



SAN FRANCISCO PLANNING DEPARTMENT

Article 11 Initiation Case Report Change in Article 11 Designation HEARING DATE: APRIL 18, 2018

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No. 2018-003615DES
Project: Central SoMa Plan
Re: Initiation of Change in Article 11 Designation
Block/Lot: Assessor's Block 3704, Lots 019, 020, 050; Assessor's Block 3725, Lots 007, 026, 061, 063, 064, 079; Assessor's Block 3733, Lot 020A; Assessor's Block 3752, Lot 010; Assessor's Block 3760, Lot 012; Assessor's Block 3775, Lots 039, 058, 084, 085; Assessor's Block 3776, Lots 008, 041; Assessor's Block 3777, Lots 001, 002; Assessor's Block 3786, Lot 015; Assessor's Block 3787, Lots 013, 018, 052; Assessor's Block 3788, Lots 024, 024A
Staff Contact: Frances McMillen (415) 575-9076
frances.mcmillen@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

PROJECT DESCRIPTION

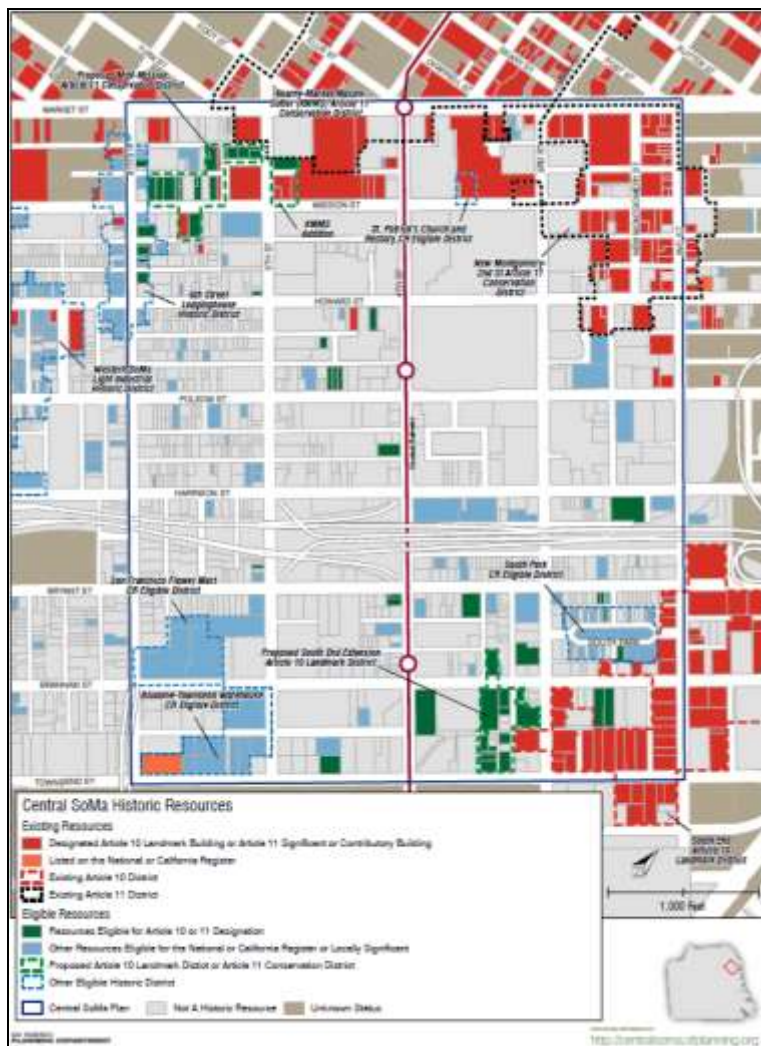
The case before the Historic Preservation Commission is initiation and recommendation to the San Francisco Board of Supervisors the change in designation of twenty-six properties as part of the Central SoMa Plan Area Plan. They include five (5) properties changing in designation from no rating to Category I (Significant); a change in designation for twenty (20) properties from no rating to Category III (Contributory); and a change in designation for one (1) property from unrated (Category V) to Category III (Contributory); pursuant to Section 1106 of the Planning Code.

PROJECT BACKGROUND

The Central SoMa Historic Resources Survey (2013-2014) determined numerous properties as eligible for a change in Article 11 designation. The Planning Department (Department) conducted the survey in response to the Central SoMa Plan in order to provide information on the location and distribution of resources within the Central SoMa Plan Area for the purposes of long-range policy planning and for use in permit processing, environmental review, and making recommendations for official nominations to historic registers. In conjunction with the survey, the Department developed the Central SoMa Historic Context [Statement](#) (2015) in order to provide a framework for consistent, informed evaluations of the area's age-eligible properties that had not been previously surveyed or for which survey information was incomplete.

- The Central SoMa Plan Area is comprised of approximately 28 blocks bounded by Market Street to the north, Townsend Street to the south, Second Street to the east, and Sixth Street to the west.

- The Central SoMa Historic Survey examined a total of 134 parcels within the Central SoMa Plan area that had not been previously surveyed, or for which prior survey information was incomplete. Of these, 72 parcels were not documented, typically because the properties were vacant or not age eligible. A total of 31 properties were determined eligible for the California Register.
- Based on the findings of the historic context statement and surveys, the Central SoMa Plan recommends policies that would recognize and protect historic resources. Such policies include protecting Significant and Contributory cultural heritage properties through designation to Article 11 of the Planning Code.
- The Historic Preservation Commission adopted the survey and historic context statement for the Central SoMa Plan on March 16, 2016.



Central SoMa Plan Historic Resources

ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, Article 11 designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

REQUIRED COMMISSION ACTIONS

The items before the Historic Preservation Commission are:

- 1) Consideration of initiation of designation of twenty-six (26) buildings as Category 1 (Significant) or Category III (Contributory).
- 2) Consideration of initiation of designation of the following properties as Significant (Category I):
 - a. 360 4th Street, (aka Southern Police Station), Assessor's Block No. 3704, Lot No. 010;
 - b. 539 Bryant Street, (aka Shreve and Company Factory), Assessor's Block No. 3776, Lot No. 041;
 - c. 340-350 Townsend Street, (aka Paul Wood Warehouse), Assessor's Block No. 3786, Lot 015;
 - d. 601 4th Street, (aka Heubline Wine Distribution Warehouse), Assessor's Block No. 3787, Lot 052;
 - e. 500-504 4th Street, (aka Hotel Utah), Assessor's Block No. 3777, Lot No. 001
- 3) Consideration of initiation of designation of the following properties as Contributory (Category III):
 - a) 104-106 South Park Street (aka Omiya Hotel/Gran Oriente Filipino), Assessor's Parcel Block No. 3775, Lot No. 058;
 - b) 117-125 6th Street (aka The Rose Hotel), Assessor's Parcel Block No. 3725, Lot No. 079;
 - c) 135 6th Street/495 Minna Street, (aka Sunnyside Hotel), Assessor's Parcel Block No. 3725, Lot No. 064;
 - d) 139-149 6th Street, (aka Mint Hotel) Assessor's Parcel Block No. 37025, Lot No. 064;
 - e) 157-161 6th Street (aka Sunset Hotel), Assessor's Parcel Block No. 3725, Lot No. 061;
 - f) 169-183 6th Street, (aka Adler Hotel), Assessor's Parcel Block No. 3725, Lot No. 026;
 - g) 194-198 5th Street, (aka Hotel George), Assessor's Parcel Block No. 3725, Lot No. 2007;
 - h) 224 Townsend Street, (aka Worthington Company Warehouse), Assessor's Parcel Block No. 3787, Lot No. 013;
 - i) 228 Townsend Street, (Pullman Hotel), Assessor's Parcel Block No. 3787, Lot No. 018;
 - j) 355 Brannan Street, Assessor's Parcel Block No. 3788, Lot No. 024A;
 - k) 361-365 Brannan Street, Assessor's Parcel Block No. 37088, Lot No. 024;
 - l) 457 Bryant Street, (aka Pile Driver, Bridge and Structural Iron Workers Union #77) Assessor's Parcel Block No. 3775, Lot No.085;
 - m) 461 Bryant Street, Assessor's Parcel Block No. 3775, Lot No. 084;
 - n) 480 5th Street, Assessor's Parcel Block No. 3760, Lot No. 012;
 - o) 508-514 4th Street, (aka Murschen and Hoelscher Building), Assessor's Parcel Block No. 3777, Lot No. 002;
 - p) 566-586 3rd Street, (aka Central Hotel), Assessor's Parcel Block No. 3776, Lot No. 008;

- q) 844 Folsom Street, (aka Victor Equipment Company), Assessor's Parcel Block No. 3704, Lot No. 019;
 - r) 850 Folsom Street, (aka Victor Equipment Company), Assessor's Parcel Block No. 3704, Lot No. 020;
 - s) 854 Folsom Street, Assessor's Parcel Block No. 3733, Lot No. 020A;
 - t) 95 Jack London, (aka Gran Oriente Filipino Masonic Temple), Assessor's Parcel Block No. 3775, Lot No. 039
- 4) Consideration of initiation of change of designation of the following property from unrated (Category V) to Contributory (Category III):
- a. 47-55 6th Street, (aka Hillside Hotel), Assessor's Parcel Block No. 3704, Lot No. 050

On each of the items, the HPC may choose to take an action in the form of a resolution. The HPC may approve, modify, or disapprove the initiation of the proposed designation.

Alternatively, the Commission may request additional research and information from the Planning Department to justify any of these three actions, and may continue the discussion to a future hearing pending submittal of any additional information the Commission may require.

OTHER ACTIONS REQUIRED

If the Historic Preservation Commission (HPC) decides to initiate the change of designation of twenty-six (26) properties under Article 11 at the April 18, 2018 hearing, the HPC shall forward that recommendation to the Board of Supervisors. The Board of Supervisors will hold a public hearing on the designation and may approve, modify or disapprove the designation (Section 1106(d)). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal.

PREVIOUS ACTIONS

The Historic Preservation Commission adopted the Central SoMa survey and historic context statement for the Central SoMa Plan on March 16, 2016.

Central SoMa Historic Context Statement

The Central SoMa Historic Context Statement (2015) was developed as part of the Central SoMa Plan effort to provide a historical foundation and framework for consistent evaluations of the area's age-eligible properties. The context statement's study area extended beyond the boundaries of the Central SoMa Plan Area and documented the history of SoMa, including significant themes, design elements, architectural styles, and character-defining features. The study developed significance and integrity thresholds and included analysis of conservation, landmark and historic districts and their relationship to previously undocumented buildings.

Central SoMa Survey

The Central SoMa Historic Resource Survey (2013-2014) involved gathering baseline property information for all buildings located within the Central SoMa Plan Area that had not been addressed

by prior historic resources surveys, and those that had not been previously assigned California Historic Resource Status Codes (CHRSC). The Central SoMa Historic Survey examined a total of 134 parcels within the Central SoMa Plan Area. Of these, 72 parcels were not documented, typically because the properties were vacant or not age eligible. A total of 31 properties were determined eligible for the California Register.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 11 – Designation of Buildings

Planning Code Section 1106 authorizes the designation or change of designation of a building through amendment of Appendices A, B, C and D of Article 11. Such designation or change of designation of a building may be initiated by motion of the Board of Supervisors, by resolution of the Planning Commission or the Historic Preservation Commission [former Landmarks Preservation Advisory Board], by application of the owner of the affected property, or by application of any historic preservation organization or group, or by the application of at least 50 registered voters of the City.

Pursuant to Planning Code Section 1106(h), the designation of a building may be changed if changes in Conservation District boundaries warrant such reclassification, or if physical changes to the building warrant such reclassification, or if due to passage of time, the building has become at least 40 years old and, therefore, eligible for reclassification, or if new information makes the building eligible for reclassification.

OWNER NOTIFICATION AND COMMUNITY OUTREACH

The following includes a timeline of the notifications, announcements, and outreach activities that have occurred for the Central SoMa Plan.

- **The Central SoMa Historic Resources Survey web page** was launched on the Department's website in March 2014. The web page includes links to the draft Central SoMa Historic Context Statement, as well as a map illustrating the draft findings of the Central SoMa Historic Resources Survey. The website remains active and can be accessed at: <http://www.sf-planning.org/index.aspx?page=3964>.
- **Public outreach meetings** were held at the SPUR Urban Center on the following dates:
 - March 25, 2015, to present the draft Central SoMa Historic Context Statement and the draft findings of the Central SoMa Historic Resources Survey. In preparation for this meeting, postcards were mailed to the owners of surveyed properties informing them that the draft survey findings were available for review on the project website, and inviting them to attend the outreach meeting at the Spur Urban Center.
 - A second public meeting at the SPUR Urban Center was held on December 9, 2015 to solicit feedback on public benefits, including historic preservation.
- **A postcard** was mailed to public on February 29, 2016 in anticipation of the adoption hearing on March 16, 2016.
- **Presentation to SF Heritage** regarding the draft historic context statement and survey findings in July 2015.

- **Meetings with the Central SoMa Survey Advisory Group**, on October 3, 2014 and January 15, 2014. The purpose of these meetings was to solicit comments and suggestions based on the draft *Central SoMa Historic Context Statement* and the draft findings of the Central SoMa Historic Resources Survey.
- **Notification of Historic Preservation Commission** initiation hearing was mailed to property owners on March 29, 2018.

PUBLIC COMMENT

The Department has received several telephone calls from property owners with general questions regarding the designation process, the Transfer of Development Rights (TDR) program, and review process for Permits to Alter.

RECOMMENDATION

The Department recommends that the HPC adopt a resolution to initiate a change in designation for five (5) properties from no rating to Category I (Significant); a change in designation for twenty (20) properties from no rating to Category III (Contributory); a change in designation for one (1) property from unrated (Category V) to Category III (Contributory) under Article 11 of the Planning Code.

BASIS FOR RECOMMENDATION

- The properties proposed for designation advance the basic principles of the Downtown Plan and reinforce the unique sense of place of the Plan Area. The Downtown Plan of the San Francisco General Plan contains the following relevant objectives and policies:

OBJECTIVE 12: Conserve resources that provide continuity with San Francisco's past.

POLICY 12.1: 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 12.2: Use care in remodeling significant older buildings to enhance rather than weaken their original character.

- The properties proposed for designation advance and fulfill objectives and policies of the Central SoMa Plan to protect and promote resources in the built environment and best represent the architectural, historical, and cultural contributions of the people of Central SoMa, today and of generations past. The Central SoMa Plan contains the following relevant objectives and policies:

OBJECTIVE 7.2: Support the preservation, recognition, and wellbeing of the neighborhood's cultural heritage resources.

OBJECTIVE 7.3.2: Support the preservation of buildings and features that reflect the industrial and arts legacy of the neighborhood.

OBJECTIVE 7.4: Prevent demolition of or insensitive alterations to cultural heritage resources in the built environment.

OBJECTIVE 7.4.2: Protect “Significant” and “Contributory” cultural heritage properties through designation to Article 11 of the Planning Code.

ATTACHMENTS

Change in Article 11 Designation Building Summaries
Draft Resolution to Initiate Change in Article 11 Designation
Designation Ordinance