

T. Fye

Port of San Francisco

Historic Tax Credits (HTC)



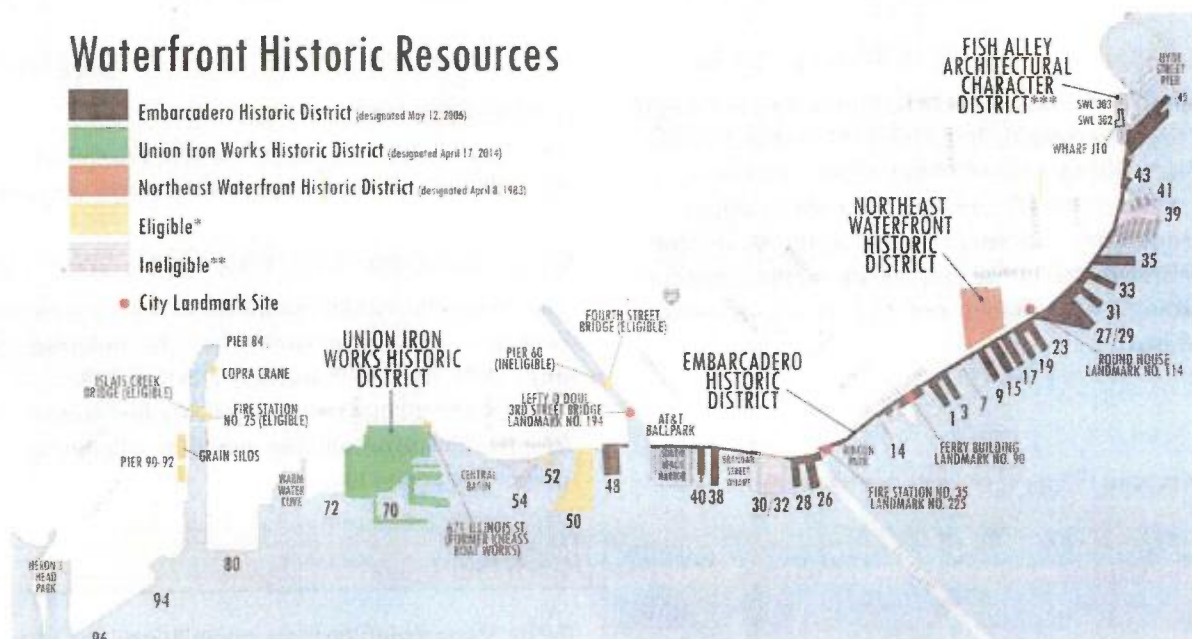
Overview

The Port manages 7.5 miles of the San Francisco Bay shoreline in trust for the people of California. As an enterprise agency, the Port utilizes revenue generated by leasing and developing its waterfront property to preserve its historic resources. The Port has two historic districts listed on the National Register of Historic Places that include projects eligible for 20% Federal Rehabilitation Tax Credit (HTC):

The **Embarcadero Historic District**, which includes an approximately three mile long seawall, bulkhead wharf and 19 finger piers, the landmark Ferry Building, and Agriculture that comprise the sole surviving break-bulk cargo Port in the U.S., and

The **Union Iron Works Historic District**, which chronicles historic ship building and repair at Pier 70 and includes a collection of historic buildings constructed from 1884 through 1945 at the close of World War II.

Waterfront Historic Resources



Historic Rehabilitation

The Port partners with development entities to rehabilitate historic resources, leveraging private investment by utilizing the HTC. The Port has completed four major waterfront rehabilitation projects and is close to completing a fifth rehabilitation project for a seven building complex Pier 70. The Port is finalizing two additional development agreements that would rehabilitate an additional five historic resources with the HTC.

National Economic Benefits of HTC

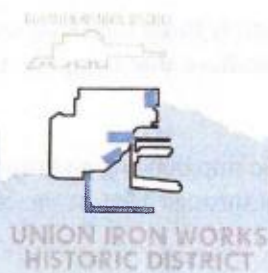
The National Park Service has analyzed the economic effects of the HTC program in its Annual Report on the Economic Impact of the HTC for 2016 and determined that from 1978 to 2016 \$131.8 billion in HTC-related rehabilitation created 2,441,000 jobs and \$144.9 billion in GDP.

Pier Rehabilitation Projects in Historic Districts

Unfunded Repair Needs

Pier 43.5 Ferry Arch Substructure
 Pier 35 Cruise Terminal
 Pier 33 Aprons & Substructure
 31.5-9 Bulkhead/ Marginal Wharves
 Pier 31 Bulkhead/ Marginal Wharf
 Pier 29 Shed
 Pier 9 North & South Aprons
 Pier 19 Apron
 Pier 19.5
 Agriculture Building
 Pier 26
 Pier 26 Annex
 Pier 28
 Pier 30-32

Pier 40 Shed & Pier
 Pier 52 Rail Pier Substructure
 Pier 60 Substructure Removal
 671 Illinois Street
 Kneass Building
 Pier 70 Building 6
 Pier 70 Building III
 Shipyard Office/Warehouse Building
 Pier 90-92 Grain Silos



HTC Repeal Places \$1.7 Billion at Risk

The estimated direct loss of the HTC for the Port and region would be crippling, ranging between \$260 million to \$350 million. Given the age and condition of Port historic resources, without the HTC, many Port projects will be financially infeasible. Repeal of the HTC places at risk the entirety of anticipated public and private sector investment in these projects, estimated at over \$1.7 billion, as well as associated jobs.

U.S. House of Representatives Bill (Tax Cuts and Jobs Act)

The House bill would repeal the HTC completely, threatening \$1.7 billion in public and private investment at the Port.

U.S. Senate Bill (Tax Cuts and Jobs Act)

The Senate bill would reduce the HTC to 10% of rehabilitation costs and would eliminate the HTC for buildings constructed after 1936. Port staff projects a loss of \$130 to \$175 million in HTCs and unknown loss of private investment. No World War II era historic buildings would be eligible for the HTC under the Senate bill.

The Historic Tax Credit at Work

H4 - Pier 1½-3-5 Historic Rehabilitation



Pacific Waterfront Partners rehabilitated the historic but condemned bulkhead buildings at Piers 1½ & 3 and added a new office building on a portion of Pier 3, a generous Bayside History Walk public access that meanders through Piers 1½-3-5, and recreational berthing facilities, including a public gangway for water taxi service and visiting motorized and hand-powered vessels. The project includes 60,000 square-feet of office space and 18,000 square-feet of retail space housing restaurants La Mar Cebicheria, Hard Water, Plant Café, and Coqueta. The Piers 1½-3-5 Historic Rehabilitation project was recognized with the California Preservation Award and San Francisco Architectural Heritage's Excellence in Architectural Heritage. With the assistance of the HTC, the project was completed in 2005 at a cost of \$65 million.

For more information:

November 2017

WEBSITE: <http://sfport.com/historic-preservation>

CONTACT: Brad Benson, brad_benson@sfport.com, 415-819-1759
 Mark Paez, mark.paez@sfport.com, 415-705-8674

Received at HPC Hearing 11/15/17
R. Salgado

From: Tina DiRienzo
To: Salgado, Rebecca (CPC)
Subject: ghiradelli square project
Date: Tuesday, November 14, 2017 3:48:19 PM

Dear Ms. Salgado,

I am a resident at Fontana Eash Apartment Corporation located at 1000 North Point. My husband and I oppose the additional lighting and the addition of a sports bar entering from Polk.

The light emanating from the new Ghiradelli sign will disrupt the peaceful enjoyment of the residents at our community, particularly those in the 01 and 02 stack.

The current libations options - wine tasting and The Pub are not at capacity so why build another one? The additional traffic of patrons coming out to smoke a cigarette, etc... on Polk Street will be intolerable.

Do not ruin our neighborhood with this addition!!!

I'm sorry I will not be able to speak at the meeting Wednesday.

Tina DiRienzo
Director of Property and Asset Management
Swords to Plowshares
415-252-4787 ext 333



From: Ronald Ludwig
To: Salgado, Rebecca (CPC)
Subject: Ghirardelli Square project
Date: Tuesday, November 14, 2017 3:32:40 PM

Ms. Salgado,

The undersigned is a resident of Fontana East, 1000 North Point Street, which is located directly across Polk Street from the new west entrance into Ghirardelli Square.

The proposed signage and lighting on the west façade should not be approved by the Historic Preservation Commission. The new sign **would not be consistent with the historic look of Ghirardelli Square along Polk Street**. In addition, the lighting proposed for the sign would unnecessarily cause new night time glare along Polk Street which would greatly interfere with the present living environment of the residents of Fontana East.

Thank you for your consideration.

Ronald Ludwig

*Ronald L. Ludwig
1000 North Point St. #1802
San Francisco, CA 94109
(415) 441-6870
RLLudwig@pacbell.net*

From: RAE TERRY
To: Salgado, Rebecca (CPC)
Subject: Ghirardelli Square project
Date: Tuesday, November 14, 2017 3:54:12 PM

As a resident of 1000 North Point unit 1101, I am concerned about the new project that is slated for the west side of Ghirardelli Square.

Particularly my concern has to do with the impact of the signage which is lit and faces the corner units of 1000 North Point. No height of the sign has been indicated on the rendering which I have seen. Additionally, there will be a noise and smoking factor that will directly face our building. Have any of these concerns been taken into consideration?

Additionally there is a parking issue on the Polk street side that 1000 North Point faces.

I would hope that the planning commission will respond to my concerns and take them into consideration in finalizing the project

I reside both in Los Angeles and San Francisco.

Rae Terry

Sent from my iPad
Rae Terry
2222 Avenue of the Stars
Unit #2402
Los Angeles, CA
90067
310 721 4828

From: Meg Reilly
To: Salgado, Rebecca (CPC)
Subject: Ghirardelli west side project
Date: Tuesday, November 14, 2017 4:55:20 PM

Dear Ms. Salgado,

I am a resident of 1000 North Point (Fontana building). My concerns regarding the proposed project on the west side of the Ghirardelli building are focused and important:

1. Light Pollution: The windows of a number of Fontana residents are a mere 60 feet (approximately) from the proposed lighted 20 foot sign. We already suffer from urban brightness at night. More nighttime ambient light is completely unacceptable. Why must the sign be lighted?

Like many others, I swim in Aquatic Park, often before dawn. While the huge Ghirardelli lighted sign on the north face of that building may be a welcome beacon that guides swimmers through early morning fog, it serves no other purpose when it burns through the night. Likewise, an additional nighttime lighted sign on the west side of the building serves no useful purpose whatsoever. If a west side sign is permitted, the permit should stipulate that lights are turned off between 9 p.m. and 9 a.m. In addition, the lights need to be located and hooded in a fashion that they do not shine into the adjoining resident windows. Lights shining north-south, but not west may or may not be a solution. In any case, an unlighted sign would be the solution of certainty.

2. Noise Pollution: Ghirardelli operations already impact residents at 1000 North Point during late night and early hours of the morning. The proposed project should stipulate that no outdoor amplification is permitted.

I wish I could say that Ghirardelli has been a good and considerate neighbor. Please build appropriate protections into the permit conditions to require good neighbor operations in connection with the proposed project.

Meg Reilly
1000 North Point #806

From: Bruce H. Frager
To: [Salgado, Rebecca \(CPC\)](#)
Cc: [Tina DiRienzo](#)
Subject: Historic Preservation Commission Planning Meeting Today
Date: Wednesday, November 15, 2017 8:24:00 AM

Hello Rebecca,

I live at the Fontana Eat Residences at 1000 North Point Street across from the proposed lighted 20' sign on the Polk Street façade on the Ghirardelli Square building.

Could you please add my voice to the meeting later today.

I & my wife, Tina DiRienzo have a strong objection to this sign for many reasons:

1. It is an insult to the historic nature of this building which is part of San Francisco and US national history.
2. It would totally change the appearance and feeling of the street from a quiet shared neighborhood to one dominated by the proposed and imposing 20' commercial lighted sign.
3. Our residents whose homes face this sign would have their homes filled with the obtrusive light from this large sign across the street well after they go to bed also encouraging & enabling loud customer activity late into the night.
4. It will be bad enough with a loud sports bar restaurant across the street violating the quiet shared by Ghirardelli & the Fairmont residences for so many years but a large light would make things so much worse.
5. We already have a constant flow of loud motorcycles, Muni buses, tourist buses, Segue tours and GPS-guided mini car go-carts running up and down Polk street all day long.
6. There needs to be a line drawn by the city recognizing that this street IS a shared commercial/residential neighborhood and not totally give in to every request to increase the commercialization of this shared street.
7. If the light is allowed to be installed it will have UNDOUBTEDLY a dramatic impact on property values in our building.

If a sign must be posted, it should not be lighted and should be a maximum of 10 feet .

Thank you,
Bruce Frager

From: Patty Murphy
To: Salgado, Rebecca (CPC)
Subject: lighted sign
Date: Tuesday, November 14, 2017 3:25:02 PM

Dear Rebecca,

I hope this 20' sign planned for the Polk Street Facade never happens! It's bad enough having a view of the roof of Ghirardelli Square imposed on the otherwise gorgeous views from our building (1000 North Point), but a lighted sign would definitely be obnoxious for people to have to view and certainly is not in keeping with the historic aspect of the Ghirardelli building.

Thanks for listening and please pass this on to those who need to hear our opinions.

Patty Murphy

From: mhtpt
To: Salgado, Rebecca (CPC)
Subject: OPPOSITION to Nov. 15 consent calendar Case No. 2017-008660COA
Date: Monday, November 13, 2017 8:33:37 AM

Case No. 2017 – 008660COA - Ghirardelli Square - Landmark No 30

Opposition to Proposed Alterations to Ghirardelli Square (also sent by US mail)

I am writing in opposition to the proposed project at the stated address of 920 North Point Street.

In fact, much of the proposed work is on Polk Street. The Polk Street work includes “modifications to an existing entry vestibules and the installation of new signage and lighting at the property’s Polk Street façade.”

Signage and lighting - this involves installation of an extremely tall brightly lit sign, made of LED or other bulbs. Plans show lighting that can only be described as garish. It is a tawdry bright sign that would be more in keeping with the North Beach area of Broadway than on the side of Ghirardelli Square, a sober, dark brick historic building.

Modifications to vestibule - it appears that this work has already been done. If this is true, it was done without approval of the Commission, before the noticed public hearing.

Conclusion – the proposed signage and lighting is not in keeping with this historic building. It is of a different era than the building. It serves only a private, commercial interest. It will, additionally, create an unpleasant atmosphere for the many residents of properties in the immediate area. It will create light pollution that will disturb the residents’ quiet enjoyment of their properties.

Marian Halley
415-345-9362
mhtpt@hotmail.com

From: scrmayday@aol.com
To: Salgado, Rebecca (CPC)
Subject: Proposed Changes to Ghirardelli Square Property
Date: Wednesday, November 15, 2017 10:36:44 AM

As a long time advocate for historic preservation in my home state of Arizona, having served on local, regional and state committees, boards and commissions, I am writing to express my concern over the possible installation of an unnecessarily outsized ID sign above the proposed new Polk St entrance to Ghirardelli Square historic property. It is not in proportion to the original buildings' dimensions, and it simply does not need to be as tall as projected, as there are good sight lines all along Polk St.

ifurther it will present the residents of the Fontana East, East side facing apartments, with disruptive glare, forcing them to always have closed window coverings, and robbing them of nightly city views. These property owners have as much right to not have their property values threatened by an unnecessary change to a neighborhood icon, as a new/owner-developer does to try and make more money by altering an already supposedly protected property.

Compromise could perhaps be achieved in reducing the height of the sign, and the hours it would be lit.

Fontana East unit owner
Shannon Rosenblatt

Sent from AOL Mobile Mail
Get the new AOL app: mail.mobile.aol.com

From: JoAnn Johnson
To: Salgado, Rebecca (CPC)
Subject: RE: Blade sign at Fairmont Heritage Place
Date: Tuesday, November 14, 2017 4:58:35 PM
Attachments: historic preservation.docx

To: Historic Preservation Commission

Re: Illuminated Blade Sign for
Fairmont Heritage Place
Corner of North Point Street and Polk

11-4-2017

Historic Preservation Commissioners:

I am the Owner of Unit #301 in the Fontana East building which will be directly across from the lighted blade sign and therefore I strenuously object to this portion of the project.

I find it interesting and absurd that the applicant has gone to great lengths to minimize a north facing duct while insuring all that it cannot be seen from a right of way while the opposite is true of the blade sign. This is an extremely large and dominant sign being 18'-6" tall, 4'-0" wide and up to 2'-0" thick.

Since the blade sign is illuminated it will fill our apartment and that of others, with harsh lighting that only draperies will hide. The sign is out of character with the architectural history of the building, and does not architecturally harmonize with the building.

The Fairmont Heritage Place at Ghirardelli Square is a well-known hotel and attraction which does not require this blatant commercialized appendage to its historical structure. What is next, an illuminated and grossly large signage on the clock tower?

The blade sign will not negatively influence accommodations within the hotel but will have a large and glaring negative impact on residences which face this unneeded sign. Yes the Ghirardelli sign atop the building is large and illuminated but was approved many years ago when there was no Historic Preservation Commission. Would the Commission really approve that sign in an era where historic preservation has now become a part of our life?

Historic preservation should be the goal of the commission not blatant signage.

I implore the Historic Preservation Commission to deny the blade sign as being grossly oversized, illuminated which will negatively impact residences across the street.

Sincerely,

JoAnn Johnson

JoAnn Johnson

From: quinn li
To: [Salgado, Rebecca \(CPC\)](#)
Subject: SF Planning Dept Ghirardelli.pdf
Date: Tuesday, November 14, 2017 4:59:11 PM
Attachments: [SF Planning Dept Ghirardelli.pdf](#)

I am strongly against this project, which will significantly affect the view from our building. Thanks

Quinn Li
Resident of unit 602
1000 Northpoint st

Quinn Li, MD

From: rahslo@aol.com
To: Salgado, Rebecca (CPC)
Subject: sign
Date: Tuesday, November 14, 2017 4:58:04 PM

Dear Rebecca;, My comment on the proposed 20 foot sign is that it is not in keeping with the historic atmosphere of the building and should not , approved. Thank you, Richard A Hendricks unit 1206, Fontana East

From: mark@wassermanenterprises.com
To: Salgado, Rebecca (CPC)
Subject: Signage 920 North Point Street
Date: Tuesday, November 14, 2017 3:21:26 PM
Attachments: [image001.png](#)
[image002.png](#)
[SF Planning Dept Ghirardelli.pdf](#)

Dear Ms. Salgado,

I am writing to strongly oppose the proposed lighted sign at 920 North Point Street per the attached notice.

I live directly across Polk Street from the building in question and the huge lighted sign will be a glaring eyesore as will these new lights illuminating my apartment... every night! We have plenty of visual pollution in the area and there is no good reason to impact the neighborhood with more. The historic nature of the building dictates that garish signage does not belong. The negative visual impact on the neighborhood from a large gaudy illuminated sign, and the illumination of the neighboring apartments (such as mine), are both excellent reasons to deny the project.



PROPERTY INFORMATION		APPLICATION INFORMATION	
Project Address:	920 North Point Street	Case No.:	2017-008660COA
Cross Street(s):	Polk and Larkin Streets	Applicant:	Elisa Skaggs
Block /Lot No.:	0452/002	Telephone:	(415) 593-3224
Zoning District(s):	C-2 / 40-X	E-Mail:	Skaggs@page-turnbull.com
Designation:	Landmark No. 30		

Thank you for your consideration of my wife and my position, and for respecting the neighbors.

Respectfully,

Mark and Kimberly Wasserman
1000 North Point #501
San Francisco, CA 94109

Cell: 831-238-2185

From: jhealy88@aol.com
To: Salgado, Rebecca (CPC)
Subject: Stop Ghiradelli Lighting on Polk St
Date: Tuesday, November 14, 2017 3:50:17 PM

Dear Planner

As a resident of 1000 North Point in SF,
PLEASE DO NOT ALLOW A 20 FOOT LIGHT SIGN
at Ghiradelli Square. This is totally out of character
and an obnoxious intrusion visually to our homes.

Many thanks for your consideration

John Healy

Received at HPC Hearing 11/15/17

R. Salgado

Bruce H. Frager <bhfrager@yahoo.com>

To

Fontana East Onsite Manager

CC

Tina Dirienzo

Nov 14 at 3:38 PM

Hello Claire,

Do we have anybody scheduled to go to this meeting ?

I have a strong objection to this sign as it would totally change the appearance and feeling of the street from a quiet shared neighborhood to one dominated by the proposed and imposing 20' commercial lighted sign.

Our residents whose homes face this sign would have their homes filled with the obtrusive light from this large sign across the street well after they go to bed also encouraging & enabling loud customer activity late into the night.

It will be bad enough with a loud sports bar restaurant across the street violating the quiet shared by Ghirardelli & the Fairmont residences for so many years but a large light would make things so much worse.

We already have a constant flow of loud motorcycles, Muni buses, tourist buses, Segue tours and GPS-guided mini car go-carts running up and down Polk street all day long.

There needs to be a line drawn by the city recognizing that this street IS a shared commercial/residential neighborhood and not totally give in to every request to increase the commercialization of this shared street.

If the light is allowed to be installed it will have UNDOUBTEDLY a dramatic impact on property values in our building.

Thank you,

Bruce Frager & Tina DiRienzo

1000 North Point, #706

Claire:

Here are my comments.

I can't imagine that tourists cannot find Ghirardelli Square without a lighted sign on Polk Street. They have been finding it for as long as I have been here. So, the sign will primarily add light pollution for the apartments across the street at night. In addition, the size of the sign is totally inappropriate for the neighborhood and would make the historic building garish in appearance on that side. I request that the Historic Preservation Commission turn down the request to add the sign.

Jim Lansing

Fontana East - Unit 503

San Francisco, CA 94109

Received at HPC Hearing 11/15/17
R. Salgado

FROM:

Elise and Ralph Kazanjian
1000 North Point Street, Apt. 1707
San Francisco, CA 94109
elise@elishabas.com
(415) 310-7288

November 15, 2017

We strongly object to the 20-foot neon sign being proposed for the Polk Street side of Ghirardelli Square. Not only would it be an eyesore on a historic Building, but it would disturb the entire aura of our neighborhood.

Ghirardelli is famous enough without a Coney Island sign that blasts across the face of the building.

As an owner of an apartment across the street it is bad enough to have all the noise that is generated 24/7 from Ghirardelli Square. This sign would further impact what little we have left of the visual and ecological tranquility of our home.

PLEASE VOTE AGAINST THE SIGN.

Respectfully,

Elise & Ralph Kazanjian

Elise Kazanjian
Ralph Kazanjian

Subject: Ghirardelli Sign Opposition Support
From: Bryan Tullis (bryantullis1000@yahoo.com)
To: fontanaeast_onsitemanager@yahoo.com;
Cc: alockner@hill-co.com; tina.dirienzo@stp-sf.org; pbianucci@hotmail.com; raeterry@mac.com; davidmichaelgreen@earthlink.net;
william1946@comcast.net;
Date: Tuesday, November 14, 2017 7:37 PM

Please add this statement from unit 1708 to those Fontana East shareholders opposing San Francisco approval of the 20 foot lighted sign proposed for Ghirardelli at Polk Street entrance.

Also, I support those on the east side of Fontana East who oppose the development which might unfavorably impact their right to normal and usual enjoyment of their apartment because of excessively loud street noise (similar to experienced with the old Ana Mandara (sp?) at 2AM bar closing . . . when loud drunken street noise wafted up from Ghirardelli as big loud parties spilled out into Polk Street for an hour or so).

No Shareholder should suffer loss of the normal enjoyment of their apartment by the Preservation Commission and/or San Francisco city approving this proposed sign and bright lights shine into their units and loud noises coming up from Polk Street late during the nights.

Sincerely,

signed

Bryan S. Tullis
Apt. 1708
1000 North Point Street
San Francisco, CA 94109

Received at HPC Hearing 11/15/17
P. Valles R. Salgado

Hospitality House
50th Anniversary
"Celebrating the Power
of Our Voices, Our
Stories, Our
Community"



Received at HPC Hearing 11/15/17
A. Kirby

August 28, 2017

Alexandra Kirby, Planner
Department of Planning, City and County of San Francisco
1650 Mission Street Suite 400
San Francisco, CA 94103

Dear Ms. Kirby:

On behalf of Hospitality House, I request an HPC hearing on Permit to Alter the residential hotel at 56 Mason Street the Bristol Hotel.

Our organization received notice of issuance of permit 2013 02 01 9330 - 2013.0254 per section 1006.2(b)

This is a residential hotel. The series of permits for changes to this building, including subject permit, create great uncertainty in the community about whether the use is to continue as affordable housing. According to the Point-In-Time Count results issued in July of this year, District 6 (comprising the Tenderloin, South of Market, and Mid-Market neighborhoods) has nearly as many homeless people as the other TEN DISTRICTS combined. There is a critical need to protect existing housing, as well as increase the supply of housing affordable to low-and moderate income residents, in neighborhoods like the Tenderloin.

As you know, the Tenderloin has the City's highest percentage of renter households, nearly 96%. Residential hotels are often the only housing option affordable to residents on limited incomes. fixed incomes, or in low-paying service industry jobs.

Residential hotel rooms illegally converted to tourist hotels and/or to high profit margin short-term rentals all around the Tenderloin is a major policy concern, and significantly undermines the City's investment in housing solutions to the burgeoning crisis in homelessness. Although Hospitality House has been an anchor institution in this community for 50 years - I am unaware of any effort to contact our organization, or any of our sister organizations in the community about this proposed permit to alter.

As you know, The General Plan and Prop M emphasize AFFORDABLE housing. The findings in the Permit to Alter seem to automatically claim this is desirable affordable housing. We respectfully question the merit of that argument.

**HONORARY
COMMITTEE**
Sherilyn Adams
Tom Ammiano
Michael Blecker
Paul Boden
Margaret & Henry Brodtkin
Mollie Brown
Jenny Collins
Marykate Connor
Pam David
Jerry Endres
Conny Ford
Jennifer Friedenbach
Roma Guy
Laura Guzman
Art Hazelwood
Rev. Glenda Hope
Carla Javits
Bud & Fran Johns
Supervisor Jane Kim
Leslie & Merle Rabine
Adrian Ravarour
Ken Reggio
Andrea Schwartz
Lucia & Peter Sommers
Barry Stenger
Shannon Trimble
Cheryl Ward
Rob Waters
Ira Watkins
Sandy Weil
Midge Wilson
Barry Zevin, M.D.

**HOSPITALITY
HOUSE
BOARD of DIRECTORS**
Jeanie Bunker
Daniel Hlad
Monique Zmuda
Jason Rodrigues
Maria Rocchio
Braden Cerutti
Kelley Cutler
Emma Fenton-Miller
Elaine Go
Michael Hampton
Matt Hilton
Jesse Johnson
Dana Isaac Quinn
Darnell Boyd
Tan Sirinumas



We note with additional concern, that the Bristol Hotel has been emptied of tenants, which occurred some time ago. This situation exists, we point out, in the same community with the highest numbers of homeless people in San Francisco. We are very interested to hear the arguments supporting this permit, and, of course, the tangible benefit to the low-and moderate income residents of the Tenderloin - as well as homeless residents.

Please clarify from the staff perspective, what is the intention - and the community benefit - of this series of permits?
We look forward to the open public discussion.

Respectfully submitted,

Joseph T. Wilson
Executive Director
(415) 749-2111

CC: File



**SAN FRANCISCO
PLANNING DEPARTMENT**

Received at HPC Hearing W/15/17
A. Kirby

**Historic Preservation Commission
Draft Motion
Permit to Alter**

HEARING DATE: NOVEMBER 15, 2017

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 5, 2013
Case No.: 2013.0254H
Building Permit: 2017.01.18.7427
Project Address: 56 Mason Street
Conservation District: Kearny-Market-Mason-Sutter Conservation District
Category: Category IV - Contributing
Zoning: RC-4 (Residential-Commercial High Density) Zoning District
80-T-120-T Height and Bulk District
Block/Lot: 0341/008
Project Sponsor: Deilly Echeverri
Sinbordes Design
450 Pittman Road, #237
Fairfield, CA 94534
Staff Contact: Alexandra Kirby - (415) 575-9133
alexandra.kirby@sfgov.org
Reviewed By Tim Frye - (415) 558-6625
tim.frye@sfgov.org

ADOPTING FINDINGS FOR A PERMIT TO ALTER FOR MINOR ALTERATIONS DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 11, TO MEET THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE CATEGORY IV (CONTRIBUTING) PROPERTY LOCATED ON LOT 008 IN ASSESSOR'S BLOCK 0341. THE SUBJECT PROPERTY IS WITHIN A RC-4 (RESIDENTIAL-COMMERCIAL HIGH DENSITY) ZONING DISTRICT AND AN 80-T-120-T HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on March 5, 2013, Deilly Echeverri of Sinbordes Design ("Applicant") filed an application with the San Francisco Planning Department ("Department") for a Permit to Alter for an exterior restoration. The subject building is located on Lot 008 in Assessor's block 0341, a Category IV (Contributing) building historically known as the Bristol Hotel and locally designated under Article 11, Appendix E of the Planning Code. Specifically, the proposal includes restoration of 68 historic windows at the residential levels (2nd through 4th floors), replacement of seven (7) irreparable residential windows, and the replacement of a non-historic storefront system at the ground story of the Mason Street (east) façade.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, a request for public hearing was filed on the Minor Permit to Alter by Sue Hestor on August 28, 2017.

WHEREAS, on November 15, 2017, the Commission conducted a duly noticed public hearing on Permit to Alter application No. 2013.0254H ("Project").

WHEREAS, in reviewing the application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, and has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby **APPROVES WITH CONDITIONS** the Permit to Alter, in conformance with the architectural plans dated July 31, 2017 and labeled Exhibit A on file in the docket for Case No. 2013.0254H based on the following findings:

CONDITIONS OF APPROVAL

- That prior to issuance of the Site Permit, submittal of updated plans including a bulkhead section, material sample of the proposed grille, and transom details to shall require Planning Department Preservation Staff review and approval.
- Prior to issuance of the Site Permit, an on-site mock-up of the storefront, transom, and grille shall require review and approval by Planning Department Preservation Staff.

FINDINGS

Having reviewed all the materials identified in the recitals above and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.
2. Findings pursuant to Article 11:

The Commission has determined that the proposed work is compatible with the exterior character-defining features of the subject property and meets the requirements of Article 11 of the Planning Code:

- That the seven new windows will match the existing in design, color, texture and finish;
- That the proposal respects the character-defining features of the subject building;

- That the architectural character of the subject building will be maintained and that replacement elements will not affect the building's overall appearance;
- That the integrity of distinctive stylistic features and examples of skilled craftsmanship that characterize the building shall be preserved; and,
- That all new materials shall match the historic material in composition, design, color, texture, finish and other visual qualities and shall be based on accurate duplication of features.

For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 11, meets the standards of Article 1111.6 of the Planning Code and complies with the *Secretary of the Interior's Standards for Rehabilitation*.

3. **General Plan Compliance.** The proposed Permit to Alter is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5

Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.7

Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The goal of a Permit to Alter is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject property for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project will improve storefront transparency and help to activate and enhance neighborhood-serving businesses. The existing storefront has been vacant for approximately two years.

- B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The proposed project will strengthen neighborhood character by respecting the character-defining features of the building in conformance with the Secretary of the Interior's Standards. Further, the proposed window replacement will ensure that the existing 41 Residential Hotel units in the building are adequately insulated and that the windows meet standard egress requirements, improving the safety and cultural and economic diversity of the surrounding neighborhood.

- C) The City's supply of affordable housing will be preserved and enhanced:

The project will improve the prior conditions of the existing affordable housing on-site by providing improved operability and insulation. Previously many of the windows had been filled in with plexi-glass to keep the elements out. All window restoration and replacement will meet present Code requirements.

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking. The project proposes no change in the number of existing residential and tourist hotel rooms on-site.

- E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The proposed project is located in the Tenderloin neighborhood and will not have any direct impact on the displacement of industrial and service sectors.

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

All construction will be executed in compliance with all applicable construction and safety measures.

- G) That landmark and historic buildings will be preserved:

The proposed project is in conformance with Article 11 of the Planning Code and the Secretary of the Interior's Standards.

- H) Parks and open space and their access to sunlight and vistas will be protected from development:

The proposed project will not impact the access to sunlight or vistas for the parks and open space.

5. For these reasons, the proposal overall, appears to meet the *Secretary of the Interior's Standards* and the provisions of Article 11 of the Planning Code regarding Major Alterations to Category I (Significant) buildings.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS a Permit to Alter** for the property located at Lot 008 in Assessor's Block 0341 for proposed work in conformance with the architectural submittal dated July 31, 2017 and labeled Exhibit A on file in the docket for Case No. 2013.0254H.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Permit to Alter shall be final unless appealed within thirty (30) days after the date of this Motion No. XXXX. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135). For further information, please contact the Board of Appeals in person at 1650 Mission Street, (Room 304) or call (415) 575-6880.

Duration of this Permit to Alter: This Permit to Alter is issued pursuant to Article 11 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on November 15, 2017.

Jonas P. Ionin
Commission Secretary

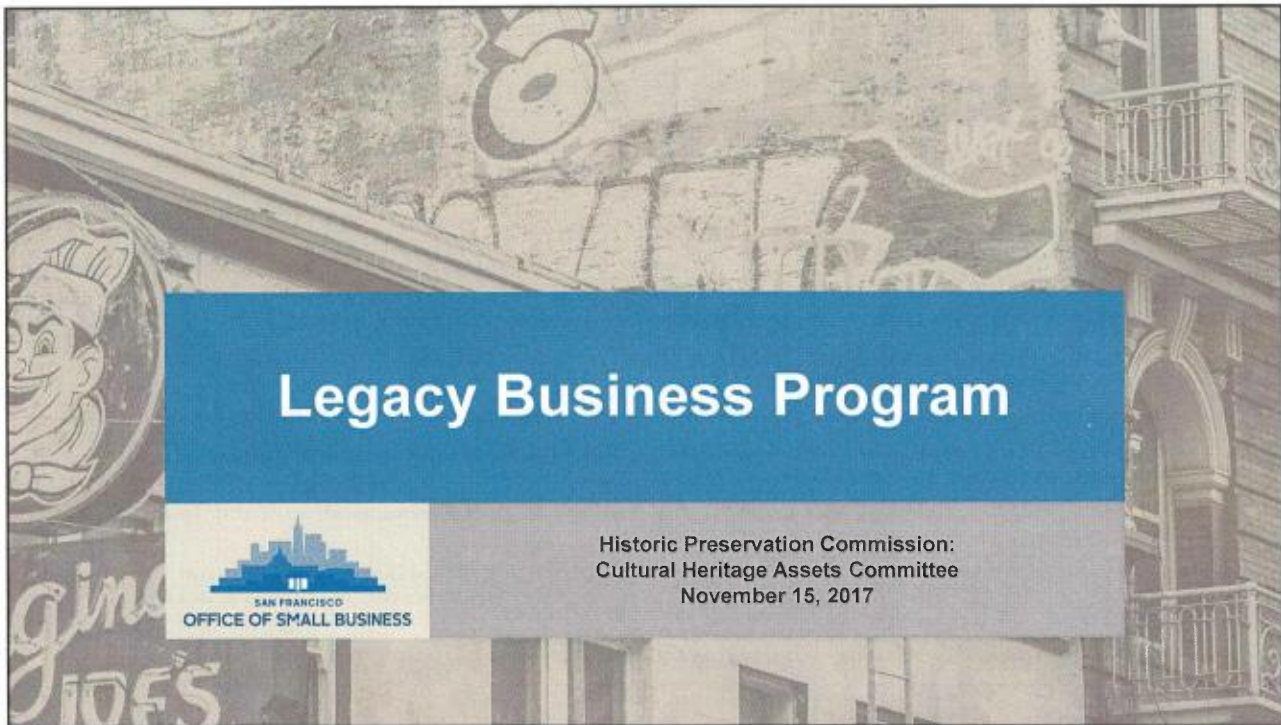
AYES:

NAYS:

RECUSED:

ABSENT:

ADOPTED: November 15, 2017

D. Smith

Legacy Business Program

Legacy Business Program Report Fiscal Year 2017-18 To Date

1. Major Accomplishments
2. Statistics
3. Nominations Received
4. Legacy Businesses by District
5. Business Types
6. Business Assistance Grant and Rent Stabilization Grant
7. Marketing and Branding
8. Business Assistance Services



Legacy Business Program

Major Accomplishments (Fiscal Year 2017-18)

- Submitted 24 Legacy Business applications to the Historic Preservation Commission for review.
- Presented 20 Legacy Business Registry applications to the Small Business Commission. The Commission included all 20 applicants on the Registry.
- Received 73 applications for the Business Assistance Grant and 6 applications for the Rent Stabilization Grant.
- Issued a Request For Quotes for marketing and branding for the Legacy Business Registry. Received 7 proposals and selected Osaki Creative Group.
- Created a guide for businesses on how to get set up as suppliers (formerly vendors) with the City and County of San Francisco.
- Participated in a Business & Economic Development Committee meeting of the LGBTQ Cultural Heritage Strategy, which included recommendations regarding expedited permitting and additional promotions for Legacy Businesses.
- Hired an administrative analyst who will be helping with the Legacy Business Program.



Legacy Business Program

Statistics

Nominations and Applications	Fiscal Year (2017-18)	Program Total
Nominations Received	27	198
Applications Received	25	141
Applications Reviewed by the Historic Preservation Commission	19	116
Applications Reviewed by the Small Business Commission	20	113
Businesses Placed on the Legacy Business Registry	20	113



Legacy Business Program

Nominations Received

District (Original)	Fiscal Year (2017-18)	Program Total	Percent of Total
1	0	7	3.5%
2	2	11	5.6%
3	2	61	30.8%
4	0	15	7.6%
5	2	15	7.6%
6	7	22	11.1%
7	1	14	7.1%
8	8	21	10.6%
9	2	22	11.1%
10	1	8	4.0%
11	2	2	1.0%
TOTAL	27	198	100.0%



Legacy Business Program

Legacy Businesses by District

District (Original)	Fiscal Year (2017-18)	Program Total	Percent of Total
1	1	6	5.3%
2	2	7	6.2%
3	4	26	23.0%
4	0	3	2.7%
5	2	12	10.6%
6	3	15	13.3%
7	2	6	5.3%
8	0	11	9.7%
9	3	20	17.7%
10	2	6	5.3%
11	1	1	0.9%
TOTAL	20	113	100.0%



Legacy Business Program

Business Types (For-Profit vs. Nonprofit)

	For-Profit Businesses	Nonprofit Organizations	Total
Legacy Business Registry	91	22	113
Percentage of Total	80.53%	19.47%	



Legacy Business Program

Legacy Business Program Grants

- Rules and Regulations for both Legacy Business Program grants have been finalized and approved.
- 51 Legacy Businesses applied for the Business Assistance Grant in 2016-17.
- 73 Legacy Businesses applied for the Business Assistance Grant in 2017-18.
- 11 landlords of Legacy Businesses applied for the Rent Stabilization Grant since the grant was issued in February 2017.



Legacy Business Program

Marketing and Branding

Through a formal procurement process, Osaki Creative Group was selected to conduct marketing and branding services for the Legacy Business Program, including the following:

1. Logo and brand identity.
2. Collateral and public relations.
3. Marketing.
4. Website design.

Services are expected to begin in December.



Legacy Business Program

Business Assistance Services (Through August 31, 2017)

	Since July 1, 2017	Since July 1, 2016
Number of Clients	11	34
Number of Hours of Technical Assistance	20.00	295.75



Contact


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OFFICE OF SMALL BUSINESS

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