



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: NOVEMBER 7, 2018

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DATE: October 31, 2018
TO: Historic Preservation Commission
FROM: Shelley Caltagirone, Cultural Heritage Specialist
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RE: Cultural Heritage Work Program Quarterly Report (Q1)

This report outlines activities of the Department’s Cultural Heritage Program staff from **July 1, 2018 to September 30, 2018 (Q1)**.

LEGACY BUSINESS REGISTRY

On **August 1, 2018**, the Historic Preservation Commission adopted two (2) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for “Hayes Street Grill” at 320 Hayes Street and “Balboa Café” at 3199 Fillmore Street.

On **September 5, 2018**, the Historic Preservation Commission adopted five (5) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for “Chloe’s Café” at 1399 Church Street; “FTC Skateboarding” at 1632 Haight Street; “Haight and Fillmore Whole Foods” at 501 Haight Street; “Marina Supermarket” at 2323 Chestnut Street; and, “PIER 39” at Pier 39.

On **September 19, 2018**, the Historic Preservation Commission adopted six (6) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for “San Francisco Bay View National Black Newspaper” at 4917 3rd Street; “California Wine Merchant” at 2113 Chestnut Street; “Creativity Explored” at 3245 16th Street; “Great Wall Hardware” at 1821 Taraval Street; “IXIA” at 2331 Market Street; and, “The Jug Shop” at 1590 Pacific Avenue.

Program Statistics

The following program statistics provide data for the period beginning with the start of the program, June 20, 2016, through to October 30, 2018.

Business nominated for listing	234
Businesses that have submitted applications to OSB	186
Nominees/applications that have been heard by HPC	152
Applications approved by SBC	151*
Businesses that have applied for and have/will receive Business Assistance Grants	FY 2016-17: 51 FY 2017-18: 72 FY 2018-19: 104**

Businesses that have applied for and have/will receive Rent Stabilization Grants	1 st year: 26 of 27*** 2 nd year: 7 of 8****
Nominees/applicants have yet to be submitted to the Planning Department	34
Applicants that are waiting for nominations from BOS or Mayor	14

* Note: SB40/Carmen’s has not been heard by the SBC. They are currently without a space. If they find a space, they will be heard by the SBC.

**FY 2018-19 grant applications are still under review, but 104 were received by OSB.

***One application was incomplete.

****One application is in review.

CULTURAL DISTRICT DESIGNATIONS and STRATEGIES

During the reporting quarter, no new cultural districts were designated.

Two Cultural District designations were in progress during the reporting quarter:

- **Bayview African-American Cultural District (legislation pending).** The Bayview Hunters Point community is organizing to establish an African American cultural district along the 3rd Street corridor. Larry McClendon at the Office of Economic and Workforce Development is assisting the community by organizing Working Group meetings. Their first public meetings were held in March. A working group has been formed and they are nearing completion of a draft designating ordinance. Larry McClendon at the Office of Economic and Workforce Development is assisting the community by organizing Working Group meetings.
- **Castro LGBTQ Cultural District (legislation pending).** The Castro community is organizing to establish an LGBTQ cultural district. A working group has been formed and five community meetings have been held. A designating ordinance is currently being drafted. No City staff are currently assigned to assist the community during this early organizing process.

City staff is engaged with the following Cultural Districts and Strategies, 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. The Mayor’s Office of Housing and Community Development (MOHCD) issued a Request for Proposals (RFP) on August 20, 2018 for the October 1, 2018 – June 30, 2018 grant term for a Compton’s Transgender Cultural District Planning grant totaling \$100,000. The primary objectives of this grant are to engage the community in the implementation of a strategic planning process to establish the first Transgender Cultural Heritage District in San Francisco and coordinate initiatives that support the key objectives of the Cultural Heritage District.
- **Japantown Cultural Heritage and Economic Sustainability Strategy (2013).** Cultural District Liaison: Diana Ponce de Leon, Office of Economic and Workforce Development. Phase: Strategy Implementation. The community established the Japantown Community Benefit District in September 2017, one of the

recommended action items of the JCHESS. The community is also engaged in a community design process led by the Recreation and Parks Department for Peace Plaza, another JCHESS recommendation.

- **LGBTQ+ Cultural Heritage Strategy (2016).** Cultural District Liaison: Frances McMillen, Planning Department. Phase: Strategy Development. An Executive Summary and draft Strategy Recommendations were presented at the September 19th Historic Preservation Commission. Staff and the Working Group are engaging with implementation partners to refine the recommendations and prepare the final report to be presented to the Arts Commission, Historic Preservation Commission, Planning Commission, and Board of Supervisors in late Winter.
- **SoMa Pilipinas Cultural Heritage District (2016).** Cultural District Liaison: Shelley Caltagirone, Planning Department. Phase: Strategy Development and Implementation. The Mayor's Office of Housing and Community Development (MOHCD) issued a Request for Proposals (RFP) on August 20, 2018 for the October 1, 2018 – June 30, 2018 grant term for a SoMa Pilipinas Cultural District Placemaking grant totaling \$50,000. This grant is intended to support the hiring of a contractor to design and install placemaking banners and signage for SoMa Pilipinas.

GRANT ACTIVITIES

During the last quarter, staff worked with Grant Din, the lead author, and a summer intern to complete an internal working draft of the Chinese American Experience in San Francisco Historic Context Statement. The draft has been submitted to the State Office of Historic Preservation and staff is awaiting comments. The Department will seek additional resources in the coming year to complete the report for public publication and use.

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 approximately 1,275 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. The project is expected to be completed in Winter 2019.

OTHER CULTURAL HERITAGE WORK PROGRAM ITEMS

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

- **Legacy Business Registry Application Assistance Project.** The Department is not currently partnering with any schools to assist potential Legacy Businesses with the preparation of their applications for the registry.
- **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. The logo design was adopted by

the Small Business Commission in October and the marketing toolkit and materials are expected to be finalized in November.

PERFORMANCE MEASURES

The goal of the following data collection is to present a clear picture of the Department's work on the Cultural Heritage Work Program. The Department proposes to track certain data for 12 months and develop performance measures based on the following:

1. Hours to prepare and process Legacy Business Registry applications.
 - a. Current available data for 7/1/18 – 9/30/18 indicates that 13 cases were processed in 43 hours (approximately 3.3 hours per case).
2. Hours to prepare a cultural heritage strategy.
 - a. Current available data for 7/1/18 – 9/30/18 indicates that staff spent 0 hours facilitating the SoMa Pilipinas Cultural Heritage District Strategy.
 - b. Current available data for 7/1/18 – 9/30/18 indicates that staff spent 192.5 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 Department will be issuing a Request for Proposal to assist staff with the preparation of a survey methodology that includes documentation and evaluation of intangible cultural heritage resources. The project could begin in July with proposed completion in February 2019.
4. Submit and present a Cultural Heritage Work Program status report to the HPC every three months.
 - a. Staff submitted a status report to the HPC for the August 15, 2018 hearing.