



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Historic Preservation Commission

HEARING DATE: FEBRUARY 6, 2019

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DATE: January 30, 2019
TO: Historic Preservation Commission
FROM: Shelley Caltagirone, Cultural Heritage Specialist
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RE: Cultural Heritage Work Program Quarterly Report (Q2)

This report outlines activities of the Department’s Cultural Heritage Program staff from **October 1, 2018 to December 31, 2018 (Q2)**.

LEGACY BUSINESS REGISTRY

On **October 17, 2018**, the Historic Preservation Commission adopted three (3) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for “Balboa Theatre” at 3630 Balboa Street; “Fireside Camera” at 2117 Chestnut Street; and, “House of Bagels” at 5030 Geary Boulevard.

On **November 7, 2018**, the Historic Preservation Commission adopted one (1) resolution recommending to the Small Business Commission approval of the Legacy Business Registry nomination for “Paper Tree” at 1743 Buchanan Street. The Commission also reviewed the Legacy Business Program Marketing and Branding Plan.

On **December 19, 2018**, the Historic Preservation Commission adopted eight (8) resolutions recommending to the Small Business Commission approval of the Legacy Business Registry nominations for “Alioto’s Restaurant” at #8 Fisherman’s Wharf; “Bay View Boat Club” at 489 Terry A. Francois Boulevard; “Couture Designer European Clothing” at 395 Sutter Street; “For Your Eyes Only Optometry” at 552 Castro Street; “Kimochi, Inc.” at 1715 Buchanan Street; “Other Avenues” at 3930 Judah Street; “St. Mary’s Pub” at 3845 Mission Street; and, “Ted’s Market & Delicatessen” at 1530 Howard Street.

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. Data is not yet available for November through December 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, one new cultural district was designated.

- **African American Arts and Cultural District.** The Bayview Hunters Point community has organized to establish an African American cultural district along the 3rd Street corridor. The designating ordinance was signed by the Mayor on December 21, 2018 Larry McClendon at the Office of Economic and Workforce Development is assisting the community by organizing Working Group meetings.

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

- **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 Spring.
- **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 awaited comments on the Chinese American Experience in San Francisco Historic Context Statement from the State Office of Historic Preservation. 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 request 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 is 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. In the last quarter, Department staff has spent approximately 45 hours on technical assistance to Working Group members.

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 the University of San Francisco to assist potential Legacy Businesses with the preparation of their applications for the registry in the spring 2019 semester.
- **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 February 2019.

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 10/1/18 – 12/31/18 indicates that 22 cases were processed in 60 hours (approximately 2.7 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 1.5 hours facilitating the SoMa Pilipinas Cultural Heritage District Strategy.
 - b. Current available data for 10/1/18 – 12/31/18 indicates that staff spent 45.25 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 issued a Request for Proposal in January 2019 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 Spring 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 November 7, 2018 hearing.

**Due to the 30-day turnaround required for staff processing of Legacy Business Application referrals for the Office of Small Business, some percentage (30-50%) of staff hours accrue prior to establishing the case number by which the hours are tracked. Therefore, it has been difficult to track staff hours accurately. Staff is working on a solution to this tracking error.*