The Planning Department and San Francisco Public Works (Project Sponsor) are requesting review and comment before the Architectural Review Committee (ARC) regarding revisions to a proposal previously reviewed by the ARC. The proposed project is a partial restoration, reconstruction and realignment of the Path of Gold Light Standards (Standards). Revisions to the proposed project include modifications to the proposed realignment, the removal of some Standards, and modifications to the controversial design of the bases of the Standards.

BACKGROUND
On February 21, 2018, the ARC reviewed three options for the partial restoration, reconstruction and realignment of the Path of Gold Light Standards to accommodate updated transit and lighting electrical systems. Of the 327 existing Standards designated under Article 10 of the Planning Code (San Francisco Landmark #200), the proposed project, between Steuart Street and Octavia Boulevard, only encompassed 236, which were within the boundaries of the larger Better Market Street project. The ARC concurred with Staff’s recommendations regarding design preference, Option “C”, and concurred with Staff’s recommendation that a maintenance plan be produced for all 327 Standards, regardless if all would be replaced as part of the current proposal.

PROPERTY DESCRIPTION
The Path of Gold Light Standards project was initiated in 1908 as part of the City Beautiful movement and as a solution for the unsightly overhead wires that the United Railways needed to power their trolleys along Market Street. With installment beginning in 1916, the lights feature three components, the overall ensemble of which was designed by master architect Willis Polk:

- The bases, which reflect a scene named Winning the West, were designed by sculptor Arthur Putnam and feature three bands of historical subjects: ox-drawn covered wagons with weary pioneer and dog, seated pumas looking down at a scared jackrabbit and overlooked by an Indian head, and alternating prospectors and mounted Indians.
- The highly ornamental poles with decorative collars that currently serve to protect the welded pieces of the poles.
The trident tops and light globes designed in 1916 by sculptor Leo Lentelli and engineer Walter D’Arcy Ryan.

By the mid-1920s, all Standards installed along Market Street from the Embarcadero to Valencia Street had been fitted with bases, poles, collars, and trident tops all painted in a dark green color. During the 1972-1973 Market Street Beautification project all existing Standards (bases and poles) were replaced with replicas with all decorative components being made of cast-iron except for the steel poles, lamp globes, and newly installed high pressure sodium vapor lamps. At this point, the Standards were repainted gold with blue accents and some were realigned due to modifications to existing sidewalk widths and conditions that were part of the Market Street Beautification project. In the mid-1980s, the Path of Gold Light Standards was extended further down Market Street, From Octavia Boulevard to just beyond Castro Street and Market Street, where it ends today. The Standards were once again repainted to its existing blue with minor gold accents. The 1991 Article 10 Landmark Designation Ordinance covers all existing 327 Standards from the Embarcadero to just beyond Castro Street.

PROJECT DESCRIPTION

The Sponsor proposes to partially restore, replace and realign 236 of the 327 existing Standards located along a 2.2 mile stretch of Market Street from the Embarcadero (Steuart Street) to Octavia Boulevard as one component of the Better Market Street plan. The proposed project will result in an increased overall height of the Standards from the existing 32 feet 3 inches to 38 feet and realignment of the Path of Gold Light Standards. At the February 21, 2018 ARC hearing, three options for the proposed project were presented and, of the three options, Option “C” was recommended by Staff and the ARC and was agreed to by the Sponsor:

Option C

Bases
The proposal will fabricate new Winning the West bases re-cast in aluminum from the original casts used in the 1972 Market Street Beautification project (currently housed with SFPUC). The new decorative base will be increased by 15% proportionately and increased horizontally by 1.8 inches to accommodate the new 750 OCS. The new decorative base will account for approximately 21% of the new overall height (7.8’ tall).

Poles
The proposal would utilize an SFMTA standard 770 trolley pole, which will result in an increase in pole ring size by 15% spaced evenly between the base and the trident top to accommodate the new 750 OCS. Additionally, the proposal will also fabricate new ornamental collars that would be installed and spaced evenly between the base and the trident top. Presently, the collars are segmented and needed to protect the welds of the existing poles however, the new poles will be one single piece and the new collars will be purely ornamental to preserve the look and proportions of the original poles.

Trident Tops
The existing trident light fixtures and light globes will be restored and reused at top of the new poles. Where cast iron components of the trident have deteriorated, they will be recast and reinstalled. The high-pressure sodium lights installed in 1972 will be replaced with energy efficient LED lights.
Alignment and Paint Color

The current alignment of the Path of Gold Light Standards was one outcome of the 1970s Market Street Beautification project, which realigned select Standards along Market Street such that there was no longer a single straight alignment. The proposed project would include moving the Standards toward the buildings and creating a single alignment from the Steuart Street to Van Ness Avenue to allow for the widening of Market Street for new bicycle lanes. Additionally, the proposed project will restore the original paint color for the Standards based on analysis of existing samples and historic photographs and descriptions and a durable powder coat finish will be applied throughout.

Project Modifications since the February 21, 2018 ARC Hearing

The overall design of the proposed project has not changed since the February 21, 2018 ARC hearing. The details outlined in Option C are still proposed. Additionally, the project area (Market Street from Octavia Boulevard to Steuart Street) has not changed and still encompasses 236 of the 327 designated Standards.

To-date, the project proposal has been developed up to 15-percent design. Based on the information available and level of developed design, the Project Sponsor has modified the proposal to anticipate the following changes:

The number of standards scheduled for relocation: Approximately 14 Standards will be relocated out of alignment in areas where there are conflicts in the public-right-of-way such as furnishing zones or sub-sidewalk basement locations.

The number of standards scheduled for removal: Approximately 6 Standards will be removed completely in areas where there are conflicts in the public-right-of-way such as furnishing zones or sub-sidewalk basement locations.

The relocation and removal of Standards are illustrated in the Alternate Alignment graphic (Attachment 3). Although a total of 20 Standards have been identified to-date as needing to be relocated or removed, as the project develops further and any additional public-right-of-way conflicts are identified, there is a potential of up to – but not more than – 24.6% of the 236 overall Standards located within the project area that will need to be relocated and/or removed. The potential maximum number of Standards needing relocation or removal would be no more than 58 total Standards.

Project compliance with Discrimination by Omission: Issues of Concern for Native Americans in San Francisco, a report published by the San Francisco Human Rights Commission in 2007: The Human Rights Commission published a report in 2007 that was a result of requests from the public for the Commission to identify, investigate, and provide recommendations regarding issues of discrimination that specifically affected Native American people in San Francisco. This report identifies the Winning the West design of the bases of the Path of Gold as a feature that represents the conquest and genocide of the Native American people. The Project Sponsor has modified the proposal to address the removal and replacement of the offensive representation of Native Americans with a new design that will be determined in consultation with the Historic Preservation Commission, San Francisco Arts Commission, and the Native American community.
OTHER ACTIONS REQUIRED

The proposed project is being brought to the ARC for review and comment prior to review by the HPC of a request for Certificates of Appropriateness pursuant to Article 10 of the Planning Code.

ENVIRONMENTAL REVIEW

The proposed project is currently undergoing environment review as a component of the Better Market Street Project EIR (in progress) under Case No. 2014.0012E.

PUBLIC/NEIGHBORHOOD INPUT

To date, the Department has received no public comment regarding the proposed project.

STAFF ANALYSIS

The Department seeks the feedback of the ARC regarding the revised scope of work. Specifically, the Department seeks advice of the ARC with regard to compatibility of the project with Article 10 and of the Planning Code, the designating Ordinance, and the Secretary of the Interior’s Standards for Rehabilitation (Secretary’s Standards). The project involves proposed changes to and removal of a portion of a local landmark (Landmark #200). For efficiency, the Department is reviewing the proposal under Secretary’s Standards unless the designating Ordinance or Appendix to Article 10 includes specific standards. The Department would like the ARC to consider the following information:

Secretary of the Interior’s Standards for Rehabilitation

Standard #2
The historic character of a property will be retained and preserved. The removal of distinctive materials or alterations of features, spaces, and spatial relationships that characterize the property will be avoided.

Standard #3
Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

Standard #5
Distinctive materials, features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

Standard #9
New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
RECOMMENDATIONS

The number of Standards proposed for relocation: Staff is requesting review and comment from the ARC on the proposed relocation of approximately 14 – but potentially up to 24.6%, or 58 total Standards, located within the project area. Staff is concerned that the Standards proposed for realignment will distort the linear character-defining nature of the landmark.

**Recommendation #1:** If complete retention of the landmark in place and in its entirety cannot be achieved, then the Department recommends that a single realignment of all Standards within the project area be explored to maintain a high level of consistency and uniformity. This will maintain the character-defining nature of the landmark.

**Recommendation #2:** If a single realigning of all Standards within the project area cannot be achieved, then the Department recommends that realignment of Standards occur on a block-by-block basis, as current conditions exhibit, to encompass those blocks that will require a minimum of one Standard to be relocated out of alignment.

The number of Standards proposed for removal: Staff is requesting review and comment from the ARC on the proposed removal of approximately 6 – but potentially up to 24.6%, or 58 Standards.

**Recommendation #3:** To avoid diminishing the integrity and visual character of the Landmark, the Department recommends that the Sponsor retain the Standards in their entirety, either in existing locations or through the process of relocation outlined above. The Sponsor should demonstrate where and why retention cannot occur. Complete removal of Standards should be considered only as a final option in any future application for a Certificate of Appropriateness.

Project compliance with *Discrimination by Omission: Issues of Concern for Native Americans in San Francisco*, a report published by the San Francisco Human Rights Commission in 2007: Staff is requesting review and comment from the ARC on how to proceed with ensuring compliance with the 2007 San Francisco Human Rights Commission report.

**Recommendation #4:** The Department recommends that the Sponsor develop a plan or program for addressing the Winning the West bases in consultation with Planning Staff, Arts Commission Staff and the Native American community. A plan and/or modified design of the bases should be incorporated into the scope of work to be reviewed under the Certificate of Appropriateness by the HPC at a later date.

REQUESTED ACTION

Specifically, the Department seeks comments on:

- The project recommendations proposed by staff.
- The compatibility of the project with the Secretary of the Interior’s Standards.

ATTACHMENTS

1. Memorandum from ICF dated January 8, 2019
2. Better Market Street Path of Gold Alignment narrative from Public Works dated January 8, 2019
3. Alternate Alignment Plan View dated 1/16/2019
4. Typical Block Plan
Memorandum

To: Christopher Thomas and Frances McMillen, SF Planning
From: Gretchen Hilyard Boyce, ICF
Date: January 8, 2019
Re: Better Market Street- Treatment of Path of Gold Light Standards (Landmark #200)

Introduction

On February 21, 2018, the San Francisco Planning Department presented three treatment options to the Architectural Review Committee (ARC) for the Path of Gold light standards (Appendix 1). Because of anticipated conflicts with the proposed Better Market Street Project, the project sponsor, San Francisco Public Works, found that it would need to remove/relocate some standards and upgrade the poles that support the overhead contact system (OCS), which provides power to trolleybuses and streetcars. Since the February 2018 presentation, the project sponsor has refined the proposed treatment for the Path of Gold light standards.

This memo includes a current description for the proposed treatment and outlines three areas of the treatment plan that the project sponsor would like to update:

- The number of standards scheduled for removal/relocation,
- The number of standards recommended for inclusion in the proposed project, and

Requested Action

The Planning Department is requesting ARC review and comment regarding the revised project proposal that includes the above three treatment refinements detailed herein for the Path of Gold light standards as part of the Better Market Street Project.
Background

The Path of Gold was designated City and County of San Francisco (City) Landmark #200 under Planning Code Article 10 in 1991 (Appendix 3). The landmark comprises the entirety of the Path of Gold (i.e., all 327 light standards, from The Embarcadero to just past Castro Street).

Each of the 236 Path of Gold light standards in the project area (between Steuart Street and Octavia Boulevard) is a replica of an original standard, including the clamshell bases, support poles, and luminaires. The area of potential effect for the proposed project intersects with the Path of Gold. Preliminary analysis conducted as part of the in-progress environmental review for the Better Market Street project indicates that the project would not have a significant effect on the Path of Gold as an individual resource.

The San Francisco Historic Preservation Commission (HPC) has jurisdiction over any proposed modifications to a City landmark under Planning Code Article 10. Among its many duties and responsibilities, the HPC has the authority to issue a Certificate of Appropriateness regarding any proposed changes to a City landmark, such as the Path of Gold. The ARC and HPC will have a separate opportunity to review and comment on proposed preservation alternatives for the proposed project’s Draft EIR.

The 1991 landmark designation for the Path of Gold did not clearly identify a period of significance for the landmark, its character-defining features, or evaluate the resource per National/California Register criteria, which was common at the time. In order to meet current CEQA requirements and to analyze project impacts on the resource, architectural historians from the consultant team for the Better Market Street project conducted supplemental research on the Path of Gold.

The 1991 landmark nomination, combined with supplemental research, informed the history, statement of significance, period of significance, and character-defining features discussed below.

Brief History

Construction of the Path of Gold was initiated in 1908 to support the overhead wires that the United Railroads needed to power its trolleys along Market Street. At the time of their installation in 1916, the standards featured three components:

- The bases, with a bas-relief scene named “Winning of the West;”
- The ornamental poles, with decorative collars that protected the welded pieces on the poles; and
The trident tops and light globes.

By the mid-1920s, the standards had been fully installed in the pedestrian zone along Market Street, from The Embarcadero to Valencia Street, and painted a dark green color. During the 1972–1976 Market Street Beautification Project, the standards were removed and replaced with replicas of the originals. The replica standards were painted blue and gold and some were relocated out of alignment.

In the mid-1980s, the Path of Gold was extended along Market Street to just beyond Castro Street (where it ends today); the standards were repainted blue and gold. The original standards that had been removed and stored during the Market Street Beautification Project were reinstalled in the extension area, from Octavia Boulevard to Castro Street (outside the proposed project area. The proposed project area contains only replicas).

Each standard (originals and replicas alike) is 32 feet, 3 inches tall. Within the project area, the standards are approximately 100 feet from one another and 11 to 27 feet from the Market Street property lines.

**Significance**

The Path of Gold is significant under National Register of Historic Places (NRHP)/California Register of Historic Resources (CRHR) Criteria C/3 (Design/Construction) because it represents the work of multiple master designers and engineers and, as a result, possesses high artistic value. The original light standards were designed by master architect Willis Polk, sculptors Arthur Putnam and Leo Lentelli, and lighting engineer Walter D’Arcy Ryan, a pioneering lighting designer who served as lighting director of the 1915 Panama-Pacific International Exposition.

In addition, the Path of Gold is significant under Criteria C/3 for its association with the Market Street Redevelopment Plan design, which intentionally retained and reinstalled the Path of Gold. The resource includes the replica standards installed between The Embarcadero and Octavia Boulevard in the 1970s, as well as the original standards that were re-installed later along Market Street from Octavia Boulevard to just past Castro Street.

**Period of Significance (1908–1916 and 1972-1985)**

The period of significance begins the year when the bases were first placed along Market Street and concludes the year when the tops were added to the original standards, from the start of Market Street to Valencia Street and those that were re-installed between Octavia Boulevard to just past Castro Street. The period of significance also includes 1972-1985, to include the replicated and reinstalled standards.
Character-defining Features

The spacing between the 327 standards in their east–west configuration is relatively consistent between The Embarcadero and Castro Street; standards on the north side of Market Street are positioned roughly parallel with standards on the south side.

Although the replica standards within the project corridor are placed in an alignment that evokes the “Path of Gold” effect for which the original light standards were named and retain their general relationship with Market Street, the replica standards were not re-installed in their original locations.

Character-defining features include:

- All material elements of the base, shaft, and three-light tops of the standards;
- General aspects of the location of the light standards when re-installed in 1976, including their linear arrangement on Market Street;
- Their proximity to the curb rather than façades of buildings along Market Street, creating a “pedestrian zone” on the sidewalk;
- Their general spacing of approximately 100 feet between each standard; and
- Their general arrangement, in pairs, on the north and south side of Market Street.

Features that are not considered character-defining include:

- The locations of individual standards that been moved from their original locations, except the standards west of Octavia Boulevard that were re-installed ca. 1983;
- The light sources within the glass globes of the standards, which have been updated routinely; and
- The paint color, which is not original (to the bases, poles, or tridents).

Previous Presentation

Summary of Memo from the Planning Department to the ARC, February 21, 2018

As noted in the February 2018 ARC presentation, the project sponsor found that, because of anticipated conflicts with existing buildings (in particular, sub-sidewalk basements); conflicts with proposed project features, such as transit facilities, loading zones, separate bicycle facilities; and necessary upgrades to the existing poles to provide support for the OCS, all 236
Path of Gold light standards within the project area would need to be rehabilitated and/or realigned.

The February 2018 presentation also focused extensively on proposed modifications to the support poles for the light standards, specifically, taller/wider poles of sufficient height and stability to better support the OCS. In addition, the project sponsor proposed replacing the support poles because the existing poles are segmented with welds and are reaching the ends of their useful lives. The segmentation of the poles contributes to structural concerns regarding the OCS, posing a risk to continued heavy operational use. The welds also result in increased deterioration on each pole. Furthermore, the height of the OCS wires does not meet current standards in some locations. In these locations, the wires would need to be tensioned and raised; the existing segmented poles may not have the structural integrity to withstand the additional load from this activity.

The project sponsor presented the ARC with three different treatment options for the Path of Gold light standards, which are outlined in Appendix 1. All three options would increase the width of the poles and the height of the standards from the existing 32.3 feet to 38 feet (inclusive of base, pole, and trident); the options differed in the width and height of the clamshell at the base. The ARC expressed a preference Option C; this option most closely reflected the proportions of the existing light standards. Option A and B were not preferred. Option C, as it was previously presented to the ARC, includes the following treatment:

**Option C**

- **Bases**

  The proposal would include fabrication of new “Winning of the West” bases, recast in aluminum from the original casts used in the 1972 Market Street Beautification Project (currently housed with San Francisco Public Utilities Commission). The new decorative base would be increased proportionately by 15 percent and increased horizontally by 1.8 inches to accommodate the new 750 OCS. The new decorative base would account for approximately 21 percent of the new overall base height (7.8 feet tall).

- **Poles**

  The proposal would include use of a SFMTA standard 770 trolley pole, which would result in an increase in pole ring size by 15 percent, spaced evenly between the base and the trident top to accommodate the new 750 OCS. In addition, the proposal would also fabricate new ornamental collars that would be installed and spaced evenly between the base and the trident top. At present, the collars, which are needed to protect the welds of the existing poles, are segmented. However, the new poles would be one single piece;
the new collars would be purely ornamental to preserve the look and proportions of the original poles.

- **Trident Tops**
  The existing trident light fixtures and light globes would be restored and reused at the top of the new poles. Where cast iron components of the trident have deteriorated, they would be recast and reinstalled. The high-pressure sodium lights installed in 1972 would be replaced with energy-efficient LED lights.

- **Alignment and Paint Color**
  The current alignment of the Path of Gold light standards was one outcome of the 1970s Market Street Beautification Project, which realigned select light standards along Market Street such that there was no longer a single straight alignment. The proposed project would include moving the Path of Gold toward the buildings and creating a single alignment from Steuart Street to Van Ness Avenue to allow for the creating of new protected bicycle lanes. In addition, the proposed project would restore the original paint color for the Path of Gold, based on analysis of existing samples and historic photographs and descriptions. A durable powder-coat finish would be applied throughout.

### Summary of the Better Market Street Project

The project sponsor, in coordination with project partners (the Citywide Planning Division of the San Francisco Planning Department and the San Francisco Municipal Transportation Agency), proposes to implement the Better Market Street Project. The proposed project would redesign a 2.2-mile-long corridor along Market Street, between Steuart Street and Octavia Boulevard, to provide a program of transportation and streetscape improvements.

The proposed project would result in changes to the roadway configuration and private vehicle access, traffic signals, surface transit, bicycle facilities, pedestrian facilities, streetscapes, commercial and passenger loading, vehicular parking, and utilities. The proposed project would also include construction of a new loop on the F Market & Wharves Historic Streetcar F-line (F-loop) along McAllister Street and Charles J. Brenham Place.

The proposed treatment for the Path of Gold light standards under the Better Market Street plan has been further refined since February 2018, but remains consistent with Option C as it is outlined above and was agreed upon between the Project Sponsor, SF Planning, and the ARC. This memo includes the current proposed treatment description, below, and outlines three areas of the treatment plan that the project sponsor would like to update for the ARC and HPC:
• The number of standards scheduled for removal/relocation,
• The number of standards recommended for inclusion in the proposed project, and

**Proposed Treatment**

The 236 Path of Gold light standards within the project corridor would be partially restored (the tridents), reconstructed (base and poles), and realigned. Specifically, the existing poles would be replaced with larger poles, the tridents would be salvaged and reinstalled, and the clamshell bases would be recast and modified (as previously noted) to accommodate the larger poles. The standards would be reinstalled in a consistent alignment to create a visible linear edge to the “pedestrian zone.”

Although some individual standards may need to be located out of alignment with adjacent standards or removed to accommodate conflicts in the furnishing zone or sub-sidewalk basements, no more than 24.6 percent of the 236 standards would be removed or located out of alignment with other standards.

Consistent with Option C, under the proposed project the cover at the base of each standard would have a diameter of 2 feet, 9 inches. The existing support poles would be replaced with larger poles to better support the OCS wires. The existing poles are 24 feet, 10 inches tall and have a 9-inch diameter. The replacement poles would be 30 feet tall and 13 inches in diameter. The existing tridents would be salvaged and retrofitted with upgraded electrical units, then reinstalled atop the new poles. The existing and proposed tridents would be 8 feet in height. (Total height of each standard would be 38 feet.)

The new lighting units would match the color and tone of the historic lights as much as possible. The existing globes would be retained and reused where possible, or new globes would be installed that would be consistent in shape, size, material, and design to the existing globes. The existing clamshell bases would be recast and enlarged to accommodate the larger support poles. The new standards would be approximately 15 percent larger and scaled to match the overall proportions of the existing standards. The existing artistic depictions on the Path of Gold bases will be reviewed and possibly modified in consultation with the Native American community. The review process will need to be further developed by SF Planning.

As the Path of Gold light standards are the primary source of light along Market Street, the retrofit would be guided by a photometric study that would determine the appropriate lighting
requirements and address safety concerns. The photometric study would also be used to
determine a baseline spacing interval for the standards to achieve lighting requirements.

**Modifications since February 21, 2018, Memo**

The proposed treatment of the historically significant Path of Gold light standards has been
refined in three areas since the February 21, 2018, ARC hearing, described here.

**Relocation and/or Removal of Standards**

As stated in the updated proposed treatment description, the project sponsor has determined
that no more than 24.6 percent of the light standards within the project corridor would be
relocated or removed as a result of the proposed project. This percentage translates to
approximately 58 of the 236 light standards in the project corridor, less than 18 percent of the
total number of standards (327) within the entire Article 10 landmark. At the currently available
level of project design (10 to 15 percent), the project sponsor at this time cannot conclude with
certainty exactly how many standards would need to be relocated out of alignment or
permanently removed. The project sponsor has identified the estimated percentage (24.6) as a
maximum, worst-case scenario, below which the eligibility of the resource would not be likely
to be impacted.

An updated plan view of the proposed project is not yet available. The project sponsor has not
determined the spacing of the relocated standards. This detail will continue to be discussed and
become available as the proposed project moves forward. The goal is to maintain the overall
alignment of the standards, which includes the general rhythm and pattern of the resource.

**Total Number of Standards to Be Included in the Project**

Following the February 2018 presentation of the proposed treatments, as outlined in the
attached memo, the planning department and the HPC recommended that all 327 standards
within the Path of Gold be included in the proposed treatment so as to maintain consistency
throughout the resource.

The project sponsor has considered the recommendation and determined that the scope and
budget of the proposed project does not allow for all 327 standards to be partially restored (the
tridents), reconstructed (base and poles), and realigned. Furthermore, the standards west of
Octavia Boulevard maintain material integrity dating to the original Path of Gold installation.
These standards were installed ca. 1983 to extend the Path of Gold along Market Street from
Octavia Boulevard to Castro Street using the original standards that were previously salvaged
during the Market Street Redevelopment Plan project. The standards within the project area
(between Steuart Street and Octavia Boulevard) are replicas of the original standards and date to the 1970s.

Additionally, in response to the proposed treatments put forward at the February 2018 ARC hearing, SF Planning and the ARC requested that a maintenance plan be prepared as part of the Certificate of Appropriateness in order to guide any future replacement of Standards outside of the Better Market Street project (appendix 2). This recommendation is still under consideration and will be discussed as part of the Certificate of Appropriateness process.

**Winning of the West Artwork**

In 2007, the San Francisco Human Rights Commission published a report that outlined issues of concern for Native Americans in San Francisco. The Human Rights Commission enforces the City’s nondiscrimination laws. In its report, the following finding about the Path of Gold light standards was presented on page 27:

> G.17. The light poles along Market Street and at the Legion of Honor in San Francisco, which are intended to glorify the conquest of Native Americans, are brass bas-relief sculptures depicting naked “Plains Indians” on horseback and are entitled “Winning of the West.”

The commission’s report also presented the following recommendations on page 27, among others:

> H.1. The City consult with the Native American community on identifying statues and other symbols that represent the conquest and genocide of the Native American people, with the goal of removing them and placing them in an appropriate location, such as a museum where the public can be educated on why such representations are offensive.

> H.7. The San Francisco Art Commission include Native Americans in the process of identifying funding for and approval of public art projects that contain images of or pertain to Native Americans.

Given this context, the project sponsor is recommending that offensive representations of Native Americans included as part of the Path of Gold be reviewed and modified as part of the rehabilitation process for those light standards within the project corridor. The proposed treatment for the clamshell bases already includes removal and recasting in order to accommodate the increased size of the light standards. Therefore, the portion of the base that

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1 The report by the SF Human Rights Commission is available to the public and can be viewed here: [https://sf-hrc.org/sites/default/files/Documents/HRC_Publications/Articles/Discrimination_by_Omission_Issues_of_Concern_for_Native_Americans_in_San_Francisco.pdf](https://sf-hrc.org/sites/default/files/Documents/HRC_Publications/Articles/Discrimination_by_Omission_Issues_of_Concern_for_Native_Americans_in_San_Francisco.pdf)
includes the offensive depictions could be cast with different artwork. The new design to be included with the castings shall be determined in consultation with the San Francisco Arts Commission and the HPC, as well as members of the Native American community.

Appendices

1. Memo from the San Francisco Planning Department to the HPC on the proposed treatments for the Path of Gold (February 21, 2018)
2. HPC response to memo (February 28, 2018)
3. 1991 City Landmark #200 Nomination: Path of Gold
4. Existing plan view of project corridor and Path of Gold light standards
5. Previously proposed plan view of project corridor (from the February 21, 2018, ARC hearing packet)
6. Existing elevation of a Path of Gold light standard
7. Previously proposed Path of Gold light standard elevations (from the February 21, 2018, ARC hearing packet)
8. Proposed project elevations for the Path of Gold light standards
9. Trident details
Appendix 1

Memo from the San Francisco Planning Department to the HPC on the Proposed Treatments for the Path of Gold (February 21, 2018)
DATE: February 21, 2018

TO: Architectural Review Committee (ARC) of the Historic Preservation Commission

FROM: Stephanie Cisneros, Preservation Planner, (415) 575-9186

REVIEWED BY: Tim Frye, Historic Preservation Officer, (415) 575-6822

RE: Review and Comment for SFPDW Replacement and Partial Restoration of the Path of Gold Light Standards Case No. 2018-002022COA

BACKGROUND

The Planning Department (Department) is requesting review and comment before the Architectural Review Committee (ARC) regarding the proposal to partially restore, reconstruct and realign existing Path of Gold Light Standards to accommodate a new Overhead Catenary System (OCS, i.e. the overhead wires) to increase transit service along Market Street. The Path of Gold Light Standards is located on Market Street in the public right-of-way. There are a total of 327 existing lights which are designated under Article 10 of the Planning Code (San Francisco Landmark #200). The proposed project only addresses 236 of the 327 lights, which are within the larger scope of the Better Market Street project. The proposal would combine new transportation infrastructure with the replacement and partial restoration of identified elements of these landmark structures.

PROPERTY DESCRIPTION

The Path of Gold Light Standards project was initiated in 1908 as part of the City Beautiful movement and as a solution for the unsightly overhead wires that the United Railways needed to power their trolleys along Market Street. With installment beginning in 1916, the lights feature three components, the overall ensemble of which was designed by master architect Willis Polk:

- The bases, which reflect a scene named Winning the West, were designed by sculptor Arthur Putnam and feature three bands of historical subjects: ox-drawn covered wagons with weary pioneer and dog, seated pumas looking down at a scared jackrabbit and overlooked by an Indian head, and alternating prospectors and mounted Indians.
- The highly ornamental poles with decorative collars that currently serve to protect the welded pieces of the poles.
- The trident tops and light globes designed in 1916 by sculptor Leo Lentelli and engineer Walter D’Arcy Ryan.

By the mid-1920s, all lights installed along Market Street from the Embarcadero to Valencia Street had been fitted with bases, poles, collars, and trident tops all painted in a dark green color. During the 1972-1973 Market Street Beautification project all existing lights (bases and poles) were replaced with replicas with all decorative components being made of cast-iron except for the steel poles, lamp globes, and newly installed high pressure sodium vapor lamps. At this point, the light standards were repainted gold with
blue accents and some were relocated out of the alignment at the time. In the mid-1980s, the Path of Gold Light Standards was extended further down Market Street to just beyond Castro Street (where it ends today) and was once again repainted to its existing blue with minor gold accents. The 1991 Landmark Designation Ordinance covers all existing 327 light standards from the Embarcadero to just beyond Castro Street.

PROJECT DESCRIPTION

The Sponsor proposes to partially restore, replace and realign 236 of the 327 existing lights located along a 2.2 mile stretch of Market Street from the Embarcadero (Steuart Street) to Octavia Boulevard as one component of the larger Better Market Street plan. The proposed project will result in an increased overall height of the lights from the existing 32 feet 3 inches to 38 feet and realignment of the Path of Gold Light Standards. The Sponsor has proposed three project options:

Option A
Bases
The proposal will fabricate new Winning the West bases re-cast in aluminum from the original casts used in the 1972 Market Street Beautification project (currently housed with SFPUC). The new decorative base will increase in overall height and diameter size by 33% to enlarge pinch points enough to accommodate the new 750 OCS. The new decorative base will account for approximately 24.4% of the new overall height (9'-1” tall).

Poles
The proposal will increase the existing pole rings by 30% spaced evenly between the base and the trident top to accommodate the new 750 OCS. Additionally, the proposal will also fabricate new ornamental collars that would be installed and spaced proportionately based on the existing proportions. Presently, the collars are segmented and needed to protect the welds of the existing poles however, the new poles will be one single piece and the new collars will be purely ornamental to preserve the look and proportions of the original poles.

Trident Tops
The existing trident light fixtures and light globes will be restored and reused at top of the new poles. Where existing cast iron features of the tridents have deteriorated, they will be recast and reinstalled. The high-pressure sodium lights installed in 1972 will be replaced with energy efficient LED lights.

Alignment and Paint Color
The current alignment of the Path of Gold Light Standards was one outcome of the 1970s Market Street Beautification project, which realigned select light standards along Market Street such that there was no longer a single straight alignment. The proposed project would include moving the Path of Gold toward the buildings and creating a single alignment from the Steuart Street to Van Ness Avenue to allow for the widening of Market Street for new bicycle lanes. Additionally, the proposed project will restore the original paint color for the Path of Gold based on analysis of existing samples and historic photographs and descriptions and a durable powder coat finish will be applied throughout.
Option B

Bases
The proposal will fabricate new Winning the West bases re-cast in aluminum from the original casts used in the 1972 Market Street Beautification project (currently housed with SFPUC). The new decorative base will increase horizontally by 3.6 inches to accommodate the new 750 OCS. The new decorative base will account for approximately 18.4% of the new overall height (6'-9.5” tall).

Poles
The proposal would utilize an SFMTA standard 770 trolley pole, which will result in an increase in pole ring size by 15% spaced evenly between the base and the trident top to accommodate the new 750 OCS. Additionally, the proposal will also fabricate new ornamental collars that would be installed and spaced evenly between the base and the trident top. Presently, the collars are segmented and needed to protect the welds of the existing poles however, the new poles will be one single piece and the new collars will be purely ornamental to preserve the look and proportions of the original poles.

Trident Tops
The existing trident light fixtures and light globes will be restored and reused at top of the new poles. Where cast iron components of the trident have deteriorated, they will be recast and reinstalled. The high-pressure sodium lights installed in 1972 will be replaced with energy efficient LED lights.

Alignment and Paint Color
The current alignment of the Path of Gold Light Standards was one outcome of the 1970s Market Street Beautification project, which realigned select light standards along Market Street such that there was no longer a single straight alignment. The proposed project would include moving the Path of Gold toward the buildings and creating a single alignment from the Steuart Street to Van Ness Avenue to allow for the widening of Market Street for new bicycle lanes. Additionally, the proposed project will restore the original paint color for the Path of Gold based on analysis of existing samples and historic photographs and descriptions and a durable powder coat finish will be applied throughout.

Option C

Bases
The proposal will fabricate new Winning the West bases re-cast in aluminum from the original casts used in the 1972 Market Street Beautification project (currently housed with SFPUC). The new decorative base will be increased by 15% proportionately and increased horizontally by 1.8 inches to accommodate the new 750 OCS. The new decorative base will account for approximately 21% of the new overall height (7.8’ tall).

Poles
The proposal would utilize an SFMTA standard 770 trolley pole, which will result in an increase in pole ring size by 15% spaced evenly between the base and the trident top to accommodate the new 750 OCS. Additionally, the proposal will also fabricate new ornamental collars that would be installed and spaced evenly between the base and the trident top. Presently, the collars are segmented and needed to protect the welds of the existing poles however, the new poles will be one single piece and the new collars will be purely ornamental to preserve the look and proportions of the original poles.
Trident Tops
The existing trident light fixtures and light globes will be restored and reused at top of the new poles. Where cast iron components of the trident have deteriorated, they will be recast and reinstalled. The high-pressure sodium lights installed in 1972 will be replaced with energy efficient LED lights.

Alignment and Paint Color
The current alignment of the Path of Gold Light Standards was one outcome of the 1970s Market Street Beautification project, which realigned select light standards along Market Street such that there was no longer a single straight alignment. The proposed project would include moving the Path of Gold toward the buildings and creating a single alignment from the Steuart Street to Van Ness Avenue to allow for the widening of Market Street for new bicycle lanes. Additionally, the proposed project will restore the original paint color for the Path of Gold based on analysis of existing samples and historic photographs and descriptions and a durable powder coat finish will be applied throughout.

OTHER ACTIONS REQUIRED
The proposed project is being brought to the ARC for review and comment prior to review by the HPC of a request for Certificates of Appropriateness pursuant to Article 10 of the Planning Code.

ENVIRONMENTAL REVIEW
The proposed project is currently undergoing environment review as a component of the Better Market Street Project EIR (in progress) under Case No. 2014.0012E.

PUBLIC/NEIGHBORHOOD INPUT
To date, the Department has received no public comment regarding the proposed project.

STAFF ANALYSIS
The Department seeks the initial feedback of the ARC regarding the three options proposed for the scope of work. Additionally, the Department seeks advice of the ARC with regard to compatibility of the project with Article 10 and of the Planning Code, the designating Ordinance, and the Secretary of the Interior’s Standards for Rehabilitation (Secretary’s Standards). The project involves proposed changes to a local landmark (Landmark #200). For efficiency, the Department is reviewing the proposal under Secretary’s Standards unless the designating Ordinance or Appendix to Article 10 includes specific standards. The Department would like the ARC to consider the following information:

Secretary of the Interior’s Standards for Rehabilitation

Standard #2
The historic character of a property will be retained and preserved. The removal of distinctive materials or alterations of features, spaces, and spatial relationships that characterize the property will be avoided.
**Standard #3**
Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

**Standard #5**
Distinctive materials, features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

**Standard #9**
New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

**RECOMMENDATIONS:**

**Project Options:** Staff is requesting review and comment from the ARC on Options A, B and C for the proposed project. Each option will result in an enlarged decorative base and pole to accommodate the new 750 OCS and will oversee the restoration and reinstallation of the trident tops and light globes with new LED lights. However, the proportions of the decorative base will vary with each option.

**Option A:** The new decorative base will increase in diameter by approximately 9.6 inches and will be 9‘-1” tall.

**Option B:** The new decorative base will increase in diameter by approximately 4 inches and will be 6‘-9.5” tall.

**Option C:** The new decorative base will increase in diameter by approximately 7 inches and will be 7.8’ tall.

**Recommendation #1:** The Department recommends that Option C be pursued because the proportions of the existing Path of Gold Light Standards would be retained within the overall new height of the light standards in such a manner that would not compromise the pedestrian experience or the replicated artwork of the new decorative bases. Option A and B do not appear to be compatible with the Landmark due to the fact that the decorative base will become overwhelmingly enlarged and/or “stretched” as a result of the project.

**Better Market Street Project Area:** The historic Path of Gold Light Standards footprint was located along Market Street and spanned from the Embarcadero to Valencia Street. In the mid-1980s, the footprint was extended west to just beyond Castro Street. The Designation Ordinance for the Path of Gold Light Standards includes a total of 327 existing structures. The proposed project encompasses 236 of the existing 327 Path of Gold Light Standards, extending from the Embarcadero to Octavia Boulevard.

**Recommendation #2:** The Department recommends that all 327 of the existing landmarked Path of Gold Light Standards be undertaken as part of this project to ensure consistency and
continuity of the landmark and all its features. Only undertaking 236 of the 327 landmarked structures may disrupt the visual uniformity of the landmark.

**Ongoing Maintenance Plan:** Currently, the landmark structures are in various states of needed repair and maintenance. As proposed, the project does not include an ongoing maintenance plan for the Path of Gold Light Standards.

**Recommendation #3:** The Department recommends that a maintenance plan be prepared as part of the Certificate of Appropriateness application to be reviewed by the Historic Preservation Commission at a later date and considered a Condition of Approval for the entitlement. If the ARC recommends that only the proposed 236 light standards be included in the scope of work, then the Department recommends that the maintenance plan be developed to still include all 327 Path of Gold Light Standards.

**REQUESTED ACTION**
Specifically, the Department seeks comments on:
- The project recommendations proposed by staff.
- The compatibility of the project with the Secretary of the Interior’s Standards.

**ATTACHMENTS**
1. Project sponsor Certificate of Appropriateness application and supplemental narrative
2. Project Sponsor plan submittal entitled, “Path of Gold Lighting Restoration and Replacement Proposal,” dated February 21, 2018
3. Path of Gold Light Standards, Landmark No. 200, Designating Ordinance
5. Appendix J to Article 10 – Civic Center Historic District
Project Description

The Path of Gold Restoration and Replacement Project (“the Proposed Project”) is a part of the City’s proposed Better Market Street Program to reconstruct and reconfigure 2.2 miles of Market Street between Octavia Boulevard and the Embarcadero. Better Market Street will bring transformative transportation, streetscape and safety improvements to San Francisco’s busiest pedestrian street, busiest bicycle thoroughfare and busiest transit corridor, making it safer and easier for people to get around and creating a vibrant and inclusive destination where people want to live, work and visit. The City is proposing to take advantage of this once-in-a-generation investment in the infrastructure of Market Street to restore and replace the Path of Gold Light Standards (San Francisco Landmark #200).

The Proposed Project will replace the existing replica Winning the West bases with new ornamental bases created from the original castings; replace the steel poles with new, taller and thicker poles to support the Muni overhead wires and meet current California Public Utilities Commission standards and ensure AASHTO’s Strength and Serviceability compliance; and refurbish the existing Path of Gold Light Standards on Market Street between the Embarcadero and Octavia Boulevard.
The Proposed Project will both restore and replace the Path of Gold Light Standards on Market Street between the Embarcadero and Octavia Boulevard. Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, the Path of Gold Light Standards were designated as historic landmark #200 in 1991. The historical features consist of the ornamental poles and lamp globes. The history of the fixtures date back to 1916, when they were first installed from the Ferry Building to Seventh Street as a civic design element to mitigate the unsightly overhead trolley wires. Designed by Willis Polk, Arthur Putnam, Leo Lentelli and Walter D’Arcy Ryan, the Path of Gold Light Standards are a product of the City Beautiful Movement. They were constructed to illuminate Market Street and provide a pattern of light from distant vantage points in San Francisco.
The poles themselves were in place east of 7th Street by 1916 and the system was extended in the 1920s to Valencia Street. The original installation poles and ornaments were then replaced with replicas as a part of the Market Street Redevelopment Plan in 1972. Finally, in the 1980s, the Path of Gold standards were extended to the Castro.
Historic Images of Path of Gold Light Standards

Market Street in 1956 featuring original Path of Gold Alignment

Intersection of Davis Street and Market Street in 1979 featuring replica of Path of Gold Light Standard

Sources: San Francisco Public Library
Historic Images of Path of Gold Light Standards

Path of Gold Luminaire (1936)

Path of Gold Decorative “skirt” on top of the octagonal base (1936)

Source: San Francisco Public Library
Historic Images of Path of Gold Light Standards

Path of Gold Alignment (1946)
Out of the 327 total Path of Gold fixtures on Market, 236 are within the scope of Better Market Street and are planned to be restored and replaced.
Existing Path of Gold Light Standards

Path of Gold Light Standard at Market and 1st St (Left)
Decorative Skirt and Octagonal Base (Right)
Existing Path of Gold Light Standards
Existing Path of Gold Light Standards

Path of Gold Light Standard at Market and Castro (Left) and Market and Octavia (Right)
Photos of typical decorative “skirt” castings placed on top of the octagonal base and luminaire (from left to right). The octagonal base has three separate carvings each featuring different historical subjects, which include covered wagons, mountain lions, and alternating prospectors and Native Americans.
Note: Path of Gold Alignment varies from 11’ - 23’ from the property line (shown by different color groupings).
Map of Proposed Path of Gold Alignment

Note:
1. Proposed Path of Gold within green background are 17' (typical) from the property line
2. In a few areas, the alignment of the proposed path of gold will shift due to infrastructural conflicts (see legend)
3. Curb alignment for East of Main and Market has no final proposed alignment. The existing curb alignment is shown.
Existing Dimensions of Path of Gold Light Standards

As more trolley wires and OCS hardware are added to meet the new transit needs, these additional weights will increase the load on the current poles, putting most of them over their load capacity. The current Path of Gold pole type will not be able to accommodate these requirements. Taller, larger diameter poles with greater load capacity are needed to support the increased load demand of multiple guywires supporting a heavier OCS hardware. In addition, the existing poles are segmented, i.e. fabricated from three sectional pieces that are welded together. Segmented poles have increased stress (weak points) where they are welded and are no longer recommended. In addition, the welded pieces also have a higher potential of rusting and deteriorating more quickly. Based on a preliminary engineering assessment by Public Work’s structural engineers, the SFMTA standard 770 trolley pole is the best structural solution to meet all the current guidelines and standards.

As-Built Construction Drawings from the Market Street Redevelopment Plan
Existing Dimensions of Path of Gold Light Standards
The California Public Utilities Commission requires the trolley wire to be at a minimum of 18' and SFMTA's standard operating height for historic cars is 18.5' and 19.5' for trolley buses. The current OCS height along Market Street varies and in many cases do not meet either the required minimum heights or preferred operating heights. In order to meet these OCS height requirements, the attachment height of the supporting guywires will need to be increased. The current poles could not support an increased attachment height, but the proposed SFMTA standard 770 trolley pole will.
New Dimensions of Proposed Path of Gold Light Standards

Existing Path of Gold
Existing POG with new 770 OCS Pole overlaid in red. Includes enlargement of base showing inability of current POG Base to accommodate new pole due to pinch points. Note that decorative base accounts for approx. 21.5% of overall height, and that pole rings are spaced at approximately even intervals between decorative base and trident.

Approach: Increase size of decorative base by required 33% to enlarge pinch points enough to accommodate 770 OCS. Increase size of pole rings by 30%, and space evenly between decorative base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Artwork on decorative base remains proportional, but overall size of base may be overwhelming for pedestrians. Decorative base accounts for approx. 24.4% of overall height (becomes proportionately larger).

Option A

Existing Path of Gold
Approach: Increase size of decorative base horizontally by 3.6", to accommodate 770 OCS. Increase size of pole rings by 15%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Artwork on decorative base would become "stretched" and proportion of decorative base accounts for only approx. 18.4% of overall height (becomes proportionately smaller).

Option B

Existing Path of Gold
Approach: Increase size of decorative base horizontally by 1.8" to accommodate 770 OCS. Increase size of pole rings by 15%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Only minor change in proportion of artwork on decorative base, and base accounts for approx. 21% of overall height (retains proportions of existing POG).

Option C

Note: Image not to scale
Option A Rendering

Existing Path of Gold

Option A
Option B Rendering

Existing Path of Gold

Option B
Option C Rendering

Existing Path of Gold

Option C
Materials and Finishes of Proposed Path of Gold Light Standards

Upgrade luminaires within existing globes with LED fixtures, integral photocell, and integral event power outlet to meet current lighting and electrical requirements while reducing energy use and operations and maintenance demands. Upgraded electrical components would have no visible impact on existing trident and globes.

Restore and reinstall existing "trident" and globes. Restoration includes, but not limited to, stripping of paint, recasting of any deteriorated iron components, and new powdercoat finish.

Trident to be fitted to new OCS pole with a custom made steel tenon.

Appropriate colors to be determined through analysis of existing samples and historic photographs and descriptions. Color to be applied with durable powdercoat finish to restored elements, recast elements, and new OCS pole to create a seamless finish.

Decorative base to be recasted with new mold to accommodate OCS pole while preserving integrity of original design. New base to be cast aluminum with powdercoat finish.
The Better Market Street team recognizes the importance of the Path of Gold Light Standards as an integral historic landmark iconic to San Francisco. The Proposed Project will meet the needs of a growing city while ensuring the preservation and restoration of the Landmark. We propose to restore and replicate the Winning the West bases at a larger size that fits over the new, larger diameter proposed pole; restore and replicate the ornamental collars that protected the welds of the segmented poles; preserve and refurbish the existing trident light fixtures; increase the height of the overall installation while preserving the proportional relationship between the various decorative elements; and repaint the poles with the original color from 1916. By replacing and restoring the existing Path of Gold, the Better Market Street team with both enhance the aesthetic experience and historic nature of Market Street.
Appendix 2

HPC Response to Memo (February 28, 2018)

January 2019
At the request of the Planning Department, the design for the proposal to partially restore, reconstruct and realign 236 of the existing 327 Path of Gold Light Standards (Landmark No. 200) to accommodate a new Overhead Catenary System (OCS, i.e. the overhead wires) to increase transit service along Market Street was brought to the Architectural Review Committee (ARC) on February 21, 2018. At the ARC meeting, the Planning Department requested review and comment regarding conformance of proposed design with Article 10 and with the Secretary of the Interior’s Standards. Specifically, the Planning Department sought comments on the three proposed design options, the inclusion of only those lights located within the Better Market Street project area (from the Embarcadero to Octavia Boulevard) or the inclusion of all lights from the Embarcadero to Castro Street, and the preparation of an ongoing maintenance plan. The Planning Department Preservation Staff has prepared a summary of the ARC comments from that meeting.

ARC COMMENTS

1. **Project Options.** The Commissioners concurred with the Department that Option C be pursued given that this option will incorporate the existing proportions of the Path of Gold Light Standards into the new lights structures. Option A and B do not appear to be compatible with the Landmark due to the fact that the decorative base will become overwhelmingly enlarged and/or “stretched” as a result of the project.

2. **Better Market Street Project Area.**
   - Commissioner Pearlman asked if all 327 light standards could be included within the scope of work, and if so, then the Project Sponsor should revise the scope to include all existing lights. Commissioner Pearlman also proposed that a Master Plan or similar study be developed to address the ultimate replacement of all lights. The commitment to
such a plan or study should be presented to the full Historic Preservation Commission as part of the Certificate of Appropriateness.

- Commissioner Hyland recommended that all 327 existing light standards be included as part of the work and that a conditions assessment of the 91 outstanding lights located from Octavia Boulevard to Castro Street be produced as part of the Certificate of Appropriateness and included as a Condition of Approval. Commissioner Hyland also expressed concern around the 91 outstanding light standards that are not included as part of the proposed project, but may need replacement at a later date, that the manner in which the replacement is completed may not done so in a similar fashion as the other 236 lights and/or may be completed in a haphazardly way. He is concerned is that there is no way of knowing what the replacement for these would look like and that they may be completed in a haphazard manner.

3. **Ongoing Maintenance Plan.** The Commissioners concurred with the Department that an ongoing maintenance plan be prepared as part of the Certificate of Appropriateness and approved as a Condition of Approval for all 327 existing light standards, regardless if all would be replaced as part of this proposal presently or at a later date.

4. **General.**
   - Commissioner Pearlman expressed concern with regard to the proposed project meeting the Secretary of the Interior’s Standards and that Staff’s analysis be detailed to clarify that the light standards do not contain original materials (except for the trident tops) as they were replaced in the 1970s.
   - Commissioner Pearlman asked the Project Sponsor to revise the measurements as shown in the plan(s) to be consistent with typical fractions of an inch rather than a decimal.
Appendix 3

1991 City Landmark #200 Nomination: Path of Gold

January 2019
DESIGNATING THE PATH OF GOLD LIGHT STANDARDS AS A LANDMARK PURSUANT TO ARTICLE 10 OF THE CITY PLANNING CODE.

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

Section 1. The Board of Supervisors hereby finds that the Path of Gold Light Standards which span from 1 Market Street through 2490 Market Street, being 327 light standards/trolley poles, has a special character and special historical, architectural and aesthetic interest and value, and that its designation as a Landmark will further the purposes of, and conform to the standards set forth in Article 10 of the City Planning Code. The landmark site shall consist only of each light fixture itself including the ornamental poles and lamp globes.

(a) Designation: Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II of the San Francisco Municipal Code, the Path of Gold Light Standards is hereby designated as a Landmark, this designation having been fully approved by Resolution No. 13049 of the City Planning Commission, which Resolution is on file with the Clerk of the Board of Supervisors under File No. 91.062L and is incorporated herein and made a part of hereof as though fully set forth.

(b) Required Data: The description of the location and boundaries of the Landmark site, the characteristics of the Landmark which justify its designation, and of the particular features that should be preserved are included in the said Resolution, and incorporated in this designating ordinance as though fully set forth.

APPROVED AS TO FORM:

LOUISE H. RENNE
CITY ATTORNEY

By: JAY HEMMKE
Deputy City Attorney

RECOMMENDED:

CITY PLANNING COMMISSION

By: DEAN L. MACRIS
Director of Planning

Board of Supervisors, San Francisco

Passed for Second Reading $ Finally Passed
June 17, 1991 $ June 24, 1991

Ayes: Supervisors Alioto Gonzalez
Hallinan Heith Kennedy Maher
Shelley Ward

Ayes: Supervisors Achtemberg Alioto
Hallinan Heith Kennedy Maher
Shelley

Absent: Supervisors Achtemberg
Britt Migden

Absent: Supervisors Britt Ward

I hereby certify that the foregoing ordinance was finally passed by the Board of Supervisors of the City and County of San Francisco

SIGNATURE

File No. 90-91-2 JUN 26 1991
DATE APPROVED

SIGNATURE

MAYOR
WHEREAS, A proposal to designate Path of Gold Light Standards as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on February 20, 1991, and said Advisory Board, after due consideration, has recommended approval of this proposal; and

WHEREAS, The City Planning Commission, after due notice given, held a public hearing on March 28, 1991 to consider the proposed designation and the report of said Advisory Board; and

WHEREAS, This Commission believes that the proposed Landmark has a special character and special historical, architectural and aesthetic interest and value; and that the proposed designation would be in furtherance of and in conformance with the purposes and standards of the said Article 10;

THEREFORE BE IT RESOLVED, First, That this Commission does hereby recommend APPROVAL of the designation of the Path of Gold Light Standards Landmark;

Second, That the location of the Path of Gold Light Standards spans from 1 Market Street through 2490 Market Street and for purposes of Planning Code Article 10, the Landmark site shall consist only of each light fixture itself, including the ornamental poles and lamp globes;

Third, That the special character and special historical, architectural and aesthetic interest and value of the said Landmarks Preservation Advisory Board Resolution No. 435 as adopted on February 20, 1991 which Resolution is incorporated herein and made a part thereof as though fully set forth;

Fourth, That the said Landmark should be preserved generally in all of its particular exterior features as existing on the date hereof and described and depicted in the photographs, case report and other material on file in the Department of City Planning Docket No. 91.062L.

AND BE IT FURTHER RESOLVED, That this Commission hereby directs its Secretary to transmit the proposal for designation, with a copy of this Resolution, to the Board of Supervisors for appropriate action.

Linda Avery
Secretary

AYES: Commissioners Bierman, Boldridge, Hu, Karasick, Morales and Sewell
NOES: None
ABSENT: Commissioner Engmann
ADOPTED: March 28, 1991
VFM:dn:mq:931
The Path of Gold Light Standards

1-2490 Market Street (327 poles, see map)

Trolley poles/light standards

Light standards/trolley poles

No. of Stories: 33 feet high

LANDMARK NO: 200

EXTERIOR MATERIALS: Cast Iron, glass

STATEMENT OF SIGNIFICANCE: The 327 handsome Path of Gold street light standards are a significant legacy from the City Beautiful movement of the early 20th century, which also gave us the Civic Center. They have long been the public's favorite street furniture, and their distinctive color and pattern of light identify Market Street from distant viewpoints. The (cont.)

EVALUATION CRITERIA

A. ARCHITECTURE

1. Style: Beaux Arts/City Beautiful—San Francisco's best examples in street furniture.
2. Construction Type: Street furniture: hollow cast iron around steel pole core.
4. Design Quality: Grand scale appropriate to setting. Relieved by tripartite top and superb sculptural detailing. Naturalistic base panels.
6. Interior Quality: Not applicable.

B. HISTORY

8. Events: In 1916-16 the Down Town Association put together the coalition which produced the Path of Gold. Market Street (cont.)
9. Patterns of History: City Beautiful movement for design. Nationwide development of street lighting, especially the arc lamp and the (cont.)

C. ENVIRONMENT

11. Setting: Almost the only historic street furniture along Market and outstanding among all San Francisco's streets.
12. Importance as a Visual Landmark: Very large globes as identifying Market Street from other vantage points. High enough to clutter, traffic and trees.

D. INTEGRITY

13. Of the historic 224 standards to Valencia during BART construction in the late 1980s

RATINGS

DCP: HERE TODAY: 2

SPLENDID SURV.: A (p. 241)

NAT'L REGISTER: Mentioned in Market Street Theater and Loft District

NAT'L LANDMARK:

STATE LANDMARK:

BIBLIOGRAPHY See page 4.

STAFF: Vincent Marsh, Secretary

ADDRESS: Landmarks Preservation Advisory Board

450 McAllister Street

San Francisco, CA 94115

PHONE: 558-6345

DATE: February 21, 1991

Updated March 14, 1991
STATEMENT OF SIGNIFICANCE/EVALUATION CRITERIA (Cont.)

"Winning of the West" bases by outstanding S.F. sculptor Arthur Putnam feature three bands of historical subjects: ox-drawn covered wagons with weary pioneer and dog, seated pumas (mountain lions) looking down at a scared jackrabbit and overlooked by an Indian head, and alternating prospectors and mounted Indians. Willis Polk designed the ensemble of base and pole in 1908 for United Railroads' trolley poles with street lights. The City had required the company to provide "highly ornamental" poles, plus lamps upon them and electricity for them, as the price for permitting the much opposed overhead trolley wires. Granting the permit by the corrupt Board of Supervisors, only five weeks after the 1906 earthquake, was linked to graft payments of $50,000 to then-Mayor Schmitz and $4,000 to $15,000 each to 17 of the 18 Supervisors. It became a prime subject of the graft trials of political boss Abe Ruef, United Railroads president Patrick Calhoun, and United Railroads chief counsel Tirey Ford, who had transmitted $200,000 of the company's money to Ruef, and had apparently agreed with him about the compromise of providing highly ornamental poles. The tops were designed in 1916 by sculptor Leo Lentelli and engineer Walter D'Arcy Ryan, whose lighting designs for the Panama Pacific International Exposition of 1915 had inspired emulation on the City's principle thoroughfare. The 1916 installation, from the Ferry Building to Seventh Street, was a cooperative effort by the Down Town Association, Market Street merchants and property owners, the Pacific Gas & Electric, and United Railroads (now part of Muni). To service the tall poles, PG&E invented an ancestor to the cherry picker. Path of Gold tops were added to the Winning of the West bases from Seventh to Valencia in the mid-1920s. In the 1972-73 Market Street Beautification after BART construction, all the poles and ornaments were replaced with replicas, fitted with new high pressure sodium vapor lamps. In the mid-1980s, original Path of Gold standards were used to extend the system out Market Street to just beyond Castro.

B. HISTORY (Cont.)

7. Persons (cont.) Arthur Putnam (1873-1930), outstanding California sculptor best known for bronzes of pumas and other animals. His works are in the collection of the Legion of Honor and as architectural ornament on several major downtown buildings.

Willis Polk (1865-1924), an originator of Bay Area Tradition architecture, a publicist and designer of San Francisco's City Beautiful movement, architect of the Halliday, Hobart and Kohl Buildings (Landmarks 37, 162 and 161), the Bourne Mansion (Landmark 38), and Jessie Street Substation (Landmark 87). He reconstructed, reinforced or added to Mission Dolores, the Mills and Kohl Buildings, and 465 California. Other outstanding downtown buildings of his include 2 and 298 Post, 433 California, and 425 Mason. Among the residences he designed are 1013-1019 Vallejo (Polk family and Mrs. Virgil Williams), 2662 Jackson (for George W. Gibbs), 2840 and 2880 Broadway (respectively for Julia Welch and Albert Ehrman), 3203 Pacific (for the Porters), 2960 Broadway (for S.I. Naphtaly), and 1969 California (for Constance deYoung Tobin).

Patrick Calhoun (1854-1943), president of United Railroads (a predecessor of Muni), southern aristocrat and grandson of Andrew Jackson's vice president, and arrogant breaker of America's longest and most bitterly contested streetcar strike in 1907, was indicted in the 1907 graft trials for the next-to-largest bribe to the supervisors, $85,000, for approval of the overhead trolley franchise which included the "highly ornamental" poles on Market that are the Path of Gold bases. After this trial, he did carry out this condition in the franchise.

Abe Ruef (1864-1936), San Francisco's turn-of-the-century political boss who was convicted in 1908 of graft, including receiving $200,000 from United Railroads for arranging the streetcar franchise, of which he passed $50,000 to Mayor Schmitz and $85,000 to 17 of the 18 supervisors. In his memoirs Ruef claimed to have suggested the ornamental trolley-and-light poles.
Walter D'Arcy Ryan (1870-?), electrical engineer, lighting designer of the Panama Pacific International Exposition and the Path of Gold (globes, height, spacing, electrical installation).

Leo Lentelli (1879-?), sculptor for the PPIE, of the Path of Gold tops, of statues on the Main Library facade.

Tirey L. Ford (?-1928), United Railroads chief counsel, former State Attorney General, financial conduit between Ruef and Calhoun, tried twice for bribing supervisors, afterwards member of the State Prison Board.

8. Events: (cont.) owners and merchants contributed money for lighting. The City gave permits, legislation and use of the streets. PG&E installed the fixtures and maintained the tops. United Railroads provided poles. Grand parade and opening on 4 October 1916.

Several of the San Francisco Graft Trials of 1907 concerned the corrupt trolley franchise, granted to United Railroads 24 May 1906, which had called for the erection of "highly ornamental" trolley-and-light poles along Sutter to Van Ness and along Market to Valencia. To get the franchise, United Railroads gave boss Ruef $200,000, of which he passed $50,000 to Mayor Schmitz and $85,000 to the supervisors. United Railroad's Calhoun and Ford (see Persons section) were tried for this bribery, and it formed a large component of the trials of Ruef and Schmitz. After the trials were over, United Railroads went ahead with the ornamental poles, which are the Winning of the West bases to the Path of Gold.


9. Patterns of History: (cont.) "Great White Way," and the importance of night lighting to retailers.

D. INTEGRITY (Cont.)

13. Integrity: (cont.) 1970s all were replaced with new replica castings from the old standards, the bases on molds commissioned of sculptor Spero Arangyros by the City in 1961. At this time the new standards were not located in exactly the same places as the original ones. For instance, some blocks now have one more or one less than they used to; there were six east of Steuart Street, none now; and where two streets meet at the north side of Market, sometimes the standard used to be located off the line of Market and on the north side of the intersecting east-west street (e.g. Geary), but now it is aligned with Market on the island bounded by the south side of the east-west street, Market, and the other intersecting street.

After 1983, 103 of the original standards were used to bring the Path of Gold out Market to just beyond Castro Street. These were not porcelainized and gold trimmed as the 1970s replicas; they were simply painted blue. The type of lamps inside the globes has changed repeatedly over the years.

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VFM: mj: 919
Out of the 327 total Path of Gold fixtures on Market, 236 are within the scope of Better Market Street and are planned to be restored and replaced.
Appendix 4

Existing Plan View of Project Corridor and Path of Gold Light Standards

January 2019
Map of Existing Path of Gold Alignment

Note: Path of Gold Alignment varies from 11' - 23' from the property line (shown by different color groupings).
Appendix 5

Previously Proposed Plan View of Project Corridor (from the February 21, 2018, ARC Hearing Packet)

January 2019
Map of Proposed Path of Gold Alignment

Note:
1. Proposed Path of Gold within green background are 17’ (typical) from the property line.
2. In a few areas, the alignment of the proposed path of gold will shift due to infrastructural conflicts (see legend).
3. Curb alignment for East of Main and Market has no final proposed alignment. The existing curb alignment is shown.
Appendix 6

Existing Elevation of a Path of Gold Light Standard

January 2019
Existing Dimensions of Path of Gold Light Standards
Appendix 7

Previously Proposed Path of Gold light Standard Elevations (from the February 21, 2018, ARC Hearing Packet)

January 2019
New Dimensions of Proposed Path of Gold Light Standards

Existing Path of Gold

Existing POG with new 770 OCS Pole overlaid in red. Includes enlargement of base showing inability of current POG Base to accommodate new pole due to pinch points. Note that decorative base accounts for approx. 21.5% of overall height, and that pole rings are spaced at approximately even intervals between decorative base and trident.

Note: Image not to scale

Option A

Approach: Increase size of decorative base by required 33% to enlarge pinch points enough to accommodate 770 OCS. Increase size of pole rings by 30%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Artwork on decorative base remains proportional, but overall size of base may be overwhelming for pedestrians. Decorative base accounts for approx. 24.4% of overall height (becomes proportionately larger).

Option B

Approach: Increase size of decorative base proportionately, and increase by horizontally by 1.8" to accommodate 770 OCS. Increase size of pole rings by 15%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Only minor change in proportion of artwork on decorative base, and base accounts for approx. 21% of overall height (retains proportions of existing POG).

Option C

Approach: Increase size of decorative base by 15% proportionately, and increase by horizontally by 1.8" to accommodate 770 OCS. Increase size of pole rings by 15%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Only minor change in proportion of artwork on decorative base, and base accounts for approx. 21% of overall height (retains proportions of existing POG).
Appendix 8

Proposed Project Elevations for the Path of Gold Light Standards
Selected Dimensions of Proposed Path of Gold Light Standards (Option C)

Existing Path of Gold
Existing POG with new 770 OCS Pole overlaid in red. Includes enlargement of base showing inability of current POG Base to accommodate new pole due to pinch points. Note that decorative base accounts for approx. 21.5% of overall height, and that pole rings are spaced at approximately even intervals between decorative base and trident.

Option C
Approach: Increase size of decorative base by 15% proportionately, and increase by horizontally by 1.8" to accommodate 770 OCS. Increase size of pole rings by 15%, and space evenly between base and trident. Reuse existing trident and attach to 770 pole with custom tenon.

Results: Only minor change in proportion of artwork on decorative base, and base accounts for approx. 21% of overall height (retains proportions of existing POG).
Appendix 9

Trident Details

January 2019
Existing Dimensions of Path of Gold Light Standards
Attachment 2
January 8, 2019

Better Market Street
Path of Gold Alignment

Market Street is an important multi-modal corridor in San Francisco where safety has been a central concern. The data shows that collisions on Market Street are of significant concern because the collisions involved a high number of vulnerable roadway users – people walking and riding bicycles. The Project Sponsor is proposing to modify the Path of Gold alignment and spacing based on the proposed design of Better Market Street.

In order to fit a dedicated bicycle facility along Market Street, the existing curbline is moved two feet into the roadway in the Proposed Project. Twelve feet of the sidewalk is then repurposed for the bikeway – 4’ for a buffer and 8’ for the bikeway. The existing transit boarding islands are also widened to provide additional space for passengers. Loading zones cut into the sidewalk at various locations along the corridor, as well. Sub-sidewalk basements extend beyond the property lines and also limit where the City can install Path of Gold pole foundations. These design elements and constraints limit where we can place the Path of Gold poles.

The Better Market Street project proposes realigning the Path of Gold poles; however, there are fewer alignments than existing conditions. The new alignments are 11’ and 16’. On certain blocks, a few poles will need to be placed out of the alignment (at 14’ and 22’) or removed to fit in all of the project elements. Based on current information, the proposed project removes 6 Path of Gold poles; however, this number may change as the Overhead Contact System (OCS) is designed and more sub-sidewalk basement information is collected. The Project Sponsor estimates that less than 24.6% of the poles will be out of alignment or removed (see plan views for more information).
Attachment 3
Proposed Alignment as of January 16th, 2019

Distance between Property Line and Center of Path of Gold

Existing Property Line
Proposed Face of Curb
Proposed Path of Gold

Distance between Property Line and Center of Path of Gold

11’
16’
14’
22’

Potential POG removal

NOTE:
1. THE ALIGNMENT OF THE PROPOSED PATH OF GOLD WILL SHIFT DUE TO INFRASTRUCTURAL CONFLICTS (SEE LEGEND)
Attachment 4