



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: AUGUST 15, 2018

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DATE: August 8, 2018
TO: Historic Preservation Commission
FROM: Shelley Caltagirone, Cultural Heritage Specialist
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RE: Cultural Heritage Work Program Quarterly Report

This report outlines activities of the Planning Department's ("Department") Cultural Heritage Program staff from **April 1, 2018 to June 30, 2018 (Q4)**.

LEGACY BUSINESS REGISTRY

- On April 4, 2018, the Historic Preservation Commission adopted two (2) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for the "Marine Chartering Company" at 781 Beach Street and "Mission Graduates" at 3040 16th Street.
- On May 2, 2018, the Historic Preservation Commission adopted one (1) resolution recommending to the Small Business Commission approval of the Legacy Business Registry nomination for "Knights' Catering" at 255 Mendell Street.
- On June 6, 2018, the Historic Preservation Commission adopted two (2) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for "The Animal Company" at 1307 Castro Street and "VIP Grooming" at 4299 24th Street.

CULTURAL DISTRICT DESIGNATIONS and STRATEGIES

During the reporting quarter, one (1) new cultural district was designated and the Process for Establishment of Cultural Districts Ordinance was passed.

- Resolution No. 129-18 creating the **Leather and Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Cultural District** was adopted by the Board of Supervisors (BOS) on May 1, 2018 and approved by Mayor Farrell on May 9, 2018. The BOS requested that the Mayor's Office of Housing and Community Development submit a Leather and LGBTQ District Cultural History and Housing and Economic Stability Strategy within 12 months of the adoption of the resolution.
- The **Process for Establishment of Cultural Districts Ordinance** [Board File No. 171140] amended the Administrative Code to create a process for the establishment of cultural districts in the City to acknowledge and preserve neighborhoods with unique cultural heritage, and to require the Mayor's office of Housing and Community Development to report to the Board of Supervisors (BOS) and the Mayor regarding existing cultural districts previously established by resolution. The Ordinance was introduced on October 24, 2017 and passed on the BOS second reading on May 22, 2018. The HPC reviewed the legislation on at its regular June 6, 2018 hearing and made recommendations for

amendments to the ordinance. The HPC recommendations were forwarded by Planning Director, John Rahaim to Supervisor Hillary Ronen with a request to work together on a path for implementation of the program.

Two (2) 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 expect to complete a draft designating ordinance by September 2018. 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 four community meetnigns have been held. A draft designating ordinance is currently being drafted.

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. The community established the Japantown Community Benefit District in September 2017, one of the recommended action items of the JCHESS.
- **LGBTQ Citywide Cultural Heritage Strategy (2016).** Cultural District Liaison: Frances McMillen, Planning Department. Phase: Strategy Development. The Department and Working Group hosted a City Family briefing on March 9, 2018 to review the draft strategies. A hearing before the HPC will be held on September 19, 2018 to review the draft strategy recommendations.
- **SoMa Pilipinas Cultural Heritage District (2016).** Cultural District Liaison: Shelley Caltagirone, Planning Department. Phase: Strategy Development and Implementation.

GRANT ACTIVITIES

During the last quarter, staff continued to work with Grant Din, the lead author of the **Chinese American Experience in San Francisco Historic Context Statement**, and a summer intern assigned to the project. A 90% draft of the study has been completed.

HISTORIC PRESERVATION FUND COMMITTEE PROJECTS

None.

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.** In June, the Department partnered with USF to assist potential Legacy Businesses with the preparation of their applications for the registry. Students interviewed six (6) applicants, researched business histories, and prepare historical narratives for the applications.
- **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. Completion of the project has been slightly delayed and is now expected in September.

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 4/1/18 – 6/30/18 indicates that 8 cases were processed in 27.5 hours (approximately 3.4 hours per case).
2. Hours to prepare a cultural heritage strategy.
 - a. Current available data for 4/1/18 – 6/30/18 indicates that staff spent 0 hours facilitating the SoMa Pilipinas Cultural Heritage District Strategy.
 - b. Current available data for 4/1/18 – 6/30/18 indicates that staff spent 139.25 hours facilitating the LGBTQ+ 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 May 2, 2018 hearing.