



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: JANUARY 17, 2018

DATE: January 10, 2018
TO: Historic Preservation Commission
FROM: Shelley Caltagirone, Cultural Heritage Specialist
shelley.caltagirone@sfgov.org | (415) 558-6625
RE: *Draft Cultural Heritage Work Program Quarterly Report*

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The attached report is a draft Cultural Heritage Work Program Quarterly Report intended to outline the activities of the Department's Cultural Heritage staff. This is the first quarterly report on the Cultural Heritage Program, and therefore it is presented as a draft report in order that the Historic Preservation Commission may make recommendations concerning its formatting, content, and proposed performance measures.

REQUESTED ACTION

Specifically, the Department seeks comments from the HPC concerning the following:

- Report format and potential advantages and disadvantages of combining the Landmark Designation and Cultural Heritage Work Program quarterly reports.
- Level of information provided for "Events" section.
- Level of information provided for "Cultural (Heritage) District Designations and Strategies" section.
- Proposed performance measures.
- Proposed Cultural Heritage programs and projects.
- Necessity for a "Cultural Heritage Program Processes" section.
- Additional report sections not currently presented, such as Potential Projects, Public Outreach, Non-Departmental Cultural Heritage Work, etc.



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This report outlines activities of the Department's Cultural Heritage Program staff from **October 1, 2017** to **December 31, 2017** (Q2). This is the first quarterly report on the Cultural Heritage Program, and therefore it is presented as a draft report in order that the Historic Preservation Commission may make recommendations concerning its formatting, content, and proposed performance measures. In the future, staff may combine the Landmark Designation and Cultural Heritage Work Program quarterly reports to present a more comprehensive view of the Department's overall Historic Preservation activities.

EVENTS

On October 4, 2017, the Cultural Heritage Assets Committee heard an Informational Presentation from the San Francisco Planning Department regarding its recent participation in San Antonio's Living Heritage Symposium.

On October 18, 2017, the Historic Preservation Commission adopted one (1) resolution recommending to the Small Business Commission approval of the Legacy Business Registry nomination for "El Rio, Your Drive" at 3158 Mission Street.

On November 15, 2017, the Cultural Heritage Assets Committee heard an Informational Presentation from the San Francisco Office of Small Business regarding Legacy Business Registry and Preservation Fund.

On November 15, 2017, the Historic Preservation Commission adopted two (2) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for "Cliff's Variety" at 479 Castro Street and "Tommaso's Ristorante Italiano" at 1042 Kearny Street.

On December 4, 2017, the Planning Department's Cultural Heritage Specialist staff person began work.

On December 5, 2017, Planning Department staff and Commissioner Matsuda attended a kick-off meeting with the Legacy Business Branding Committee.

On December 6, 2017, the Historic Preservation Commission adopted four (4) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for "Beck's Motor Lodge" at 2222 Market Street; "Eddie's Café" at 800 Divisadero Street; "Little Joe's Pizzeria" at 5006 Mission Street; and, "One Twenty for Hair" 155 Main Street.

On December 15, 2017, Planning Department staff attended a kick-off meeting with the LGBTQ Cultural Heritage Strategy Working Group and Seifel Consulting.

On December 20, 2017, the Cultural Heritage Assets Committee heard an Informational Presentation from the San Francisco Planning Department regarding the purpose and functions of cultural heritage districts.

CULTURAL (HERITAGE) DISTRICT DESIGNATIONS and STRATEGIES

During the reporting quarter, no new cultural (heritage) districts were designated. However, Supervisor Ronen's office introduced draft legislation on October 24, 2017 to create a formal Cultural District program. Historic Preservation Commission review is pending the finalization of the draft legislation.

One Cultural District designation was in progress during the reporting quarter:

- **San Francisco Leather Cultural District (proposed 2017).** Supervisors Kim and Sheehy introduced draft legislation in September 2017 to designate the SF Leather Cultural District in the South of Market neighborhood. Community meetings are currently being held by the SF Leather District Working Group. The Working Group's website includes the draft legislation, a district map, and a cultural asset inventory: <http://leatheralliance.org/sfleatherdistrict>.

City staff is engaged with the following Cultural (Heritage) Districts, which have been previously identified and/or designated.

- **Calle 24 Cultural District (2014).** Cultural District Liaison: Diana Ponce de Leon, Office of Economic and Workforce Development. Phase: Strategy Implementation.
- **Compton's Transgender Cultural District (2017).** Cultural District Liaison is to be decided. Phase: Strategy Development.
- **Japantown Cultural Heritage and Economic Sustainability Strategy (2013).** Cultural District Liaison: Diana Ponce de Leon, Office of Economic and Workforce Development. Phase: Strategy Implementation.
- **LGBTQ Citywide Cultural Heritage Strategy (2016).** Cultural District Liaison: Frances McMillen, Planning Department. Phase: Strategy Development and Implementation.
- **SoMa Pilipinas Cultural Heritage District (2016).** Cultural District Liaison: Shelley Caltagirone, Planning Department. Phase: Strategy Development and Implementation.

GRANT ACTIVITIES

There are currently no grants associated with the Cultural Heritage Work Program.

HISTORIC PRESERVATION FUND COMMITTEE PROJECTS

On December 11, 2017, Department staff submitted a grant proposal to the Historic Preservation Fund Committee for the following project:

- **LGBTQ Cultural Heritage Strategy Report.** A requesting for \$50,000 to complete the funding of the LGBTQ Cultural Heritage Strategy Report based on the activities of the Strategy Working Group. The project team consists of Planning Department staff, Seifel Consulting and lowercase productions. The Planning Department will be the fiscal sponsor and facilitator for the Strategy Working Group for the

public outreach and engagement component of the project, when necessary. The total project cost is \$70,000, which includes the overall scope of services outlined by the consultants. In support of the effort, the Department will contribute \$20,000 to fulfill the consultant's scope as proposed with lowercase productions and will continue to devote staff time to the project. To date, Department staff has spent over 630 hours on technical assistance to Working Group members, in kind graphic design services, organizing and leading workshops and meetings, and conducting outreach at large and small scale community events. An additional 350 staff hours is anticipated to complete the project. The project is expected to take 4 months, ending April 2018.

OTHER CULTURAL HERITAGE WORK PROGRAM ITEMS

The following projects are also being worked on or tracked by Cultural Heritage Program staff:

- **Legacy Business Oral History Project.** The Department partnered with USF to prepare oral histories for Legacy Businesses nominated to the registry. The work will continue in Summer 2018.
- **Legacy Business Branding Project.** The Department is participating in a committee led by Osaki Creative Group to create a logo and marketing strategy for Legacy Businesses.

PERFORMANCE MEASURES

The goal of the following draft performance measures is to present a clear picture of the Department's work on the Cultural Heritage Work Program. The Department proposes to track certain performance measures, including:

1. Hours to prepare and process Legacy Business Registry applications.
 - a. Current available data for January 2017 - October 2017 indicates that 96 cases were processed in 622.25 hours (approximately 6.5 hours per case).
2. Hours to prepare a cultural heritage strategy.
 - a. Current available data for January 2017 - October 2017 indicates that staff spent 274.5 hours facilitating the SoMa Pilipinas Cultural Heritage District Strategy.
 - b. Current available data for January 2017 - October 2017 indicates that staff spent 653 hours facilitating the LGBTQ Citywide Cultural Heritage Strategy
3. Prepare a survey methodology for documenting and evaluating intangible cultural heritage resources by June 30, 2019.
 - a. The 2017 Summer Intern for the Civil Rights Project initiated research for an intangible cultural heritage resource survey methodology. Staff will continue the work in 2018.
4. Submit and present a Cultural Heritage Work Program status report to the HPC every three months.
 - a. Work for the January 17, 2018 report will be cited in the next quarterly report.

The table below represents the Department's Cultural Heritage Work Program with expected FTE and yearly hours noted. For budget and tracking purposes, the Department anticipates the following annual breakdown of deliverables and responsibilities. The Department will report to the HPC during budget discussions on actual resource dedication. At that time, the HPC may recommend to the Department modifications to program responsibilities and staffing.

Cultural Heritage Work		
Programs (Ongoing)	FTE	Hours
Cultural Heritage Districts Liaison <i>Non-project specific communication and program development.</i>	0.050	104
Legacy Business Liaison <i>Non-project specific communication and program development.</i>	0.050	104
Cultural Heritage Policy/Legislation <i>Cultural heritage legislation review and internal policy development (ex. Cultural District Legislation).</i>	0.050	104
Community Outreach/Training <i>Outreach for LB and CHD programs.</i>	0.025	52
HPC/CHAC Administrative <i>Manage CHAC advance calendar, organizing topics, and quarterly work plan.</i>	0.050	104
SUBTOTAL	0.225	468
Projects (Casework)		
Technical Assistance for Cultural Districts/Strategies <i>Provide organizational support, including scheduling, communications, public outreach, report writing, and hearing preparation. Provide historic preservation, cultural heritage, and urban planning expertise in an advisory role.</i>	0.300	624
Cultural Heritage Element <i>Prepare policy document for public review and BOS adoption.</i>	0.100	208
Citywide Survey <i>Coordinate with staff and consultants concerning intangible resource evaluation.</i>	0.025	52
Context Statement Evaluative Frameworks <i>Coordinate with staff and consultants concerning cultural heritage topics.</i>	0.025	52
Area Plans <i>Coordination with Citywide as needed (Central SoMa Plan, etc.).</i>	0.025	52
Legacy Business Cases <i>Prepare staff recommendations and manage HPC review.</i>	0.300	624
SUBTOTAL	0.775	1612
TOTAL	1.000	2080

CULTURAL HERITAGE PROGRAM PROCESSES

In order to provide the HPC and the public with a better understanding of certain cultural heritage programs, Planning Department staff could develop a brief outline of the processes associated with the Legacy Business Registry or Cultural (Heritage) District designations. The future content of this section is to be decided by the Historic Preservation Commission.