



SAN FRANCISCO PLANNING DEPARTMENT

Proposed Market Masonry Landmark District FACT SHEET

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- The proposed Market Masonry Landmark District is a discontinuous district that contains eight (8) architecturally significant buildings along Market and Franklin Streets.
- Each of eight buildings in the proposed Market Masonry Landmark District was found to be eligible for the California Register in 2008 as part of the Market and Octavia Area Plan effort.
- The Market and Octavia Area Plan took cues from the proposed District when developing the [Fundamental Design Principles](#) for the plan. The proposed District represents buildings with fine-grain architectural character that contribute to the built environment and the quality of the streets as public space.
- The proposed District reinforces the Market and Octavia Plan's Transit-Oriented principles as moderate scale mixed-use developments where walking and transit are the primary means of transportation.
- Constructed between 1911-1925, the proposed District represents excellent examples of buildings designed by master architects.
- The proposed District was added to the Historic Preservation Commission's Landmark Designation Work Program on June 15, 2011.
- There are currently 261 individual Landmarks and 11 Landmark Districts in San Francisco. The last Landmark District was designated in 2003 (Dogpatch Historic District).
- A minimum of five public hearings are required for designation of a Landmark District:
 - Historic Preservation Commission (two)
 - Planning Commission (one)
 - Board of Supervisors (two)
- Landmark Designation is the only mechanism within the San Francisco Planning Code that provides additional protection against the demolition of San Francisco's historically significant buildings.
- The proposed Landmark District designation will apply to the exterior of buildings only. In no case, will the interior of buildings within the District be included in the designation.
- A Landmark District's designation Ordinance is tailored to address the historic character of each area and to meet the unique needs of each neighborhood.

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- Landmark District designation ensures that exterior changes are compatible with the building's historic character.
- Owners of buildings within a Landmark District can make significant changes to their property. The designation Ordinance is not meant to prevent change, nor does it require an owner to restore their building.
- Landmark designation does not affect rent control or require owners or tenants to provide public access to the interior of the building.
- The Planning Department conducted community outreach events from December 2011-February 2012 including a walking tour, two community meetings, and two "Ask a Planner" nights held at the Delessio Café.
- Funding for public outreach activities was provided by Preserve America, a federally funded program focused on a greater shared knowledge about the nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's cultural heritage, and support for the economic vitality of local communities.
- Owners of designated properties may take advantage of financial incentives for preservation of historic properties. Incentives may include the ability to donate of a Preservation Easement to a nonprofit for a charitable tax credit, the Mills Act property tax reduction program administered by the City and County of San Francisco, or the Federal Rehabilitation Tax Credit program. Contact the Planning Department for more information about these programs.

<http://marketmasonry.sfplanning.org>