



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: NOVEMBER 4, 2015

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DATE: November 4, 2015
TO: Historic Preservation Commission
FROM: Shannon Ferguson, Preservation Planner, (415) 575-9074
REVIEWED BY: Timothy Frye, Preservation Coordinator, (415) 575-6822
RE: Historic Interpretive Program – Individual Landmarks

Introduction

On August 19, 2015, the Planning Department (Department) provided an overview of historic interpretive programs across the United States to facilitate discussion about creating such a program in San Francisco. The Department provided examples of other cities' plaque programs for individual landmarks, banners for historic districts, and website.

Based on feedback from the Historic Preservation Commission (HPC), this memo provides an update on historic plaques for Article 10 Individual Landmarks as part of a potential historic interpretive program in San Francisco. An update on other aspects of the potential program, such as banners and a website, will be provided at a later date. The Department is requesting the HPC provide further direction on the content and structure of the historic plaque program.

Article 10 Individual Landmarks Plaque Program

Enabling Code Language

The HPC expressed interest in a Code amendment to Article 10 of the Planning Code that will allow the HPC to cause plaques to be manufactured and installed that identify the significance of designated landmarks. By codifying a formal program, the HPC may then direct Department staff develop and implement a plaque program as well as explore funding options. Participation in the program will require owner consent. This code amendment may take three to six months to complete; however, the Department is prepared to develop a pilot program to begin work as soon as possible.

Eligibility

The property must be designated as an Article 10 Individual Landmark in order to display the plaque. As discussed at the August 19th hearing, a separate interpretive program will be developed for Article 10 Districts.

Implementation

The Department proposes the following process for implementation and management of the plaque program:

The property owner must complete and submit an affidavit consenting to install the plaque. The affidavit will explain eligibility requirements and the plaque process; and will include property owner contact information, landmark information, and property owner signature of consent (see attached draft Affidavit of Owner's Consent to Install Historic Landmark Plaque). The property owner is responsible for installing the plaque according to specific requirements, such as location, height and materials used for mounting (see attached draft Installation Instructions for Historic Landmark Plaque). If the plaque is lost or stolen, the property owner must notify Staff of its loss. A new plaque may be issued upon receipt of a new affidavit.

Management

1. Staff will review completed consent affidavits and verify the historic status of the property.
2. Staff will conduct a site visit. At that time, staff will photograph the exterior of the building for Planning Department records and choose the mounting location of the historic plaque. Plaques are to be mounted as close as possible to the building's main entrance on a façade facing the public right-of-way.
3. Staff will draft the plaque's content and share the text with the property owner. Staff will then place an order for the plaque from the selected manufacturer.
4. If required, the property owner will obtain a building permit for a reduced fee to install the plaque. At this time the Department does not believe a building permit will be required.
5. Staff will notify the property owner when the plaque is available to pick up from the Planning Department. The property owner will mount the plaque according to the specific instructions. Once installed, the property owner will send a photo of the plaque to the Planning Department for our records.

Staff will be available for property owner questions and will conduct initial outreach. Initially, staff time will be greater due to program start up and outreach and will taper off as program becomes known and staff becomes familiar with procedures. Staff estimates that the Department may receive one to three plaque requests per year. It may be possible to phase the program, beginning with initial funding for up to 25 plaques in a pilot program.

Funding

Department staff is exploring funding options, either as part of the annual budget cycle or a small fee added to building permits or entitlements reviewed by the Planning Department. If the HPC finds this approach acceptable, the Department will report to the HPC on funding options at a future hearing.

Plaque Design

Preliminary plaque designs for Article 10 buildings consist of a round plaque with polished bronze-colored border engraved with "San Francisco Landmark" at the top and "San Francisco Historic Preservation Commission" at the bottom. The center of the plaque is a darker matte bronze with raised letters. Text provides the landmark number, landmark name, a short explanation of the landmark's

significance, and date of designation. City and County of San Francisco seal is located at the bottom (Exhibit 1). The Department has explored the use of either a 16" or 18" diameter plaque (Exhibits 2-3).

Pricing

Staff contacted two plaque manufactures from a list compiled by the Office of Historic Preservation.

1. *Franklin Bronze Plaques*

This company does not recommend using a 16" plaque as this size will not allow the City Seal to be finely detailed and the text in the outer ring will need to be adjusted and possibly reduced in size to be legible.

Cast Bronze

18" \$729.00

Cast Aluminum

18" \$656.10

2. *Southern California Bronze Co.*

This company recommends using bronze metal as the material is more durable and will age better in San Francisco's coastal, foggy environment. Southern California Bronze Co. is a City vendor.

<u>Cast Bronze</u>		<u>Weight</u>
16"	\$546.00	26 lbs
18"	\$694.00	32 lbs

Aluminum

16"	\$326.00	8 lbs.
18"	\$446.00	10 lbs

Outstanding Items

is the Department will inquire with the Department of Building Inspection to confirm any requirements or approvals for plaque installation.

Outreach

Staff will mail current property owners of individual Article 10 landmark buildings an affidavit encouraging them to participating in the plaque program. Historic plaque program details will appear on the Planning Department's website. Other outreach ideas include a plaque presentation ceremony for the first plaque request received.

Next Steps

1. Confirm with Department of Building Inspection whether or not a building permit is required to install the plaque. If permit is required, determine the fee.
2. Consult with Planning Department finance team to develop a budget and identify resources to support the program.
3. Working with the City Attorney, prepare legislation to amend the code to cause plaques to be manufactured and installed with property owner's consent. Should the HPC desire to begin the plaque program immediately, a code amendment could follow to memorialize the program and support future implementation efforts.

Plaque Design



Historic Interpretive Program - Exhibits
Informational Presentation
November 4, 2015

18" Plaque Example



Historic Interpretive Program - Exhibits
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16" Plaque Example



Historic Interpretive Program - Exhibits
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AFFIDAVIT OF OWNER'S CONSENT TO INSTALL

Historic Landmark Plaque

Individual Landmarks are unique and irreplaceable assets to the City and its neighborhoods. Since 1967, Article 10 of the Planning Code has identified and protected a wide range of the City's rich history depicted in its buildings and structures. The historic plaque program offers the opportunity for owners of individual landmarks to visually identify their building as an important historic resource by displaying an official City of San Francisco plaque.

Recognition is an important aspect of preserving and maintaining the unique character of San Francisco. As an owner of an Article 10 individual landmark in the City of San Francisco, you are encouraged to display a plaque identifying your property as an important part of San Francisco's history.

PROPERTIES ELIGIBLE FOR A HISTORIC LANDMARK PLAQUE

- The property must be a designated as an individual landmark pursuant to Article 10 of the Planning Code.

THE HISTORIC LANDMARK PLAQUE PROCESS

1. Complete this affidavit and submit it to the San Francisco Planning Department. Staff will review your application to verify the historic status of your property.
2. Staff will conduct a site visit of your property. At that time, staff will photograph the exterior of the building for Planning Department records and choose the mounting location of the historic plaque. Plaques are to be mounted as close as possible to the building's main entrance on a façade facing the public right of way.
3. Staff will draft the plaque's content and share the text with you. Staff will then place an order for the plaque.

4. Obtain a building permit to install the plaque. Building permits may be obtained at 1660 Mission Street for a reduced fee.
5. Staff will notify you when the plaque is available to pick up from the Planning Department. Affix it to your property according to the instructions included. When you have installed the plaque, send a photo to the Planning Department for our records.

APPLICANT INFORMATION

Property Owner's Name _____
Property Owner's Address _____
Telephone _____
Email _____

LANDMARK INFORMATION

Address of Historic Landmark _____
Landmark Number (if known) _____
Landmark Name (if known) _____

Are you requesting a replacement plaque if lost or stolen?

- ☐ Yes
☐ No

OWNER SIGNATURE

I/we am/are the present owner(s) of the property described above and hereby apply for a historic landmark plaque. By signing below, I consent to affix a plaque to my property.

Owner Signature: _____ Date: _____
Owner Signature: _____ Date: _____

FOR OFFICE USE ONLY

Date Received: _____
Historic Status Verified: _____
Applicant Contacted: _____
Site Visit: _____
Manufacturer Contacted: _____
Plaque Received by Owner: _____
Plaque Installation Verified: _____



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INSTALLATION INSTRUCTIONS FOR

Historic Landmark Plaque

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A property must be designated as an individual landmark pursuant to Article 10 in order to display a historic plaque.

PLAQUE PLACEMENT

Plaques are to be placed on the facade of the building facing the main street. If the entrance is on the front of the building, plaques should be placed to the left or right of the door. If the main entrance is on the side of the building, place the plaque near the corner of the building facing the main street. Mount the plaque at 5'6" above the porch or entry floor.

*Graphic showing location
of plaque on building
facade*

*Graphic showing height
of plaque on building
facade*

PLAQUE INSTALLATION INSTRUCTIONS - MASONRY

1. Make a template for hole positions. Using a masonry drill bit, drill the correct number of holes for the installation. Only drill the holes in the mortar between the masonry.
2. Dry fit the plaque to verify its level.

3. Use two-part epoxy, 30 minute set. It is available at hardware stores and auto part stores.
4. Put epoxy on screws and in the pre-drilled holes.
5. Install plaque on wall.

PLAQUE INSTALLATION INSTRUCTIONS - WOOD

1. Place plaque on building and mark holes with pencil. Drill holes.
2. Screw the plaque into the pre-drilled holes.

CARING FOR YOUR PLAQUE

Your plaque is finished with a clear coating that will provide protection from oxidation and environmental exposure. Over time this clear coating is expected to age and wear, resulting in discoloration or "patina." Regularly maintaining your plaque can extend its life and prevent rapid discoloration.

1. Every three to six months, wash the plaque with a mild dishwashing liquid and water solution. Rinse with clear water and dry immediately.
2. Apply a thin coating of carnuba paste wax to the plaque with a micro-fiber or lint free cloth. Recommended brands of paste wax include Butcher's Bowling Alley Wax or Johnson Paste Wax and can be found in hardware stores. DO NOT use an automotive wax as it can scratch the plaque.
3. Using a second clean micro-fiber or lint free cloth, buff the surface of the plaque to a luster.