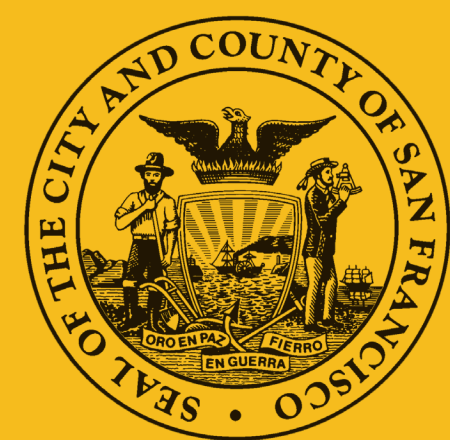


FILLMORE WESTERN ADDITION COMMUNITY PLANNING



COMMUNITY PLANNING PROCESS OVERVIEW

The Fillmore Western Addition neighborhood anchors San Francisco’s Black cultural life and is home to a mix of Black, Japanese, and Jewish communities, reflected in the neighborhood’s residents, businesses, events, and landmarks. At the same time, the Black community has experienced persistent challenges for securing housing, retaining businesses, accessing the workforce, and growing

their cultural production and events. Past Urban Renewal and Redevelopment led to the ongoing displacement and forced migration of the Black community, compounding challenges that are still felt today.

Today, these compounding challenges are bringing together community and City leadership to guide a community-driven vision for the future of the neighborhood.

This Open House begins a Community Planning process to deepen community relationships and shape the City’s continued commitment to the Fillmore Western Addition neighborhoods. Together, community and City leadership aim to shape pathways that ensure all community residents can thrive and ensure the rich culture and heritage of Black communities is preserved and sustained as part of the Fillmore Western Addition.

PROJECT GOALS



Establish a community-led vision for place-based investments



Protect and celebrate Black cultural heritage

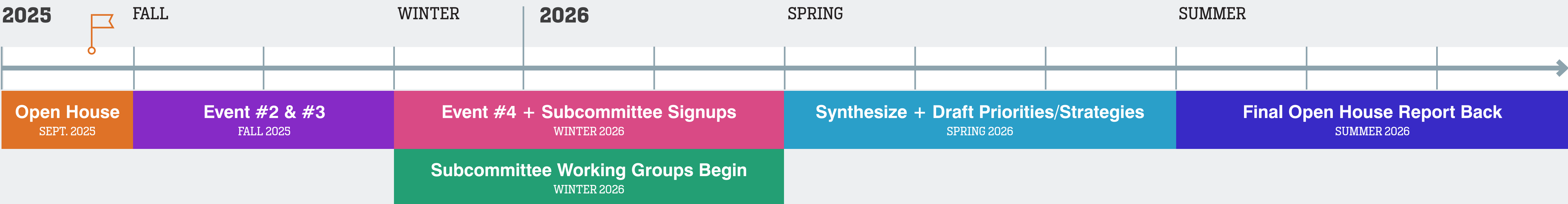


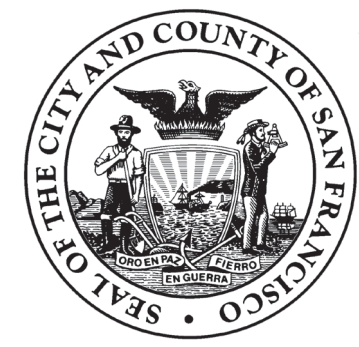
Build a lasting community-city-institution partnership



Build consensus on collective community priorities

POTENTIAL TIMELINE





HOUSING

STATION 1

WHAT WE'VE HEARD

What we heard, drawn from the Consolidated Plan, the Housing Element, and the Reparations Plan, to expand homeownership and access to affordable housing for the Fillmore / Western Addition communities:



Communities desire tailored housing solutions; often linking ideal housing (types, amenities, size) to neighborhood quality of life concerns (like safety, green spaces, cultural centers, etc.)

Continue to support programs like Certificate of Preference and Dream Keeper Downpayment Assistance Loan Program to ensure access and financial support

Create and support Black-led organizations to lead affordable housing development, community land trusts, housing cooperatives, and homelessness services

Support preservation, rehabilitation, and rebuilding of cooperatives with right to return and relocation plans

Ensure access to affordable housing programs, including Section 8

Support programs for Black homeowners to maintain and upkeep their homes

Support tenants in properties with upcoming affordability expirations

Provide tenant protection services

Support the revitalization of affordable projects such as Midtown Apartments and Plaza East, without displacement of current residents

EXISTING EFFORTS, STRATEGIES, AND PROGRAMS

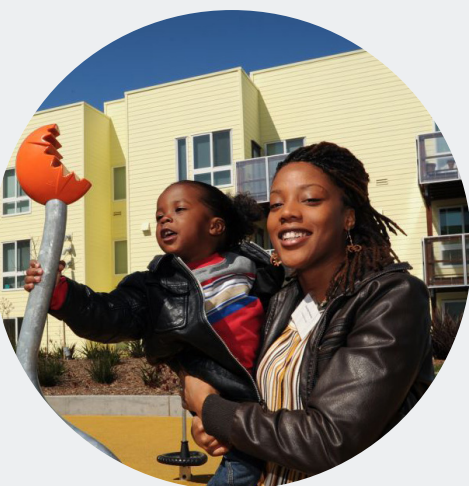
- » DAHLIA is the online portal for people to apply for affordable housing.
- » The Certificate of Preference and other housing lottery preferences prioritize applicants for affordable housing.
- » Downpayment Assistance Programs help first time homebuyers.
- » LISC's Faith and Housing program is helping churches learn more about developing affordable housing.

- » Site preservation programs allow community developers to purchase private buildings and convert them to permanent affordable housing.
- » Construction of new affordable housing is happening throughout San Francisco.
- » Grants support neighborhood nonprofits in providing tenant legal services.
- » Emergency Rental Assistance Program (ERAP) helps tenants make ends meet in emergencies.



- » Voters approved limiting funding for new subsidy program (Prop G) targeting Extremely Low Income (ELI) households.
- » Favorable new development and loan terms for Emerging Developers

DATA POINTS



50%

Decline of Black population since 2000, from 11,700 to 6,100 residents

\$56,000

Median income for Black Households in Fillmore Western Addition (less than 1/3 of White Households and 40% of all households)

15%

Applicants for DAHLIA Citywide affordable housing units in 2024 were Black, and 15% of placements Black households



3,207

Affordable housing units added or renovated in the past 15 years

889

Affordable housing units under construction or renovation



QUESTIONS

Post your feedback below each one of the questions!

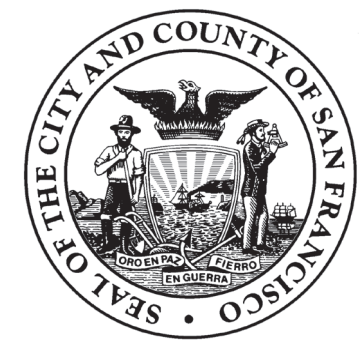


A What barriers do you see that prevent Black residents in the Fillmore Western Addition from accessing housing?

B Have you ever tried to access affordable housing? What was your experience?

C What types of support do Black homeowners need to keep and improve their homes or build wealth through housing?





HEALTH

STATION 2

WHAT WE'VE HEARD

Address persistent issues in environmental and community health

Reduce the ongoing burden of stress disparately endured by Black San Franciscans

Address critical needs for mental health, heart health, diabetes, high blood pressure, and substance use

Need access to stable housing, food security and access to culturally appropriate care and services as baseline for community health



DATA POINTS



14%

Between 2020 and 2022, preterm birth rates were highest among Black/African American infants at 14%, compared to 8% for all infants.

Preterm birth is the leading cause of infant mortality in San Francisco.



67.3

As of 2021, life expectancy among Black/African American among San Francisco residents was lower than the citywide average (67.3 years vs 81.9 years, respectively)



Leading Causes of Death

In 2024, the top 3 primary causes of death among those identified as Black or African American In San Francisco included:

- 1) drug use disorders
- 2) ischemic heart disease
- 3) hypertensive diseases

EXISTING EFFORTS, STRATEGIES, AND PROGRAMS

1. Providing Primary Care

- » The Maxine Hall Health Center in the Western Addition Neighborhood serves 3,000 clients treating common health concerns, preventative medicine, management of chronic illnesses, and mental health services. Maxine Hall is open to new clients with MediCal, Medicare (non-managed care), and those who are uninsured or undocumented.

2. Building Community Partnerships

- » Programs designed to reduce health disparities and improve mental and physical health in the Fillmore/Western Addition and in the Black/African American community at large. Examples include:
- Booker T. Washington Community Service Center provides services and programs designed to reduce the many social, economic, and educational disparities that challenge the youth and families we serve.
- Westside Community Services provides quality, family-centered, culturally competent behavioral health and human services.
- The UMOJA Health Access Point (HAP) serves as a community hub providing free health and wellness services addressing key health conditions that continue to influence Black/African American communities. While located in the Bayview, the HAP is building partnerships with existing community organizations to provide services in the Fillmore/Western Addition.

- » 2024 Community Health Assessment (CHA) provides an analysis of several key health status indicators and conditions affecting the residents of San Francisco.
- » 2025 Community Health Improvement Plan (CHIP) is an action plan to ensure coordinated, collective efforts in addressing community health needs.

3. Improving Environmental Health

- » DPH responds to health hazards to ensure that people can live safely in the community. This includes responding to complaints such as illegal dumping that contributes to increased rodent activity.

4. Maternal, Child, and Adolescent Health (MCAH) Services to Improve Health Outcomes

- » To help mitigate poor maternal and infant health outcomes, services include: Black Infant Health Program (BIHP), a culturally affirming prenatal and postpartum support for Black birthing individuals, focusing on empowerment, education, and peer connection, access to Doula Services, and home Visiting Programs, and connecting families to critical resources, as social determinants of health, such as stable housing, access to mental health service, comprehensive prenatal care.

QUESTIONS

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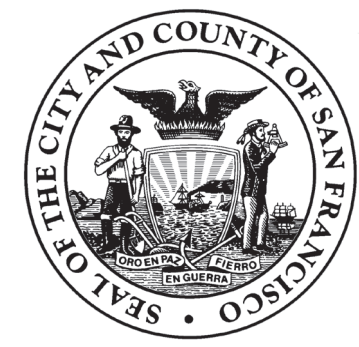


A What are the top three health issues that affect you and your family most?

B What would make it easier to get the care you need?

C What health services and programs do you wish were available in your neighborhood?





PLACEMAKING + CULTURE



Photo by Lynn Friedman

WHAT WE'VE HEARD

What we have heard drawn from the Reparations Plan and African American Historic Context Statement.

Create safer public spaces through improvements to the built environment

Create and sustain a thriving neighborhood for Black San Franciscans, with economic activity and opportunities, vibrant and safe public spaces

Create vibrant community spaces centered on the Black community which also support cultural institutions including Fillmore Heritage center, African American Arts and Culture Complex, SF African American Arts and Culture District, and others identified through community outreach)

Commemorate historic sites through historic plaques, create walking and virtual tours, invest in youth cultural heritage and educational programs

Renovate and reactivate the historic former Muni Fillmore Substation building

Support Cultural Districts as a tool to preserve and uplift cultural heritage for the Fillmore

Increase lighting along the commercial corridor

Support Local landmark designation

EXISTING EFFORTS, STRATEGIES, AND PROGRAMS

- » Jazz Festival
- » Ambassador Program
- » Buchanan Street Mall Renovation
- » Muni Fillmore Substation building – Q2 FY 2025-2026 OEWD & DPW developing a seismic evaluation and cost estimate for future building restoration

- » OEWD Customer Attraction Events & Activations
 - Lower Fillmore Cultural Events (e.g. Mardi Gras, Grillin' in the 'Mo, Kwanzaa, "A Senior Moment")
 - Commercial Corridor Customer Attraction Events: Fillmore Holiday Block Party, Fillmore Business Crawls
 - Corridor Marketing



DATA POINTS



21 Parks and Open Spaces in Fillmore/Western Addition



Legacy Businesses include cultural anchors such as Rooky Ricardo's Records, and the African-American Shakespeare Company



City Landmarks significant for African American history include Marcus Books-Jimbo's Bop City, Madame C.J. Walker Home for Girls and Women, and Third Baptist Church

QUESTIONS

Post your feedback below each one of the questions!



A How can public spaces in the Fillmore Western Addition uplift Black culture and heritage?

B What kinds of programs, events, or spaces would make community hubs more vibrant and welcoming to youth, seniors, and families in the Black community?

C What would make you feel a stronger sense of belonging in your neighborhood?





ECONOMIC DEVELOPMENT

STATION 4A

WHAT WE'VE HEARD

What we heard drawn from community engagement including one on one conversations, meetings, and project implementation:

Support Black entrepreneurs and ensure that Black owned businesses thrive in San Francisco

Sustain African American Cultural and social heritage through SF Legacy Business Registry and Preservation funds

Increase customer foot traffic to support small businesses within Fillmore Corridor

Have a Fillmore Corridor that is vibrant with activity and that is reflective of Fillmore's Black history including jazz, music, arts and entrepreneurship



EXISTING EFFORTS, STRATEGIES, AND PROGRAMS

San Francisco Office of Economic and Workforce Development (OEWD) Lower Fillmore Corridor and Small Business Support:

A. Merchant and Community Engagement in Economic Development Strategies

- » Fillmore Merchants Association collaboration on coordination of projects
- » Corridor Ambassador: Community engagement, storytelling history exhibits and tours
- » Transportation Options for Seniors and People with Disabilities: OEWD partnered with SMTA's Mobility Management Center held meetings throughout the Fillmore/Western Addition to provide access to free and low-cost transportation options (taxi/shuttle) for grocery shopping and essential trips

B. Small Business Strengthening & Investment

- » One-on-one consulting: marketing, real estate negotiations, grants, startup/expansion plans
- » Trainings & workshops: paid entrepreneurship cohorts

- » Small business incubation: In the Black Storefront
- » Loans & grants: Grants for new storefronts, improvements, vandalism repair, meeting ADA requirements

C. Customer Attraction Events & Activations

- » Lower Fillmore cultural events (e.g. Mardi Gras, Grillin' in the 'Mo, Kwanzaa, "A Senior Moment")
- » Commercial corridor customer attraction events: Fillmore Holiday Block Party, Fillmore Business Crawls.
- » Corridor marketing

D. Business Attraction & Vacancy Filling

- » Matchmaking (landlords ↔ tenants)
- » Commercial lease and permitting navigation
- » Financial/marketing support

- » Focus on key business types: pharmacy, banking, food/grocery
- » Businesses opened since 2021 supported by OEWD: In The Black Retail Store (12 businesses), Nia Soul, Minnie Bell's Soul Movement, KC Paris Desserts, Honey Art Studio, Mission Beat't , Karte Blanche, Madrid's Bleu Champu Salon

E. Small Business Growth

- » Upcoming programs to support business growth and expansion will include legal, accounting, finance, marketing/branding, pricing, e-commerce



QUESTIONS

Post your feedback below each one of the questions!

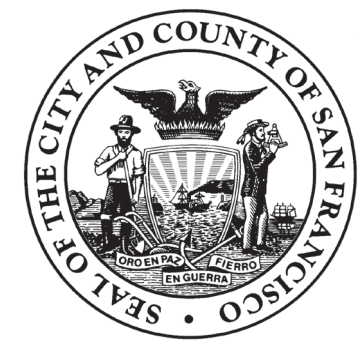


A What types of businesses or services would you like to see in the empty storefronts along Fillmore?

B How often do you shop, eat, or spend money on Fillmore Street right now and where?

C Since Safeway closed, where do you shop for fresh food? Would you use food trucks, a pop-up market or a weekday farmers market in the Fillmore?





WORKFORCE DEVELOPMENT

STATION 4B

WHAT WE'VE HEARD

Through reports from our Job Center in the Fillmore/Western Addition, in addition to tabling and interacting with community at career fairs/events, we have heard the following workforce needs:

Include more paid training opportunities and short-term training programs

Expand wrap-around and support services to address the holistic needs of job seekers such as housing, childcare, mental wellness, financial support (ie: CalWORKS, CalFRESH, etc)

Provide realistic timeframes in workforce programs to prepare job seekers to apply and find a job

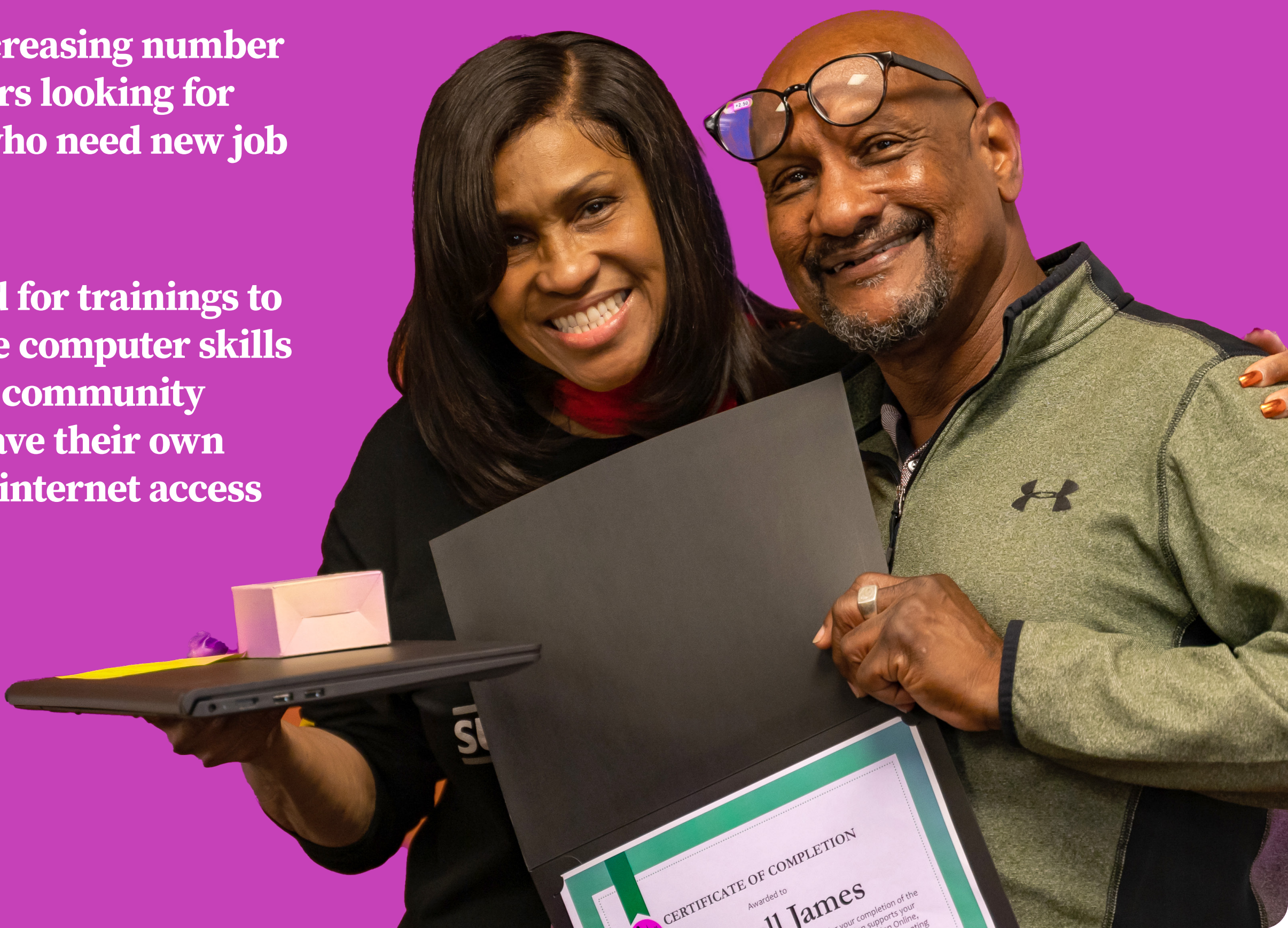
Provide supportive services and financial incentives to support people to keep their job, improve their skills over time, and advance in their career

Provide more connections to companies who will hire people who have been unemployed for a long time

Provide pre-apprenticeship and apprenticeship training opportunities for young adults in traditional and non-traditional careers

There is an increasing number of older workers looking for employment who need new job skills

There is a need for trainings to improve online computer skills and a need for community members to have their own computer and internet access



DATA POINTS



4.4%

Current unemployment rate in San Francisco as of July 2025

Source: California EDD, US Bureau of Labor Statistics

EXISTING EFFORTS, STRATEGIES, AND PROGRAMS

The San Francisco Office of Economic and Workforce Development (OEWD) funds community-based partners to provide workforce development programs in the Fillmore/Western Addition and throughout the City.

Total investments in Fillmore/Western Addition for FY 25-26 = \$1,155,000 (\$930,000 for Neighborhood Job Center and \$225,000 for Young Adult Subsidized Employment Program)

OEWD funds Success Centers to operate a Neighborhood Job Center at 1449 Webster Street that offers an array of individualized workforce services such as:

- » Job readiness workshops
- » Job search assistance
- » Employer connections through employer spotlights and job/career fairs
- » Connection to educational/training opportunities through OEWD's sector

academies in healthcare, hospitality, technology, and construction

- » Connection to funding for occupational skills training for residents
- » Access to computers, printers, phones, and other equipment to support community with job search needs
- » Connection to services across the city through OEWD's network of adult and young adult job centers and sector training programs

For 16-24 transitional age youth, OEWD funds Success Centers to offer a Young Adult Subsidized Employment Program which provides youth with paid work experience to get them ready for the workforce. While enrolled in paid work experience, they receive valuable services including case management, career plans and job placement assistance. Connections to other young adult services can be made through OEWD's network of young adult service providers.



QUESTIONS

Post your feedback below each one of the questions!



A Where do you go to access workforce job training and placement services or help with getting a high school diploma/GED or college degree?

B What additional education/training will assist you with improving your skills and getting a good paying job?

C What prevents you from accessing employment and training programs?

