



# SAN FRANCISCO PLANNING DEPARTMENT

Received at HPC Hearing

S. Cisneros

2/15/17

**MEMO**

**DATE:** February 15, 2017  
**TO:** Historic Preservation Commission  
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**REVIEWED BY:** Tim Frye, Preservation Coordinator, (415) 575-6822  
**RE:** Legacy Business Program Update

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At its January 18, 2017 hearing, the Historic Preservation Commission (HPC) directed Staff to prepare an overview of work completed to date regarding the Legacy Business Program. This overview will occur at the HPC's February 15, 2017 hearing where Staff will provide a brief presentation and lead a discussion with the HPC and members of the public. The presentation will include an overview of the number of applications to date, the application process in regard to Planning Department review, issues and areas for improvement for the program, and potential solutions. Staff will also provide an update to the Cultural Heritage Assets Committee (CHAC) at its February 15, 2017 meeting. The CHAC may provide recommendations to the HPC regarding the program.





# Legacy Business Program Update

February 15, 2017  
Historic Preservation Commission

HISTORIC PRESERVATION

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## Background

- The **purpose** of the Legacy Business Registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets to the City
- Enabling legislation allows for review of up to **300 nominations per year**
- **Legacy Business Historic Preservation Fund** provides grants to both Legacy Business owners and property owners who agree to lease extensions with Legacy Business tenants

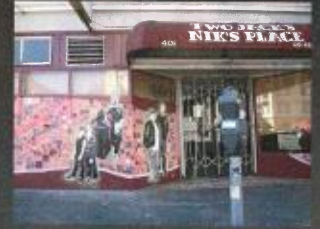


Photo: Mike Hahn (@clouds on Flickr)

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## LBR Program Updates

- Legacy Business Program Manager hired by OSB
- Planning Department FTE position budgeted
- LBR being referenced and incorporated into new legislation (i.e. Calle 24 SUD)



Cafe Trieste (Thomas Hawk on Flickr)

HISTORIC PRESERVATION

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## Legacy Business Registry by the Numbers (July 20, 2016 – February 8, 2017)

- A total of **159** businesses have been nominated for listing on the Legacy Business Registry and/or have submitted applications to the Office of Small Business
- **73** of the 159 applications have been heard by HPC
- **67** applications have been approved by Small Business Commission
- **51** Legacy Businesses have applied for and received Business Assistance Grants
- **70** of the 159 nominations have yet to be submitted to the Planning Department
- **10** applications are in the pipeline for review
- **6** businesses have provided applications but have not received nominations from BOS or Mayor



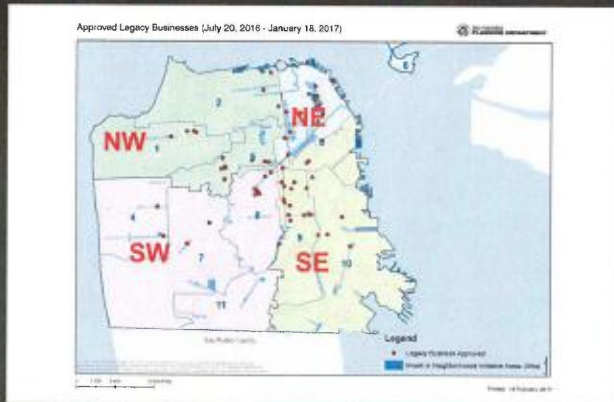
Photo: Seth Fisher (@sethfisher on Flickr)

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## Geographic Distribution of Legacy Businesses



## Process Overview

- Nomination to the Office of Small Business
- Application submittal to OSB
- OSB application review and submittal to Planning Department
- Planning 30 day review period
- HPC hearing and recommendation
- Final hearing and decision at SBC



Zan Davis (Owner) - SBC

## What We've Learned

### Applications:

- Application needs to be simplified
- Additional technical assistance for LBR applicants needed
- HPC has requested that more is done to record and solidify business history and significance



Shop - Fabric (City Store)

### OSB Backlog:

- OSB backlog is currently at 70 applications
- Moving forward, OSB expects to submit approximately three applications per hearing

## What We've Learned

### Outreach & Program Identity:

- HPC wishes to see increased awareness of program among wider array of applicants
  - More avenues for businesses to access the program
  - Broaden reach of the Legacy Business Program to underrepresented groups and neighborhoods
  - Community partners have expressed interest in supporting the program (i.e. SF Heritage, SFPL)



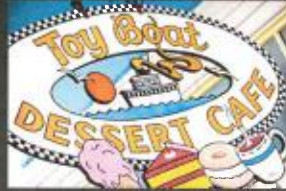
Photo: Fynn Lavin (HPC on File)



## Potential Solutions

### Application, Backlog, and Review Process:

- Planning to hire FTE staff member dedicated to Legacy Business program:
  - Can work with OSB to simplify application
  - Can work more closely with applicants to develop applications
- Planning currently has capacity to review more than 3 applications per hearing
- HPC can request that transcripts of public testimony be documented as part of the application's record



Toy Boat Dessert Cafe by Heidi Demme for FPCSD

## Potential Solutions

### Outreach & Promotion:

- FTE Legacy Business position will be able to:
  - Maintain list of potential legacy business applicants
  - Create LBR Application Toolkit for Supervisors and Mayor's Office
  - Organize Legacy Business Application workshops
  - Organize walking tours and other outreach events
- Planning communications staff can help promote program to press, on social media, and support development of program brand



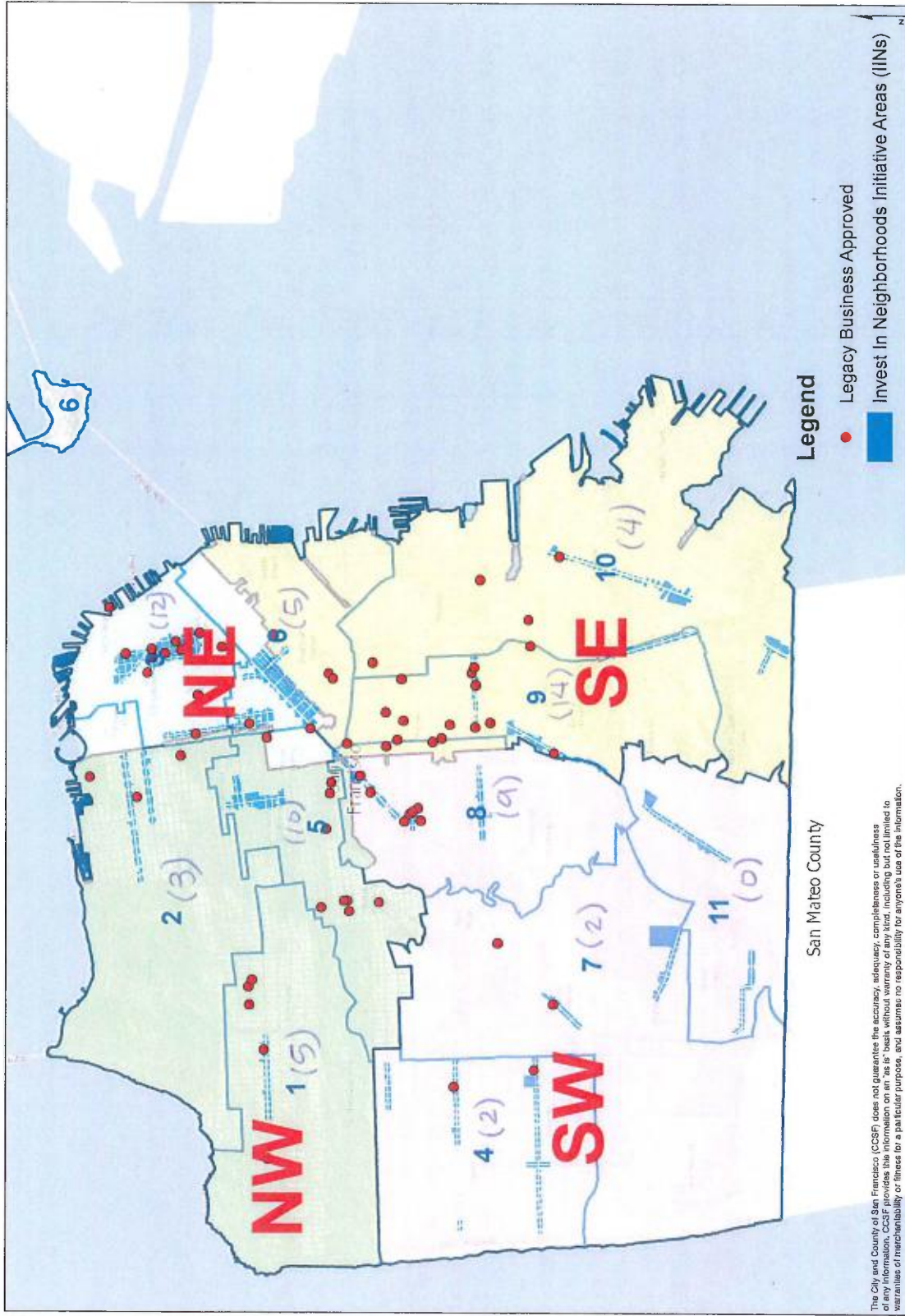
San Jordan's Bar (SF Gate)

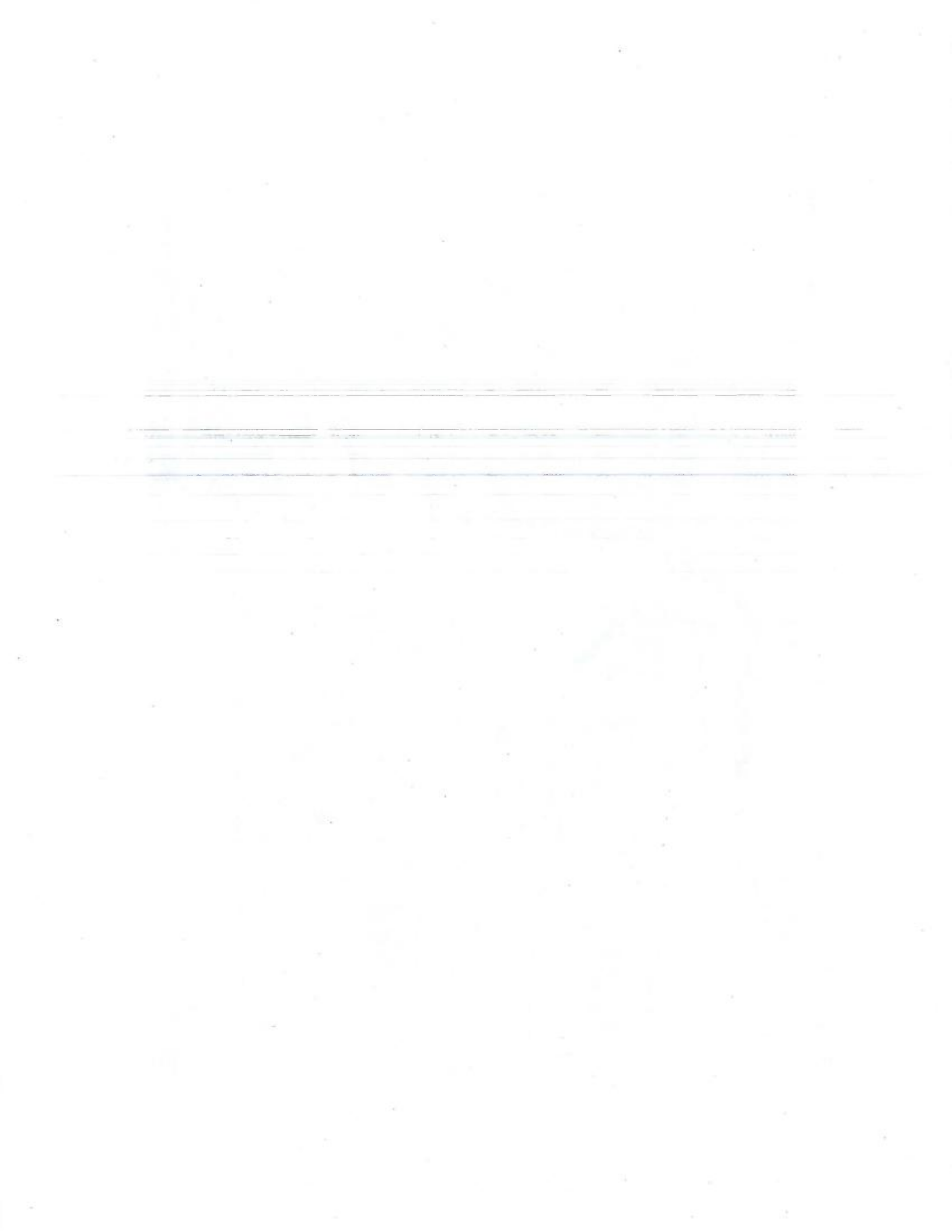
## CULTURAL HERITAGE ASSETS COMMITTEE RECOMMENDATIONS



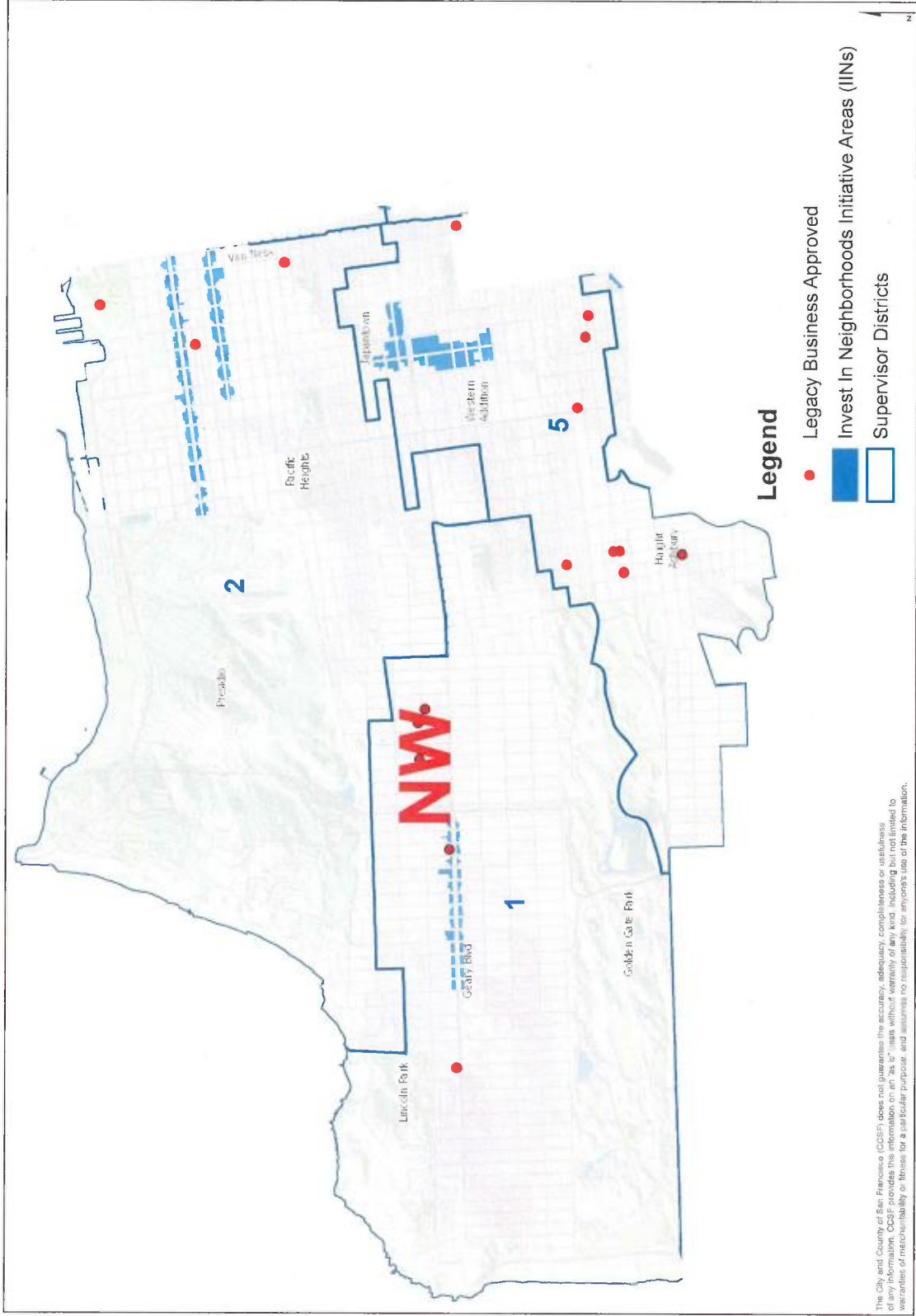


Approved Legacy Businesses (July 20, 2016 - January 18, 2017)





Approved Legacy Business (July 20, 2016 - January 18, 2017) - NW Quadrant



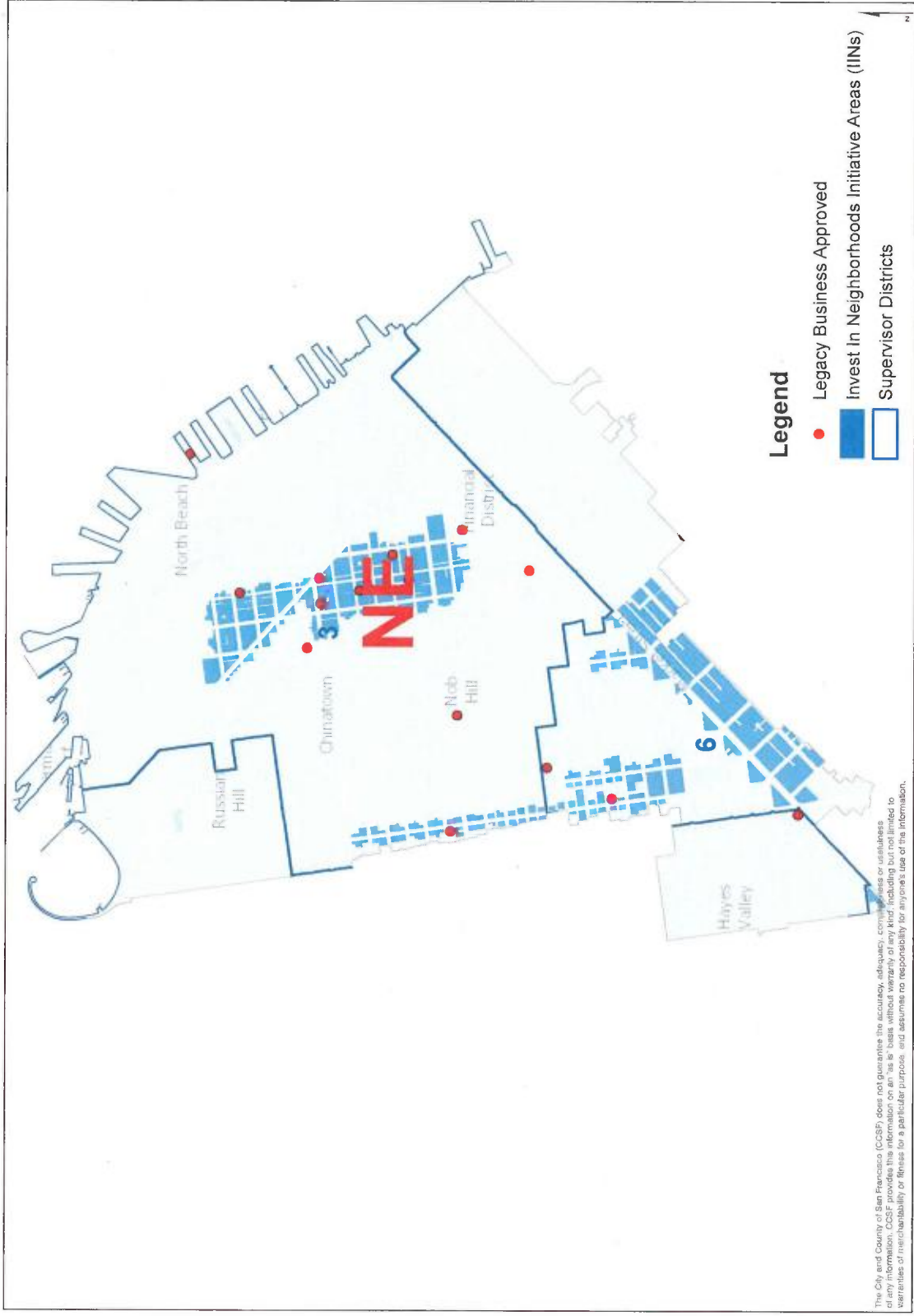
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0 1,375 2,750 5,500 Feet

Printed: 13 February, 2017



Approved Legacy Businesses (July 20, 2016 - January 18, 2017) - NE Quadrant



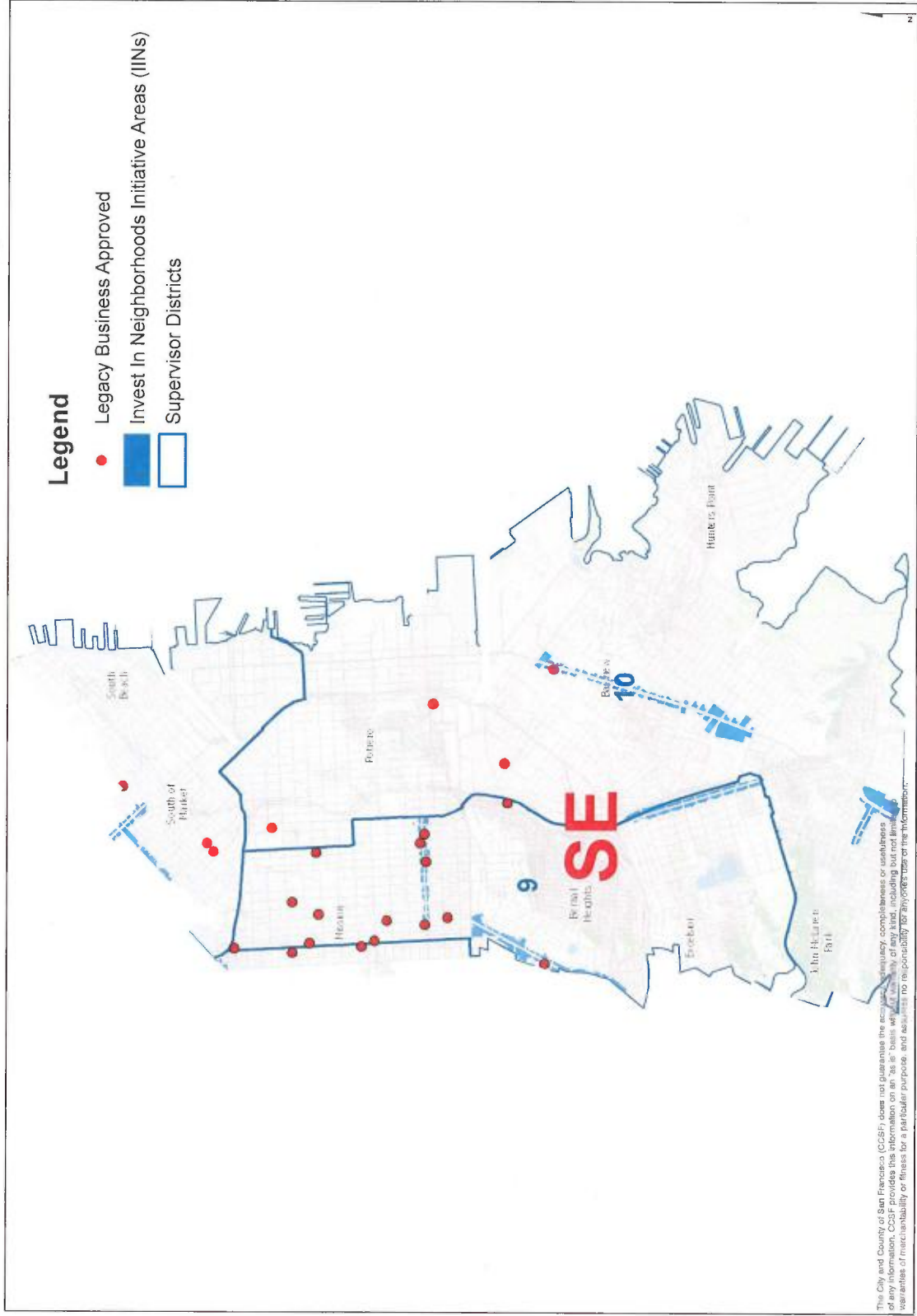
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Approved Legacy Business (July 20, 2016 - January 18, 2017)- SE Quadrant



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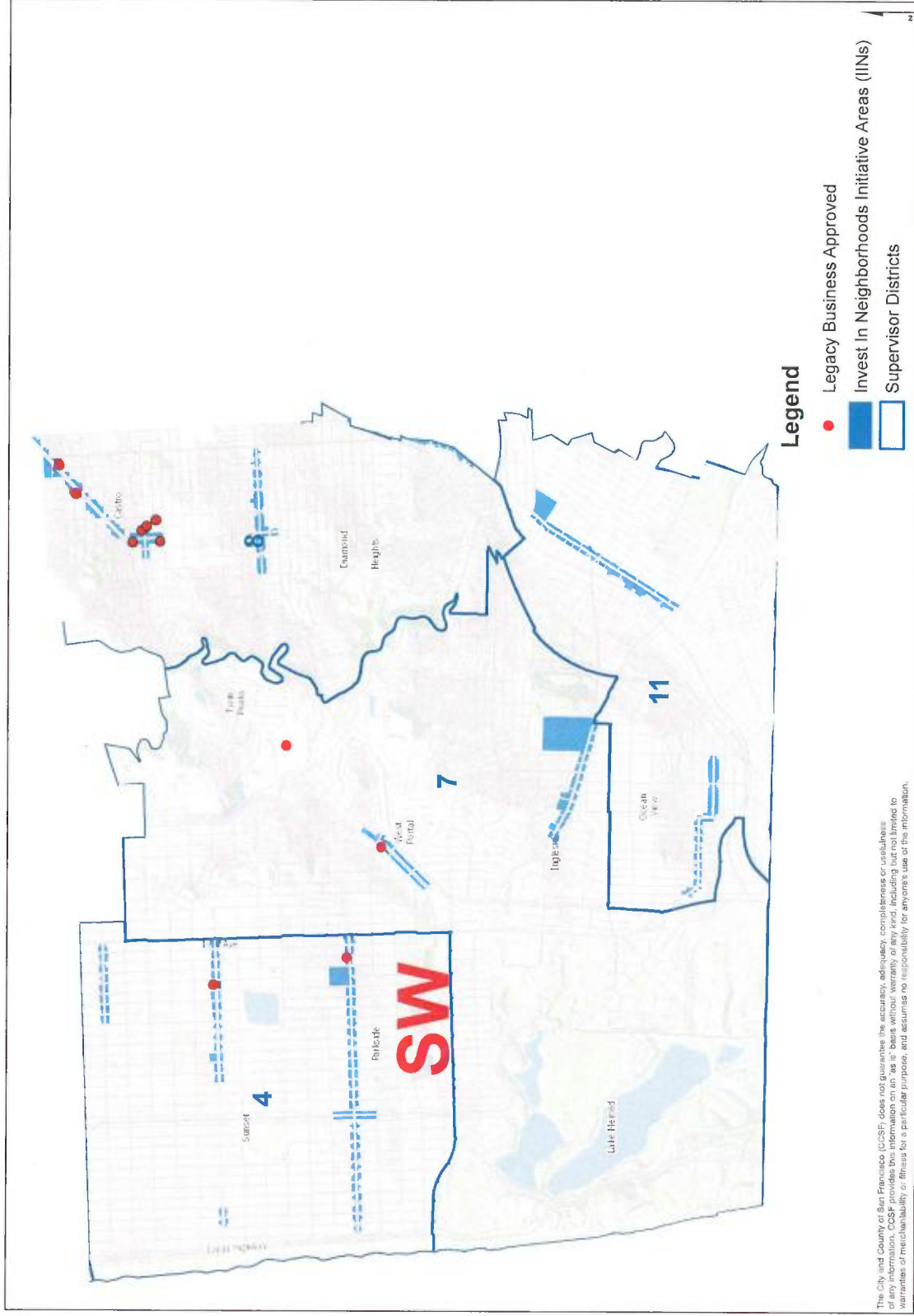
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Approved Legacy Business (July 20, 2016 - January 18, 2017) - SW Quadrant



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### Legacy Bars & Restaurants

#### Interview Questions

1. Can you tell me your name, position, and how long you have been with \_\_\_\_\_?
2. Please tell me about your business: What is the story behind the opening?
  - a. When did it first open?
  - b. Who were the original owners, and where were they from?
  - c. Are you a family-owned business? What is the story of your family in relationship to the business?
  - d. Who were the original customers? Did the owners intend to serve a specific community?
  - e. Can you tell me a little bit about this location – Has the business always been located in this building? Why did the original owners choose to open \_\_\_\_\_ here?
  - f. Could you describe your role within the local neighborhood or community? What is your relationship to the larger city?
3. Could you tell me about the significance of \_\_\_\_\_ in San Francisco history? Why do you think you are an iconic establishment?
4. Could you share your favorite memory or story about \_\_\_\_\_?
5. Today, who are your customers? Why do you think they are attracted to your business? Have you hosted any notable figures or colorful characters?
6. Are there items on your menu that you're "known for"? What makes this place unique?
7. Is there a person (such as a bartender or chef) or moment that significantly altered or influenced \_\_\_\_\_ history?
8. Can you tell me about any special traditions or annual celebrations at \_\_\_\_\_? Do you participate in any neighborhood events?
9. Could you tell me about any values that your business has maintained throughout its history?
10. Where do you think the business is going? Is your history an important part of its future?

