



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** January 16, 2013  
**TO:** Historic Preservation Commission  
**FROM:** Mary Brown  
**Preservation Planner**  
**RE:** Quarterly Report: Landmark Designation Work Program

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### Quarterly Report: September - December 2013

The second quarterly report for fiscal year 2012/2013 includes hours and tasks undertaken by Planning Department (Department) staff in support of projects included on the Historic Preservation Commission's (HPC) current Landmark Designation Work Program. This quarterly report covers the period July 1, 2013 to December 31, 2013.

<b>Project</b>	<b>Appleton &amp; Wolfard Libraries</b>
Total Hours	25
FY 12/13	0
Description	Review and oversight of Article 10 designation for North Beach and Marina branch libraries including: HPC and Board of Supervisors hearing preparation and follow-up.
<b>Project</b>	<b>Landmark Designation Work Program – Administration FY 12/13</b>
FY 12/13	16
Description	Prepare quarterly reports for HPC, update shared Landmark designation hearing schedule, and analyze projected versus actual project hours and tasks.
<b>Project</b>	<b>Stow Lake Boat House</b>
Total Hours	55 <sup>1</sup>
FY 12/13	0
Description	Field visits; photography; DPR 523-A and DPR 523-B form production; historic photograph search; architect research; style research; boat house research; editing; meeting with Rec & Park staff; Department review; Case Report development; Motion and Exhibit A development; packet preparation; respond to media; contact with stakeholders; contact with Commissioners; presentation preparation; HPC hearing; and post-hearing review.

<sup>1</sup> Research activity prior to February 9, 2011 is not reflected in the 54 hours. Approximately 20 additional hours were expended as part of the larger Golden Gate Park historic district research process.

<b>Project</b>	<b>Cowell House, 171 San Marcos Avenue (Preserve America)<sup>2</sup></b>
Total Hours	15
FY 12/13	8
Description	Owner notification, case tracking, website content, building permit research, site visit and photography. — Researched and wrote Landmark Designation Report (in-progress).
<b>Project</b>	<b>2 Clarendon Avenue (Anshen + Allen)</b>
Total Hours	2
FY 12/13	0
Description	Owner notification, case tracking, website content, and building permit research.
<b>Project</b>	<b>Henry Doelger Sales Office, 320-326 Judah Street (Preserve America)</b>
Total Hours	111
FY 12/13	66
Description	Owner notification, case tracking, website content, building permit research, volunteer management, review and comment on biography draft, site visit and photography, meetings with realtor and new property owner, research, writing of Landmark Designation Report, case report, resolution, and initiation hearing at the HPC. — Prepared documents for the HPC recommendation hearing, coordinated with City Attorney, and transmitted documents to the Board of Supervisors. Property owner contact and assistance.
<b>Project</b>	<b>Marcus Books / Jimbo's Bop City, 1712-1716 Fillmore Street (Preserve America)</b>
Total Hours	29
FY 12/13	15
Description	Owner notification, case tracking, website content, stakeholder contact, and research at San Francisco Redevelopment Agency archives. — Managed work of a pro-bono consultant, reviewed and edited draft Landmark Designation Report, and discussions with property owner.
<b>Project</b>	<b>Sailors' Union of the Pacific, 450 Harrison Street</b>
Total Hours	5

<sup>2</sup> Originally, Preserve America grant funding covered the period August 1, 2010 to August 31, 2012. In May 2012, Preserve America granted a four-month extension, resulting in a new funding period of August 1, 2010 to December 31, 2012.

FY 12/13	4
Description	<p>Owner notification, case tracking, website content, organize files for property owner review.</p> <p>—</p> <p>Prepared Landmark Designation Report (in-progress), volunteer oversight, and contact with property owner’s representative.</p>
<b>Project</b>	<b>Sam Jordan’s Bar, 4004 Third Street (Preserve America)</b>
Total Hours	120
FY 12/13	34
Description	<p>Owner notification, case tracking, website content, coordination with pro-bono consultant, research, site visits and photography, discussions with property owner, review and edit draft Landmark Designation Report, develop new report format and organization, prepare case report and documentation for June 20, 2012 HPC hearing, prepare case report and resolution for July 18, 2012 HPC hearing, discussions with city attorney, develop new graphic design template for landmark designation reports, and prepare and transmit documents for Board of Supervisors hearings.</p> <p>—</p> <p>Hearing at Board of Supervisors Land Use Committee, contact with Supervisor Malia Cohen’s office, and coordination with property owner.</p>
<b>Project</b>	<b>Preserve America Grant – Administration &amp; Promotion</b>
Total Hours	653
FY 12/13	154
Description	<p>Review of DPR523-B forms for eligible Article 10 properties; internal meetings and review; preparation for owner notification; material preparation for HPC hearings; HPC hearings (Dec. 15<sup>th</sup>, Jan. 19<sup>th</sup>, March 2<sup>nd</sup>, March 29<sup>th</sup>); volunteer oversight; post-hearing review of transcripts &amp; follow-up; project scheduling and budgeting; grant progress reports; press release; internal meetings; stakeholder contact; Market/Octavia recommendations to HPC; PowerPoint development for Dec. 15<sup>th</sup> HPC hearing; Duboce Park Neighborhood Association community meeting presentation; and water tap records research.</p> <p>Activities and notification related to the proposed Duboce Park Landmark District, Market Street Masonry Landmark District, Swedish American Hall, Twin Peaks Tavern, 2173 Fifteenth Street, and New Era Hall for the June 15, 2011 HPC hearing including: owner notification and public notification mailings, stakeholder follow-up, site visits, photography, and direct door-to-door outreach to commercial tenants.</p> <p>Development of printed materials including the Landmarks FAQ, Existing Landmark Districts brochure, Existing Conservation Districts brochure, and website content.</p> <p>Administrative support and management oversight.</p> <p>—</p> <p>Developed promotional materials for existing Article 10 Landmark Districts and Article 11</p>

	Conservation Districts including: self-guided walking tour maps for each Landmark District, updated brochures of Landmark Districts and Conservation Districts, and a draft Preservation Incentives brochure. Revamped the Preservation website to include a Google Map linking to existing Landmarks, Landmark Districts, Conservation Districts, and properties on the Landmark Designation Work Program.
<b>Project</b>	<b>Swedish American Hall, 2168 Market Street (Preserve America)</b>
Total Hours	19
FY 12/13	0
Description	Owner notification, case tracking, website content, develop outreach schedule, develop information packet, and presentations to the Swedish American Hall's Board of Directors (October 13 and November 2, 2011).
<b>Project</b>	<b>Twin Peaks Bar, 401 Castro Street (Preserve America)</b>
Total Hours	194
FY 12/13	106
Description	Case tracking, website content, owner notification, materials development, meetings with bar owners, contact with property owner, and historical research. Events included three "History Happy Hours" to record oral histories at the bar.  — Transcribed oral history interviews, researched and wrote Landmark Designation Report. Prepared case report, resolution, and presentations for hearings at the HPC and the Board of Supervisors Land Use Committee. Continued coordination with the media, the property owner and bar owner, and Supervisor Scott Wiener.
<b>Project</b>	<b>New Era Hall, 2117 Market Street (Preserve America)</b>
Total Hours	111
FY 12/13	109
Description	Case tracking, website content, and owner notification.  — Researched and wrote draft Landmark Designation Report (in-progress), wrote hearing-related supporting documents, and mailed an informational packet to the new property owner.
<b>Project</b>	<b>2173 Fifteenth Street (residence) (Preserve America)</b>
Total Hours	7
FY 12/13	6
Description	Owner notification, case tracking, website content, and discussions with property owner.  — Prepared Landmark Designation Report (in-progress).

<b>Project</b>	<b>Samuel Gompers Trade School, 106 Bartlett Street</b>
Total Hours	2
FY 12/13	1
Description	Owner notification, case tracking, and website content.
<b>Project</b>	<b>Sunshine School, 2728 Bryant Street</b>
Total Hours	3
FY 12/13	0
Description	Owner notification, case tracking, website content, stakeholder communication, and coordination with pro-bono consultant.
<b>Project</b>	<b>3655 Clay Street (William Wurster)</b>
Total Hours	3
FY 12/13	0
Description	Owner notification, case tracking, website content, building permit research, and scheduling of site visit.
<b>Project</b>	<b>Russell House (Eric Mendelsohn), 3778 Washington Street</b>
Total Hours	2
FY 12/13	0
Description	Owner notification, case tracking, and website content.
<b>Project</b>	<b>Congregation Emanu-El School Buildings, 1335 &amp; 1337 Sutter Street</b>
Total Hours	2
FY 12/13	0
Description	Owner notification, case tracking, and website content.
<b>Project</b>	<b>San Francisco Zoo: Mothers Building &amp; Fleishhacker Pool Building</b>
Total Hours	3
FY 12/13	1
Description	<p>Owner notification, case tracking, and website content.</p> <p>—</p> <p>Stakeholder contact related to the December 3, 2012 Fleishhacker Pool Building fire. Reviewed Emergency Order 104886E from Tom Hui, Acting Director of DBI, to allow demolition of the Fleishhacker Pool Building because it constitutes "imminent danger to pedestrians in the vicinity and potential squatters within the building." Given that the subject building has been identified as a life/safety hazard, the associated demolition permit was approved on December 7, 2012. (Note: HABS documentation prior to demolition.)</p>

<b>Project</b>	<b>Market Street Masonry Landmark District (Preserve America)</b>
Total Hours	339
FY 12/13	117
Description	<p><i>Outreach Materials:</i> Website content and updates; project FAQ; project Fact Sheet (draft); flyers and postcards for community events; PowerPoint presentations; and self-guided history walking tour map.</p> <p><i>Outreach Activities:</i> Develop a narrated online version of the community meeting PowerPoint; event mailings and contact with property owners; drop-off community events flyers to tenants; one-on-one meetings with property owners; brief Supervisor Jane Kim's office on proposed designation; and door-to-door delivery of HPC hearing notification flyers.</p> <p><i>2011-2012 Events:</i> December 14<sup>th</sup> Kick-Off Community Meeting; January 26<sup>th</sup> presentation to the Hayes Valley Neighborhood Association; February 13<sup>th</sup> Ask A Planner event; and February 15<sup>th</sup> Community Meeting.</p> <p><i>Associated Tasks:</i> Develop outreach plan and schedule; historical research related to walking tour map; site visits and photography; and create Google map of downloadable DPR523-AB forms.</p> <p>—</p> <p><i>Report Production:</i> Prepared Landmark District Designation Report, case reports, and resolutions for hearings at the HPC and Planning Commission. Coordinated with City Attorney and prepared commission presentations. Transmitted materials to the Board of Supervisors.</p>
<b>Project</b>	<b>Duboce Park Landmark District (Preserve America)</b>
Total Hours	786
FY 12/13	239
Description	<p><i>Outreach Materials:</i> Website content and updates; project Fact Sheet; flyers for seven community events; PowerPoint presentations for three community workshops; comment cards; large-scale graphics for interactive September 20<sup>th</sup> workshop; CEQA comparison chart; and large-scale graphics for December 7<sup>th</sup> community event.</p> <p><i>Outreach Activities:</i> Develop neighborhood history walking tour content; five mailings to tenants, owners, stakeholders and officials promoting meetings &amp; events; event poster and door-to-door flyering; email invites to all previous attendees and key stakeholders; write two articles for Duboce Triangle Neighborhood Association newsletter; follow-up with owners and stakeholders; meet with Recreation &amp; Parks Department staff; meetings with Supervisor Scott Wiener; and present to the Capital Committee of the Recreation and Parks Commission (November 2<sup>nd</sup>, 2012) .</p> <p><i>2011 Events:</i> July 16<sup>th</sup> Walking Tour; July 18<sup>th</sup> Kick-Off Community Meeting; August 16<sup>th</sup> Community Meeting; August 30<sup>th</sup> Ask a Planner Night, September 20<sup>th</sup> Community Workshop, September 27<sup>th</sup> Ask a Planner Night, and December 7<sup>th</sup> Drop-In Event.</p> <p><i>Research:</i> Historical research focused on water tap records, Sanborn maps, Block Books, <i>San Francisco Chronicle</i> archives, and Fernando Nelson; program and policy research</p>

	<p>focused on preservation incentives; and research studies focused on relationship between district designation and property value.</p> <p><i>Associated Tasks:</i> Volunteer oversight; create Google map of downloadable DPR523-A forms; revise designating ordinance; write description of character-defining features; develop proposed levels of review for future alterations; site visits to determine rear yard visibility; review proposed solar panel set-backs; project tracking and planning; respond to multiple media inquiries; site visits &amp; photography; administrative support; and tasks associated with amending the Mills Act.</p> <p>—</p> <p><i>2012 Events:</i> Presented a project update at the Duboce Triangle Neighborhood Association Meeting on August 13, 2012. Hosted, promoted, and prepared materials for a final community event on November 1, 2012.</p> <p><i>Associated Tasks:</i> Developed and promoted online questionnaire to gather resident and property owner feedback regarding proposed designation. Analyzed questionnaire results. Engaged in continued dialogue and outreach with property owners.</p> <p><i>Report Production:</i> Researched, wrote, and compiled Landmark District Designation Report. Prepared draft Designation Ordinance and coordinated with the City Attorney. Prepared case reports, resolutions, notification mailings, and presentations for two hearings at the Historic Preservation Commission.</p>
<b>Project</b>	<b>Golden Gate Park Landmark District</b>
Total Hours	372
FY 12/13	0
Description	<p>Meetings and discussions with Recreation &amp; Parks Department; contact with stakeholders; internal policy meetings; field visits and photography; review of building permits and architectural plans; research and document review; development of recommendations; creation of inventory spreadsheet; volunteer oversight; GIS mapping; presentation to PROSAC; development of levels of review; development of terminology FAQs; monthly updates to HPC; administrative assistance; tennis clubhouse HRE review and comment; site visits; development of landscape site evaluations; historic and archival research; and documentation of buildings and sites.</p>

*Attachment: Landmark Designation Work Program Quarterly Project Update: January 16, 2013*

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Landmark Designation  
Work Program

Quarterly Project Update: January 16, 2013

Name of Building or District	DPR 523-Series Form Status	Added to Work Program	HPC #1- Initiated	HPC #2 - Recc.'d	PC Review	BOS- 1st Read	BOS- Land Use	BOS-Full Board	Outreach & Research Schedule	Next Anticipated Hearing	Department Staff	District Supervisor	Additional Notes
<i>Proposed Landmark Districts</i>													
Golden Gate Park Landmark District	NR Nomination Form	Oct. 20, 2010							TBD	TBD	Mary Brown	D1 / Mar D5 / Breed	
Duboce Park Landmark District	DPR-523D	June. 15, 2011	Dec. 5, 2012	Dec. 19, 2012					Complete	PC Jan. 17, 2013	Mary Brown	D8 / Wiener	Preserve America grant
Market Street Masonry Landmark District	DPR-523D	June. 15, 2011	Aug. 15, 2012	Sept. 19, 2012	Sept. 20, 2012	Oct. 23, 2012			Complete	BOS Land Use Jan. 2013 (TBC)	Moses Corrette	D5 / Breed D6 / Kim	Preserve America grant
<i>Proposed Individual Landmarks</i>													
Cowell House 171 San Marcos Ave.	None	June. 15, 2011							In-progress	HPC Spring 2013	Mary Brown	D7 / Yee	Preserve America grant Property owner has expressed support for Landmark designation.
Sam Jordan's Bar 4004 Third St.	None	June. 15, 2011	June. 20, 2012	July. 18, 2012	n/a	July. 2012	Dec. 10, 2012		Complete	Full BOS Jan. 2013 (TBC)	Mary Brown	D10 / Cohen	Property owner has expressed support for Landmark designation.

Landmark Designation  
Work Program

Quarterly Project Update: January 16, 2013

Name of Building or District	DPR 523-Series Form Status	Added to Work Program	HPC #1- Initiated	HPC #2 - Recc.'d	PC Review	BOS- 1st Read	BOS- Land Use	BOS-Full Board	Outreach & Research Schedule	Next Anticipated Hearing	Department Staff	District Supervisor	Additional Notes
3655 Clay St. (Wurster)	None	June. 15, 2011							TBD	TBD	Mary Brown	D2 / Farrell	Property owner has expressed support for Landmark designation.
Marcus Books / Jimbo's Bop City 1712-1716 Fillmore St.	None	June. 15, 2011							Complete	HPC Feb. 2013 (TBC)	Mary Brown	D5 / Breed	Preserve America grant Pro-bono consultant Stacy Farr Property owner has expressed support for Landmark designation.
Henry Doelger Sales Office 320-326 Judah St.	None	June. 15, 2011	Sept. 19, 2012	Oct. 3, 2012	n/a	Nov. 20, 2012			Complete	Land Use Jan. 2013 (TBC)	Mary Brown	D5 / Breed	Preserve America grant Property owner has expressed support for Landmark designation.
Swedish American Hall 2168 Market St	DPR-523AB	June. 15, 2011			N/A				On hold	N/A	Moses Corrette	D8 / Wiener	Preserve America grant Property owner does not support Landmark designation.
Twin Peaks Bar 401 Castro St.	None	June. 15, 2011	Sept. 19, 2012	Oct. 10 2012	N/A	Nov. 6, 2012	Dec. 10, 2012		Complete	Full BOS Jan. 2013 (TBC)	Moses Corrette	D8 / Wiener	Preserve America grant Bar owner & property owner are supportive of designation.
New Era Hall 2117 Market St.	DPR-523AB	June. 15, 2011			N/A				In-progress	TBD	Moses Corrette	D8 / Wiener	Preserve America grant
2173 Fifteen Street	DPR-523AB	June. 15, 2011							TBD	TBD	Moses Corrette	D8 / Wiener	Preserve America grant Property owner has expressed support for Landmark designation.

Landmark Designation  
Work Program

Quarterly Project Update: January 16, 2013

Name of Building or District	DPR 523-Series Form Status	Added to Work Program	HPC #1- Initiated	HPC #2 - Recc.'d	PC Review	BOS- 1st Read	BOS- Land Use	BOS-Full Board	Outreach & Research Schedule	Next Anticipated Hearing	Department Staff	District Supervisor	Additional Notes
Russell House 3778 Washington St.	None	June. 15, 2011							TBD	TBD	Mary Brown	D2 / Farrell	
Samuel Gompers Trade School 106 Bartlett St.	DPR-523A	June. 15, 2011							TBD	TBD	Mary Brown	D9 / Campos	
Sunshine School 2728 Bryant St.	DPR-523A	June. 15, 2011							TBD	TBD	Mary Brown	D9 / Campos	Pro-bono consultant Bridget Maley Remodeling project is underway
Sailors' Union of the Pacific 450 Harrison St.	DPR-523AB equivalent	June. 15, 2011							TBD	TBD	Mary Brown	D6 / Kim	Property owner does not support Landmark designation.
Congregation Emanu-El School Building 1337 Sutter St.	DPR-523AB equivalent	June. 15, 2011							TBD	TBD	TBD	D2 / Farrell	
Congregation Emanu-El School Annex Building 1335 Sutter St.	NR Nomination Form	June. 15, 2011							TBD	TBD	TBD	D2 / Farrell	
SF Zoo: Mothers Building	NR Nomination Form	June. 15, 2011							TBD	TBD	Mary Brown	D7 / Yee	
SF Zoo: Fleishacker Pool Building	None	June. 15, 2011							N/A	N/A	N/A	D7 / Yee	December 2012 fire resulted in building demolition.
2 Clarendon Ave.	None	June. 15, 2011							TBD	TBD	Mary Brown	D5 / Breed	
Stow Lake Boat House	DPR-523AB		Feb. 3, 2011: TABLED						On hold	Dependent upon Golden Gate Park District initiation. HPC tabled initiation of Stow Lake Boat House until full GG Park report is complete.	Mary Brown	D1 / Mar	