



SAN FRANCISCO PLANNING DEPARTMENT

Landmark Designation Case Report

Hearing Date: April 18, 2018
Case No.: 2017-012290DES
Project Address: 6301 Third Street
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)
Block/Lots: 4968/032
Property Owner: Mojoe Capital LLC
132 Laurelwood Drive
Novato, CA 94949
Staff Contact: Desiree Smith – (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

6301 Third Street (the Arthur H. Coleman Medical Center, subject property) is located at the southeast corner of Third Street and Ingerson Avenue in the Bayview district of San Francisco. The subject property is two-stories with a flat roof, boxed eaves, and stucco cladding, and is built to the property lines along both of its primary (north and west) elevations. Constructed in 1960, the building features a design aesthetic characteristic of the period. Porcelain enameled steel panels featuring abstract boomerang motifs, for example, clad portions of both the Third Street and Ingerson Avenue elevations. Fenestration includes ganged and single aluminum casement and awning windows on the primary elevations, and a metal storefront system at the ground level. On the Ingerson Avenue elevation is letter signage reading, “The Arthur H. Coleman Medical Center.”

The Third Street corridor with which it is aligned, displays a mix of residential, commercial, and institutional (church and school) uses. The subject property is adjacent to the San Francisco MUNI “KT-Ingleside/Third Street” metro rail line that runs along Third Street and is near an entrance to the U.S. 101/Bayshore Freeway. Behind the building to its east is a residential neighborhood characterized by two-story single family homes dating to various time periods. The property is located within the NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and a 40-X Height and Bulk District.

PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration of the initiation of a Community-Sponsored Article 10 Landmark Designation Application for the Arthur H. Coleman Medical Center at 6301 Third Street, Assessor’s Parcel No. 4968, Lot 032, as a San Francisco Landmark under Article 10 of the Planning Code, Section 1004.1, and recommending that the Board of Supervisors approve of such designation.

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.

POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Designation of the Arthur H. Coleman Medical Center will help to preserve an important historical resource that is significant for its association with Dr. Arthur H. Coleman, a nationally prominent African American lawyer-physician and influential healthcare and civil rights advocate.

BACKGROUND / PREVIOUS ACTIONS

The Community-Sponsored Article 10 Landmark Designation Application was prepared by Dr. Arelious Walker, pastor of True Hope of God Church, and submitted to the Planning Department on August 22, 2016. Department staff reviewed the nomination and provided comments to the applicant on October 19, 2016. The application was put on pause due to scheduling needs of the community stakeholders, and was resumed in August of 2017. At that time, Department staff conducted a site visit and met with Dr. Walker and the current building tenant, the Bayview Hunters Point Clinic.

The property was added to the HPC's Landmark Designation Work Program on January 17, 2018 to enable staff to carry out additional research for the property. Shortly after, Supervisor Malia Cohen's

office reached out to the Department indicating interest in sponsoring the landmark ordinance legislation. In February, Department staff met with the owner of the property to explain the benefits of landmark designation and answer questions. Additional research and writing, including a set of three oral interviews and the preparation of a landmark designation case report, was carried out by Planning Department staff member, Desiree Smith, and reviewed by Tim Frye.

If the Historic Preservation Commission decides to initiate Article 10 landmark designation of the subject property, the item will be considered again by the Historic Preservation Commission at a subsequent hearing. At that time the Historic Preservation Commission may adopt a resolution recommending that the Board of Supervisors support the designation. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

PUBLIC / NEIGHBORHOOD INPUT

The nomination was submitted by community member and Pastor of True Hope Church of God, Dr. Arelious Walker. The current tenant of the property, the BayView Hunters Point Clinic/Marin City is in favor of designation and aided the preparation of the nomination. Patricia Coleman, the daughter of Dr. Coleman, is in support of landmark designation and was interviewed as part of the research and documentation for the designation report.

There is no known public or neighborhood opposition to designation of the Arthur H. Coleman Medical Center at 6301 Third Street as an Article 10 landmark. The Department will provide any public correspondence received after the submittal of this report in the Historic Preservation Commission's correspondence folder.

PROPERTY OWNER INPUT

The property owner is Mojoe Capital LLC. Department staff met with the property owner in February of this year to discuss landmark designation, including the process, benefits, and responsibilities of the owner. Preservation staff has also worked with the property owner to obtain the necessary entitlements for minor scopes of work to the property that respect and retain essential character-defining features.

STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff. The Department has determined that the Arthur H. Coleman Medical Center at 6301 Third Street meets the requirements for Article 10 eligibility as an individual landmark. The justification for inclusion is outlined below under the Significance and Integrity sections of this case report.

SIGNIFICANCE

The Arthur H. Coleman Medical Center is significant for its association with Dr. Arthur H. Coleman, a nationally prominent African American lawyer-physician and influential healthcare and civil rights advocate. Dr. Coleman purchased the property at 6301 Third Street to construct a purpose-built medical facility to serve Bayview residents. Opening in 1960, the Arthur H. Coleman Medical Center reflected the style of the period and served as a modern symbol of community health, progress, and success. He recruited a team of African American physicians to join him in his vision of providing comprehensive

health services to the area's low-income African American residents. Dr. Coleman was heavily involved with a wide variety of community and neighborhood initiatives – as a local pioneer in the nationally significant community health center movement of the 1960s, as a tireless advocate for racial equity within the healthcare system and the medical profession, and as an advocate for the Bayview's African American community.

INTEGRITY

The Arthur H. Coleman Medical Center retains excellent integrity of setting, location, design, workmanship, feeling, and association. In particular, the property retains sufficient integrity to express its association with the Arthur H. Coleman Medical Center, established by nationally prominent African American lawyer-physician, Dr. Arthur H. Coleman, in 1960 to serve the area's growing and underserved African American community. The facility retains strong integrity of association, as it continues to be used as a medical center targeted towards helping underserved populations. The building has undergone only minimal exterior alterations since its period of significance, namely the replacement of the large window above the front entry on the Third Street elevation. The property is currently undergoing interior renovations, sponsored by the new tenant, the Bayview Hunters Point Clinic. A permit was also recently approved for the replacement of windows. Permits for exterior work were reviewed by Planning Department preservation staff for compliance with the *Secretary's Standards for the Treatment of Historic Properties*.

CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

Staff recommends the character-defining *exterior* features include the massing, form, structure, architectural ornament and materials identified as:

- Location and site built to property line along Third Street,
- Two story height,
- Flat roof,
- Boxed eaves,
- Stucco cladding,
- Porcelain enameled steel panels with abstract boomerang motifs on Third Street and Ingerson Avenue elevations,
- Historic recessed pharmacy entrance at north corner with fully glazed metal frame door, flanked by large metal frame windows and transom,
- Historic main entry along Third Street elevation including:
 - Angled and recessed main entry with porcelain enameled return at the south and stucco and glazing at the north return
 - Fully glazed metal frame double doors
 - Two metal frame windows flanking the double doors

- Large glazed double-height transom above entry
- Metal stylized address numbers at transom
- Historic suspended abstract light fixture at entry
- Applied ornamental medical emblem on north return
- Stucco clad planter abutting north return
- Fenestration of ganged and single metal casement and awning windows and metal storefront system at ground level,
- Letter signage that reads "The Arthur H. Coleman Medical Center" on the Ingerson Ave., elevation located between the first and second floors, and

Character-defining *interior* features identified as:

- Double height entry lobby with open stair railing and porcelain enameled steel return along south wall.

BOUNDARIES OF THE LANDMARK SITE

Encompassing all of and limited to Lot 032 on Assessor's Block 4968 at the southeast corner of Third Street and Ingerson Avenue.

PLANNING DEPARTMENT RECOMMENDATION

Based on the Department's analysis, the Arthur H. Coleman Medical Center at 6301 Third Street, Assessor's Parcel No. 4968, Lot 032, meets the requirements for Article 10 eligibility as an individual landmark as it is associated with persons significant to our past.

The subject property also meets two of the Historic Preservation Commission's priorities for designation which include:

1. *The designation of properties with strong cultural or ethnic associations*
The subject property is associated with San Francisco's African American community.
2. *The designation of buildings located in geographically underrepresented areas*
The subject property is located in an area that is geographically underrepresented in landmark buildings, as there are few designated landmarks in the Bayview Hunters Point area.

The Department recommends the Historic Preservation Commission initiate Article 10 Landmark designation for the Arthur H. Coleman Medical Center as the subject property meets the eligibility requirements for Article 10 designation; meets two of the Historic Preservation Commission's priorities for designation; and is a Community-Sponsored Landmark Designation Application.

Under Article 10, The Historic Preservation Commission may recommend approval, disapproval or approval with modifications of the proposed initiation of the Arthur H. Coleman Medical Center landmark designation. If the Historic Preservation Commission approves initiation, a second hearing will be held to consider whether or not to recommend the landmark designation to the Board of Supervisors.

A copy of the motion of recommendation is then transmitted to the Board of Supervisors, which will hold a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

ATTACHMENTS

- A. Exhibits
- B. Draft Resolution initiating designation
- C. Draft Ordinance
- D. Landmark Designation Report
- E. Historic Landmark Designation Application prepared by Dr. Arelious Walker and additional information provided by the Bayview Hunters Point Clinic

Site Photo



6301 THIRD STREET
ARTHUR H. COLEMAN MEDICAL CENTER

Article 10 Landmark Designation
Case Number 2017-012290DES
Arthur H. Coleman Medical Center
6301 Third Street

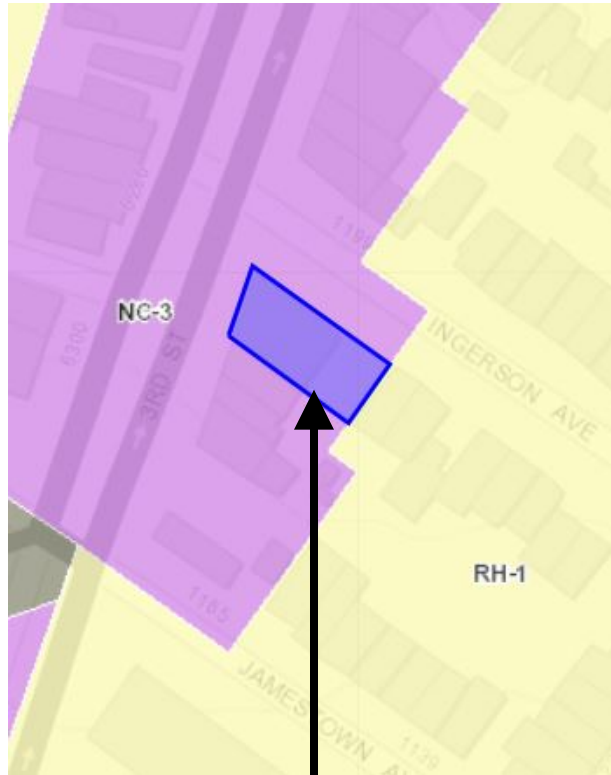
Parcel Map



6301 THIRD STREET

Article 10 Landmark Designation
Case Number 2017-012290DES
Arthur H. Coleman Medical Center
6301 Third Street

Zoning Map



6301 THIRD STREET

Article 10 Landmark Designation
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Arthur H. Coleman Medical Center
6301 Third Street

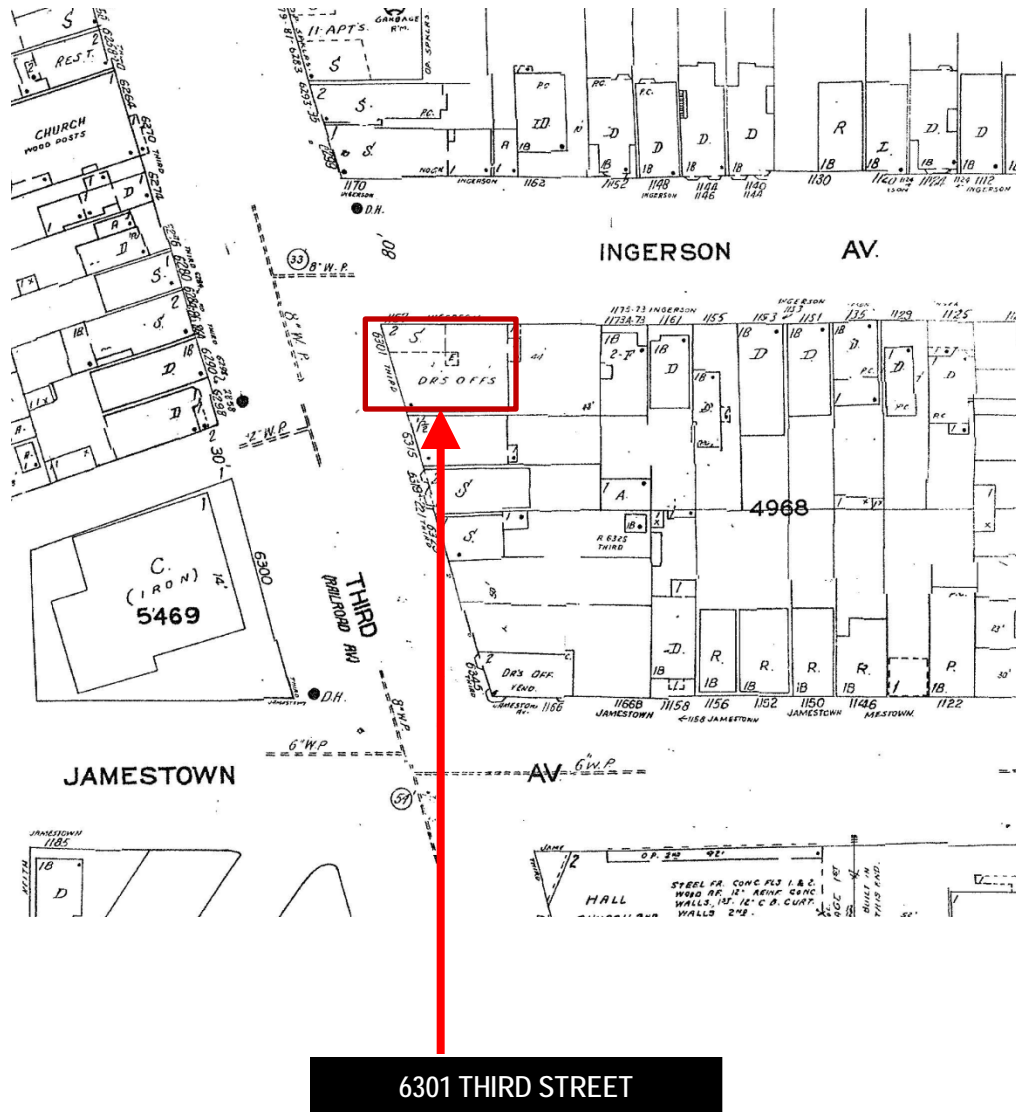
Aerial Photo



6301 THIRD STREET

Article 10 Landmark Designation
Case Number 2017-012290DES
Arthur H. Coleman Medical Center
6301 Third Street

Sanborn Map*



*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Article 10 Landmark Designation
Case Number 2017-012290DES
Arthur H. Coleman Medical Center
6301 Third Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXX

HEARING DATE APRIL 18, 2018

Case No. 2017-012290DES
Project: 6301 Third Street (Arthur H. Coleman Medical Center)
Landmark Designation Initiation
Staff Contact: Desiree Smith (415) 575-9093
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RESOLUTION TO INITIATE DESIGNATION OF 6301 THIRD STREET. (AKA ARTHUR H. COLEMAN MEDICAL CENTER), ASSESSOR'S PARCEL NO. 4968, LOT 032, AS AN ARTICLE 10 LANDMARK.

1. WHEREAS, A community-sponsored Application for Article 10 Landmark Designation for 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, was submitted to the Planning Department by Dr. Arelious Walker, Pastor of True Hope Church of God; and
2. WHEREAS, The Historic Preservation Commission, at its regular meeting of January 17, 2018, added 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, to the Landmark Designation Work Program; and
3. WHEREAS, Additional research and analysis of the significance of 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, was conducted by Planning Department staff Desiree Smith, who meets the Secretary of Interior's Professional Qualification Standards (Standards), and was reviewed by Planning Department Staff Tim Frye, who also meets the Standards, for accuracy and conformance with the purposes and standards of Article 10; and
4. WHEREAS, The Historic Preservation Commission, at its regular meeting of April 18, 2018, reviewed Department staff's analysis of 6301 Third Street's historical significance pursuant to Article 10 as part of the Landmark Designation Case Report dated April 18, 2018; and
5. WHEREAS, The Historic Preservation Commission finds that the nomination of 6301 Third Street as a Landmark is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation.

THEREFORE BE IT RESOLVED, That the Historic Preservation Commission hereby initiates designation of 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032 as a Landmark pursuant to Article 10 of the Planning Code.

Resolution No. XXX
April 18, 2018

Case No. 2017-012290DES
6301 Third Street (Arthur H. Coleman Medical Center)

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on April 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: April 18, 2018

1 [Planning Code - Landmark Designation – 6301 Third Street (aka Arthur H. Coleman Medical
2 Center)]

3 **Ordinance amending the Planning Code to designate 6301 Third Street (aka Arthur H.
4 Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, as a Landmark under
5 Article 10 of the Planning Code; affirming the Planning Department's determination
6 under the California Environmental Quality Act; and making public necessity,
7 convenience, and welfare findings under Planning Code, Section 302, and findings of
8 consistency with the General Plan, and with the eight priority policies of Planning
9 Code, Section 101.1.**

10 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
11 **Additions to Codes** are in *single-underline italics Times New Roman font*.
12 **Deletions to Codes** are in ~~*strikethrough italics Times New Roman font*~~.
13 **Board amendment additions** are in double-underlined Arial font.
14 **Board amendment deletions** are in ~~strikethrough Arial font~~.
15 **Asterisks (* * * *)** indicate the omission of unchanged Code
16 subsections or parts of tables.

17 Be it ordained by the People of the City and County of San Francisco:

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the proposed Planning Code
21 amendment is subject to a Categorical Exemption from the California Environmental Quality
22 Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section
23 15308 of the Guidelines for implementation of the statute for actions by regulatory agencies
24 for protection of the environment (in this case, landmark designation). Said determination is
25 on file with the Clerk of the Board of Supervisors in File No. _____ and is
incorporated herein by reference. The Board of Supervisors affirms this determination.

1 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 6301 Third Street (aka Arthur H. Coleman Medical
3 Center), Assessor's Parcel No. 4968, Lot 032, will serve the public necessity, convenience,
4 and welfare for the reasons set forth in Historic Preservation Commission Resolution No.
5 _____, recommending approval of the proposed designation, which is incorporated
6 herein by reference.

7 (3) The Board of Supervisors finds that the proposed landmark designation of
8 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot
9 032, is consistent with the San Francisco General Plan and with Planning Code Section
10 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No.
11 _____, recommending approval of the proposed designation, which is incorporated
12 herein by reference.

13 (b) General Findings.

14 (1) Pursuant to Section 4.135 of the City Charter, the Historic Preservation
15 Commission has authority "to recommend approval, disapproval, or modification of landmark
16 designations and historic district designations under the Planning Code to the Board of
17 Supervisors."

18 (2) A community-sponsored Application for Article 10 Landmark Designation for
19 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot
20 032 was submitted to the Planning Department by Dr. Arelious Walker, Pastor of True Hope
21 Church of God.

22 (3) On January 17, 2018, the Historic Preservation Commission added 6301
23 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, to
24 the Landmark Designation Work Program, which was adopted by the Historic Preservation
25

1 Commission on June 15, 2011 and is a list of individual properties and historic districts under
2 consideration for landmark designation.

3 (4) The Designation report was prepared by Desiree Smith, Planning
4 Department Preservation staff and reviewed by Tim Frye, Planning Department Preservation
5 staff. All preparers meet the Secretary of the Interior's Professional Qualification Standards
6 and Planning Department Preservation staff reviewed the report for accuracy and
7 conformance with the purposes and standards of Article 10.

8 (5) The Historic Preservation Commission, at its regular meeting of April 18,
9 2018, reviewed Planning Department Preservation staff's analysis of 6301 Third Street's
10 historical significance pursuant to Article 10 as part of the Landmark Designation Case Report
11 dated April 18, 2018.

12 (6) On April 18, 2018, the Historic Preservation Commission passed Resolution
13 No. _____, initiating designation of 6301 Third Street (aka Arthur H. Coleman Medical
14 Center), Assessor's Parcel No. 4968, Lot 032, as a San Francisco Landmark pursuant to
15 Section 1004.1 of the Planning Code. Said resolution is on file with the Clerk of the Board of
16 Supervisors in File No. _____ and is incorporated herein by reference.

17 (7) On _____, after holding a public hearing on the proposed designation
18 and having considered the specialized analyses prepared by Planning Department
19 Preservation staff and the Landmark Designation Case Report, the Historic Preservation
20 Commission recommended approval of the proposed landmark designation of 6301 Third
21 Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, in
22 Resolution No. _____. Said resolution is on file with the Clerk of the Board of Supervisors in
23 File No. _____.

24 (8) The Board of Supervisors hereby finds that 6301 Third Street (aka Arthur H.
25 Coleman Medical Center), Assessor's Parcel No. 4968, Lot 032, has a special character and

1 special historical, architectural, and aesthetic interest and value, and that its designation as a
2 Landmark will further the purposes of and conform to the standards set forth in Article 10 of
3 the Planning Code.

4
5 Section 2. Designation.

6 Pursuant to Section 1004 of the Planning Code, 6301 Third Street (aka Arthur H.
7 Coleman Medical Center), in Assessor's Parcel No. 4968 Lot 032, is hereby designated as a
8 San Francisco Landmark under Article 10 of the Planning Code. Appendix A of Planning
9 Code, Article 10 is hereby amended to include this property.

10
11 Section 3. Required Data.

12 (a) The description, location, and boundary of the Landmark site consists of the City
13 parcel located at 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's
14 Parcel No. 4968 Lot 032, in San Francisco's Bayview neighborhood.

15 (b) The characteristics of the Landmark that justify its designation are described and
16 shown in the Landmark Designation Case Report and other supporting materials contained in
17 Planning Department Docket No. 2017-012290DES. In brief, 6301 Third Street (aka Arthur H.
18 Coleman Medical Center), in Assessor's Parcel No. 4968, Lot 032, is eligible for local
19 designation as it is associated with the lives of significant persons in our past. Specifically,
20 designation of 6301 Third Street (aka Arthur H. Coleman Medical Center), Assessor's Parcel
21 No. 4968, Lot 032, is proper given that it is associated with Dr. Arthur H. Coleman, a
22 nationally prominent African American lawyer-physician and influential local civil rights leader.
23 Dr. Coleman purchased the property at 6301 Third Street to construct a purpose-built medical
24 facility to serve Bayview residents. Opening in 1960, the Arthur H. Coleman Medical Center
25 was celebrated with great fanfare, reflecting the style of the period and serving as a modern

1 symbol of community health, progress, and success. He recruited a team of African American
2 physicians to join him in his vision of providing comprehensive health services to the area's
3 low-income African American residents. In addition to his private practice where he worked
4 until a week before his death in 2002, Dr. Coleman was heavily involved with a wide variety of
5 community and neighborhood initiatives – as a local pioneer in the nationally significant
6 community health center movement of the 1960s, a tireless advocate for racial equity within
7 healthcare and the medical profession, and as an advocate for the Bayview's African
8 American community.

9 (c) The particular features that shall be preserved, or replaced in-kind as determined
10 necessary, are those generally shown in photographs and described in the Landmark
11 Designation Case Report, which can be found in Planning Department Docket No. 2017-
12 012290DES, and which are incorporated in this designation by reference as though fully set
13 forth herein. The character-defining interior features of the building are those associated with
14 areas that have historically been accessible to the public and are depicted in the floor plans or
15 photos in the Landmark Designation Report dated _____. Specifically, the following
16 features shall be preserved or replaced in kind:

17 All exterior elevations, form, massing, structure, roofline, architectural ornament, and
18 materials identified as:

- 19 (1) Location and site built to property line along Third Street;
- 20 (2) Two story height;
- 21 (3) Flat roof;
- 22 (4) Boxed eaves;
- 23 (5) Stucco cladding;
- 24 (6) Porcelain enameled steel panels with abstract boomerang motifs on Third
25 Street and Ingerson Avenue elevations;

- 1 (7) Historic recessed pharmacy entrance at north corner with fully glazed
2 metal frame door, flanked by large metal frame windows and transom;
- 3 (8) Historic main entry along Third Street elevation including:
4 (A) Angled and recessed main entry with porcelain enameled steel return
5 at the south and stucco and glazing at the north return;
6 (B) Fully glazed metal frame double doors;
7 (C) Two metal frame windows flanking the double doors;
8 (D) Large glazed double-height transom above entry;
9 (E) Historic metal stylized address numbers at transom;
10 (F) Historic suspended abstract light fixture at entry;
11 (G) Applied ornamental medical emblem on north return; and
12 (H) Stucco clad planter abutting north return.
- 13 (9) Fenestration of ganged and single metal casement and awning windows
14 and metal storefront system at ground level; and
- 15 (10) Letter signage reading, "The Arthur H. Coleman Medical Center" on the
16 Ingerson Avenue elevation, located between the first and second floors.

17 All publicly accessible interior features identified as:


- 18 (1) Double-height entry lobby with open stair and porcelain enameled steel
19 panels along south return.

20
21 Section 4. Effective Date. This ordinance shall become effective 30 days after
22 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
23 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
24 of Supervisors overrides the Mayor's veto of the ordinance.

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APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By:



ANDREA RUIZ-ESQUIDE
Deputy City Attorney

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DRAFT LANDMARK DESIGNATION REPORT



Arthur H. Coleman Medical Center 6301 Third Street

DRAFT Article 10 Landmark Designation Report submitted to the Historic Preservation Commission April 18, 2018.

City and County of San Francisco
Mark Farrell, Mayor

Planning Department
John Rahaim, Director

Landmark No.
XXX

Cover: Arthur H. Coleman Medical Center, 1960 (BayView/Hunter's Point Clinic)

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

This Draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.

Arthur H. Coleman Medical Center

6301 Third Street

Built: 1960
Architect: Hans G. Glass

This Article 10 Landmark Designation Report provides documentation and assessment to demonstrate the historical, cultural, or architectural significance for the purpose of local designation as a San Francisco City Landmark under Article 10 of the Planning Code. This document may reference previous studies and supporting documentation, such as historic context statements, surveys, state or national historic registries, and or other comparable documents. For more information regarding supporting documentation and source material, please reference the materials listed in the bibliography.

CRITERIA FOR DESIGNATION

Persons: Associated with persons significant to our past.

PERIOD OF SIGNIFICANCE

1960-2002

The Period of Significance is 1960 through 2002, corresponding with the year of construction through the year that its founder, Dr. Arthur H. Coleman, worked at the facility.

STATEMENT OF SIGNIFICANCE

The Arthur H. Coleman Medical Center is significant for its association with Dr. Arthur H. Coleman, a nationally prominent African American lawyer-physician and influential healthcare and civil rights advocate. Dr. Coleman purchased the property at 6301 Third Street to construct a purpose-built medical facility to serve Bayview residents. Opening in 1960, the Arthur H. Coleman Medical Center reflected the popular architectural styles of the period, and served as a modern symbol of community health, progress, and success. He recruited a team of Black physicians to join him in his vision of providing comprehensive health services to the area's low-income African American residents. In addition to his private practice, Dr. Coleman was heavily involved with a wide variety of community and neighborhood initiatives – celebrated as a local pioneer in the nationally significant community health center movement of the 1960s, as a tireless advocate for racial equity within the healthcare system and the medical profession, and as an advocate for the Bayview's African American community.

PROPERTY DESCRIPTION

The former Arthur H. Coleman Medical Center at 6301 Third Street is located at the southeast corner of Third Street and Ingerson Avenue in the Bayview neighborhood in the southeastern section of San Francisco. The Third Street corridor with which it is aligned displays a mix of residential, commercial, and institutional uses (churches and a school). The KIPP Bayview Middle School is located only a block to the south on Third and Jamestown Avenue and behind the building to the east is a residential neighborhood characterized by two-story single family homes dating to varying time periods. 6301 Third Street sits adjacent to both the San Francisco MUNI “KT-Ingleside/Third Street” metro rail line that runs along Third Street and a nearby entrance to the U.S. 101/Bayshore Freeway. A mix of commercial and residential properties lines either side of Third Street.

The subject property is two-stories in height with a flat roof, boxed eaves, and stucco cladding. It is built to the property lines along both of its primary elevations (north and west). Constructed in 1960, the building features a design aesthetic that is characteristic of the period. Porcelain enameled steel panels featuring abstract boomerang motifs, for example, clad portions of both the Third Street and Ingerson Avenue elevations. The panels that clad the southern portion of the east elevation (Third Street) continue onto the south return at the entryway and into the interior lobby. Porcelain enamel, also known as vitreous enamel, is a “thin coating of glass fused to metal at temperatures above 800 degrees Fahrenheit.”¹ The practice of applying porcelain enamel to metals for architectural purposes began in Austria and Germany in during the mid-nineteenth century and its use in the United States began in the last quarter of the nineteenth century, picking up steam in the early twentieth century and becoming widely used by the 1920s.² The boomerang motif featured on the porcelain enameled steel panels was a popular design in the 1950s and ‘60s. According to Dr. Coleman’s daughter and longtime office administrator for the center, Patricia Coleman, her mother Ruth Coleman was an “artistic person” and influenced the design of the building, including the selection of the porcelain enameled steel panels.³

There are two historic main entrances to the building. At the north corner is a historic recessed pharmacy entrance with a fully glazed metal frame door, flanked by large metal frame windows and a transom. The second historic entrance is located midway along the Third Street elevation within an angled and recessed entryway, characterized by porcelain enameled panels at the south return and stucco and glazing at the north return. A stucco clad planter abuts the north return. Fully glazed metal frame double doors open up to a double height entry lobby with open staircase, and the porcelain enameled steel panels cladding the exterior along the Third Street elevation continue into the interior lobby. The doors are flanked by two metal frame windows and a large glazed double-height transom with original stylized metal address numbers. In front of the transom hangs a historic abstract light fixture red and white in color.

¹ Jester, Thomas C. “Porcelain Enamel.” In *Twentieth-Century Building Materials: History and Conservation*. New York: McGraw Hill, 1995. 255

² Ibid.

³ Patricia Coleman, Interview with author, January 31, 2018.

CONSTRUCTION AND OCCUPANT HISTORY

The first permit filed for 6301 Third Street was submitted by the property owner, R. O'Brien, in October of 1912 to erect a redwood shed at the southeast corner of Ingerson Avenue and what was then called Railroad Avenue (now Third Street). A second permit was filed in 1948 by a new owner and contractor, Foster Kleiser Co., who sought to erect a sign/billboard on the property.

Dr. Arthur H. Coleman purchased the property in 1959 for the site of a modern, purpose-built medical facility to serve Bayview residents, especially members of the area's underserved African American community. On May 18, 1959, he submitted a building permit application to construct the two-story medical office, listing Hans G. Glass, AIA (991 Main Street in Santa Clara) as the architect and W.J. Nicholson Co. Inc. (also of Santa Clara) as the contractor. A permit to erect was approved on August 10, 1959 and construction commenced soon after, estimated at a cost of \$95,000.

The grand opening of the San Francisco Medical Associates (later the Arthur H. Coleman Medical Center) took place on February 28, 1960. Dozens of attendees received a tour of the modern building and cutting edge facilities and equipment. A certificate of occupancy and final completion was issued on April 29, 1960. A year later in 1961 a neon sign reading, "Wesley Johnson Pharmacy," was installed above the entrance leading into the pharmacy at the corner of Third and Ingerson Avenues. Q.R.S. Neon Co. (690 Potrero) fabricated the sign. Very few alterations were made to the building since then. The only permits available indicate interior work completed to the Wesley Johnson Pharmacy in 1969 and a new roof installed in 1993.



The only permits available indicate interior work completed to the Wesley Johnson Pharmacy in 1969 and a new roof installed in 1993.

Following Dr. Coleman's death in 2002, the San Francisco Medical Associates continued to own the property with Dr. Coleman's daughter, Patricia Coleman, serving as administrator. Coleman recruited new tenants and oversaw the continued use of the property for community health services. Since 2005, a number of organizations and private practices have operated out of the facility, including the Bayview Hunters Point Health and Resource Center, the Center for Traditional Midwifery, San Francisco Medical Associates, Marin City Health & Wellness Center (dba Bayview Hunters Point Clinic), Dr. Joshwin Hall (dentist), JayVon Muhammad (CEO of Bayview Hunters Point Clinic), and Marlenea Watkins (health outreach coordinator).

In 2016, the property was sold in foreclosure to Mojoe Capital. The Bayview Hunters Point Clinic, operated by the Marin City Health & Wellness Center, continues to lease the space. Several of the physicians, including the CEO JayVon Muhammad, grew up in the Bayview neighborhood and received medical care from Dr. Coleman.

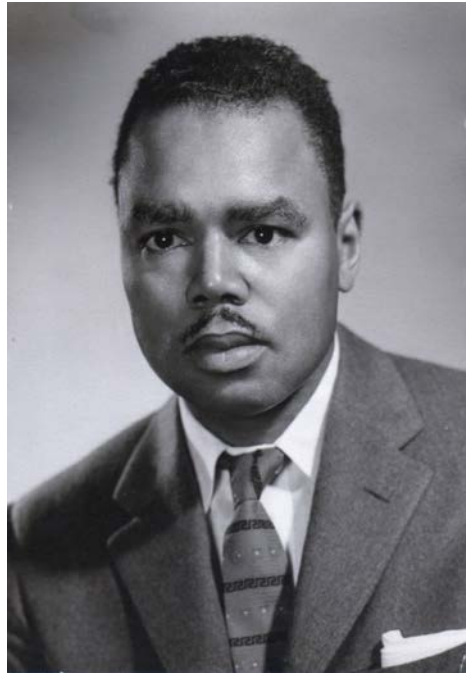
In 2017, a permit was approved to carry out electrical, HVAC, plumbing, flooring, and grid work, and add a new fire alarm system. Additional interior improvements were approved in 2018 to modernize the facility.⁴

⁴ San Francisco Department of Building Inspection, Building Permit Records.

HISTORIC CONTEXTS

Dr. Arthur H. Coleman

Dr. Arthur H. Coleman (1920-2002) was born February 20, 1920 in Philadelphia, Pennsylvania to parents who instilled in him a strong work ethic and supported his academic pursuits.⁵ In 1937 he graduated at the top of his class from Pennsylvania State College – one of 13 African Americans to do so – and in 1944 obtained a medical degree from Howard Medical College in Washington D.C., one of only two medical schools that enrolled black students in any significant numbers.⁶ Following graduation he served as a physician for the U.S. Air Force Hospital from 1945 to 1948.⁷



Establishing a Medical Practice in the Bayview

Upon serving out his term with the U.S. Air Force Hospital, Dr. Coleman first intended to move to Georgia to establish his own medical practice. He was inspired to open a private practice by the family physician he saw in his youth. After being confronted with very direct and blatant racism in Georgia, the former U.S. Air Force physician decided to leave and try his luck in San Francisco where he had visited while in the Air Force.⁸ When he arrived in San Francisco's Western Addition neighborhood, he learned of the acute healthcare needs among African Americans living near the shipyards in Bayview Hunter's Point, and chose to open a practice there.⁹ The neighborhood had the fewest physicians per resident in the city, requiring many Bayview residents to travel long distances in order to receive healthcare services. Following World War II, many whites, including the few white doctors who had been based in the Bayview, left for the suburbs. African Americans who had relocated to the area to work in the Hunters Point Naval Shipyard chose to stay in the neighborhood and some were able to purchase homes. By the end of 1948, Dr. Coleman became the Bayview's first African American doctor, practicing medicine in an upstairs rental unit located at Third and **Gillman or Hollister?** Streets.¹⁰ Given his education and prior work experience, Dr. Coleman could have sought employment in a more lucrative setting but chose instead to dedicate his

⁵ Patricia Coleman, Interview with author, January 31, 2018.

⁶ Hill, Julius W. "The Golden State Medical Association: The California Chapter of the National Medical Association." *California Medicine* III, no. 1. (July 1969): 46-49.

⁷ Lelchuk, Ilene. "Doc No Holiday." *San Francisco Chronicle*, May 23, 2001.

⁸ Lelchuk, Ilene. "Doc No Holiday." *San Francisco Chronicle*, May 23, 2001.

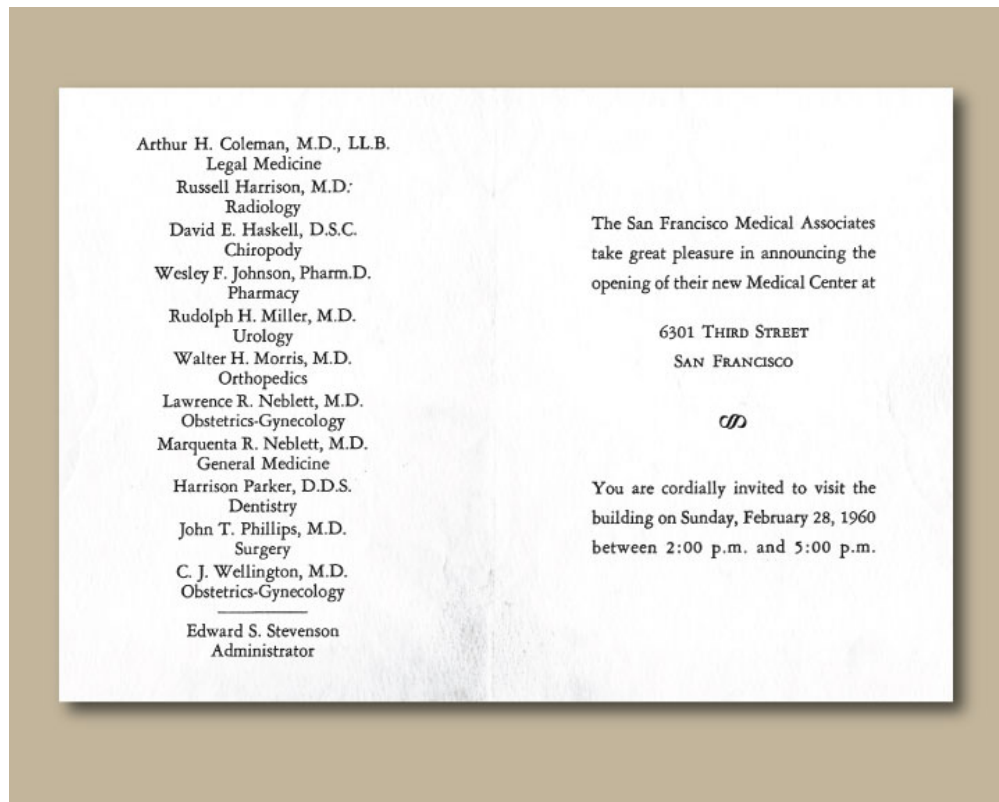
⁹ Patricia Coleman, Interview with author, January 31, 2018.

¹⁰ Lelchuk, Ilene. "Arthur Coleman - first black physician in S.F." *San Francisco Chronicle*, December 27, 2002.

life to serving disadvantaged communities. He and his family lived in St. Francis Wood, as did many other middle class African Americans in San Francisco during this time.¹¹

San Francisco Medical Associates (later Arthur H. Coleman Medical Center)

In 1959, Dr. Coleman purchased property at the corner of Third Street and Ingerson Avenue, only one block away from his first Bayview location, to construct his own medical facility. He had already practiced medicine in the Bayview for 11 years, renting an upstairs unit located above a corner grocery store. Dr. Coleman had recruited ten other African American physicians to join his practice and in 1960, the San Francisco Medical Associates (later the Arthur H. Coleman Medical Center) opened to great excitement. Below is the announcement for the center's opening.



¹¹ Patricia Coleman, Interview with author, January 31, 2018 and Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department. *African American Citywide Historic Context Statement (Unpublished Draft)*. San Francisco: 2015.



Photographs of the grand opening show the interior lobby and hallways of the new facility. People of all ages are in attendance to tour the space. (Photos courtesy of the Bayview/Hunters Point Clinic and the private collection of Patricia Coleman)



Attendees of the grand opening viewed the modern medical facilities and offices, including the reception area, x-ray room, centrifuge, dental suite, and pharmacy. A reception was hosted following tours of the facility, as seen in the photo at bottom. (Photos courtesy of the Bayview/Hunters Point Clinic and the private collection of Patricia Coleman).

Together, Dr. Coleman and his medical associates offered comprehensive medical services to area residents, mostly African Americans. Such services included medical, dental, ophthalmology, maternal health, x-ray, and pharmacy, later expanding to offer laboratory and mental health services. Among these physicians was Dr. Harrison Parker, the Bayview's first African American dentist who went on to serve the neighborhood for 38 years.¹²

While Dr. Coleman's center was a private practice, he regularly helped people who had no insurance or money, providing health care services free of charge. Dr. Coleman's practice served as a beacon of light in the neighborhood, with him and his colleagues serving as positive role models for the youth who grew up around the center. [insert quotes from oral interview with Dominique McDowell, Dr. Walker, Pat Coleman]

The practice thrived until the 1970s when state medical reimbursements began to dwindle and doctors began to leave for more lucrative jobs; it was becoming more and more difficult for young doctors to make a living. It was in the '70s when Dr. Coleman once again became a sole practitioner. For 42 years, Dr. Coleman and his medical associates provided "wraparound care for Black residents by Black practitioners."¹³ In total, Dr. Coleman practiced medicine in the Bayview for 54 years and served over 25,000 patients. He worked out of his practice until a week before his death in 2002, working seven days a week, still making house calls, and going without a vacation for over 20 years. When he passed away in 2002, Dr. Coleman was the last remaining privately practicing family physician in the Bayview.¹⁴ His legacy, however, lives on through the efforts of his daughter, Patricia Coleman, and a number of his protégés, including JayVon Muhammad, who heads the BayView/Hunters Point Clinic (part of the Marin City Health and Wellness Center) that now operates out of 6301 Third Street (see Epilogue for further information).

¹² Lelchuk, Ilene. "Arthur Coleman - first black physician in S.F." *San Francisco Chronicle*, December 27, 2002.

¹³ Bayview Hunters Point Clinic, "Statement of Significance for 6301 Third Street," submitted to San Francisco Planning Department, August 2017.

¹⁴ Lelchuk, Ilene. "Doc No Holiday." *San Francisco Chronicle*, May 23, 2001.

Fighting for Equity in the Medical Profession

Dr. Coleman was involved in several efforts to promote equity within the medical profession and improve the nation's healthcare system to better serve African Americans and other disadvantaged populations. He served as vice president and president of the National Medical Association (NMA), belonged to the California Medical Association (CMA), and served as an officer of the John Hale Society (the local affiliate of the NMA and CMA). He also served a term as vice president of the American College of Legal Medicine, lectured at the UC Medical Center, and was responsible for convincing the National Medical Fellowships – an organization that awarded scholarships to students of color studying medicine – to open a West Coast office in San Francisco. He even served as chairperson of the local board for a time.

During the era of segregation, aspiring African American doctors had basically only two options for medical school: the Howard University College of Medicine in Washington D.C. and Meharry Medical College in Nashville, Tennessee. In 1969, 85 percent of the approximately 6,000 African American doctors in the U.S. were graduates of one of these two programs. Following graduation, these aspiring physicians faced even more obstacles, as “it was almost impossible after their medical training to receive internships or residencies, or even to practice medicine in accredited and many non-accredited hospitals.”¹⁵ In addition, the dominant national medical association of the time, the American Medical Association and its local affiliates, barred African Americans from joining.

Despite these roadblocks, Arthur H. Coleman became an accomplished doctor (and later lawyer) who leveraged his own successes to uplift others in his community. This demonstrates his exceptionalism as an individual while also highlighting broader efforts to improve health outcomes for African Americans and make the medical profession more equitable.



Dr. Coleman and the San Francisco Medical Associates at the center's grand opening in 1960, standing in front of the Third Street entrance (Photo courtesy of Patricia Coleman)

¹⁵ Hill, Julius W. "The Golden State Medical Association: The California Chapter of the National Medical Association." *California Medicine* III, no. 1. (July 1969): 46-49.

National Medical Association

The National Medical Association (NMA) was established in Atlanta, Georgia in 1895 to represent African American physicians and health professionals in the United States. Its founders did not originally seek to form the organization; rather they wished to join the established medical association of the time, known as the American Medical Association (AMA), but were barred membership due to discrimination. The NMA, thus, was formed as a result of exclusion and out of necessity for Black doctors, dentists, pharmacists, and other medical professionals who sought to join such a group.¹⁶

The AMA, in existence since 1847, effectively denied African American participation until the 1960s. In 2005, AMA President Ronald Davis organized the “Writing Group for the History of African Americans and Organized Medicine,” led by Dr. Robert B. Baker, to examine the AMA’s history of racial discrimination. As summarized by Davis, Baker and his colleagues devised the following findings:

(1) in the early years following the Civil War, the AMA declined to embrace a policy of nondiscrimination and excluded an integrated local medical society through selective enforcement of membership standards; (2) from the 1870s through the late 1960s, the AMA failed to take action against AMA-affiliated state and local medical associations that openly practiced racial exclusion in their memberships—practices that functionally excluded most African American physicians from membership in the AMA; (3) in the early decades of the 20th century, the AMA listed African American physicians as “colored” in its national physician directory and was slow to remove the designation in response to protests from the National Medical Association (NMA); and (4) the AMA was silent in debates over the Civil Rights Act of 1964 and put off repeated NMA requests to support efforts to amend the Hill-Burton Act’s “separate but equal” provision, which allowed construction of segregated hospital facilities with federal funds.

These dishonorable acts of omission and commission reflected the social mores and racial segregation that existed during those times throughout much of the United States. But that context does not excuse them. The medical profession, which is based on a boundless respect for human life, had an obligation to lead society away from disrespect of so many lives. The AMA failed to do so and has apologized for that failure [34].¹⁷

In 2008, Davis issued a formal apology on behalf of the AMA to the NMA for its wrong doings.¹⁸

Unlike the AMA, the NMA was open to people of all racial and ethnic backgrounds from its very beginnings. The NMA attracted African American doctors who sought to open their own medical centers, hospitals, and medical societies to serve the country’s African American communities. It also advocated for increased opportunities for aspiring Black physicians. For decades, medical

training for African Americans was limited to only two schools: Meharry Medical College in



One of the physicians Coleman recruited to the Bayview, Dr. Walter Morris (right). (Photo courtesy of Patricia Coleman).

¹⁶ National Medical Association. “History.” Accessed January 16, 2018. <http://www.nmanet.org/page/History>

¹⁷ Baker, Robert B. “The American Medical Association and Race.” *AMA Journal of Ethics* 16, no. 6 (June 2014): 479-488.

¹⁸ *Ibid.*

Nashville, Tennessee and Howard University College of Medicine in Washington, D. C. Landing residencies or internships – essential to the training of any doctor – was also a difficult and sometimes impossible task for aspiring Black physicians due to discrimination. Moreover, it was “almost impossible” for African American medical school graduates to “practice medicine in accredited and many non-accredited hospitals.”¹⁹ In response, the NMA offered educational scholarships for Black students, and together with state and local affiliates, advocated for major medical and paramedical institutions to recruit and admit Black and other students of color. The NMA was also active in advocating for the passage of the Civil Rights Act of 1964 and in 1969, had committees “charged with furthering the implementation of Title VI of the Civil Rights Act with respect to health” and was the only national medical organization to endorse Medicare.²⁰

The Golden State Medical Association and the John Hale Medical Society

The National Medical Association was comprised of state and local chapters and in California, the state chapter was called the Golden State Medical Association. It formed out of necessity when a local chapter was created in Los Angeles (in order for a local affiliate to be admitted to the NMA, it first had to belong to a state chapter). San Francisco’s local affiliate, the John Hale Medical Society, formed at the suggestion of Dr. Julius Hill, then President of the National Medical Association, in 1966. It was headquartered at 567 Grove Street and operated a Western Addition Health Team area office for two years [more research needed; were these the same two buildings?]. The John Hale Medical Society hosted the NMA’s annual meeting in 1969.²¹

Through his involvement in professional and educational organizations, and by training and hiring young doctors, Dr. Coleman worked tirelessly to promote opportunities for African Americans within the medical profession. Through his service to community, his leadership, and his mentorship, Dr. Coleman also encouraged other Black physicians to bring their education and training back to the community.



Another physician Coleman recruited to the Bayview, Dr. C.J. Wellington (right). (Photo courtesy of Patricia Coleman).

¹⁹ Hill, Julius W. “The Golden State Medical Association: The California Chapter of the National Medical Association.” *California Medicine* III, no. 1. (July 1969): 46-49.

²⁰ *Ibid.*, 47.

²¹ *Ibid.*

A Pioneer in the Field of Legal Medicine

In 1956, Dr. Coleman earned a law degree from Golden Gate University and gained membership in the California State Bar, attending night school while continuing to serve his clients in the Bayview during the day. He was motivated to pursue law after seeing countless patients being injured in the workplace. He sought to understand and help address the root cause of the problem. Dr. Coleman was at the forefront of the field of legal medicine, representing one of the few individuals to obtain degrees in both law and medicine. In 1975 he was "one of approx. 300 physicians in the United States who also has a law degree."²² With his new arsenal of knowledge, Dr. Coleman offered free legal advice to his clients at the clinic and became involved with national organizations in order to influence policy and practice in a larger way. Dr. Coleman was also a founder of the Black Congress on Law and Medicine and served as Vice President of the American College of Legal Medicine beginning in 1975.

Dr. Arthur Coleman, 81, has been serving Bayview-Hunters Point round-the-clock for decades



Bayview's only family doctor in private practice takes his medical bag along on house calls.

Doc No Holiday



Dr. Arthur Coleman checked Sam Jordan's heartbeat during a recent home visit to the Third Street tavern owner who suffered a severe stroke.

By Hene Lechuk
CHRONICLE STAFF WRITER

Dr. Arthur Coleman is 81 years old and can't quit. He is the only privately practicing family physician left in San Francisco's neglected Bayview-Hunters Point district, where the city's largest concentration of African Americans lives. Coleman, a man who knows exactly how badly he's needed, still works seven days a week and even makes house calls, toting a black leather medical bag. When Coleman leaves his practice — and he's not saying when — the neighborhood loses its first black doctor, a 50-year health care and civil rights advocate and a relic of a bygone era when the family doctor would call after hours just to see how you're feeling.

"I haven't had a long vacation in 20-some years," Dr. ARTHUR COLEMAN.

"It's been a good practice, and so far everyone seems happy," Coleman said softly with signature modesty, his big, square glasses slipping down his short nose.

Inside the small medical building Coleman built on Third Street in 1960, his waiting room is often filled with patients who have known him since he started in 1948. Coleman has tended their children and grandchildren, helped them cope with aging and disease, and seen too many enter widowhood.



Above: Dr. Coleman examined patients' charts piled on his office desk. Left: Dr. Coleman hugged patient Alma Ribbs during an office visit.

► COLEMAN: Page A17 Col. 1

A 2001 *SF Chronicle* article on the work and life of Dr. Coleman shows a photo of him at age 81 checking the heartbeat of famed Third Street tavern owner, Sam Jordan. Jordan, for whom Landmark No. 263 (Sam Jordan's Bar) is named, had recently suffered from a stroke. Dr. Coleman was Mr. Jordan's regular doctor.

²² *Oakland Post*, "Dr. Coleman to head Black physicians association," October 19, 1975.

Healthcare and Civil Rights Advocacy

A tireless advocate for healthcare and civil rights, Dr. Coleman was well respected as a community leader in the Bayview and at City Hall. In fact, former San Francisco Mayor John Shelley in 1964 considered appointing Dr. Coleman to the Board of Supervisors, but “Coleman instead recommended Terry Francois,” who eventually became the city’s first African American Supervisor.²³ Dr. Coleman co-founded the Candlestick Democratic Club in the 1950s to increase voter registration rates in Bayview Hunters Point and became involved in political campaigns like Diane Feinstein’s run for mayor. He also served as chairperson of the Hunters Point Boys Club and was the spokesperson for a number of organizations such as Interracial Understanding and the San Francisco Committee on Youth.²⁴ He sat on boards and donated to causes important to him, including the new African American Center at the San Francisco Public Library, and advocated for the construction of affordable housing in Bayview Hunters Point.²⁵



Dr. Coleman (third from right, seated) in a meeting with Justin Herman of the Redevelopment Agency and others discussing a proposed housing development project for Hunters Point.

Dr. Coleman was also active in a number of nonprofit and community-based initiatives aimed at improving the health outcomes of African Americans. He promoted disease prevention awareness in the community, served on the Board of Directors at St. Luke’s Hospital and the San Francisco Association of Mental Health, and was the chairman of the Health Council of the United Community Fund. He was known for his activism around making the San Francisco General Hospital more responsive to the Bayview Hunters Point community, holding a press conference on the topic in 1969, and worked with other neighborhood activists to petition local hospitals to hire African American

²³ *San Francisco Chronicle*, “Pistol Death of a Doctor’s Son,” February 17, 1975.

²⁴ Lelchuk, Ilene. “Doc No Holiday.” *San Francisco Chronicle*, May 23, 2001.

²⁵ Coleman, Patricia. Interview with Desiree Smith, San Francisco Planning Department. San Francisco, January 31, 2018.

interns. He also sat on the board of directors for former U.S. Senator Bob Dole's Dole Foundation, which "help[ed] people with disabilities live independently."²⁶

As a member of the San Francisco Port Commission through the 1980s, he learned about the high rates of asthma and breast and prostate cancer among Bayview residents, inspiring him to establish a nonprofit organization called the Bayview Hunter's Point Health and Environmental Resource Center, which operated out of 6301 Third Street. The effort began with a group of volunteers canvassing the neighborhood and handing out flyers with information about early detection tests. The program urged area residents to get regular checkups and screenings for these environmentally-related illnesses. As stated by a colleague, Betty McGee, who worked at the Bayview Hunters Point Health and Environmental Resource Center, "His motto is if they're not coming in for services, then we'll have to take the services to them."²⁷

Recognized Bayview community leader and longtime patient of Dr. Coleman, Eloise Westbrook, once said of Coleman: "Arthur is one of the persons in Hunters Point you'd call an unsung hero... [He] is the kind of a person who never liked to be in the forefront, but he was behind you, pushing."²⁸ The two collaborated on a number of civic activities together through their work at the Bayview Neighborhood Center, also known as the Crispus Attucks Club. Dr. Coleman was an early member of the organization, serving on its committees and acting as chairman of the board for a period of time. This important organization represented the nexus of political and community leadership for the Bayview neighborhood; among the organization's many efforts was the formation of an Economic Opportunity Council office in Hunters Point.²⁹

Anti-Poverty Programs in Bayview Hunter's Point, 1964-1976

Part of President Lyndon B. Johnson's "War on Poverty" and "Great Society," the Economic Opportunity Act of 1964 was intended to help alleviate poverty throughout the nation. In San Francisco, the Bayview suffered from some of the highest poverty rates in the post-war period. The Bayview Hunters Point community rallied to participate in the new federal program and in 1965 an Economic Opportunity Council (EOC) office opened in the neighborhood, creating dozens of job opportunities for Bayview Hunters Point residents and sparking new social programs such as Head Start as well as job training and job placement programs. It was estimated that the EOC resulted in 774 new jobs for the people of Hunters Point.³⁰

Dr. Coleman was selected by Mayor Shelley to serve as the EOC's first director. One of Dr. Coleman's first orders of business was to ensure that the community had majority control over the EOC board of directors. He negotiated with the mayor to establish a policy requiring the board of directors to consist of 25 community-elected representatives and 24 Mayoral appointees. Dr. Coleman only served in that role for two years, however, as he grew frustrated with its structure and "chaotic fiscal policies," as well as "dissent within leadership" and a general lack of communication with the Mayor. He

²⁶ Lelchuk, Ilene. "Doc No Holiday." *San Francisco Chronicle*, May 23, 2001.

²⁷ *Ibid.*

²⁸ *Ibid.*

²⁹ Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department. *African American Citywide Historic Context Statement (Unpublished Draft)*. San Francisco: 2015.

³⁰ *San Francisco Chronicle*, "The Poverty Industry in Hunters Point," February 17, 1972.

instead chose to focus again on his medicine practice and healthcare advocacy. An outgrowth of the EOC was the Hunters Point Bayview Community Health Services, which Dr. Coleman headed.

Hunters Point Bayview Community Health Services

One of the most significant nonprofit healthcare initiatives Dr. Coleman was involved with was the Hunters Point Bayview Community Health Services. In the 1960s, the Economic Opportunity Council (EOC) approached Dr. Coleman about establishing a community health center in the Bayview under a new federally funded program. As an outgrowth of the Civil Rights Movement, community health centers spread throughout the country, offering a new approach to healthcare in order to better serve underprivileged populations. They were supported by federal dollars, initially from the Office of Economic Opportunity as a component of President Lyndon B. Johnson's War on Poverty program, and later administered by the Department of Health, Education and Welfare.³¹

At the core of the community health center model was an understanding that many health problems prevalent in society have social causes and disproportionately affect socially and economically disadvantaged communities. Community health centers took a comprehensive approach to healthcare that included health education, advocacy, case management, intervention, translation services, and were tailored to the population they were intended to serve, as they typically targeted families, low income individuals, farmworkers, ethnic minority groups, seniors, and homeless populations. Some carried out community participatory research. Community health centers are characterized by community governance and nonprofit business models, enabling practitioners to help patients regardless of their insurance status or ability to pay.³² Dr. Coleman wanted to help the community apply for funds, but had a slightly different philosophy. As he explained during an interview:

When the EOC [Economic Opportunities Council] proposed a health center for the community, the general reaction was it was more of the same old stuff. They were just simply dressing it up in new clothes. It was still a double-system of healthcare and the community felt like it wanted something better if there was any way possible.³³

Dr. Coleman believed that it was in the best interest of low income patients to participate in the traditional "free choice" healthcare market common among the affluent, and saw most community health centers as a "dual system of health care" that isolated families from low incomes and minority backgrounds. Instead, he intended to help poor people access private practices.³⁴

³¹ Community Health Foundation. "CHC Movement: A National Program, Building on Local Roots." Accessed February 21, 2018. <http://chcchronicles.org/stories/chc-movement-national-program-building-local-roots>

³² Community Health Foundation. "CHC Movement: A National Program, Building on Local Roots." Accessed February 21, 2018. <http://chcchronicles.org/stories/chc-movement-national-program-building-local-roots>

And "Part 1: The OEO and the early champions of neighborhood health centers." Video. Community Health Foundation. Accessed online March 2, 2018. Accessed online March 3, 2017. <http://www.chcchronicles.org/stories/part-1-oeo-and-early-champions-neighborhood-health-centers>.

³³ "Hunters Point: A View from the Hill." Television. Directed by Ira Eisenberg for Assignment Four. KRON-TV. San Francisco: October 5, 1969. Accessed online March 3, 2017. <https://diva.sfsu.edu/collections/sfbatv/bundles/206166>.

³⁴ Pearlman, David. "Spreading the Medical Word in Hunters Point." *San Francisco Chronicle*, October 9, 1968.

With Dr. Coleman's help, the community successfully secured a multimillion-dollar grant from the U.S. Department of Health, Education, and Welfare (now the Department of Health and Human Services) in 1967 to establish the Hunters Point Bayview Community Health Service. The 5-year pilot program was overseen by the John Hale Society and directed by Dr. Arthur Coleman. It served "an area of 5,000 families located mainly in the Hunters Point, Candlestick Cove, Sunnysdale and Alice Griffith housing projects."³⁵ Dr. Coleman limited but still maintained his private medical practice to direct the project, headquartered at 5815 Third Street. An open house ceremony for the program attracted hundreds.

A 1968 San Francisco Chronicle article announces the opening of the Hunters Point Bayview Community Health Services.

Spreading the Medical Word in Hunters Point

San Francisco Chronicle 5
 ☆☆ Wed., Oct. 9, 1968

By David Perlman
 Science Correspondent

Somewhere out in the Hunters Point-Bayview part of town there's an old man, handicapped by a stroke, who sits in his room alone — more a psychological cripple than a physical one.

There are kids out there with decaying teeth — not because their parents don't care, but because they are too unsophisticated to know where to find dental help.

Infants are being born prematurely to malnourished mothers — not because food is so scarce, but because the pathway to adequate prenatal medical care and diet instruction is an unfamiliar one. The fact that public funds exist to play the bills may even be unknown.

ATTACK

These are the sorts of problems that will be attacked from now on by a new federally financed program designed to change the basic life-style — and with it the health — of thousands of low-income families.

The program, which begins this month, is called the Hunters Point-Bayview Community Health Service. It is armed with a \$705,000 grant from the Public Health Service, and it is projected to continue for the next five years at a total cost of \$5 million.

Details of the project were discussed yesterday by Dr. Arthur H. Coleman, its director, at a press conference at the service's new headquarters at 5815 Third street.

IMPEDIMENTS

As Dr. Coleman noted, the problem for people in the project area is not that medical care is poor—it's excellent, in fact. But far too many potential patients — particularly black patients — have profound psychological and social impediments to seeking care at all.

So the new community service will not actually provide medical treatment. Rather, it will deploy four health teams of public health nurses, social workers and "social health technicians" to encourage families to use private medical and dental offices in the traditional "free choice" manner of more affluent families.

JOB

Where patients are eligible for Medi-Cal or Medicare or welfare services, the health teams will show them how to qualify. The health teams also will offer psychological help and nutrition instruction.

In many cases the community service will help pay bills that aren't covered by insurance or Medi-Cal.

Of interest to the Public Health Service will be an evaluation of the program year by year. For it actually represents a major departure from other medical projects in low-income areas.

In San Francisco, for example, the Poverty Program is now financing a Mission Neighborhood Health Center, where salaried physicians actually provide comprehensive care in a full-fledged medical facility.

DUAL

"It is our feeling," said Dr. Coleman, "that the neighborhood center or clinic is a dual system of medical care — a special center for poor people. We hope to show that



DR. ARTHUR COLEMAN
 Health service director

we can provide first-class care for our patients through the same kind of private medicine that all other sections of the population receive."

Funds for S.F. Parks

State Senator Milton Marks yesterday delivered three checks to the city that will finance \$216,627 worth of recreation and park improvements.

In a brief ceremony, he presented the checks — all from a State recreation bond issue — to Mayor Joseph Alioto.

The checks will provide: \$102,778 for play and picnic areas, hiking trails and an outdoor theater at McLaren Park; \$58,849 for picnic areas, trails and boating facilities at Lake Merced; and \$55,000 for bicycle and riding trails in Golden Gate Park, to be connected via Sunset boulevard with the trails at Lake Merced.

³⁵ (Dr. Coleman Heads SF Health Program, Oakland Post, Oct 9, 1968).

The initiative was highlighted in a television program called "Hunters Point: A View from the Hill," aired October 5, 1960 on KRON-TV, which included an interview with Dr. Coleman who summarized the program:

Once we really found out what the needs were, what the problems were, it was simple enough to come up with an innovative idea. They needed babysitters, they needed a way to get to doctors, they wanted freedom of choice like everybody else to pick their own doctor. We attempt to assist them in overcoming these factors by the use of health teams. It's the function of the team to go out into the field, to knock on doors, to talk to people, find out what their problems are and try to motivate them to the extent that they will now on their own begin to seek healthcare....I think it will have a tremendous social impact. For the first time the community is beginning to talk about lack of resources. They feel now the need for a hospital. We're using our own talent, our own resources, our own manpower to do things that we think will help this community and we are not interested and will not be dictated by planners from outside of the community for this community.³⁶

In its initial year, more than 1,100 families comprising over 5,000 individuals were registered for the program. It represented the area's "only community controlled health care delivery system" and was considered a model of low-income health services.³⁷ As part of the program, 90 residents were trained as "social health technicians," and along with social workers and public health nurses, they formed teams which went door to door conducting interviews as part of "an evaluation of community perceptions around health, power structures, and communication tools."³⁸ The Hunters Point Bayview Community Health Services, while short-lived, was significant as a unique and local manifestation of the national community health center movement that emerged in the U.S. during the late 1960s. Through it, low and moderate income community members were provided free medical, pharmaceutical, mental health, and dental services. As predicted by Dr. Coleman in 1960, the program sparked a larger discussion about the need for resources, including a hospital, for the Bayview Hunters Point area – a dream that was eventually realized almost two decades later with the opening of the Southeast Health Center Clinic in 1979.³⁹

[image of chs newsletter (locate at SFPL)]

³⁶ "Hunters Point: A View from the Hill." Television. Directed by Ira Eisenberg for Assignment Four. KRON-TV. San Francisco: October 5, 1969. Accessed online March 3, 2017. <https://diva.sfsu.edu/collections/sfbatv/bundles/206166>.

³⁷ ???

³⁸ ???

³⁹ "Hunters Point: A View from the Hill." Television. Directed by Ira Eisenberg for Assignment Four. KRON-TV. San Francisco: October 5, 1969. Accessed online March 3, 2017. <https://diva.sfsu.edu/collections/sfbatv/bundles/206166>.

And Southeast Health center clinic



Dr. Coleman during an October 8, 1968 press conference announcing the launching of the Hunters Point Bayview Community Health Services program. A few years later in 1972, Coleman held another press conference announcing cuts to the program and making an urgent plea to the Department of Health to restore funding. (KPIX Collection).

In 1970, another federally funded anti-poverty program spurred by the Johnson administration - known as "Model Cities" - came to the Bayview. Then Mayor Joseph Alioto secured the funding for two Model Cities neighborhood programs in San Francisco - one in the Mission District and the other in Bayview Hunters Point. Some of its programs included the Manpower Skills Center, housed the Apprenticeship Opportunity Foundation and Affirmative Action Program; Operation Clean-Up. Dr. Coleman sat on the 21-member Model Cities Commission and participated in the Model Cities Health Task Force.⁴⁰ In January 1970 the task force held a Southeast Consumers Health Conference at the Burnett School Auditorium in Hunters Point, attracting over 500 people to discuss healthcare needs in the community and focusing on the need for increased community control of San Francisco General Hospital. The Nixon Administration discontinued the program only a few years later in 1976.

⁴⁰ *San Francisco Chronicle*, "Outside's Impact on Hunters Point," February 18, 1972.

Epilogue: A Lasting Legacy

In honor of Dr. Coleman's 50th year serving the Bayview community, a parade was held down Third Street in his name in 1998. He rode ten blocks in a cable car with hundreds of others surrounding him in gratitude for his loving dedication to the people of the Bayview Hunters Point area. He continued to work full time out of his medical center at 6301 Third Street until a week before his passing in 2002. He practiced medicine in the Bayview for a total of 54 years and was a key figure in advocating for the needs of African Americans and Bayview residents in the areas of health and civil rights.⁴¹ His vision of community health care and his inspiring legacy has continued on through the efforts of his daughter, Patricia Coleman, and others, including many former patients or mentees of Dr. Coleman. Today the Bayview Hunters Point Clinic operates out of the building, continuing to serve the neighborhood with the goal of changing health disparities among African Americans and other underserved groups.⁴² In 2006, Patricia Coleman along with M.J. and Marilyn Metz, M.D. also established the Arthur H. Coleman Community Foundation in honor of Dr. Coleman. The foundation aims to eliminate health disparities in Bayview Hunters Point through health education programs, preventative care, and chronic disease management services to community members.⁴³

⁴¹ Lelchuk, Ilene. "Doc No Holiday." *San Francisco Chronicle*, May 23, 2001.

⁴² Marin City Health & Wellness Center. "Bayview Hunters Point Clinic." Accessed March 12, 2018. <http://www.marincityclinic.org/bayview-hunters-point/>

⁴³ Community Initiative. "Arthur H. Coleman Community Health Foundation." Accessed April 4, 2018. <https://coleman.wedid.it/>.

INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance.

Location

The building is still in its original location at the southeast corner of Third Street and Ingerson Avenue.

Design

The building retains very high integrity of design with no major alterations. It remains a two-story medical facility clad in stucco, glazing, and porcelain enameled steel panels. Its historic corner entry and recessed entry along the Third Street elevation remain intact, along with its original fenestration pattern of ganged and single metal casement and awning windows on the primary elevations, and a metal storefront system at the ground level.

Feeling & Association

The property retains integrity of feeling and association as it remains in use as a medical clinic, continuing to serve the Bayview Hunters Point community as it did historically.

Setting

The Arthur H. Coleman Medical Center retains integrity of setting, located along the Third Street mixed commercial and residential corridor. To the east of the property is a residential neighborhood of mostly two-story single family homes of mixed vintage. It is located adjacent to the San Francisco MUNI "KT-Ingleside/Third Street" metro rail line as well as an entrance to the U.S. 101/Bayshore Freeway. Historically the property had been adjacent to the Southern Pacific Railroad tracks, which ran along what was then called Railroad Avenue (now Third Street).

Materials & Workmanship

The property also retains integrity of materials and workmanship. Original materials including stucco, glazing, porcelain enameled steel panels, and aluminum frame windows and storefront remain. Original details such as metal address numbers and the metal light fixture above the Third Street entrance. Several signs were installed and uninstalled over the years as specific physicians or affiliated organizations changed. For example, a neon sign reading "Wesley Johnson Pharmacy" was installed in 1961 and was presumably uninstalled after Wesley Johnson left the practice. Currently, a sign reading, "Arthur H. Coleman Medical Center" remains on the north elevation. Another sign reading "Medical Associates" was placed on the west elevation for a period of time but no longer remains. The only exterior alterations include reroofing in 1993.

Overall, the building retains very high integrity to convey its original use, design, and period of construction.

ARTICLE 10 REQUIREMENTS SECTION 1004(B)

Boundaries of the Landmark Site

Encompassing all of and limited to Lot 032 in Assessor's Block 4968.

Character Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

Character-defining features include all primary *exterior* elevations, form, massing, structure, architectural ornament and materials identified as:

- Location and site built to property line along Third Street
- Two story height
- Flat roof
- Boxed eaves
- Stucco cladding
- Porcelain enameled steel panels with abstract boomerang motifs on Third Street and Ingerson Avenue elevations
- Historic recessed pharmacy entrance at north corner with fully glazed metal frame door, flanked by large metal frame windows and transom
- Historic main entry along Third Street elevation including:
 - Angled and recessed main entry with porcelain enameled return at the south and stucco and glazing at the north return
 - Fully glazed metal frame double doors
 - Two metal frame windows flanking the double doors
 - Large glazed double-height transom above entry
 - Metal stylized address numbers at transom
 - Historic suspended abstract light fixture at entry
 - Stucco clad planter abutting north return
- Fenestration of ganged and single metal casement and awning windows and metal storefront system at ground level
- Letter signage that reads "The Arthur H. Coleman Medical Center" on the Ingerson Ave. elevation located between the first and second floors

Character-defining *interior* features identified as:

- Double height entry lobby with open stair and porcelain enameled steel return along south wall

PROPERTY INFORMATION

Historic Name: Arthur H. Coleman Medical Center

Address: 6301 Third Street

Block and Lot: 4968/032

Owner: TD Investments LP, Mark Giraudo Property Trust, Mojoe Capital LLC

Original Use: Medical Clinic

Current Use: Medical Clinic

Zoning: NC-3 – Neighborhood Commercial, Moderate Scale

PHOTOGRAPHS



Primary (west) elevation, view east.



Primary (north and west) elevations, view south.



North (Ingerson Avenue) elevation, view south.



North entrance at corner of Ingerson Avenue and Third Street, view southeast.



Detail of Porcelain enameled steel panel on north (Ingerson Avenue) elevation, view south.



Detail of sign on north (Ingerson Avenue) elevation, view south.



Detail of metal numbers above Third Street entrance, view east.



Details of Third Street entrance, view east.

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ACKNOWLEDGEMENTS

San Francisco City and County

Mark Farrell, Mayor

Jane Kim, District 6 Supervisor

Historic Preservation Commissioners

President: Andrew Wolfram

Vice-President: Aaron Jon Hyland

Commissioners:

Kate Black

Karl Hasz

Ellen Johnck

Richard S.E. Johns

Diane Matsuda

Jonathan Pearlman

Planning Department

John Rahaim, Director

Tim Frye, Historic Preservation Officer

Project Staff

Desiree Smith, Department Preservation Planner, research, writing, and photography

Photography

All contemporary photography by Desiree Smith unless stated otherwise



**SAN FRANCISCO
PLANNING
DEPARTMENT**

APPLICATION FOR

Historic Landmark Designation

Planning Department
1650 Mission Street
Suite 400
San Francisco, CA
94103-9425

T: 415.558.6378
F: 415.558.6409

Landmark designation is authorized by Section 1004 of the San Francisco Planning Code. The designation process includes a review of the Landmark Designation Application by the Planning Department and the Historic Preservation Commission. Final approval is made by the San Francisco Board of Supervisors.

PRESERVING SAN FRANCISCO HISTORY

Since 1967, San Francisco's Historic Preservation Program has helped preserve important facets of the city's history. The list of designated city landmarks and landmark districts includes iconic architectural masterpieces, monuments to historic events, and places associated with cultural and social movements that have defined our city. However, there are still many more untold stories to celebrate through landmark designation.

PROPERTIES ELIGIBLE FOR LANDMARK DESIGNATION

Most San Francisco landmarks are buildings. But a landmark can also be a structure, site, feature or area of special historical, architectural or aesthetic interest. Collections of properties can also be designated as landmark districts.

Landmarks can be significant for a variety of reasons. The criteria are based on those used by the National Register of Historic Places. They include:

- Properties significant for their association with historic events, including the city's social and cultural history
- Properties significant for their association with a person or group important to the history of the city, state or country
- Properties significant for their architecture or design
- Properties that are valued as visual landmarks, or that have special character or meaning to the city and its residents
- Collections of properties or features that are linked by history, plan, aesthetics or physical development.

INCENTIVES FOR LANDMARK DESIGNATION

Landmark designation recognizes the property as a significant element of San Francisco history. There are also various incentives, including the following:

- Eligibility for the Mills Act program, which can result in property tax reduction
- Eligibility to use the California Historical Building Code
- Eligibility for land use incentives under the San Francisco Planning Code
- Eligibility to display a plaque regarding the building's landmark status

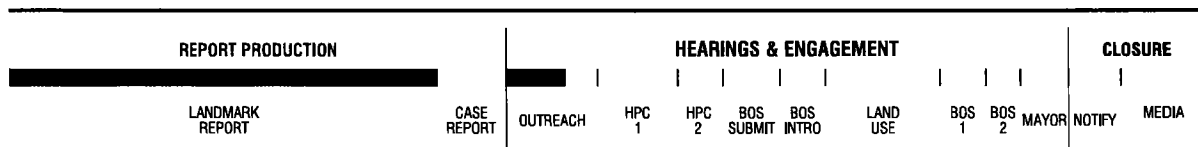
HOW TO APPLY TO DESIGNATE A LANDMARK

Any member of the public may nominate a property for landmark designation. The application must contain supporting historic, architectural and/or cultural documentation. More information about the Planning Department's Historic Preservation program can also be found here: <http://www.sf-planning.org/index.aspx?page=1825>

THE LANDMARK DESIGNATION PROCESS

The landmark designation process is a multi-step process. This includes the following:

1. Set a preliminary application review meeting with Planning Department Preservation staff. The meeting will focus on reviewing the draft designation application. Preservation staff can provide advice for improving the application, including any additional research which may be needed.
2. Submit the completed final application for review. Once it is determined to be complete, Preservation staff will place the application on the agenda for a Historic Preservation Commission (HPC) hearing.
3. During the hearing, the HPC will hear public testimony and determine if the property meets the criteria for landmark designation. If so, the Commission will vote to initiate landmark designation and schedule a follow-up hearing.
4. If the landmark designation is for a district, the Planning Commission will provide its review and comment on the proposed designation prior to the HPC making a final recommendation to the Board of Supervisors.
5. At the second hearing, the HPC will hear public testimony and vote on whether to recommend landmark designation to the Board of Supervisors.
6. An HPC recommendation supporting landmark designation will be forwarded to the Board of Supervisors and will be heard by its Land Use and Economic Development Committee. This is a public hearing where the owner(s) and members of the public can offer testimony.
7. The Land Use and Economic Development Committee will forward its recommendation on the designation to the full Board of Supervisors for a first reading. The Board of Supervisors will vote on the designation. A majority of Supervisors must vote in favor of the landmark designation for it to be approved. This is a public hearing, although no public testimony will be heard.
8. At a following Board of Supervisors hearing the proposed designation will have a second reading. This is a public hearing, although no public testimony will be heard. If the majority of Supervisors remain in favor of the landmark designation, the designating ordinance is sent to the Mayor for final signature.



COMPLETING THE APPLICATION

Please fill out all of the sections of the application. Use the checklist at the end of this application to ensure that all required materials are included. If more space is needed, please feel free to attach additional sheets as necessary. If you are unsure how to answer any of the questions, please contact Planning Department preservation staff.

Please submit the completed application to:
 San Francisco Planning Department
 Attn: Landmark Designation Application
 1650 Mission Street, Suite 400
 San Francisco, CA 94103-9425

Historic Landmark Designation **Application**

1. Current Owner / Applicant Information

Date:

PROPERTY OWNER'S NAME:

Mojoe Capital

PROPERTY OWNER'S ADDRESS:

2300 Bridgeway
Sausalito, CA 94965

TELEPHONE:

EMAIL:

APPLICANT'S NAME:

Dr. Arelious Walker

APPLICANT'S ADDRESS:

True Hope Church of God
950 Gilman Ave.
San Francisco, CA 94124

SAME AS ABOVE

TELEPHONE:

(415) 822-5626

EMAIL:

pastorwalker@truehope.org

CONTACT FOR PROJECT INFORMATION:

SAME AS ABOVE

TELEPHONE:

ADDRESS:

EMAIL:

2. Location of the Proposed Landmark

STREET ADDRESS OF PROJECT:

6301 3rd St. San Francisco, CA

ZIP CODE:

94124

CROSS STREETS:

Ingerson

ASSESSORS BLOCK/LOT:

LOT DIMENSIONS:

LOT AREA (SQ FT):

ZONING DISTRICT:

HEIGHT/BULK DISTRICT:

4968/032

5,658

10

OTHER ADDRESS / HISTORIC ADDRESS: (if applicable)

ZIP CODE:

3. Property Information

HISTORIC NAME OF PROPERTY (IF APPLICABLE)

DATE OF CONSTRUCTION:

SOURCE FOR DATE OF CONSTRUCTION:

Arthur H. Coleman Medical Center

ACTUAL YEAR 1959
 ESTIMATED YEAR

SF Planning
Property Map

ARCHITECT OR BUILDER:

ARCHITECTURAL STYLE

Unknown

SOURCE OF INFORMATION FOR ARCHITECT OR BUILDER

HISTORIC USE

PRESENT USE

PROPERTY INCLUDED IN A PRIOR HISTORIC SURVEY?

SURVEY NAME:

SURVEY RATING:

Yes No ...

4. Statement of Significance

The proposed landmark is significant for the following reason(s). Please check all that apply:

- It is associated with significant events or patterns, or reflects important aspects of social or cultural history
- It is associated with a person or persons important to our history
- It is significant for its architecture or design, or is a notable work of a master builder, designer or architect
- It is valued as a visual landmark, or has special character or meaning to the city and its residents
- It contains archaeological deposits that have the potential to yield important information about history or prehistory

Please summarize why the property or district should be designated a San Francisco Landmark. Whenever possible, include footnotes or a list of references that support the statement of significance. Copies of historic photographs, articles or other sources that directly relate to the property should also be attached.

Bayview Hunters Point is home to 21% of San Francisco's black population. As the last historically black neighborhood, it is subject to the kinds of intense gentrification pressures that challenge other districts rich in culture, like the Mission. The Arthur H. Coleman Medical Center was founded in 1960 by an African-American doctor to provide integrated health services by black practitioners for black residents.

5. Property / Architecture Description

Please provide a detailed description of the exterior of the building and any associated buildings on the property. This includes the building's shape, number of stories, architectural style and materials. For example, is the building clad with wood, brick or stucco? What materials are the windows and exterior doors made of? Please be sure to include descriptions of the non-publicly visible portions of the building. Attach photographs of the property, including the rear facade. (over) →

photos attached.

6. Neighborhood or District Description

Please provide a narrative describing the buildings both adjacent to, and across the street from, the subject property. This includes describing their architectural styles, number of stories, exterior materials (e.g., wood or stucco cladding) and landscape features, if any. Attach representative photographs.

If the application is for a landmark district, please provide similar information describing the architectural character of the district. Also be sure to include a map outlining the boundaries of the district, as well as a list of all properties including their addresses, block and lot numbers, and dates of construction. This information may be gathered using the San Francisco Property Information Map, available here: <http://ec2-50-17-237-182.compute-1.amazonaws.com/PIM/>

Close to the T-Line, within 1,000 ft of Kipp Bayview Academy
close to 101 Freeway, close to local small businesses

With doctors, dentists, ophthalmologists, and a lab and pharmacy, it became a central gathering place that represented care and wellness for African Americans. The Coleman Center was the first time that many disciplines of healthcare were offered under one roof, so that low-income Bayview residents were not required to travel all over the City to receive necessary medical services.

Just recently, an experienced Federally Qualified Health Center began providing these same integrated services that have not existed for decades due to high medical costs. Indeed, the building was vacant for several years prior. With protections recognizing the cultural significance of the Coleman Medical Center, the community hopes that the building returns to its thriving hub of health in a community struggling with poverty and illness.

7. Building Permits and History of Alterations

Please list all building permits from the date of construction to present. Be sure to include any alterations or additions to the building. These include changes such as window replacement, construction of a new garage, or installation of roof dormers. Also attach photocopies of building permits. Copies of building permits are available from the Department of Building Inspection, 1660 Mission Street, 4th Floor (<http://sfdbi.org/record-request-form>).

***Note: Do not complete this section if the application is for a landmark district*

Report Attached

PERMIT:	DATE:	DESCRIPTION OF WORK:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Please describe any additional alterations that are not included in this table. For example, have any obvious changes been made to the property for which no building permit record is available?

8. Ownership History Table

Please list all owners of the property from the date of construction to present. Building ownership may be researched at the San Francisco Assessor-Recorder's Office, located at City Hall, Room 190.

**Note: Do not complete this section if the application is for a landmark district*

OWNER:	DATES (FROM - TO):	NAME(S):	OCCUPATION:
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

If the property is significant for its association with a person important to history, please be sure to expand on this information in Section 9.

9. Occupant History Table

Please list occupants of the property (if different from the owners) from the date of construction to present. It is not necessary to list the occupants for each year. A sample of every five to seven years (e.g, 1910, 1917, 1923, etc.) is sufficient. For multi-unit buildings, please use a representative sampling of occupants. A chronological list of San Francisco city directories from 1850 – 1982 is available online. Choosing the "IA" link will take you to a scan of the original document:

<http://www.sfgenealogy.com/sf/sfdatadir.htm>

Beginning with the year 1953, a "reverse directory" is available at the back of each volume, allowing you to look up a specific address to see the occupants.

*Note: Do not complete this section if the application is for a landmark district *unknown*

OCCUP:	DATES (FROM – TO):	NAME(S):	OCCUPATION:
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

If the property is significant for having been used by an occupant, group or tenant important to history, please expand on this information below.

10. Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

I understand that submitted documents will become public records under the California Public Records Act, and that these documents will be made available upon request to members of the public for inspection and copying.

I acknowledge that all photographs and images submitted as part of the application may be used by the City without compensation.

Arellano *walk* *Arellano*
 Name (Print): Date: Signature:

Submittal Checklist

Use the checklist below to ensure that all required materials are included with your application.

CHECKLIST:	REQUIRED MATERIALS:
<input type="checkbox"/>	Photographs of subject property, including the front, rear and visible side facades
<input type="checkbox"/>	Description of the subject property (Section 5)
<input type="checkbox"/>	Neighborhood description (Section 6) with photos of adjacent properties and properties across the street
<input type="checkbox"/>	Building permit history (Section 7), with copies of all permits
<input type="checkbox"/>	Ownership history (Section 8)
<input type="checkbox"/>	Occupant history (Section 9)
<input type="checkbox"/>	Historic photographs, if available
<input type="checkbox"/>	Original building drawings, if available
<input type="checkbox"/>	Other documentation related to the history of the property, such as newspaper articles or other references

San Francisco BayView

National Black Newspaper

#4

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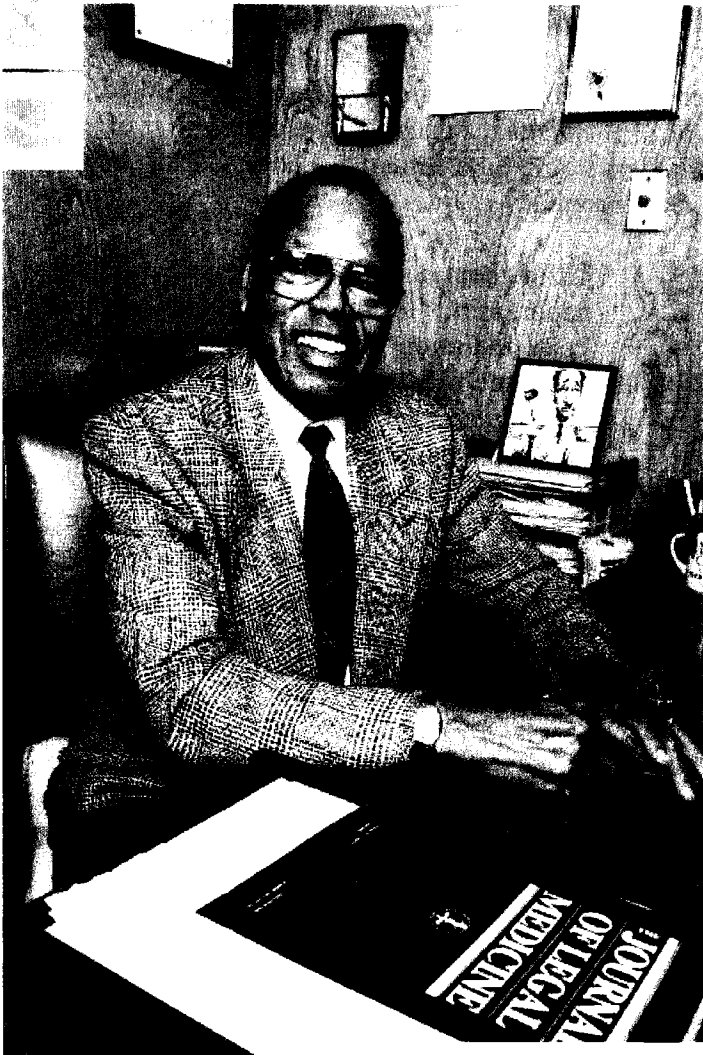
Breathing new life into Dr. Coleman's dream and the Arthur Coleman Medical Center

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2, 2016

G+1 0

Von Muhammad, CEO of Marin City Health & Wellness Center's Bayview Hunters Point Clinic



Security Manager AV Defender

On March 1, medical services returned to the historic Arthur H. Coleman Medical Center at Third and Ingerson. As a community healthcare clinic, we are honored to reopen a place that is special to this community – and to me, personally. I spent part of my life in Bayview Hunters Point.

These new services carry forward the spirit of Dr. Arthur H. Coleman, who campaigned for better service for African American patients. He also fought for more opportunities for young people from ethnic minorities to enter medicine. In the 1960s, his practice in this building became a magnet for young Black physicians and healthcare specialists.

As a community healthcare clinic, we are honored to reopen a place that is special to this community.

Born in Philadelphia, Dr. Coleman entered Penn State in 1937 as one of 13 Black students among a student body of 7,000. When he was not assigned a dorm room, a janitor let him stay in a small closet with a wash basin. He went on to graduate from Howard University College of Medicine in Washington, D.C., and then interned in St. Louis before served at a military hospital in Alameda.

e and Bayview
ian felt strongly

It's fitting that a mid

rebirth of the Coleman Medical Center, founded by beloved Dr. Arthur Coleman, who oldtimers say delivered nearly all the babies in Bayview Hunters Point for decades.

to these injuries. So he went back to law school at night, graduating from Golden Gate University in 1956. At the time, he was one of a handful of people in the U.S. with dual degrees in medicine and law, and the only African American.

Our building was created by Dr. Coleman to improve the health experience for patients needing lab tests and specialized treatment. At the time, this required traveling to various providers across the city. In 1960 he opened a

fory medical building at 6301 Third St. offering those services to the neighborhood. Patients could use x-ray, pharmacy and laboratory services and visit a surgeon, radiologist, dentist, ophthalmologist and pediatrician.



Dr. Coleman made house calls nearly till the day he died. Here, at the age of 81, he visits his friend and another pillar of Bayview Hunters Point, Sam Jordan. – Photo: Carlos Avila Gonzalez, SF Chronicle

In the next decade, dwindling state medical reimbursements made it difficult for young doctors to make enough to pay back student loans and these specialists left Bayview for lucrative practices elsewhere. He again became a sole practitioner, one of the last solo practicing family doctors in this community.



Bayview Hunters Point residents celebrate the rebirth of the Coleman Medical Center at the open house in March.

Throughout his life, Dr. Coleman produced opportunities for those in Bayview Hunters Point and minorities in general. He served as the first chairman of San Francisco's Economic Opportunity Council and helped increase local voter registration. As chairman of the board of the National Medical Fellowship, he awarded grants to minority students and increased awareness for underserved populations.

In 1998, a parade down Third Street honored his 50 years of medical practice serving the residents of Bayview Hunters Point. The community paid tribute to him as he rode along the parade route. In his memory, and through this clinic, we do the same now. We honor Dr. Coleman as a man who came through his own hardships to gather people together in serving others.

When people congratulate us for what's going on today at this clinic, it's an extraordinary, shared success. We have had so much support, especially from his daughter, Pat Coleman. In her words, "I hope we start thinking in terms of this being a movement with boots on the ground to address the health disparities in this community."

Each time I enter our clinic at the Arthur H. Coleman Medical Center, I am filled with gratitude. As we expand medical services in Bayview, we stand on the shoulders of a giant.

Call us for an appointment at 415-339-8813 and visit us online at www.bayviewclinic.org to learn more.

Marin City Health and Wellness Center CEO JayVon Muhammad, a certified professional midwife who has spent the last decade of her career fighting to eliminate disparities in pregnancy outcomes for poor women and women of color, can be reached at info@MarinCityClinic.org.



The new Marin City staff gather in the Coleman Medical Center waiting room.

Grand opening celebration of new Bayview Wellness Center



Related

Celebrate Marin City Health & Wellness Center's new satellite clinic in Coleman Medical Center for better health in Bayview Hunters Point – Open House March 3
February 26, 2016

Coleman Medical Center adds more services
March 11, 2012
In "SF Bay Area"

Dr. Raymond Tompkins: How and why does pollution poison Bayview Hunters Point? Conclusion
June 30, 2016
In "SF Bay Area"



Front View

Google Maps 3rd St



Image capture: Jun 2015 © 2016 Google

San Francisco, California

Street View - Jun 2015

#5

Google Maps Ingerson Ave

Side View

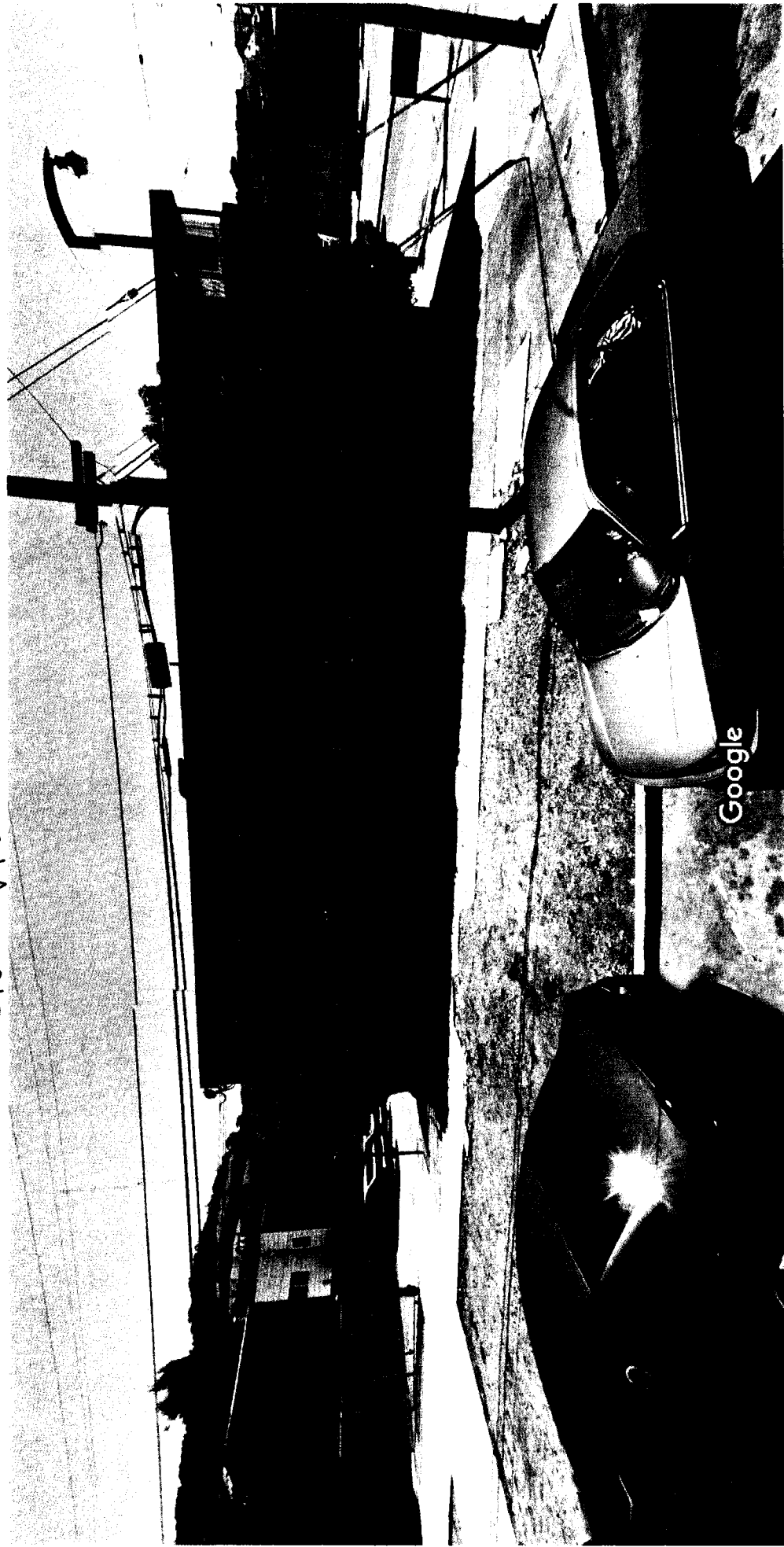


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San Francisco, California

Street View - Jun 2015

Google Maps Ingerson Ave

Back View



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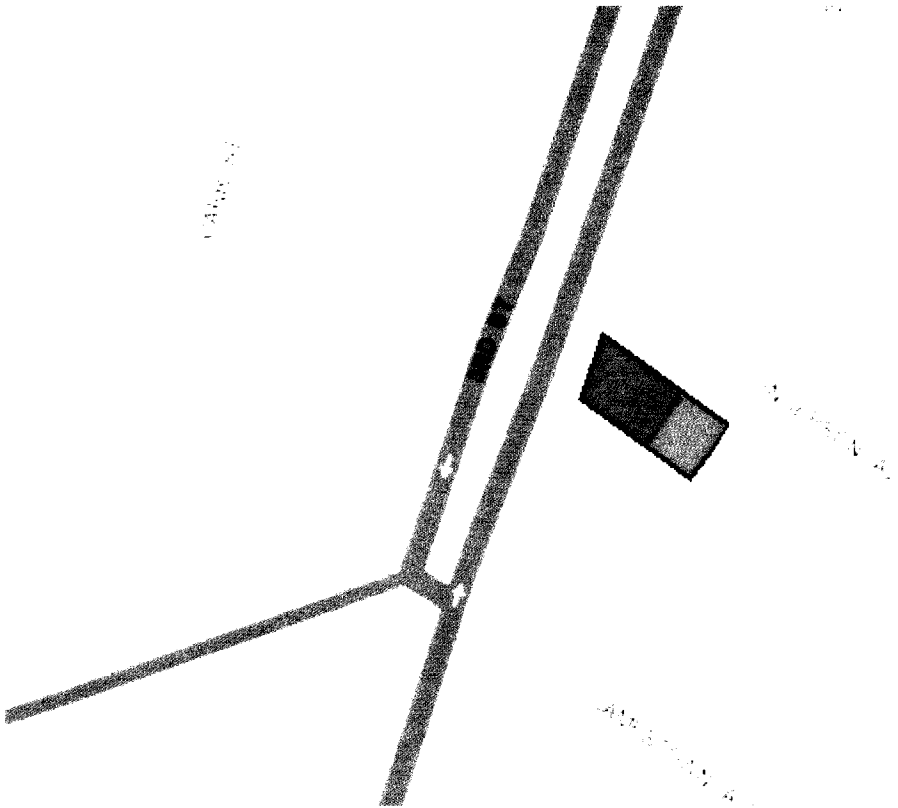
San Francisco, California

Street View - Jun 2015



SAN FRANCISCO PLANNING DEPARTMENT

Report for: 6301 THIRD ST



Property Report: 6301 THIRD ST

General information related to properties at this location.

PARCELS (Block/Lot):

4968/032

PARCEL HISTORY:

None

ADDRESSES:

6301 03RD ST, SAN FRANCISCO, CA 94124

NEIGHBORHOOD:

Bayview

CURRENT PLANNING TEAM:

SE Team

PLANNING DISTRICT:

District 10: South Bayshore

SUPERVISOR DISTRICT:

District 10 (Malia Cohen)

CENSUS TRACTS:

2010 Census Tract 023400

TRAFFIC ANALYSIS ZONE:

Traffic Analysis Zone: 889

RECOMMENDED PLANTS:

Would you like to grow plants that create habitat and save water? Check out the plants that we would recommend for this property at [SF Plant Finder](#).

CITY PROPERTIES:

None

PORT FACILITIES:

None

ASSESSOR'S REPORT:

Address:	6301 03RD ST
Parcel:	4968032
Assessed Values:	
Land:	\$70,039.00
Structure:	\$291,563.00
Fixtures:	-
Personal Property:	-
Last Sale:	-
Last Sale Price:	-
Year Built:	1959
Building Area:	-
Parcel Area:	5,658 sq ft
Parcel Shape:	-
Parcel Frontage:	-
Parcel Depth:	-
Construction Type:	Wood or steel frame
Use Type:	Office
Units:	-
Stories:	2
Rooms:	41
Bedrooms:	-
Bathrooms:	6
Basement:	-

Zoning Report: 6301 THIRD ST

Planning Department Zoning and other regulations.

ZONING DISTRICTS:

NC-3 - NEIGHBORHOOD COMMERCIAL, MODERATE SCALE

HEIGHT & BULK DISTRICTS:

40-X

SPECIAL USE DISTRICTS:

Third Street

3rd St Alcohol Restrict

Within 1/4 Mile of an Existing Fringe Financial Service

Fringe Financial Services RUD

SPECIAL SIGN DISTRICTS:

None

LEGISLATIVE SETBACKS:

None

COASTAL ZONE:

Not in the Coastal Zone

PORT:

Not under Port Jurisdiction

LIMITED AND NONCONFORMING USES:

None

NEIGHBORHOOD-SPECIFIC IMPACT FEE AREAS:

In addition to those impact fees that apply throughout the City, the following neighborhood-specific impact fees apply to this particular property:

None

An overview of Development Impact Fees can be found on the [Impact Fees](#) website.

REDEVELOPMENT AREAS:

Redevelopment Area: Bayview Hunters Point Area B Zone 2 (Expires 2036)

Jurisdiction: Planning Department

Reason for Jurisdiction: Delegation agreement executed prior to SFRA dissolution.

OTHER INFORMATION:

Control: *Serpentine Rock*

Description: CEQA Impact: an Environmental Evaluation Application may be required for some types of development.

Added: 3/20/2013

Control: *Stormwater Management Ordinance*

Description: Projects that disturb 5,000 square feet or more of the ground surface must comply with the Stormwater Design Guidelines and submit a Stormwater Control Plan to the SFPUC for review. To view the Guidelines and download instructions for preparing a Stormwater Control Plan, go to <http://stormwater.sfwater.org/> . Applicants may contact stormwaterreview@sfwater.org for assistance.

Added: 8/6/2010

Control: *Bayview Hunters Point Area B Coordination*

Description: FOR THIS PARCEL, ENTITLEMENTS ARE HANDLED BY THE PLANNING DEPARTMENT. Generally treat this parcel as any in the City. However, projects that involve ten or more units or 25,000 or more square feet of commercial use require special coordination between Planning and SFRA.

Added: 9/16/2010

Control: *Fringe Financial Service RUD*

Description: No new fringe financial services shall be permitted as a principal or accessory use in the Fringe Financial Service Restricted Use District.

Added: 8/20/2012

Control: *Fringe Financial Service RUD 1/4-mile buffer*

Description: No new fringe financial services shall be permitted as a principal or accessory use in the Fringe Financial Service RUD. The controls of this Section 249.35 shall also apply within a ¼-mile of the Fringe Financial Service RUD

Added: 8/20/2012

Control: *Fringe Financial Service 1/4-mile buffer*

Description: No new fringe financial service shall be permitted as a principal or accessory use within ¼ mile of an existing fringe financial service

Added: 8/20/2012

Control: *Bayview Hunters Point Citizen Advisory Committee*

Description: Certain projects may be subject to the Bayview Hunters Point Citizen Advisory Committee Review. The legislation can be viewed [here](#).

Added: 8/24/2013

Control: *Health Code Article 38 Air Pollutant Exposure Zone*

Description: Site is located in an area with elevated pollutant concentrations. Sensitive use buildings, as defined in the Applicability section of the Ordinance, must comply with Health Code Article 38.
CEQA Impact: An Environmental Evaluation Application may be required for projects that generate air pollutants.

Added: 12/7/2014

Control: *Vision Zero Program*

Description: The project is located on a 'high-injury corridor', identified through the City's [Vision Zero Program](#). The Sponsor is encouraged to incorporate pedestrian safety streetscape measures into the project. If the project is required to submit a streetscape plan per [Section 138.1](#) of the Planning Code, planners should refer the project to the Department's Streetscape Design Advisory Team for consideration of additional pedestrian safety streetscape measures

Added:

PLANNING AREAS:

Planning Area: [Bayview Hunters Point](#)

MAYOR'S INVEST IN NEIGHBORHOODS INITIATIVE AREA:

None

COMMUNITY BENEFIT DISTRICT:

None

SCHOOLS:

Within 1,000ft of: Kipp Bayview Academy

NOTICE OF SPECIAL RESTRICTIONS:

None

ZONING LETTERS OF DETERMINATION:

None

Historic preservation surveys and evaluations. The Historic Resource status shown on this page is tentative, to confirm the status of your property please speak to a Preservation Technical Specialist. Tel: 415-558-6377; Email: pic@sfgov.org

HISTORIC EVALUATION:

Parcel: 4968032
Building Name:
Address: 6301 03RD ST
Planning Dept. Historic Resource Status: B - Unknown / Age Eligible

**Neighborhood Commercial Corridors Historic Resources Survey in Progress.
Check historic resource status with Preservation Planning Staff.**

ARTICLE 10 DESIGNATED HISTORIC DISTRICTS AND LANDMARKS:

None

ARTICLE 11 PRESERVATION DESIGNATION:

None

NATIONAL REGISTER HISTORIC DISTRICTS:

None

CALIFORNIA REGISTER HISTORIC DISTRICTS:

None

HISTORIC RESOURCE EVALUATION RESPONSES:

None

HISTORIC SURVEYS:

None

HISTORIC CONTEXT STATEMENTS:

None

LEGACY BUSINESS REGISTRY:

None

ARCHITECTURE:

Unknown

Planning Applications Report: 6301 THIRD ST

Permits are required in San Francisco to operate a businesses or to perform construction activity. The Planning Department reviews most applications for these permits in order to ensure that the projects comply with the Planning Code. The 'Project' is the activity being proposed.

PLANNING APPLICATIONS:

None

SHORT TERM RENTALS:

None

Building Permits Report: 6301 THIRD ST

Applications for Building Permits submitted to the Department of Building Inspection.

BUILDING PERMITS:

Permit:	<u>9319396</u>
Form:	8 - Alterations Without Plans
Filed:	11/3/1993
Address:	6301 03RD ST
Existing:	RETAIL SALES
Proposed:	RETAIL SALES
Existing Units:	0
Proposed Units:	0
Status:	EXPIRED
Status Date:	5/3/1994
Description:	REROOFING
Cost:	\$7,500.00

Miscellaneous Permits Report: 6301 THIRD ST

Depending on the activity being proposed a permit may need to be obtained from the Fire Department, Health Department, Police Department, Alcoholic Beverage Commission or other organization. The Planning Department reviews most applications for these permits in order to ensure compliance with the Planning Code.

MISCELLANEOUS PERMITS REVIEWED BY THE PLANNING DEPT:

None

Complaints Report: 6301 THIRD ST

The Planning Department and the Department of Building Inspection operate programs that ensure compliance with the San Francisco Planning Code and Building Inspection Commission Codes respectively. Additionally, they respond to customer complaints of potential code violations and initiate fair and unbiased enforcement action to correct those violations and educate property owners to maintain code compliance.

COMPLAINTS - PLANNING DEPT:

None

Appeals Report: 6301 THIRD ST

Planning Projects, Building Permits and Zoning Determinations appealed to the San Francisco Board of Appeals.

APPEALS:

None

Block Book Notifications Report: 6301 THIRD ST

A Block Book Notification (BBN) is a request made by a member of the public to be notified of permits on any property that is subject to the San Francisco Planning Code.

You can also sign up to be emailed when new planning applications or building permits are filed in your neighborhood through our Permits in Your Neighborhood website.