



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** October 17, 2012  
**TO:** Historic Preservation Commission  
**FROM:** Mary Brown  
 Preservation Planner  
**RE:** Quarterly Report: Landmark Designation Work Program

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### Quarterly Report: October 17, 2012

The first 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, 2012 to September 30, 2012.

<b>Project</b>	<b>Appleton &amp; Wolfard Libraries</b>
Total Project 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	6
Description	Prepare Quarterly Reports
<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	7
FY 12/13	0
Description	Owner notification, case tracking, website content, building permit research, site visit and photography.
<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	104
FY 12/13	60
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.
<b>Project</b>	<b>Marcus Books / Jimbo's Bop City, 1712-1716 Fillmore Street (Preserve America)</b>
Total Hours	17
FY 12/13	2
Description	Owner notification, case tracking, website content, stakeholder contact, research at San Francisco Redevelopment Agency archives, and initial coordination with pro-bono consultant.
<b>Project</b>	<b>Sailors' Union of the Pacific, 450 Harrison Street</b>
Total Hours	3
FY 12/13	2
Description	Owner notification, case tracking, website content, organize files for property owner review.
<b>Project</b>	<b>Sam Jordan's Bar, 4004 Third Street (Preserve America)</b>
Total Hours	113
FY 12/13	27
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

<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.

	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.
<b>Project</b>	<b>Preserve America Grant – Administration &amp; Promotion</b>
Total Hours	602
FY 12/13	103
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, website content, self-guided walking tour maps for existing Article 10 Landmark Districts and Article 11 Conservation Districts.</p> <p>Administrative support and management oversight.</p>
<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 <sup>th</sup> , November 2 <sup>nd</sup> ).
<b>Project</b>	<b>Twin Peaks Bar, 401 Castro Street (Preserve America)</b>
Total Hours	186
FY 12/13	98
Description	Case tracking, website content, owner notification, materials development, meetings with bar owners, contact with property owner, research and writing of Landmark Designation Report, and preparation of case report, resolution, and presentation for initiation hearing at HPC. Events included three “History Happy Hours” to record oral histories at the bar.
<b>Project</b>	<b>New Era Hall, 2117 Market Street (Preserve America)</b>
Total Hours	2

FY 12/13	0
Description	Case tracking, website content, and owner notification.
<b>Project</b>	<b>2173 Fifteenth Street (residence) (Preserve America)</b>
Hours	2
FY 12/13	0
Description	Owner notification, case tracking, website content, and discussions with property owner.
<b>Project</b>	<b>Samuel Gompers Trade School, 106 Bartlett Street</b>
Total Hours	1
FY 12/13	0
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, 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	2
FY 12/13	0
Description	Owner notification, case tracking, and website content.
<b>Project</b>	<b>Market Street Masonry Landmark District (Preserve America)</b>

Total Hours	333
FY 12/13	101
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; brief Supervisor Jane Kim's office on proposed designation; and door-to-door delivery of HPC hearing notification flyers.</p> <p>Events: 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>Associated Tasks: 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>Report Production: Prepared Landmark District Designation Report, case reports, and resolutions for initiation and recommendation hearings at HPC and a review and comment hearing at the Planning Commission. Prepared commission presentations.</p>
<b>Project</b>	<b>Duboce Park Landmark District (Preserve America)</b>
Total Hours	562
FY 12/13	15
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 20<sup>th</sup> workshop; CEQA comparison chart; and large-scale graphics for December 7<sup>th</sup> community event.</p> <p>Outreach Activities: 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; present to the Capital Committee of the Recreation and Parks Commission (November 2<sup>nd</sup>, 2012) and present a project update at the Duboce Triangle Neighborhood Association Meeting on August 13, 2012.</p> <p>Events: 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>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>

	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; administrative support; scheduling of final Duboce Park community meeting on November 1, 2012; and tasks associated with amending the Mills Act.		
<b>Project</b>	<b>Golden Gate Park Landmark District</b>		
Total Hours	372		
FY 12/13	0		
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.		
Total hours expended to date	(7-1-2010 to 9-30-2012)	2,422 hours	
Total hours expended FY 12/13	(7-1-2012 to 9-30-2012)	413 hours	

*Attachment: Landmark Designation Work Program Quarterly Project Update: October 17, 2012*

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Landmark Designation  
Work Program

Quarterly Project Update: October 17, 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	TBD	TBD	Mary Brown	
Duboce Park Landmark District	Complete	Complete	Complete	6-15-2011: HPC Landmark Designation Work Program	In-progress	Dec. 2012	Mary Brown & Moses Corrette	Preserve America grant
Market Street Masonry Landmark District	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program; 8-15-2012: HPC initiates designation; 9-19-2012: HPC recommends designation to BOS; 9-20-2012: PC review and comment	Complete	BOS: Dec. 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	Dec. 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 7-18-2012: HPC recommends designation to BOS	Complete	BOS: Oct. 2012	Mary Brown	Property owner has expressed support for Landmark designation. Tim Kelley Consulting pro-bono report completed.

Landmark Designation  
Work Program

Quarterly Project Update: October 17, 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
3655 Clay St. (Wurster)	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	Property owner has expressed support for Landmark designation.
Marcus Books / Jimbo's Bop City 1712-1716 Fillmore St.	None	None	n/a	6-15-2011: HPC Landmark Designation Work Program	In-progress	Nov. 2012	Mary Brown	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	None	n/a	6-15-2011: HPC Landmark Designation Work Program; 9-19-2012: HPC initiates designation; 10-3-2012: HPC recommends designation to BOS	Complete	BOS: Dec. 2012	Mary Brown	Preserve America grant Property owner has expressed support for Landmark designation.
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; 9-19-2012: HPC initiates designation	Complete	HPC, 2nd hearing: Oct. 2012	Moses Corrette	Preserve America grant Bar owner & property owner are supportive of designation.
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



Landmark Designation  
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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
2173 Fifteen Street	Complete	Complete	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	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	TBD	TBD	Mary Brown	
Samuel Gompers Trade School 106 Bartlett St.	Complete	None	n/a	6-15-2011: HPC Landmark Designation Work Program	TBD	TBD	Mary Brown	
Sunshine School 2728 Bryant St.	Complete	None	n/a	6-15-2011: HPC Landmark Designation Work Program	Proposed for Fall 2012	TBD	Mary Brown	Pro-bono consultant Bridget Maley 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: Fleishhacker 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	

Landmark Designation  
Work Program

Quarterly Project Update: October 17, 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
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	