoring or rehabilitating public alleys implies a burden in terms of cost, it also poses the opportunity to plan, design and locate routes in a manner responsive to future community needs and desires. Policies in this part of the Community Plan encourage the use of public alleys for traditional historical events that are part of the social heritage of the neighborhood.

OBJECTIVE 6.1 IDENTIFY AND EVALUATE HISTORIC AND CULTURAL RESOURCES.

POLICY 6.1.1 Survey, identify and evaluate historic and cultural heritage resources in a manner that is consistent with the context statement prepared for the Western SoMa area.

POLICY 6.1.2 Recognize the contributions of the Filipino and Lesbian, Gay, Bisexual, Transsexual and Queer (LGBTQ) communities by creating Social Heritage Special Use Districts.

POLICY 6.1.3 Conduct historic and socio-cultural heritage resource surveys within Western SoMa.

POLICY 6.1.4 Establish boundaries, and designations in all proposed and new preservation districts.

POLICY 6.1.5 Identify traditional historical events as part of the neighborhood's social heritage.

POLICY 6.1.6 Include history of alleys as an important part of the 'social-cultural heritage' resource.

POLICY 6.1.7 Create a timeline and implementation plan for preservation objectives and policies.

OBJECTIVE 6.2 PROTECT HISTORIC AND CULTURAL RESOURCES.

POLICY 6.2.1 Protect individually significant historic and cultural resources and historic districts in the Western SoMa Area Plan from demolition or adverse alteration.

POLICY 6.2.2 Protect individually designated resources and resources that are valuable as a group.

POLICY 6.2.3 Protect properties associated with events contributing to local history, including events that occur in public streets and alleys.

POLICY 6.2.4 Protect properties that are significant for their architecture and design, including those eligible under National Register Criteria C (Design/Construction) and California Register Criterion 3 (Architecture).

POLICY 6.2.5 Protect resources that appear eligible for formal preservation designation.

POLICY 6.2.6 Support the current use of public alleys for traditional historic events that are part of the neighborhood's social heritage.

OBJECTIVE 6.3 DEMONSTRATE LEADERSHIP THROUGH PRESERVATION, REHABILITATION AND ADAPTIVE RE-USE.

POLICY 6.3.1 Support the retention of “social heritage” values, properties and historic preservation districts within Western SoMa.

POLICY 6.3.2 Preserve, restore, and rehabilitate social heritage assets with an appropriate re-use that responds to the “adaptive re-use analysis” and “adaptive re-use programs” proposed in the Western SoMa SUD.

POLICY 6.3.3 Prevent or avoid historic resource demolitions.

POLICY 6.3.4 Prevent destruction of historic and cultural resources resulting from owner neglect or inappropriate actions.

POLICY 6.3.5 Collect, archive, maintain and protect documents and artifacts that are important to the local built environment and history.

POLICY 6.3.6 Preserve and protect all identified Native American and other archeological resources.

POLICY 6.3.7 Develop and maintain map and database inventory of known archeological resources.

POLICY 6.3.8 Incorporate preservation goals and policies into land use decision-making process.

POLICY 6.3.9 Establish specific design guidelines to follow in all of the proposed historic preservation districts for Western SoMa.

POLICY 6.3.10 Establish the recommended Art Deco and Light Industrial and Housing historic preservation districts recommended in the 2006 South of Market “Context Statement.”

OBJECTIVE 6.4 ENSURE THAT LAND USE CHANGES RESPECT THE NEIGHBORHOOD CHARACTER AND SOCIAL HERITAGE.

POLICY 6.4.1 Identify Filipino, LGBTQ resources and provide opportunities for their restoration, rehabilitation, and preservation in Western SoMa adaptive re-use projects.

POLICY 6.4.2 Recognize the social and cultural heritage values and properties of the LGBTQ District, already acknowledged and documented by its own community and local history. There is significant documentation recognizing sexually based historic resources that have made a significant contribution to the broad patterns of the history of our country as well as the history of San Francisco. A distinctive gay population began to gather in SoMa in the late 1940s. The group was referred to as “leather.” Western SoMa Task Force research includes documentation of known LGBTQ assets. Folsom street for example became the spine of many “leather” bars. One of the memoirs is the Folsom Street Fair, which began in 1984 and today is the largest leather event in the world.

POLICY 6.4.3 Recognize the social and cultural heritage values and properties of the Filipino District, already acknowledged and documented by its own community and local history. The South of Market

Project Area Committee (SOMPAC) has published a number of documents that contribute to recognizing a Filipino based district in South of Market. The Filipino American Foundation has identified more than 25 historic sites, buildings, and objects, and also proposed boundaries to establish a Filipino social heritage district. The proposed Filipino district highlights the long-standing cultural institutions in the neighborhood as they have served as places of worship, for community services, for arts expression, and as sites for cultural activities and events in the same manner a plaza would function in the Philippines. The district includes several sites that host folkloric events, and streets named after Philippine national heroes.

POLICY 6.4.4 Protect the “social heritage” values, properties and social heritage districts within Western SoMa.

OBJECTIVE 6.5 PROVIDE PRESERVATION INCENTIVES AND GUIDANCE.

POLICY 6.5.1 Encourage historic preservation through development of financial incentive programs.

POLICY 6.5.2 Encourage the use of grants for preservation, restoration, rehabilitation and adaptive re-use.

POLICY 6.5.3 Educate decision makers about economic benefits of preservation, restoration, rehabilitation and adaptive re-use.

POLICY 6.5.4 Encourage historic preservation through adaptive re-use analysis and programs in Western SoMa.

POLICY 6.5.5 Follow up recommendations on adaptive re-use for a more sustainable neighborhood.

POLICY 6.5.6 Develop and maintain a locally accountable monitoring mechanism.

OBJECTIVE 6.6 PROVIDE PUBLIC INFORMATION, AWARENESS AND EDUCATION ABOUT HISTORIC AND SOCIAL HERITAGE RESOURCES.

POLICY 6.6.1 Disseminate information about the availability of financial incentives for qualifying historic preservation projects.

POLICY 6.6.2 Promote awareness about historic, cultural and social heritage resources.

POLICY 6.6.3 Encourage public participation in identification of potential resources.

POLICY 6.6.4 Encourage activities that foster awareness and education on historic preservation issues.

POLICY 6.6.5 Explore new strategies, including the use of public art, for integrating social history into traditional historic preservation.

POLICY 6.6.6 Provide a specific plan for reevaluation of resources and methodologies for updating surveys.

POLICY 6.6.7 Ensure a more efficient and transparent evaluation of project proposals that involve historic resources and minimize impacts to historic resources per CEQA guidelines. Maintaining and rehabilitating older buildings and other traditional historic and cultural resources in neighborhoods saves energy, time, money, and materials in the long term. It is the policy of San Francisco to promote resource conservation, rehabilitation of the built environment, and adaptive re-use of cultural resources using an environmentally sensitive “green building standards” approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and re-use of construction and demolition materials that retain structural integrity as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

OBJECTIVE 6.7 PROMOTE PRINCIPLES OF SUSTAINABILITY USING “GREEN” STRATEGIES ON PRESERVATION.

POLICY 6.7.1 Encourage the use of recycled materials in all new restoration, preservation, adaptive re-use and rehabilitation development in Western SoMa.

POLICY 6.7.2 Promote sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

POLICY 6.7.3 Use approved healthy methodologies in the recycled materials, restoration, and preservation in adaptive re-use and rehabilitation projects.

OBJECTIVE 6.8 FORMULATE AN EXPLICIT ADAPTIVE RE-USE PROGRAM. The fundamental objective of the adaptive re-use study undertaken by the consultants working with the Task Force is to inform the land use recommendations and promote development of preservation sensitive design controls for Western SoMa. A detailed analysis up front, in the neighborhood plan, allows the Western SoMa community to take a proactive approach to the issues of sensitive preservation and adaptive re-use potential for historic resources rather than simply reacting to random market-driven proposals.

POLICY 6.8.1 Build on completed Historic Context Statement for South of Market, fine tuning a range of building typologies.

POLICY 6.8.2 Research and apply “best practices” for potential re-use opportunities and constraints applicable to those various building typologies.

POLICY 6.8.3 Explore potential zoning tools that can be incorporated into the Western SoMa Plan that make operational the lessons learned from this study for development and adaptive re-use that is sensitive to historic resources.

POLICY 6.8.4 Create a set of design and rehab guidelines for historic structures in the Western SoMa area.

OBJECTIVE 6.9 PROTECT IDENTIFIED RESOURCES FROM NATURAL DISASTERS.

POLICY 6.9.1 Prepare historic resources for natural disasters.

POLICY 6.9.2 Preserve resources so they could survive future earthquakes.

POLICY 6.9.3 Ensure historic resources are protected after a disaster.

Appendix G: SoMa Pilipinas Board of Supervisors Resolution No. 119-16

1 [Establishing SoMa Pilipinas - Filipino Cultural Heritage District in San Francisco]

2
3 **Resolution establishing the SoMa Pilipinas - Filipino Cultural Heritage District in the**
4 **City and County of San Francisco.**

5
6 WHEREAS, The South of Market neighborhood ("SoMa") is home to the largest
7 concentrations of Filipinos in San Francisco and is a cultural center of the regional Filipino
8 community; and

9 WHEREAS, The Filipino community has deep roots that are embedded within the
10 institutions, events and experiences of the Filipino community living in SoMa; and

11 WHEREAS, Filipino culture is a critical part of the SoMa community's diversity, strength
12 and resilience; and

13 WHEREAS, According to the 2010 Census, the Filipino population has grown to
14 become the largest Asian American population in the state, totaling 1,474,707 persons, with
15 43% of all Filipinos in the U.S. live in California; and

16 WHEREAS The City and County of San Francisco is known to be one of the most
17 diverse population of immigrants in the nation, having certified Tagalog as its third official
18 language in 2014, and according to the 2010 Census there are 36,347 Filipinos in the City of
19 which 5,106 reside in District 6 clustered in the SoMa Pilipinas area; and

20 WHEREAS, SoMa Pilipinas - Filipino Cultural Heritage District (hereinafter "SoMa
21 Pilipinas") is home to Filipinos who have been an integral part of the City's cultural richness,
22 economic prosperity and historical significance; and

23 WHEREAS, The boundaries of the SoMa Pilipinas - Filipino Cultural Heritage District
24 shall be the area bound by 2nd Street to the East, 11th Street to the West, Market Street to
25

1 the North and Brannan Street to the South, as identified in the Western SoMa Community
2 Plan which was adopted by the Board of Supervisors in 2011; and

3 WHEREAS, Additionally, SoMa Pilipinas shall include the I-Hotel, Gran Oriente, Rizal
4 Apartments, the Iloilo Circle building, and surrounding areas including Rizal Street and Lapu
5 Lapu Street, because of the historic and cultural significance associated with these buildings
6 and areas; and

7 WHEREAS, SoMa Pilipinas' boundary demarcates the area with the highest visibility of
8 Filipino cultural landmarks including the San Francisco Filipino Cultural Center and the
9 Bayanihan Cultural Center, businesses, institutions, residences, places of worship, buildings,
10 activities, organizations including Filipina Women's Network, Filipino Community Center,
11 kularts, Keanry Street Workshop, Veterans Equity Center, West Bay Pilipino Center and
12 important Filipino cultural activities including the FAAE/Pistahan Parade and Festival, the
13 Parol Festival, Kulinarya and the New Filipino Cinema at Yerba Buena; and

14 WHEREAS, SoMa is today home to such landmarks as Bessie Carmichael
15 School/Filipino Education Center, the nation's first and only elementary school with a
16 curriculum in the Filipino language, , Victoria Manalo Draves Park, the first park named after a
17 Filipino American Olympic champion, the Gran Oriente Filipino Masonic Temple, the seven-
18 story Lipi Ni Lapu Lapu mural at the San Lorenzo Luis Center and several streets named for
19 important figures in Filipino history including Bonifacio, Lapu Lapu, Mabini, Rizal, Tandang
20 Sora, and Bindlestiff Studio, the only permanent community-based performing arts venue in
21 the nation dedicated to showcasing emerging Filipino American and Filipino artists; and

22 WHEREAS, Filipino immigration patterns to San Francisco are rooted in the conquest
23 and subsequent colonization of the Philippines by the United States in 1898, the American
24 colonial regime in the Philippines from 1899-1946, and ongoing, often unequal and imperialist
25 US-Philippines relations from 1946 to present; and

1 WHEREAS, U.S. Immigration policies intentionally caused waves of immigration of
2 Filipinos to support various growing U.S. industries, including immediately after the Philippine-
3 American War (1899-1913); and

4 WHEREAS, According to the 2013 San Francisco Filipino Heritage Addendum to the
5 South of Market Historic Context Statement, the first wave of Filipino immigration to the United
6 States can be traced directly to the Spanish-American War when San Francisco's Presidio
7 served as the principal port of embarkation for soldiers headed to the Philippines; and

8 WHEREAS, after the war, under the US government's Pensionado Program, hundreds
9 of Filipino students attended colleges and universities in the San Francisco Bay Area and in
10 Northern California; and

11 WHEREAS, the Hawaiian Sugar Planter's Association heavily recruited thousands of
12 Filipino workers to work on Hawai'ian plantations beginning in 1906, and after unsuccessful
13 strikes protesting their labor conditions, thousands migrated to the mainland to settle on the
14 West Coast and the San Francisco Bay Area in the 1910s and 1920s; and

15 WHEREAS, these students and workers were followed by thousands of Filipino
16 immigrants who came directly to California in the 1920s and 1930s, many of whom were
17 aspiring students, most of whom found work as Merchant Marines, on ships, and on farms,
18 canneries, and in the service sector in San Francisco and Northern California; and

19 WHEREAS, San Francisco served as a principal port for these men arriving in the
20 United States; and

21 WHEREAS, Many Filipino immigrants found employment in San Francisco's service
22 sector as bellhops, dishwashers, servants and cooks; and

23 WHEREAS, A Filipino enclave of bachelor men known as Manilatown developed
24 adjacent to Chinatown; and
25

1 WHEREAS, Despite the passage of the United States Immigration Act of 1924 which
2 barred Asian immigration, Filipinos continued to be aggressively recruited as a source of
3 cheap labor because Filipinos were classified as United States Nationals, not aliens and were
4 therefore exempt from the provisions of the Act; and

5 WHEREAS, The Filipino population in California rose from 2,700 in 1920 to over
6 20,500 in 1930 resulting in the formation of numerous Filipino social support organizations in
7 San Francisco; and

8 WHEREAS, Filipinos experienced racial segregation and violent and brutal anti-Filipino
9 sentiment in San Francisco and nationwide, resulting in the 1934 Tydings-McDuffie Act which
10 gave the Philippines independence but re-classified Filipinos as aliens and restricted entry to
11 50 per year; and

12 WHEREAS, During the Second World War, thousands of Filipino men volunteered for
13 service, and some 16,000 Filipinos living in California obtained U.S. citizenship; and

14 WHEREAS, the 1946 U.S. Bases Agreement between the U.S. Military and the
15 Philippines facilitated the recruitment of thousands of Filipino men into the U.S. Navy,
16 thousands of whom settled in San Francisco and the larger Bay Area after World War II; and

17 WHEREAS, The Immigration Act of 1965 was responsible for the second great wave of
18 Filipino immigration, when 20,000 Filipinos were allowed to enter the United States each year,
19 along with family members of Filipinos who were already U.S. citizens, and

20 WHEREAS, During the 1960s the number of Filipinos living in San Francisco roughly
21 doubled from 12,300 to 24,700 residents; and

22 WHEREAS, Many Filipino immigrants moved to SoMa because of its inexpensive rents
23 and proximity to service sector jobs; and
24
25

1 WHEREAS, By 1970, Filipinos were the largest ethnic group in the SoMa, and the San
2 Francisco Oakland metropolitan area had the largest population of Filipinos of any
3 metropolitan area in the continental United States; and

4 WHEREAS, Other social and economic forces including the creation of the Yerba
5 Buena Redevelopment area which demolished approximately 10,000 residential units and 700
6 businesses and the Fillmore/Western Addition Redevelopment area which demolished
7 another Filipino residential enclave led to the decline of Filipinos living in the South of Market
8 and Western Addition; and

9 WHEREAS, SoMa continues to be home to one of the highest concentrations of
10 Filipinos in San Francisco, with multi-generational Filipino households in houses, apartment
11 buildings and residential hotels nestled within the alleys and along the main streets of the
12 neighborhood; and

13 WHEREAS, From the span of 1970's to 1990's, a significant number of Filipino arts
14 facilities, retail businesses, streets and community-based organizations were established in
15 SoMa; and

16 WHEREAS, After 1990, with the amendment to the Immigration Nationality Act,
17 (IMMACT90) tens of thousands of Filipino World War II Veterans immigrated to the United
18 States seeking recognition and benefits, thousands many of whom moved to San Francisco,
19 specifically in the SoMa and other nearby areas; and

20 WHEREAS, To date, the surviving Filipino WWII Veterans still await full recognition and
21 equity; and

22 WHEREAS, Without proper support and appropriate and timely planning, SoMa
23 Pilipinas - its residents, businesses, arts, community-based organizations, places of worship,
24 and other cultural markers are subject to the threat of displacement given the current market
25 forces that are driving up housing and commercial rents; now, therefore, be it

1 RESOLVED That the Board of Supervisors of the City and County of San Francisco
2 (hereinafter "the Board") establishes SoMa Pilipinas-- Filipino Cultural Heritage District
3 preserve and further develop SoMa Pilipinas as the regional center of Filipino culture and
4 commerce, recognize the historical and present contributions of the community and
5 neighborhood, to stabilize Filipino residents, business and community-serving institutions;
6 and, be it

7 FURTHER RESOLVED, That the Planning Department shall work with the SoMa
8 Pilipinas Working Group consisting of members of the community representing the following
9 sectors: arts and culture, workers, business, schools, affordable housing, community
10 advocacy and land use, services, and city department and other local agency staff to develop
11 a strategic and implementation plan to set policies that promote community development and
12 stabilization, and increase the presence and visibility of the district; and, be it

13 FURTHER RESOLVED, These city departments and other agencies shall include but
14 not limited to, the Planning Department, Office of Economic & Workforce Development,
15 Mayor's Office of Housing & Community Development, Grants for the Arts, San Francisco Arts
16 Commission, Department of Human Service/Human Service Agency, Department of Aging
17 and Adult Services, Department of Children, Youth and their Families, Department of Public
18 Health, Office of Community Investment and Infrastructure, Department of Building Inspection,
19 Department of Public Works, Entertainment Commission, Recreation and Park Department,
20 and San Francisco Unified School District; and, be it

21 FURTHER RESOLVED, That such strategic plan for SoMa Pilipinas shall be developed
22 by the Planning Department and submitted to the Planning Commission and Board of
23 Supervisors within 6 months of adoption of this resolution; and, be it

24 FURTHER RESOLVED, That the Board commends the effort of the Filipino community
25 in working toward the creation of SoMa Pilipinas - Filipino Cultural Heritage District including

1 the monumental work of Filipino-American Development Foundation (FADF) in spearheading
2 this effort in conjunction with many other individuals and community organizations to form
3 district that will contribute to the sustainability, cultural visibility, vibrancy and economic
4 opportunity for Filipinos in the City and County of San Francisco.



City and County of San Francisco
Tails
Resolution

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

File Number: 151109

Date Passed: April 12, 2016

Resolution establishing the SoMa Pilipinas - Filipino Cultural Heritage District in the City and County of San Francisco.

April 04, 2016 Land Use and Transportation Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE

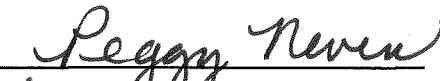
April 04, 2016 Land Use and Transportation Committee - RECOMMENDED AS AMENDED

April 12, 2016 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Mar, Peskin, Tang, Wiener and Yee

File No. 151109

I hereby certify that the foregoing
Resolution was ADOPTED on 4/12/2016 by
the Board of Supervisors of the City and
County of San Francisco.


for Angela Calvillo
Clerk of the Board


Mayor

4/22/16
Date Approved