



# SAN FRANCISCO PLANNING DEPARTMENT

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**HEARING DATE:** October 19, 2016  
**CASE NUMBERS:** 2015-004228DES – 235 Valencia Street  
**TO:** Historic Preservation Commission  
**FROM:** Shannon Ferguson  
Preservation Planner, 415-575-9074  
**REVIEWED BY:** Tim Frye  
Historic Preservation Officer, 415-575-6822  
**RE:** Draft Motion to Change the CHRS  
for 235 Valencia Street

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

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## TODAY'S ACTION

The Historic Preservation Commission (HPC) may or may not decide to act on the Motion of Intent of April 6, 2016 to change the California Historic Resource Status Code (CHRS) of the 235 Valencia Street (subject property) to "3CS" for its early association with important motorcycling figure Loren "Hap" Jones and motorcycling in San Francisco and the Bay Area.

While this action may have implications for future projects involving this property for the purposes of CEQA, the item before the HPC is whether the subject property is eligible for the California Register of Historical Resources (California Register) and retains sufficient integrity to convey its significance.

## BACKGROUND/PREVIOUS ACTIONS

The subject property was documented in the Inner Mission North Historic Resource Survey, adopted by the HPC May 18, 2011. At that time, it was given a CHRS of "6L" or "determined ineligible for local listing or designation through local government review process, but may warrant special consideration in local planning."

In December 2015, the Department received a community-sponsored Application for Article 10 Landmark Designation for the subject property submitted by Larisa Pedroncelli, Kelly Hill, and Sven Eberlein.

At its regular meeting of April 6, 2016, the HPC did not find the subject property eligible for local listing as an Article 10 individual landmark based on staff recommendation. However, based on new information provided by the applicant and current property owner, the HPC found the subject property warranted reconsideration for eligibility for the California Register as an individual property under Criterion B, "Persons" for its association with motorcyclist Loren "Hap" Jones and motorcycling in San Francisco and the Bay Area. The HPC adopted a Motion of Intent to deny nomination of 235 Valencia Street as an Article 10 individual landmark, but change the CHRS. The item was then continued to the regularly scheduled hearing on May 4, 2016.

At its regular meeting of May 4, 2016, the HPC adopted Motion 0281 to deny landmark nomination to the subject property. Then after hearing and closing public comment, the HPC continued consideration of a CHRS change to today's meeting.

#### **PREVIOUS DEPARTMENT ANALYSIS**

Based on the new information provided on April 6, 2016, staff determined that Hap Jones appears to have been an important figure in motorcycling and played a role in the development of the motorcycling in San Francisco and the Bay Area. He created the first Motorcycle Blue Book (based on the Kelley Blue format) to provide industry pricing and he organized and participated in races and rides. However, staff analysis concluded 235 Valencia appears to lack direct association with Hap Jones's productive life. Jones appears to have been better known for operating a very successful distribution company after he sold a majority interest in the motorcycle dealership located at 235 Valencia Street. Overall, the dealership activities of Hap Jones appear to be secondary to his distribution company. In addition, Jones owned several buildings in the vicinity that may be better associated with his productive life, such as 2 Clinton Park and the Motorcycle Club building located at 2194 Folsom Street may better represent the significance of the motorcycling community.

Should the HPC decide not to amend the Inner Mission North Historic Resources Survey findings and with an understanding that the subject property may be demolished and redeveloped in the future, recommends the applicant and the HPC may want to consider commemoration and interpretation at the site to provide the public with a broader understanding of the history of Jones and motorcycling in San Francisco and the Bay Area.

Staff recommends the applicant and the HPC may also want to consider pursuing other means to celebrate and memorialize the contributions of Jones and motorcycling in San Francisco and the Bay Area, such as listing the Motorcycle Club on the Legacy Business Registry or local designation for its building located at 2194 Folsom Street.

#### **ATTACHMENTS:**

Draft Motion to Amend CHR Status Code for 235 Valencia Street  
Motion 0281 to deny landmark nomination for 235 Valencia Street



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Motion No. XXX

HEARING DATE OCTOBER 19, 2016

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
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### **MOTION TO AMEND THE INNER MISSION NORTH HISTORIC RESOURCE SURVEY FINDINGS FOR 235 VALENCIA STREET, LOT 019B IN ASSESSOR'S BLOCK 3532, TO CHANGE THE CALIFORNIA HISTORICAL RESOURCE STATUS CODE FROM 6L TO 3CS.**

1. WHEREAS, 235 Valencia Street was documented in the Inner Mission North Historic Resource Survey, adopted by the Historic Preservation Commission June 1, 2011, and given a California Historical Resource Status Code (CHRS) of "6L," or "determined ineligible for local listing or designation through local government review process, but may warrant special consideration in local planning";
2. WHEREAS, the Historic Preservation Commission at its regular meeting of April 6, 2016 found 235 Valencia Street not eligible for local listing as an Article 10 individual landmark; and
3. WHEREAS, based on new information provided to the Historic Preservation Commission at its regular meeting of April 6, 2016, the subject building warrants reconsideration for eligibility for the California Register as an individual property.
4. WHEREAS, the Historic Preservation Commission at its regular meeting of April 6, 2016 adopted a motion of intent to not initiate landmark designation, but change the California Historical Resource Status Code (CHRS); and
5. WHEREAS, the Historic Preservation Commission at its regular meeting of May 4, 2016 adopted Motion 0281 to deny nomination under Article 10; and after hearing and closing public comment, consideration of a CHRS change was continued to its regular meeting of August 3, 2016; and
6. WHEREAS, the subject building appears eligible for a CHRS of "3CS" as an individual property through survey evaluation due to its early association with important motorcycling figure Loren "Hap" Jones and motorcycling in San Francisco and the Bay Area.

SO MOVED, that the Historic Preservation Commission directs Planning Department Staff to amend its findings relating to the Inner Mission North Historic Resource Survey, to change the CHRS for 235 Valencia Street to "3CS" and to transmit this information to the State Office of Historic Preservation and to the Northwest Information Center at Sonoma State University for reference.

I hereby certify that the foregoing Motion was adopted by the Historic Preservation Commission at its meeting on October 19, 2016.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:     October 19, 2016



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Motion No. 0281 HEARING DATE MAY 4, 2016

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

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### **MOTION TO DENY NOMINATION PURSUANT TO SECTION 1004.1 OF THE PLANNING CODE OF 235 VALENCIA STREET, LOT 019B IN ASSESSOR'S BLOCK 3532.**

1. WHEREAS, 235 Valencia Street was documented in the Inner Mission North Historic Resource Survey, adopted by the Historic Preservation Commission June 1, 2011, and given a California Historical Resource Status Code (CHRS) of "6L," determined ineligible for local listing or designation through local government review process, but may warrant special consideration in local planning;
2. WHEREAS, a community-sponsored Application for Article 10 Landmark Designation for 235 Valencia Street was submitted to the Planning Department by Larisa Pedroncelli, Kelly Hill, and Sven Eberlein in December 2015; and
3. WHEREAS, the Historic Preservation Commission at its regular meeting of April 5, 2016 did not find 235 Valencia Street eligible for local listing as an Article 10 individual landmark; and

SO MOVED, that the Historic Preservation Commission thanks the applicants for their research and consideration of the City's Landmark Designation program.

### **FINDINGS**

Having reviewed all the materials identified in the recitals above and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.
2. 235 Valencia Street does not meet the designation criteria. Loren "Hap" Jones appears to be one of the important figures in motorcycling; however, Jones's direct association with the property during his productive life has not been established and his association with other properties he owned should also be compared.
3. 235 Valencia Street does not appear to meet the Landmark Designation Work Program designation priorities established by the Historic Preservation Commission which are:

*The designation of underrepresented Landmark property types including landscapes*

The subject building was constructed in 1924 and is associated with the theme of Early Infill Development (1914-1930). This second wave of development following the 1906 earthquake and fire was slower, larger, and more studied. This property type is well represented by current City Landmarks constructed during this time period.

*The designation of buildings of Modern design*

The subject building is not a Modern style building; rather it is a Mission Revival style building.

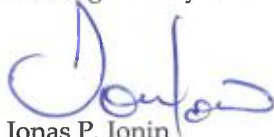
*The designation of buildings located in geographically underrepresented areas*

The neighborhood is well represented by existing landmarks, including the adjacent State Armory and Arsenal at 1800 Mission Street (Landmark No. 108); the Juvenile Court and Detention Center at 150 Otis Street (Landmark No. 248); and the Sheet Metal Workers' Union Hall at 224-226 Guerrero Street (Landmark No. 150) and numerous additional landmarks nearby.

*The designation of properties with strong cultural or ethnic associations.*

The subject building does not appear to have specific cultural or ethnic associations.

I hereby certify that the foregoing Motion was adopted by the Historic Preservation Commission at its meeting on May 4, 2016.



Jonas P. Ionin  
Commission Secretary

AYES: Hyland, Hasz, Johnck, Johns, Matsuda, Pearlman, Wolfram

NAYS: None

ABSENT: None

ADOPTED: May 4, 2016



DDG  
235 Valencia Street  
San Francisco, CA 94103

Timothy Frye  
Historic Preservation Officer  
Planning Department, City and County of San Francisco  
1650 Mission Street  
Suite 400  
San Francisco, CA 94103

October 12, 2016

Subject: 235 Valencia HPC Hearing

Hi Tim,

Please find enclosed 12 sets of plans to assist in the discussion of our 235 Valencia project on October 19, 2016.

The package includes an updated massing incorporating staff feedback from our recent Preliminary Project Assessment (“PPA”) follow-up meeting as well as additional documentation on a motorcycle themed Living Alley. We believe the Living Alley is the most appropriate way to acknowledge the property’s past cultural importance and would like to stress to the Historic Preservation Commission the current 6L status code should not be changed to 3CS.

We are still in dialogue with our Clinton Park neighbors and remain hopeful they will support a Living Alley design. However, retaining the existing Valencia Street façade remains their primary focus. As you will see, the attached package includes designs both featuring and excluding the Valencia Street façade. While the Planning Department Preservation staff recommends against including the façade and pursuing a project design rooted in its own intent and merits, we are including both options as a sign of good will towards our neighbors. Our hope is to deem the project non-historic and then work with Planning staff rather than the Historic Preservation Commission to complete the project approvals. Our neighbors will continue to have opportunities to share their input throughout the entitlement process.

Subject:  
235 Valencia HPC Hearing

Page 2 of 2

Thank you for all of your help to date and I look forward to working with Planning staff in the months to come.

Best,

Craig

A handwritten signature in black ink, appearing to read 'CH' followed by a stylized flourish.

Craig Hamburg  
Vice President



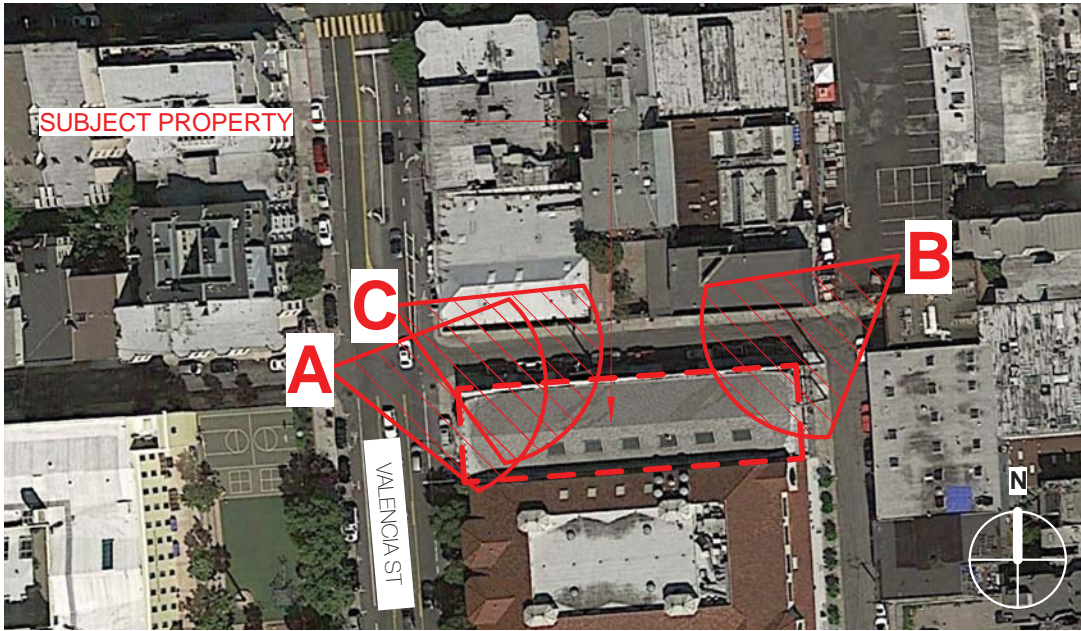
HELLER MANUS **HM**  
ARCHITECTS



**235 VALENCIA**  
HPC HEARING  
10/19/16

PROJECT SITE STREET VIEWS

SITE CONTEXT



AERIAL VIEW (EXISTING CONDITION)  
N.T.S.



STREET VIEW DOWN CLINTON PARK (EXISTING CONDITION)  
N.T.S.



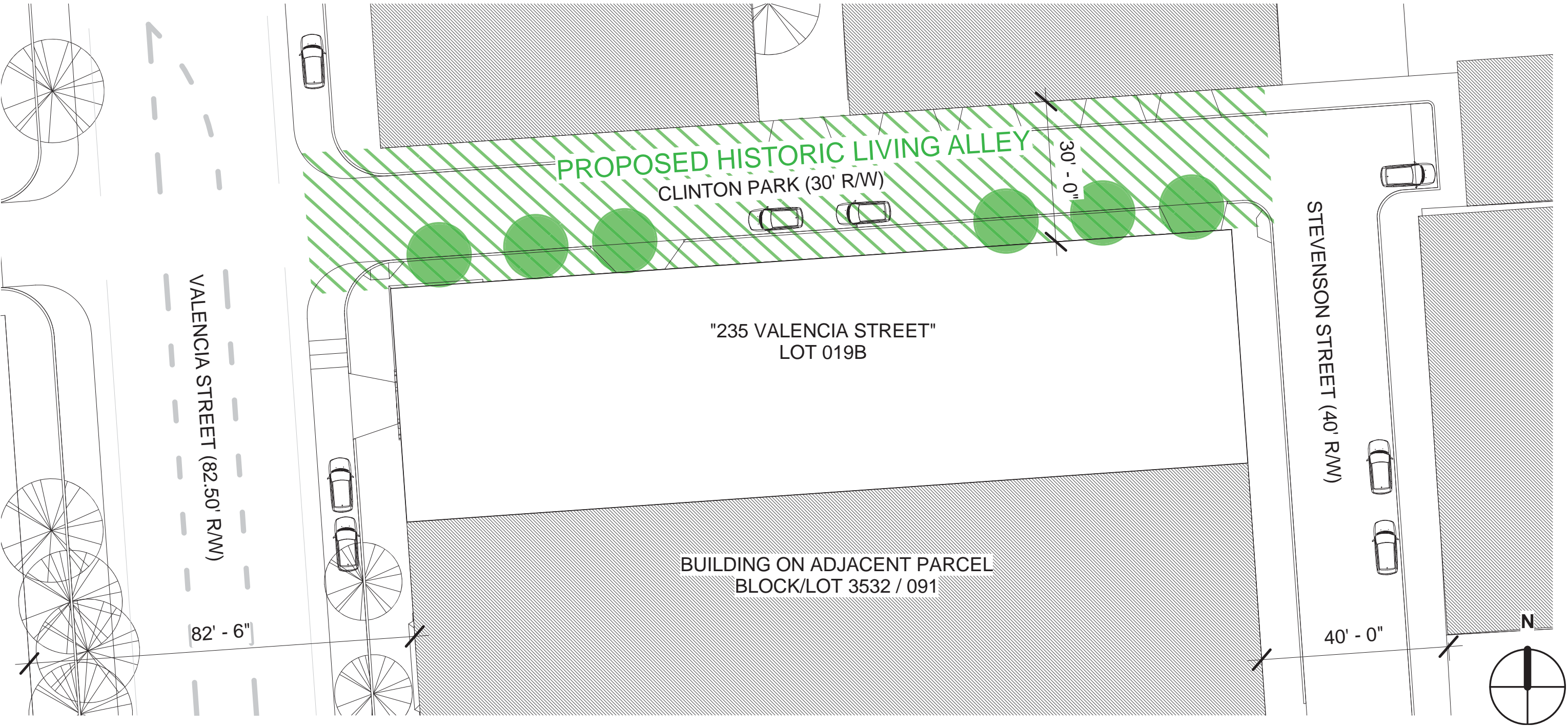
STREET VIEW FROM NW CORNER (EXISTING CONDITION)  
N.T.S.



BIRDSEYE VIEW FROM NW CORNER (EXISTING CONDITION)  
N.T.S.

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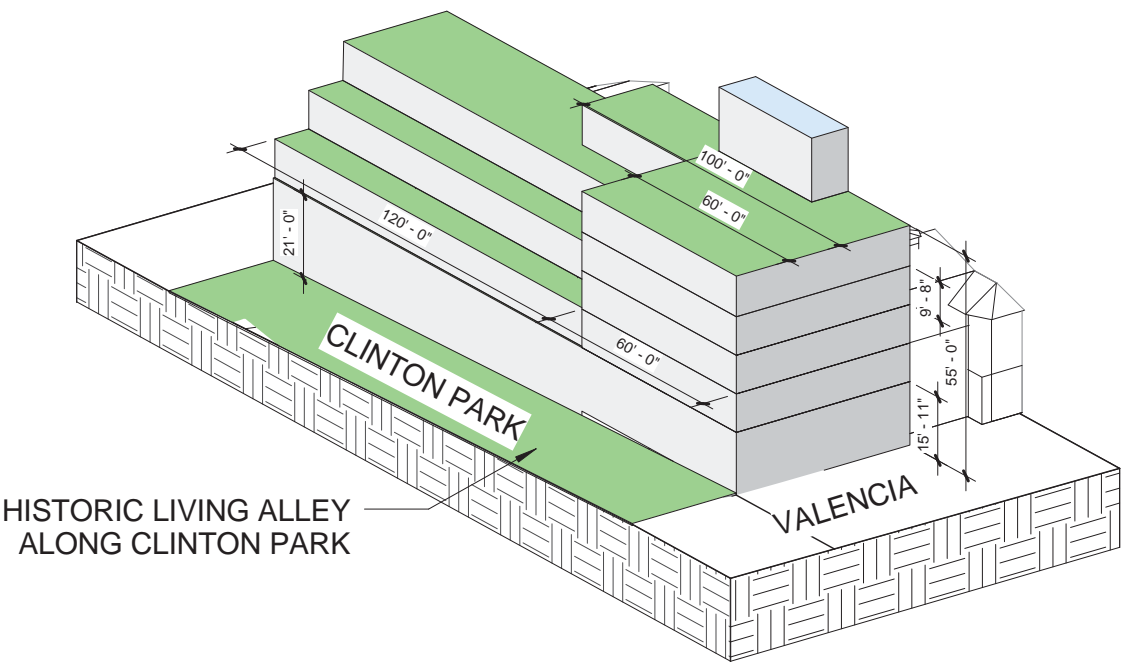
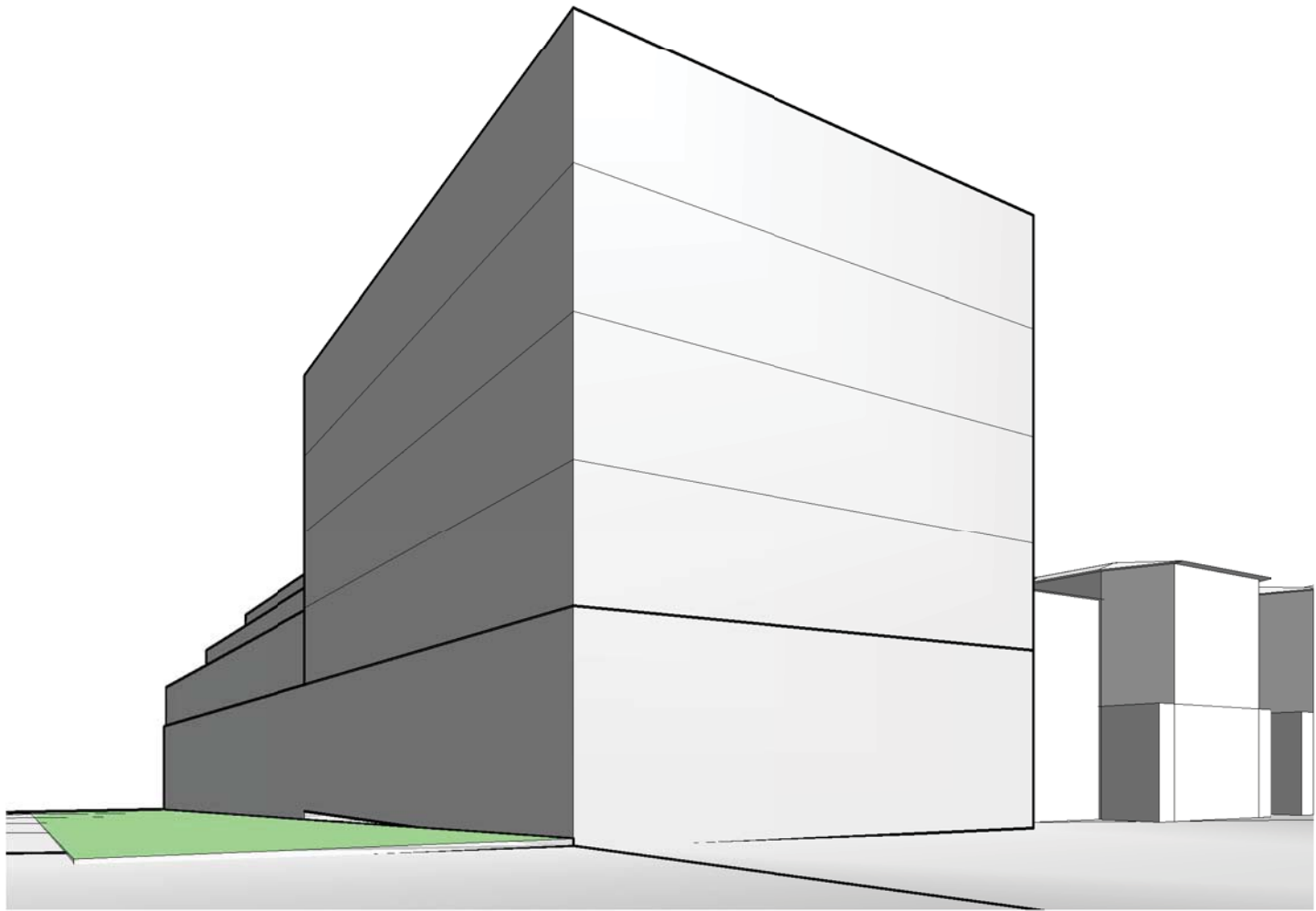




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SCHEME A - ALL NEW CONSTRUCTION

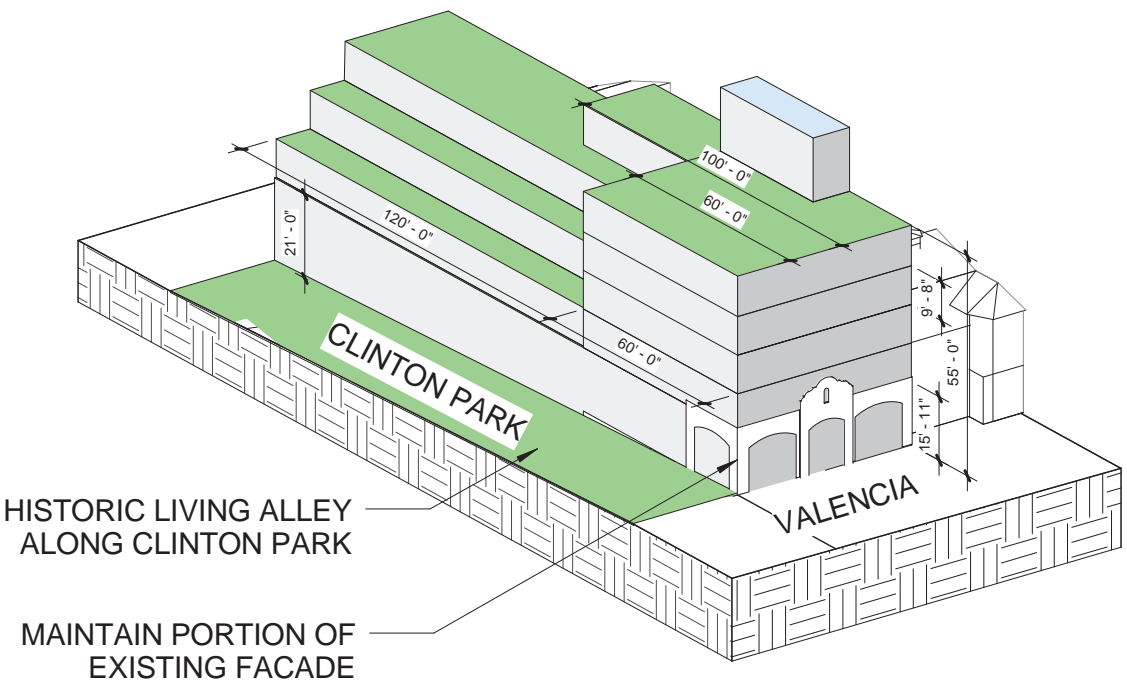
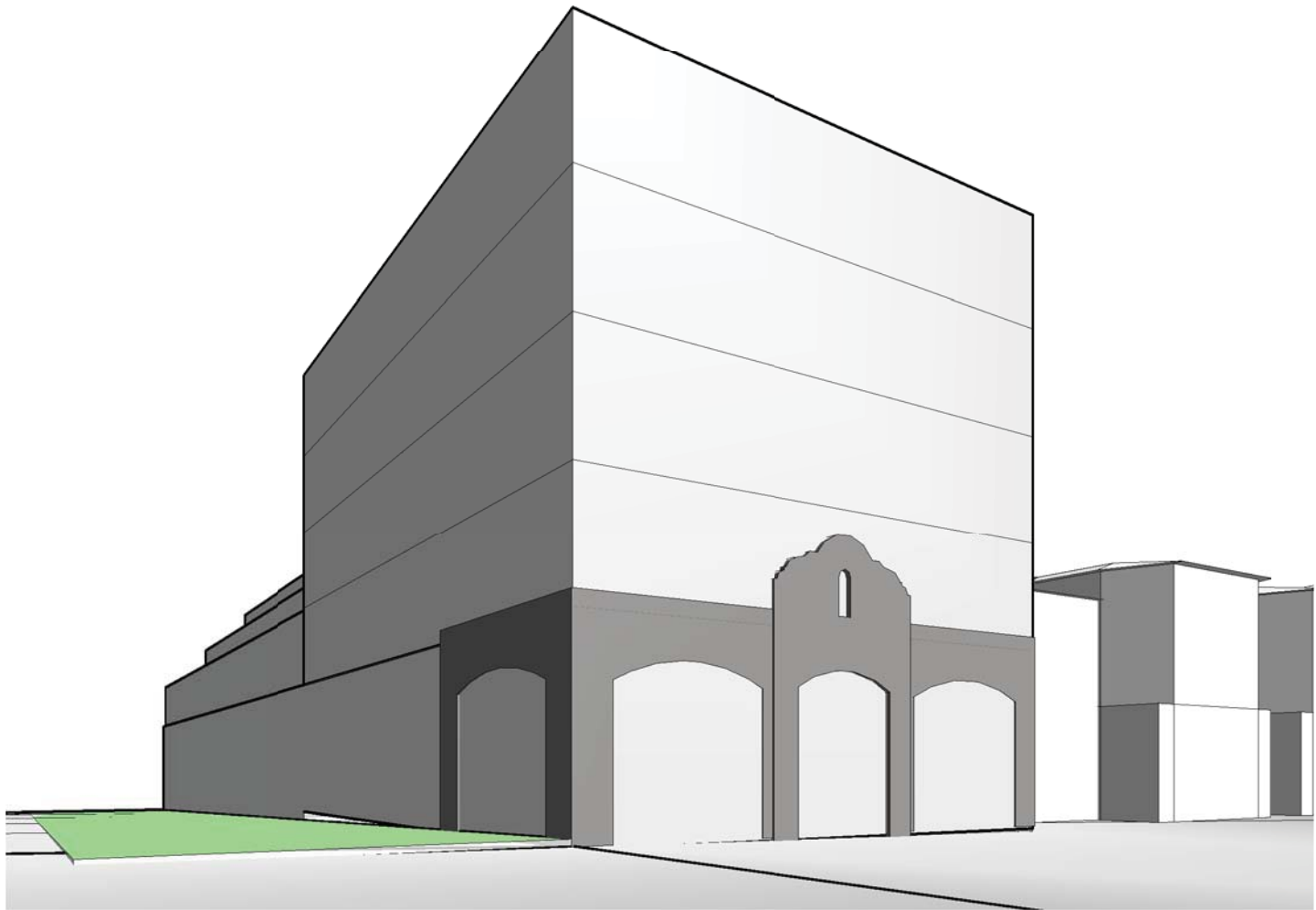
PROPOSED RESIDENTIAL DEVELOPMENT



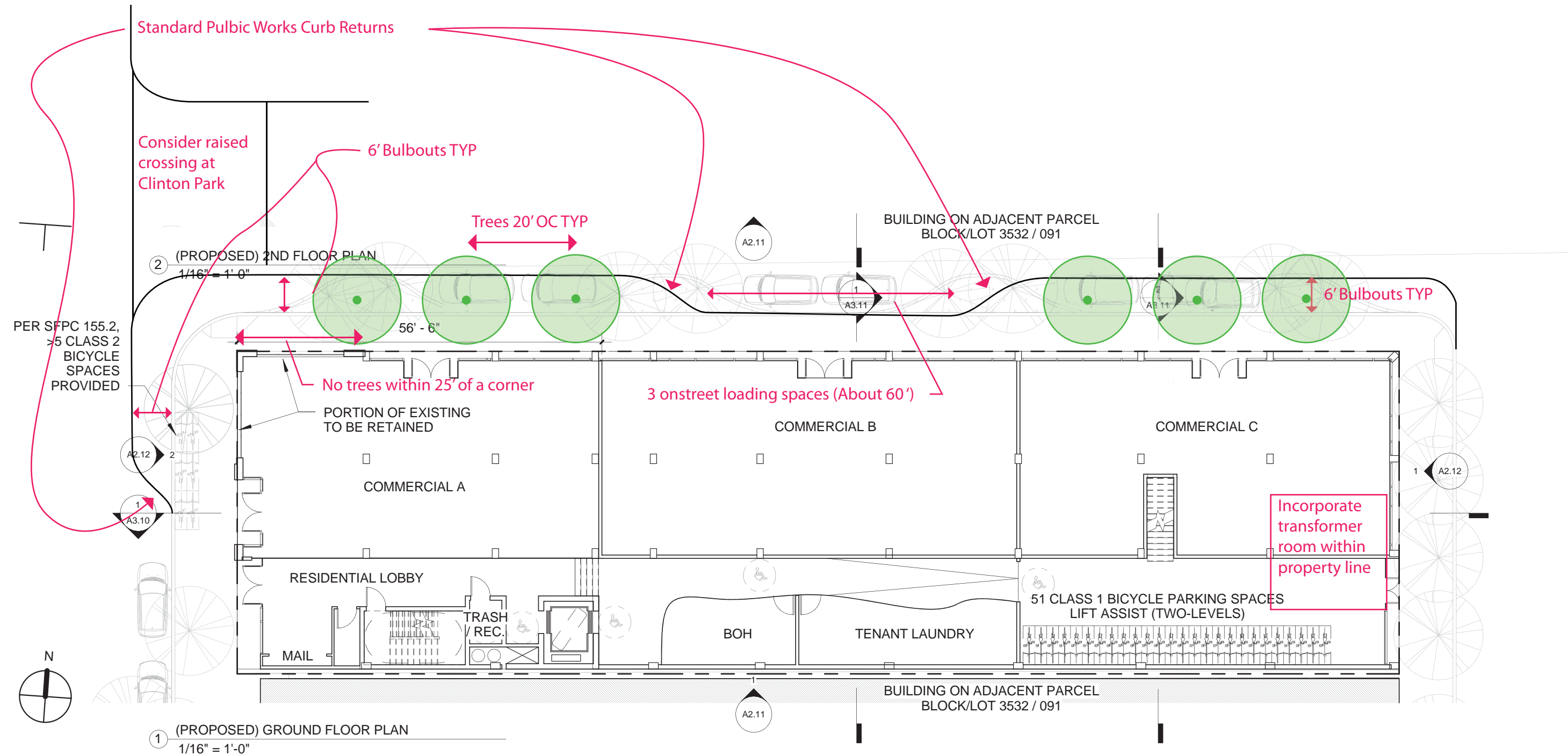
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SCHEME B - MAINTAIN EXISTING FACADE

PROPOSED RESIDENTIAL DEVELOPMENT



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# ARTIST COLLABORATION - PRECEDENTS

HISTORIC LIVING ALLEY



Yayoi Kusama - DDG Collaboration



Ben Eine - DDG Collaboration



Amos Goldbaum - SF Mission Street Art



Kyle Hughes Odgers - UAP (Potential Collaborator)



Steve Posson - Flying Mile



Paul Alexandre Bourieau - UAP (Potential Collaborator)



LANDSCAPING / BIO-RETENTION PRECEDENTS



345 West 14th Street - DDG Green Roof Installation



Crack Garden - CMG Landscaping (Potential Collaborator)



Living Alley - Landscaping at Grade and Run-Off Retention



SF Native Plant Species - SF Plant Finder



Pervious Landscaping





A



B



C



D

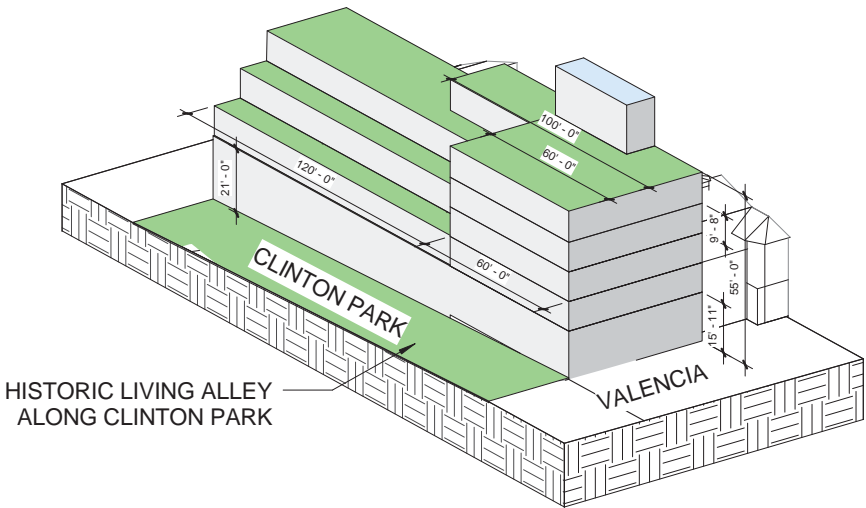


Concept Collage

Referencing Hap Jones Dealership - 1946-1980s.

- A – Portrait of Hap Jones. Former owner, motorcyclist, and parts dealer.
- B – City planning suggested plaque to commemorate Hap Jones.
- C – Hap Jones shown with dirt track racer.
- D – Flying Mile sculpture by Steve Posson depicting Albert "Shrimp" Burns.





**Schematic Design Process Collage**

- Marketplace and independent retail
- Neighborhood preservation
- Sustainable ecology
- Public art

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