



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: July 18, 2012
TO: Historic Preservation Commission
FROM: Mary Brown
 Preservation Planner
RE: Quarterly Report: Landmark Designation Work Program

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Quarterly Report: July 18, 2012

The fourth quarterly report for fiscal year 2011/2012 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. In addition to the total number of hours expended per project to date (July 1, 2010 to July 10, 2012), the report also documents the hours expended from July 1, 2011 to July 10, 2012 of fiscal year 2011/2012.

These reported hours do not reflect staff activities undertaken at the request of the HPC in response to community-initiated Landmark designation requests for the Gold Dust Lounge, Eagle Tavern, Guadalupe Church, and Women's Building murals.

In March 2012, the Department modified its contract with Preserve America. The modified grant deliverables are detailed under the Preserve America section below.

Project	Appleton & Wolfard Libraries
Total Hours	25
FY 11/12	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.
Project	Golden Gate Park Landmark District
Total Hours	372
FY 11/12	33
Description	Meetings and discussions with Recreation & 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.
Project	Landmark Designation Work Program - Administration
Total Hours	244
FY 11/12	50
Description	<p>Development of tasks and hourly budget per nomination; analysis and coding of 260 Landmarks; review of 11 historic districts; GIS mapping; meetings; HPC quarterly reporting; packet & presentation preparation for HPC hearings (Dec. 15th, Jan. 19th, March 2nd, June 15th); post-hearing(s) review of transcripts and follow-up; research status of previous LPAB Work Programs; format documents; develop survey status report; develop work plan and recommendations; research and analysis of properties on previous LPAB Work Programs (Temple Emanu-El buildings, Zoo buildings, Farnsworth Building, Van Ness Light Standards, etc.); research projects proposed for inclusions on current Work Program; respond to media inquiries; discussions related to culturally significant Landmarks; and extensive website content development.</p> <p>Activities and notification related to June 15, 2011 HPC Landmark Designation Work Program hearing, including: owner and public notification mailings; poster; stakeholder follow-up; research and preparation of Case Reports; meetings with owners of properties associated with African-American history; site visits and photography; and post-hearing follow-up.</p>
Project	Stow Lake Boat House
Total Hours	54 ¹
FY 11/12	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.
Project	Cowell House, 171 San Marcos Avenue
Total Hours	8
FY 11/12	7
Description	Owner notification, case tracking, website content, building permit research, site visit and photography.

¹ 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.

Project	2 Clarendon Avenue (Anshen + Allen)
Total Hours	2
FY 11/12	2
Description	Owner notification, case tracking, website content, and building permit research.
Project	Henry Doelger Sales Office, 320-326 Judah Street
Total Hours	55
FY 11/12	55
Description	Owner notification, case tracking, website content, building permit research, volunteer management, review and comment on biography draft, site visit and photography, discussions with realtor, research, writing, and production of draft Landmark Designation Report.
Project	Marcus Books / Jimbo's Bop City, 1712-1716 Fillmore Street
Total Hours	15
FY 11/12	15
Description	Owner notification, case tracking, website content, stakeholder contact, and research at San Francisco Redevelopment Agency archives.
Project	Sailors' Union of the Pacific, 450 Harrison Street
Total Hours	1
FY 11/12	1
Description	Owner notification, case tracking, and website content.
Project	Sam Jordan's Bar, 4004 Third Street
Total Hours	90
FY 11/12	90
Description	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 documents for Board of Supervisors hearings.
Project	Samuel Gompers Trade School, 106 Bartlett Street
Total Hours	1
FY 11/12	1

Description	Owner notification, case tracking, and website content.		
Project	Sunshine School, 2728 Bryant Street		
Total Hours	3		
FY 11/12	3		
Description	Owner notification, case tracking, website content, stakeholder communication, coordination with pro-bono consultant.		
Project	3655 Clay Street (William Wurster)		
Total Hours	2		
FY 11/12	2		
Description	Owner notification, case tracking, website content, building permit research, and scheduling of site visit.		
Project	Russell House, 3778 Washington Street (Eric Mendelsohn)		
Total Hours	1		
FY 11/12	1		
Description	Owner notification, case tracking, and website content.		
Project	Congregation Emanu-El School Buildings, 1335 & 1337 Sutter Street		
Total Hours	2		
FY 11/12	2		
Description	Owner notification, case tracking, and website content.		
Project	San Francisco Zoo: Mothers Building & Fleishhacker Pool Building		
Total Hours	2		
FY 11/12	2		
Description	Owner notification, case tracking, and website content.		
Total hours expended to date (7-1-2010 to 7-10-2012)	877 hours		
Total hours expended FY 11/12 (7-1-2011 to 7-10-2012)	263 hours	19% FTE	

Preserve America

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.

Project	Preserve America Grant – Administration
Total Hours	510
FY 11/12	287
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. 15th, Jan. 19th, March 2nd, March 29th); volunteer oversight; post-hearing review of transcripts & follow-up; project scheduling and budgeting; grant progress reports; press release; internal meetings; stakeholder contact; Market/Octavia recommendations to HPC; PowerPoint development for Dec. 15th 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 hearing 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 District brochure, and website content.</p> <p>Administrative support and management oversight.</p>
Grant Modification	<p>In March 2012, the Department modified its contract with Preserve America. This modification of grant deliverables includes the following changes:</p> <ul style="list-style-type: none"> - Limits historic district designation and related outreach activities to the two proposed districts (Duboce Park and Market Street Masonry). - Adds Landmark nominations for four properties on the current Work Program: Doelger Homes Sales Office, Sam Jordan’s Bar, Marcus Books, and Morrow + Morrow’s Cowell House (see projects listed above). - Increases the level of promotional activities related to existing Landmark Districts to include website content, promotional materials such as self-guided walking tours for the eleven existing Landmark Districts, and promotional website content focused on the 261 existing individual Landmarks.
Project	Preserve America – Duboce Park Landmark District

Total Hours	547
FY 11/12	547
Description	<p>Outreach Materials: 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 20th workshop; CEQA comparison chart; and large-scale graphics for December 7th community event.</p> <p>Outreach Activities: Develop neighborhood history walking tour content; five mailings to tenants, owners, stakeholders and officials promoting meetings & 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 & Parks Department staff; meetings with Supervisor Scott Wiener; and present to the Capital Committee of the Recreation and Parks Commission (November 2nd).</p> <p>Events: July 16th Walking Tour; July 18th Kick-Off Community Meeting; August 16th Community Meeting; August 30th Ask a Planner Night, September 20th Community Workshop, September 27th Ask a Planner Night, and December 7th Drop-In Event.</p> <p>Research: Historical research focused on water tap records, Sanborn maps, Block Books, <i>San Francisco Chronicle</i> archives, and Fernando Nelson; program and policy research focused on preservation incentives; and research studies focused on relationship between district designation and property value.</p> <p>Associated Tasks: 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 & photography; and administrative support.</p>
Project	Preserve America – Market Street Masonry Landmark District
Total Hours	222
FY 11/12	222
Description	<p>Outreach Materials: 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>Outreach Activities: 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; and brief Supervisor Jane Kim’s office on proposed designation.</p> <p>Events: December 14th Kick-Off Community Meeting; January 26th presentation to the Hayes Valley Neighborhood Association; February 13th Ask A Planner event; and February 15th Community Meeting.</p> <p>Associated Tasks: Develop outreach plan and schedule; historical research related to walking tour map; site visits and photography; and create Google map of downloadable</p>

	DPR523-AB forms.
Project	Preserve America – Swedish American Hall, 2168 Market Street
Total Hours	19
FY 11/12	19
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 th , November 2 nd).
Project	Preserve America – Twin Peaks Bar, 401 Castro Street
Total Hours	88
FY 11/12	88
Description	Case tracking, website content, owner notification, materials development, meetings with bar owners, and research and writing draft Landmark Designation Report. Events included three “History Happy Hours” to record oral histories at the bar.
Project	Preserve America – New Era Hall, 2117 Market Street
Total Hours	2
FY 11/12	2
Description	Case tracking, website content, and owner notification.
Project	Preserve America – 2173 Fifteenth Street (residence)
Hours	2
FY 11/12	2
Description	Owner notification, case tracking, website content, and discussions with property owner.
Total hours expended to date (8-1-2010 to 7-10-2012)	1,390 hours
FY 11/12 hours (7-1-2011 to 7-10-2012)	1,175 hours
	86% FTE

Attachment: Landmark Designation Work Program Quarterly Project Update: July 18, 2012

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Landmark Designation
Work Program

Quarterly Project Update: July 18, 2012

Name of Building or District	DPR 523-A status	DPR 523-B status	DPR 523-D Status	Last Action	Outreach & Research Schedule	Anticipated Hearing Schedule	Staff	Additional Notes
<i>Proposed Landmark Districts</i>								
Golden Gate Park Landmark District	n/a	n/a	NR Nomination Form	10-20-10: HPC directed staff to conduct preliminary research and evaluations	In-progress	TBD	Mary Brown	
Duboce Park Landmark District	Complete	Complete	Complete	6-15-2011: HPC Landmark Designation Work Program	In-progress	Fall 2012	Mary Brown & Moses Corrette	Preserve America grant
Market Street Masonry Landmark District	Complete	Complete	Needed	6-15-2011: HPC Landmark Designation Work Program	In-progress	Late Summer 2012	Moses Corrette	Preserve America grant
<i>Proposed Individual Landmarks</i>								
Cowell House 171 San Marcos Ave.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Fall 2012	Mary Brown	Preserve America grant Property owner has expressed support for Landmark designation.
Sam Jordan's Bar 4004 Third St.	Report complete	Report complete	n/a	6-15-2011: HPC Landmark Designation Work Program 6-20-2012: HPC initiates designation	Complete	BOS: 9-2012	Mary Brown	Property owner has expressed support for Landmark designation. Tim Kelley Consulting pro-bono report completed.
3655 Clay St. (Wurster)	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Fall 2012	Mary Brown	Property owner has expressed support for Landmark designation.

Landmark Designation
Work Program

Quarterly Project Update: July 18, 2012

Name of Building or District	DPR 523-A status	DPR 523-B status	DPR 523-D Status	Last Action	Outreach & Research Schedule	Anticipated Hearing Schedule	Staff	Additional Notes
Marcus Books / Jimbo's Bop City 1712-1716 Fillmore St.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Fall 2012	Mary Brown	Preserve America grant Property owner has expressed support for Landmark designation.
Henry Doelger Sales Office 320-326 Judah St.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	August 2012	Mary Brown	Preserve America grant Report developed by SFSU History Graduate Student Diana Wuertner.
Swedish American Hall 2168 Market St	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	On hold	N/A	Moses Corrette	Preserve America grant Property owner does not support Landmark designation.
Twin Peaks Bar 401 Castro St.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Late Summer 2012	Moses Corrette	Preserve America grant Bar owner has expressed support for designation. Contact with property owner is in-progress.
New Era Hall 2117 Market St.	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Winter 2012	Moses Corrette	Preserve America grant
2173 Fifteen Street	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	Proposed for Fall 2012	Fall 2012	Moses Corrette	Preserve America grant Property owner has expressed support for Landmark designation.
Russell House 3778 Washington St.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	Proposed for Fall 2012	TBD	Mary Brown	
Samuel Gompers Trade School 106 Bartlett St.	Complete	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	TBD	Mary Brown	Pro-bono consultant Bridget Maley

Landmark Designation
Work Program

Quarterly Project Update: July 18, 2012

Name of Building or District	DPR 523-A status	DPR 523-B status	DPR 523-D Status	Last Action	Outreach & Research Schedule	Anticipated Hearing Schedule	Staff	Additional Notes
Sunshine School 2728 Bryant St.	Complete	None	n/a	6-15-2011: HPC Landmark Designation Work Program	Proposed for Fall 2012	TBD	Mary Brown	Remodeling project is underway
Sailors' Union of the Pacific 450 Harrison St.	Complete	90% Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	Property owner does not support Landmark designation.
Congregation Emanu-El School Building 1337 Sutter St.	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	TBD	
Congregation Emanu-El School Annex Building 1335 Sutter St.	NR Nomination Form	NR Nomination Form	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	TBD	
SF Zoo: Mothers Building	NR Nomination Form	NR Nomination Form	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	
SF Zoo: Fleishacker Pool Building	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	
2 Clarendon Ave.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	
Stow Lake Boat House	Complete	Complete	n/a	3-2-11: HPC tables initiation until full Golden Gate Park report is complete	On hold	Dependent upon Golden Gate Park District initiation	Mary Brown	