



DRAFT Placemaking, Arts & Culture Priority Areas & Strategies

The following Placemaking, Art & Culture Priority Areas have been summarized from input collected through prior workshops, reports, surveys, and agency work.

Priority Area 1: Arts & Culture

Strengthen the infrastructure for Black artists, creatives, and culture-bearers through institutional investment, economic support, and collaborative opportunities — recognizing Black art as a vital cultural and economic driver for the neighborhood’s long-term prosperity.

- a. **Support and invest in local cultural institutions and Black artists**, strengthen capacity for Black creatives, and elevate arts and culture as a driving economic engine for the neighborhood.
- b. **Expand dedicated spaces, venues, and cultural platforms** for creative expression where Black creatives can present, perform, gather, learn, and collaborate on creative expression.
- c. **Expand education, training, and workforce pathways in the arts and creative industries** to support long-term career opportunities for Black residents.
- d. **Preserve and uplift the legacy of Black artists and long-standing community arts and media institutions**, ensuring their histories, contributions, and cultural impacts are celebrated and remain visible.

Priority Area 2: Neighborhood Identity & Placemaking

Anchor the Fillmore / Western Addition’s cultural identity and history through place-based investments and cultural programming.

- a. **Expand cultural programming and strengthen neighborhood identity** by supporting opportunities for local art, public performances, festivals, and community-led cultural events that celebrate and sustain the neighborhood’s Black identity and traditions.
- b. **Root cultural memory and storytelling in the public realm** through investments in community-led murals, gardens, landmarks, memory walks, and interpretative signage that honor displaced communities and uplift the Fillmore / Western Addition’s cultural legacy, while supporting local businesses.
- c. **Preserve and invest in Black cultural assets** by protecting and restoring significant buildings, historic landmarks, cultural centers, murals, art, and legacy Black businesses to ensure long-term stability for spaces and institutions central to Black cultural life in the Fillmore / Western Addition.

Priority Area 3: Recreation & Public Space

Invest in and activate public spaces (parks, plazas, cultural facilities, and open spaces) that celebrate Black history and creativity, foster social connection, and cultural resilience.

- a. **Secure sustainable funding and coordinate across local, state, and federal sources** to maintain and program high-quality, safe, well-lit, and active community environments that support cultural expression and multigenerational use.
- b. **Improve and expand parks, plazas, and public spaces** by creating flexible, multi-purpose spaces and stages for arts, performances, youth activities, fitness, recreation, community-led programming, and intergenerational activities.
- c. **Support local economic participation in public spaces** by integrating opportunities for neighborhood entrepreneurs and cultural vendors to inform public realm design, activation, and programming.

Priority Area 4: Transit & Neighborhood Access

Create a “people-first” neighborhood where residents of all ages can move safely and easily, with improved access and connections to essential community services across the Fillmore / Western Addition.

- a. **Create safer and more comfortable walking conditions** throughout the neighborhood to ensure all residents — especially youth, seniors, and people with disabilities — can easily reach community services.
- b. **Maintain and enhance the service quality, reliability, and comfort of bus and additional transit programs** — especially for seniors, families, and people with disabilities — while improving safe access to key stops and connections.
- c. **Partner with local organizations to design community-led biking initiatives** that reflect Fillmore’s unique cultural identity and micro mobility needs.
- d. **Balance new mobility with local vehicle access** — reducing ticket burdens, preserving critical parking, and improving loading for families and seniors.

Priority Area 5: Public Safety

Strengthen community well-being and promote safety through prevention-focused investments, culturally grounded partnerships, and better coordination of public services.

- a. **Invest in community-led safety initiatives** by supporting local organizations, ambassadors, and trusted messengers who provide conflict mediation, youth engagement, crisis response, and culturally relevant safety programming rooted in neighborhood relationships.
- b. **Improve lighting, visibility, and safety infrastructure** across key corridors, parks, transit stops, and public spaces through coordinated investments in maintenance, lighting upgrades, pedestrian-first design, and environmental safety improvements shaped by community priorities.
- c. **Expand holistic, non-police public safety resources**—including mental health responders, street outreach teams, wellness services, and trauma-informed support—to reduce harm, increase access to care, and address root causes of safety concerns.
- d. **Strengthen partnerships among residents, businesses, community groups, and city agencies** to coordinate safety responses, encourage shared stewardship of public spaces, and build trust through regular communication, joint events, and collaborative problem-solving.
- e. **Create safe pathways and supportive environments for youth** by investing in afterschool programs, arts and recreation opportunities, safe routes to schools and youth centers, and community-based mentorship that nurtures leadership and reduces exposure to harm.

Priority Area 6: Future Opportunities on Key Sites

Invest in community-identified sites in the Fillmore / Western Addition to create thriving places that support and serve the Black community.

- a. **Identify underutilized or vacant sites in the Fillmore / Western Addition for new uses, activation, and/or investment**, through community input.
- b. **Leverage public–private partnerships to strengthen communication and collaboration** to deliver new uses, activations and/or investment on key sites.

Placemaking, Arts & Culture Citation List

Reports

1. San Francisco African American Reparations Advisory Committee. (2023, July 7). San Francisco Reparations Plan: Final report [PDF]. San Francisco Human Rights Commission. <https://www.sf.gov/sites/default/files/2023-07/AARAC%20Reparations%20Final%20Report%20July%207%2C%202023.pdf>
2. Strategic Framework for Grantmaking. 2025. Grants for the Arts. https://media.api.sf.gov/documents/GFTA_Strategic_Framework_FINAL.pdf
3. Fillmore Biking & Rolling Community Action Plan. 2025. San Francisco Municipal Transportation Agency. <https://www.sfmta.com/media/41810/download?inline>
4. [Buchanan Street Mall Renovation Project](#): Visioning process, staff reports, schematic designs, and public presentations. 2015-2026. San Francisco Recreation & Parks
5. Fillmore & Turk Mini Park Renovation: Visioning process, staff reports, schematic designs, and public presentations. 2019-2023. San Francisco Recreation & Parks.
6. Fillmore Jazz Community Benefit District Management Plan. 2006. Fillmore Jazz CBD.
7. [African American Art & Culture Complex Strategy](#). 2026.
8. San Francisco Planning Department. (2024, February 21). African American Citywide Historic Context Statement [Historic Context Statement]. <https://sfplanning.org/african-american-historic-context-statement>
9. SF Public Library – Western Addition Branch Resources
10. Fillmore Biking & Rolling Community Action Plan. 2025. SFMTA.
11. [Western Addition Community-Based Transportation Plan | SFCTA](#)
 - [Existing Conditions](#)
 - [Community Outreach](#)
 - [Recommendations](#)
12. [Western Addition Community Safe Streets | SFMTA](#)
13. SF Planning Racial & Social Equity Plan: Phase I: refer to external conditions section for statistics by race such as unemployment, home ownership, etc.; and the glossary starting on page 147.

City Agencies, Organizations & Leaders Consulted

1. African American Art & Culture Complex (**AAACC**)
2. Human Rights Commission (**HRC**)
3. Office of Workforce and Economic Development (**OEWD**)
4. Recreation and Parks Department (**RPD**)
5. San Francisco Arts Commission (**SFAC**)
6. San Francisco Municipal Transportation Agency (**SFMTA**)
7. San Francisco Planning Department
8. San Francisco Police Department (**SFPD**)
9. San Francisco Public Defender
10. San Francisco Public Works (**DPW**)
11. FCAP Steering Committee Placemaking, Arts and Culture Champions

Contributing Community-Based Organizations

- San Francisco Reparations Plan
 - Code Tenderloin
 - Delta Sigma Theta Sorority, Incorporated, San Francisco Alumnae Chapter
 - GLIDE Center for Social Justice
 - Invest Black
 - Manny's
 - MegaBlack SF
 - New Community Leadership
 - SF Black Wall Street
 - Young Community Developers
- Western Addition Community-Based Transportation Plan
 - Mo'MAGIC
- Buchanan Street Mall Renovation Project
 - The Trust for Public Land
 - Citizen Film
 - Green Streets
 - The Exploratorium
 - Success Centers
- Fillmore Biking & Rolling Community Action Plan
 - New Community Leadership Foundation
- African American Historic Context Statement
 - San Francisco African American Historical and Cultural Society
 - Citizens Advisory Group: Mr. Carson Anderson, Mr. Mike Buhler, Dr. Robert Cherny, Mr. Daniel Landry, Mr. Rick Moss, Mrs. Alise Vincent