### COMMITTEE/BOARD OF SUPERVISORS

**AGENDA PACKET CONTENTS LIST**

**Committee:** Land Use and Economic Development  
**Date:** May 19, 2014

**Board of Supervisors Meeting**

**Date:**

<table>
<thead>
<tr>
<th>Cmte Board</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Motion</td>
<td></td>
</tr>
<tr>
<td>Resolution</td>
<td></td>
</tr>
<tr>
<td>Ordinance</td>
<td></td>
</tr>
<tr>
<td>Legislative Digest</td>
<td></td>
</tr>
<tr>
<td>Budget and Legislative Analyst Report</td>
<td></td>
</tr>
<tr>
<td>Youth Commission Report</td>
<td></td>
</tr>
<tr>
<td>Introduction Form</td>
<td></td>
</tr>
<tr>
<td>Department/Agency Cover Letter and/or Report</td>
<td></td>
</tr>
<tr>
<td>MOU</td>
<td></td>
</tr>
<tr>
<td>Grant Information Form</td>
<td></td>
</tr>
<tr>
<td>Grant Budget</td>
<td></td>
</tr>
<tr>
<td>Subcontract Budget</td>
<td></td>
</tr>
<tr>
<td>Contract/Agreement</td>
<td></td>
</tr>
<tr>
<td>Form 126 – Ethics Commission</td>
<td></td>
</tr>
<tr>
<td>Award Letter</td>
<td></td>
</tr>
<tr>
<td>Application</td>
<td></td>
</tr>
<tr>
<td>Public Correspondence</td>
<td></td>
</tr>
</tbody>
</table>

**OTHER**

(Use back side if additional space is needed)

---

**Completed by:** Andrea Ausberry  
**Date:** May 15, 2014

**Completed by:**

**Date:**
[Establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco]

Resolution establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco.

WHEREAS, The Calle 24 Latino Cultural District memorializes a place whose richness of culture, history and entrepreneurship is unrivaled in San Francisco; and

WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District has deep Latino roots that are embedded within the institutions, businesses, events and experiences of the Latino community living there; and

WHEREAS, Because of numerous historic, social and economic events, the Mission District has become the center of a highly concentrated Latino residential population, as well as a cultural center for Latino businesses; and

WHEREAS, The boundary of the Calle 24 ("Veinticuatro") Latino Cultural District shall be the area bound by Mission Street to the West, Potrerò Street to the East, 22nd Street to the North and Cesar Chavez Street to the South, including the 24th Street commercial corridor from Bartlett Street to Potrero Avenue. Additionally, the Calle 24 ("Veinticuatro") Latino Cultural District shall include La Raza Park (also known as Potrero del Sol Park), Precita Park and the Mission Cultural Center because of the community and cultural significance associated with these places; and

WHEREAS, Calle 24 ("Veinticuatro") Latino Cultural District's boundary demarcates the area with the greatest concentration of Latino cultural landmarks, businesses, institutions, festivals and festival routes; and
WHEREAS, The Latino population in the Mission, and in the Calle 24 ("Veinticuatro") Latino Cultural District, represents a culturally diverse population with roots from across the Americas; and

WHEREAS, According to 2012 Census data, within the Calle 24 ("Veinticuatro") Latino Cultural District, 49% of the population self-identified as Latino; 38% identified as foreign-born and 16% identified as linguistically isolated; and

WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District plays a significant role in the history of San Francisco; and

WHEREAS, San Francisco has for centuries attracted people seeking refuge from war, upheaval and poverty in their home countries; and

WHEREAS, The immigrant experience remains an integral part of California and San Francisco's history, cultural richness and economic vibrancy; and

WHEREAS, From 1821 to 1848, the Mexican Republic controlled San Francisco and the city was home to the Mexican governorship and many Mexican families; and

WHEREAS, Beginning in 1833, the Mexican government began to secularize mission lands and distributed over 500 land grants to prominent families throughout California – known as "Californios" – in an effort to encourage agricultural development; and

WHEREAS, Mexican land grants, such as Mission Dolores, Rancho Rincon de las Salinas, and Potrero Viejo, include the geographic area that is now home to San Francisco's Mission District and have directly influenced the Calle 24 ("Veinticuatro") Latino Cultural District; and

WHEREAS, The Treaty of Guadalupe Hildalgo, ratified in 1848 ending the Mexican American War, guaranteed Mexicans living in the ceded territory – including what would become the State of California – full political rights, but such rights were often ignored, resulting in the slow dissolution of lands owned by Californios; and
WHEREAS, San Francisco experienced several waves of immigration in the late 1800s, including massive migration from Mexico, Chile and Peru as well as migration from Latin America during the Gold Rush; and

WHEREAS, Puerto Rican migration to San Francisco began in the 1850s and increased in the early 1900s when Puerto Ricans relocated to California by way of Hawaii; and

WHEREAS, San Francisco served as a refuge for Sonorans fleeing violence and upheaval in their home country due to the Mexican Revolution of 1910; and

WHEREAS, Beginning in the 1930s, Mexican and Latin American families began settling in the Mission District, building on the roots that had already been established nearly a century before; and

WHEREAS, After World War II, the Mission District became the primary destination for new arrivals from all regions of Latin America including Central America, Mexico, Venezuela, Colombia, Ecuador, Peru, Brazil, Paraguay, Uruguay, Chile, Argentina, Cuba, Dominican Republic, and Puerto Rico; and

WHEREAS, Throughout the 1970s and 1980s, Central American countries experienced major political conflict and families fleeing from conflict immigrated to San Francisco, greatly contributing to the Latino identity of the Mission District and the Calle 24 ("Veinticuatro") Latino Cultural District; and

WHEREAS, In 1989, in response to the increased immigrant populations, the City and County of San Francisco adopted a Sanctuary Ordinance that prohibits its employees from aiding Immigration and Customs Enforcement (ICE) with immigration investigations or arrests, unless mandated by federal or state law or a warrant; and

WHEREAS, Chicano and Latino activism, arts, commerce, and culture have centered in the Calle 24 ("Veinticuatro") Latino Cultural District since the 1940s; and
WHEREAS, The Mission District and Calle 24 ("Veinticuatro") were central to the Chicano Movement – its art, music, and culture, as well as labor and community organizing to battle the war on poverty; and

WHEREAS, Many of the Latino community-based organizations established within the Calle 24 ("Veinticuatro") Latino Cultural District during 1960s and 1970s were an outgrowth of social justice organizing; and

WHEREAS, Much of what makes the Calle 24 ("Veinticuatro") Latino Cultural District a culturally-rich and recognizable place are the Latino businesses and community-based organizations located along 24th Street; and

WHEREAS, Latino-based organizations were established on 24th Street to serve the needs of the community and promote culture and include: Mission Neighborhood Centers (1959), offering services targeted to Latina girls and young women, including homework assistance, leadership programs and anti-violence education; Mission Education Projects Inc. (1970s), providing educational and support services to youth and their families; Galería de la Raza (1970), nurturing cultural icons Mujeres Muralistas (1972) and Culture Clash (1984), helping to inspire the creation of the Mexican Museum and making a space for Latino artists to create innovative new works, transforming Latino art in San Francisco; Mission Cultural Center for Latino Arts (1977), promoting, preserving and developing Latino cultural arts; Calle 24 SF (formerly the Lower 24th Street Merchants and Neighbors Association) (1999), advocating for neighborhood services, local businesses, arts and culture programs and improved public spaces; Precita Eyes Mural Arts & Visitors Center (1977), offering mural classes, tours, and lectures, as well as painting several murals within the Calle 24 ("Veinticuatro") Latino Cultural District; Mission Economic Cultural Association (1984), producing many of the Latino festivals and parades, including Carnaval, Cinco de Mayo, and 24th Street Festival de Las Americas; Acción Latina (1987), strengthening Latino communities
by promoting and preserving cultural traditions, managing a portfolio of cultural arts, youth
programs, and media programs including *El Tecolote* newspaper, which upholds a nearly two-
century-long tradition of bilingual Spanish/English journalism in San Francisco; Brava Theater
(1996), portraying the realities of women’s lives through theater by producing groundbreaking
and provocative work by women playwrights, including well-known Chicana lesbian
playwright, Cherrie Moraga, and hosting a variety of Latino cultural events; and

WHEREAS, Small and family-owned businesses, including restaurants, *panaderias*
(bakeries), jewelry shops and *botánicas* (alternative medicine shops), promote and preserve
the Latino culture within the Calle 24 ("Veinticuatro") Latino Cultural District; and

WHEREAS, Longtime Mexican and Salvadoran *panaderias* such as La Victoria (1951),
Dominguez (1967), La Reyna (1977), Pan Lido (1981), and La Mexicana (1989) have served
up sweet breads to generations of Mission residents and visitors; and

WHEREAS, Restaurants, like The Roosevelt (1922) (formerly Roosevelt Tamale
Parlor), Casa Sanchez (1924), and La Palma Market (1953), have sustained Latino culinary
traditions, and Café La Boheme (1973), one of the first cafes established in the neighborhood,
has served as both a meeting space and cultural venue among Latino activists, writers, poets
and artists; and

WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District is visually distinct
because of approximately four hundred murals adorning its buildings depicting the Latino
experience in San Francisco that have been painted throughout the Mission District by
Chicano, Central American, and other local artists who had few, if any, opportunities to exhibit
their work in galleries; and

WHEREAS, Balmy Alley has the highest concentration of murals in San Francisco and
the mural project there emerged out of the need to provide a safer passage for children from
the Bernal Dwellings apartments to "24th Street Place," an arts and education program located
at the intersection of the alley and 24th Street, and run by Mia Gonzalez, Martha Estrella and Ana Montano; and

WHEREAS, The first mural painted in Balmy Alley was carried out in 1972 by the Chicana artist collective, Mujeres Muralistas, and, in 1984, more than 27 muralists added to the collection of outdoor murals in Balmy Alley, focusing on the conflicts in Central America, expressing anger over human rights violations and promoting peace; and

WHEREAS, Within the Calle 24 ("Veinticuatro") Latino Cultural District, additional notable murals include: Michael Rios’ “BART” mural (1975), Daniel Galvez’s “Carnaval” mural (1983), Precita Eyes’ “Bountiful Harvest” (1978) and “Americana Tropical” (2007), Mujeres Muralistas’ “Fantasy World for Children” (1975), Isaias Mata’s “500 Years of Resistance” (1992), Juana Alicia’s “La Llorona’s Sacred Waters” (2004), and the Galería de la Raza’s Digital Mural Project; and

WHEREAS, The York Mini Park grew from a vacant lot purchased by the City of San Francisco in the 1970s to a park adorned by murals painted by Michael Rios (1974) and Mujeres Muralistas (1975), as well as a mosaic of Quetzalcoatl that winds around the playground created by Collete Crutcher, Mark Roller and Aileen Barr under the direction of Precita Eyes (2006); and

WHEREAS, Annual festivals celebrating Latino culture, including Carnaval, Cinco de Mayo, the Lower 24th Street Festival de Las Americas (formerly the 24th Street Festival), Cesar Chavez Parade and Festival, Día de los Muertos Procession and Altars, and Encuentro del Canto Popular, represent the culture within the Calle 24 ("Veinticuatro") Latino Cultural District; and

WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District nurtured the expansion of the Latino music scene from Latin jazz to Latin rock and pop music and the 24th
Street Festival (later known as Festival de las Americas) showcased musical talents including Santana, Malo and Zapotec; and

WHEREAS, The Calle 24 ("Veinticuatro") Latino Cultural District was witness to the rise of the low-rider culture in the 1970s and, on weekends, Mission Street served as a bumper-to-bumper low-rider parade route; and

WHEREAS, After San Francisco authorities attempted to suppress cruising in the 1970s, the low-riders moved to La Raza Park also known as Potrero del sol Park where the low-rider clubs congregated in order to create a safe space for recreation; and

WHEREAS, Organized youth cleaned up La Raza Park and marched from the corner of 24th Street and Bryant Streets to City Hall with Latin American flags and signs that read "Build Us a Park," and, in response, San Francisco purchased the six-acre site with voter-approved bond funds and created La Raza Park; and

WHEREAS, St. Peter's Church is an anchor of the Callo 24 ("Veinticuatro") Latino Cultural District because of the spiritual services it has provided to the community and its association with Los Siete de la Raza, the Mission Coalition of Organizations, the United Farmworkers Movements, and the Central American Resource Center (CARECEN) of Northern California, among other social justice efforts; and

WHEREAS, The 24th Street BART station plazas have long served as a popular arena for public demonstrations, ranging from those organized by the Mission Coalition of Organizations to those associated with the Central American Solidarity movements in the 1970s and 1980s; and

WHEREAS, The two BART station plazas are popularly known as "Plaza Sandino" after Nicaraguan revolutionary Augusto Cesar Sandino and "Plaza Marti" after Salvadoran leftist leader Farabundo Martí; and
WHEREAS, A prominent feature of the Northeast 24th Street BART plaza is the 1975 mural painted by Michael Rios, which depicts the controversial impact of the 16th and 24th Street BART stations that were constructed in the 1970s by hard working residents who protested the extra sales tax that financed the rapid transit system; and

WHEREAS, Community leaders have long sought to preserve the culture and community of Calle 24 ("Veinticuatro"); and

WHEREAS, In the 1990s, Supervisor Jim Gonzalez introduced a façade improvement program and a Flags of the Americas Program wherein Mission artists created banners for display within the neighborhood to call attention to its Latino heritage; and

WHEREAS, Supervisor Jim Gonzalez established the 24th Street Revitalization Committee and made efforts to establish an Enterprise Zone for the Mission District; and

WHEREAS, In 2012, Mayor Edwin Lee's Invest In Neighborhoods Initiative selected Calle 24 ("Veinticuatro") for its economic development program and the establishment of a cultural district; and

WHEREAS, As part of a collaborative effort by Calle 24 San Francisco, the San Francisco Latino Historical Society, San Francisco Heritage, Mayor Edwin Lee and Supervisor David Campos worked together to create the Calle 24 ("Veinticuatro") Latino Cultural District as part of an effort to stabilize the displacement of Latino businesses and residents, preserve Calle 24 as the center of Latino culture and commerce, enhance the unique nature of Calle 24 as a special place for San Francisco's residents and tourists, and ensure that the City of San Francisco and interested stakeholders have an opportunity to work collaboratively on a community planning process, which may result in the Designation of a Special Use District or other amendment to Planning Code; now, therefore, be it

Mayor Lee, Supervisor Campos
BOARD OF SUPERVISORS
RESOLVED, That the Board of Supervisors of the City and County of San Francisco supports the establishment of the Calle 24 ("Veinticuatro") Latino Cultural District as a Latino cultural and commercial district in San Francisco; and, be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco commends the efforts of the Latino community in working toward the creation of the Calle 24 ("Veinticuatro") Latino Cultural District and the contribution it will provide to the cultural visibility, vibrancy and economic opportunity for Latinos in the City and County of San Francisco.
MEMORANDUM

TO: John Rahaim, Director, Planning Department
Mohammed Nuru, Director, Department of Public Works

FROM: Andrea Ausberry, Assistant Clerk, Land Use and Economic Development Committee, Board of Supervisors

DATE: May 2, 2014

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Economic Development Committee has received the following proposed legislation, introduced by Mayor Lee on April 22, 2014:

File No. 140421

Resolution establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco.

If you have any additional comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: AnMarie Rodgers, Planning Department
Aaron Starr, Planning Department
Frank Lee, Department of Public Works
DATE: May 15th, 2014

TO: Angela Calvillo
    Clerk of the Board of Supervisors

FROM: Supervisor Scott Wiener
       Chairperson, Land Use and Economic Development Committee

RE: Land Use and Economic Development Committee
    COMMITTEE REPORT

Pursuant to Board Rule 4.20, as Chair of the Land Use and Economic Development Committee, I have deemed the following matter is of an urgent nature and request it be considered by the full Board on Tuesday, May 20th, 2014, as a Committee Report:

140421 Establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco

Resolution establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco

This matter will be heard in the Land Use and Economic Development Committee on Monday, May 19th, 2014, at 1:30 p.m.
TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Mayor Edwin M. Lee
RE: Establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco
DATE: April 22, 2014

Attached for introduction to the Board of Supervisors is the resolution establishing the Calle 24 ("Veinticuatro") Latino Cultural District in San Francisco.

Please note this item is cosponsored by Supervisor Campos.

Should you have any questions, please contact Jason Elliott (415) 554-5105.

cc. Supervisor David Campos