



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: MAY 2, 2018

DATE: April 25, 2018
TO: Historic Preservation Commission
FROM: Shelley Caltagirone, Cultural Heritage Specialist
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RE: Cultural Heritage Work Program Quarterly Report

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This report outlines activities of the Planning Department's ("Department") Cultural Heritage Program staff from **January 1, 2018 to March 31, 2018 (Q3)**.

LEGACY BUSINESS REGISTRY

- On January 17, 2018, the Historic Preservation Commission adopted four (4) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for the "AIDS Legal Referral Panel" at 1663 Mission Street; the "Noe Valley Bakery" at 4073 24th Street; the "San Francisco Market Corporation" at 2095 Jerrold Avenue; and , "Lucca Delicatessen" at 2120 Chestnut Street.
- On February 7, 2018, the Historic Preservation Commission adopted five (5) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for "Babylon Burning Screen Printing" at 63 Bluxome Street; "The Mindful Body" at 2876 California Street; "The Plough and Stars" at 2095 Clement Street; "Slim's" at 333 11th Street; and, "The Lab SF" at 2948 16th Street.
- On March 7, 2018, the Historic Preservation Commission adopted one (1) resolution recommending to the Small Business Commission approval of the Legacy Business Registry nomination for "Kabuki Springs and Spa" at 1750 Geary Boulevard.
- On March 21, 2018, the Historic Preservation Commission adopted one (1) resolution recommending to the Small Business Commission approval of the Legacy Business Registry nomination for "The Jazz Room" at 5267 3rd Street.
- 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, Inc. at 781 Beach Street and "Mission Graduates" at 3040 16th Street.

CULTURAL (HERITAGE) DISTRICT DESIGNATIONS and STRATEGIES

During the reporting quarter, no new cultural (heritage) districts were designated. Supervisor Ronen's office continues to develop draft legislation first introduced on October 24, 2017 to create a formal Cultural District program. Historic Preservation Commission review is tentatively scheduled for May 16, 2018 pending the finalization of the draft legislation.

Three (3) Cultural District designations were in progress during the reporting quarter:

- **Leather and Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Cultural District (legislation proposed 2017).** Supervisor 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>. The legislation was revised in the third quarter and a new resolution was introduced by Supervisor Kim on April 3, 2018. A hearing before the HPC on the legislation is expected on May 16, 2018.
- **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. Their first public meetings were held in March. 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. Legislation 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 Public Safety and Neighborhood Services Committee of the Board of Supervisors will be held on May 23, 2018 to review the draft strategies.
- **SoMa Filipinas Cultural Heritage District (2016).** Cultural District Liaison: Shelley Caltagirone, Planning Department. Phase: Strategy Development and Implementation.

GRANT ACTIVITIES

In February 2018, staff held a formal kick-off meeting with Grant Din, the lead author of the **Chinese American Experience in San Francisco Historic Context Statement**, and Architectural Resources Group, the project administrator to review the project schedule and milestones completed to date. In March 2018, staff selected a summer intern to work on the project. Also in March 2018, Mr. Din submitted a 50% draft of the study. Staff provided comments on the draft in April 2018.

HISTORIC PRESERVATION FUND COMMITTEE PROJECTS

On March 20, 2018, the Department submitted a fund request to the Historic Preservation Fund Committee amending the December 11, 2017 fund request for the following project:

- **LGBTQ+ Cultural Heritage Strategy Report.** A request for \$30,000 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. The project is expected to take 5 months, ending May 2018.

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 will partner with USF to assist potential Legacy Businesses with the preparation of their applications for the registry. Students will interview applicants, research business histories, and prepare historical narratives for the applications. The project aims to assist 4-6 applicants. The work will take place through the month of June and will be led by Professor Nicole Jackson.
- **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 is expected in June.

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 1/1/18 – 3/31/18 indicates that 9 cases were processed in 48.75 hours (approximately 5.42 hours per case).
2. Hours to prepare a cultural heritage strategy.
 - a. Current available data for 1/1/18 – 3/31/18 indicates that staff spent 0 hours facilitating the SoMa Pilipinas Cultural Heritage District Strategy.
 - b. Current available data for 1/1/18 – 3/31/18 indicates that staff spent 178.75 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 is reviewing a proposal by PlaceEconomics 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 January 17, 2018 hearing.