



San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

October 1, 2025

To: Commission Streamlining Task Force

Re: Housing and Economic Development Bodies Memorandum – Planning and Land Use Bodies
Recommendation to Combine or Eliminate the Historic Preservation Commission

CL: No. 90

The Historic Preservation Commission (HPC) respectfully requests that it remain and be retained as a separate commission with full authority to conduct the duties empowered to us by the voters of the City and County of San Francisco (City) when it was created in 2008, and now codified as Section 4.135 of the City Charter.

After careful review of the evaluation criteria and staff recommendations provided to the Task Force, we believe that there are several categories that should be supplemented with further documentation to confirm the need for this Commission which serves the needs, interests, and voices of San Francisco residents.

Specifically, we ask the Task Force to consider the following additional documentation to their general Evaluation Criteria:

HPC provides access to resources obtained through the City's Certified Local Government Status through State of California Office of Historic Preservation (OHP)

Since 1995, the City and County of San Francisco has served as a Certified Local Government (CLG) with the State of California Office of Historic Preservation (OHP). In this capacity, the City is able to execute programmatic agreements under Section 106 of the National Historic Preservation Act (NHPA) and to access federal and state grant funding for historic preservation projects and the ability to streamline the review of affordable housing projects. **In order to qualify as a CLG, the City must establish a qualified historic preservation commission**, enforce appropriate legislation for the protection of historic properties, and maintain a system for surveying and inventorying local historic resources.

San Francisco has been and continues to access additional resources to further local, state and federal recognition for its work. The HPC continuously reviews and discusses ways in which to enhance the protection of identified historic and cultural resources through their expertise, experience and practical knowledge. Accomplishments in this category include topics of discussion that have received national



recognition such as the Castro Theater (and adding the significance of LGBTQ histories into the designation), allowing for new uses in Golden Gate Park, and the adoption of the African-American Historic Context Statement.

Without the guidance and work of the HPC, the City would stand to lose the ability to access important grants to conduct specific areas of discussion needed to further identify cultural and historical resources that have not been fully recognized and acknowledged. Most recently, the City obtained state grant funding for important projects, including: the Native-American Historic Context Statement, Chinese-American Historic Context Statement and funding for the Department's Neighborhood Commercial District Survey.

In addition, the HPC allows the City the ability to execute and continue the established programmatic agreements with the State that are crucial towards funding and expediting affordable housing projects. Many of the City's affordable housing projects rely on federal grants, and those grant projects are required to undergo a review under Section 106 of the National Historic Preservation Act. Since 2005, the City and County of San Francisco has an executed programmatic agreement in place with the Office of Historic Preservation to expedite reviews under Section 106 of the NHPA. Our qualified staff are able to handle these reviews locally, rather than relying upon the state for this review. This aspect of our preservation program is key towards meeting the City's much needed housing goals. Removal of the HPC may put our CLG status at risk with the State of California.

HPC Meets with Regularity and Maintains Consistent Leadership

Since its inception in 2008, the HPC has met bi-monthly on a continuous basis, and has taken great initiative to create subcommittees for much needed topic areas, such as design and community outreach.

Specifically, the Architectural Review Committee (ARC) has provided invaluable commentary and recommendations to projects that have not been able to bring their projects before the full Commission due to their inability to comply with the historic preservation codes. With the assistance and guidance of the ARC, projects have been able to meet code compliance and are able to expeditiously move their project forward without further delay. The Planning Commission does not have this type of committee to offer direct assistance to Applicants. This process has proven to save resources in time, money and planning for the project sponsor and allows San Francisco to continuously enjoy the benefits of having historic properties rehabilitated to preserve their historic and cultural assets.

In the past, the HPC has also established a Community Assets Committee to create a direct link to neighborhoods and cultural districts for further exploration and knowledge on how to further protect



and promote cultural and historic resources. While this subcommittee no longer exists, the initiation and incentive of this committee has led to specific tangible and now invaluable documents and initiatives including:

- Legacy Business Registry
- Historic Context Statements
- Establishment of Cultural Districts
- Formal Recognition of Neighborhoods and Districts that have not been fully recognized for their contribution to the City

Further, the HPC has taken their commitment of Racial and Social Equity very seriously. The Commission fully recognizes and acknowledges the past wrongs of local, state and federal government initiatives, and has formally addressed them by placing emphasis and priority on projects that have come before them to begin to address and acknowledge concerns. The HPC has adopted historic context statements that have addressed Single-Room Occupancy (SRO) Apartments and Flats, Early Residential Architecture and Neighborhood Commercial corridors—all of which illustrate our efforts to move beyond high style architecture focus and be inclusive of the entire City. The HPC has ensured that all of San Francisco's residents are well-represented in the areas of history and culture.

HPC Relationship to Planning Commission

Prior to the adoption of the HPC in 2008, the City's Landmark Preservation Advisory Board (LPAB) was formed to advise the Planning Commission on historic resource matters in 1967. The City had numerous examples of significant buildings and structures which were lost in the immediate year prior to the establishment of the LPAB (see Appendix), thus justifying the need for focused review on the City's important landmarks. The City's first landmark was established in 1968.

Over the past 17 years, the HPC has heard and opined on a vast number of Citywide issues and jointly affirmed projects of note with the Planning Commission. The HPC has complemented the Planning Commission's review by balancing our important historic properties with needs of today. In addition, the HPC has alleviated the review of the Planning Commission by providing a focused review on historic resources and providing expert advice in this topic area. The HPC's review cannot be simplified or reduced to a template format given the nuances in our varied historic fabric and City landmarks.

Of note, the HPC has reviewed and approved several new projects including: the New Mission Theater rehabilitation and the adjacent housing project, the new adaptive reuse housing project at 2395 Sacramento Street, and the adaptive reuse of the Takahashi Trading Company. All of these projects have or will reinvigorate our neighborhoods and contribute to the City's broad cultural fabric.



HPC Focus Complements the City At Large

The HPC is not narrowly focused and we do address all neighborhoods, age groups and demographics. This work can be seen in our wide range of historic resources (both designated and eligible), Historic Context Statements and the City's Cultural Districts. We have purposefully directed Planning staff to study and daylight histories and sites that represent San Francisco's broad communities with representation from our varied community, including, but not limited to, African American, Native American, Chinese American, Pan-Latino, Russian American, among many others. The Planning Department uses various resources to put together reports and data that come before the HPC. These histories are born from the people in San Francisco and cannot be easily placed into a template or checkbox.

HPC as a Public Forum

HPC provides a specific forum for the public to provide comment on issues and concerns that are of significant and far reaching value to the culture and history of San Francisco. The HPC hears and listens to many viewpoints of an issue and uses their experience and expertise to provide solutions to conflicts, and to dispel misinformation and mistrust about government requirements on historic and cultural resources. The HPC is a public forum for individuals and communities to directly express what affects them in the community and to supplement the knowledge that the City has about communities that have been existing and thriving here for decades, even centuries but has not been fully documented. Elimination of the HPC would take away that empowerment from the public.

Relative to its status as a public forum, the HPC has also helped our business community in a positive way by assisting in resolving issues associated with larger projects, including the San Francisco Art Institute (and its revival), the neon signage at the Palace Hotel, and the support of the federal designation and subsequent historic rehabilitation tax credits at the Huntington Hotel. These major projects in the City balance the needs of our business community with the preservation and rehabilitation of important buildings in our varied neighborhoods.

Recommendations for Improvement

While we ask the Task Force to consider additional documentation in their Evaluation Criteria, we would also like to offer the following recommendations for improvement of our purpose and duties:

Broaden HPC purview to the Cultural Districts

The HPC has become a strong public forum for the City's history and culture. In recent years, the Cultural Districts program has been the City's strongest form for place-making and place-keeping, which fully aligns with the values of historic preservation and the mission of the HPC. The HPC could assist in the governance of this program and ensure that cultural pride and sensitivity continues within the City family



and in the larger San Francisco community.

Adjusting Seat Requirements for Commissioners

Currently, the City Charter requires specific qualifications for specific Commissioner seats (ie. Historic Architect, Architectural Historian, Preservation Professional, etc.). We find that these qualifications are paramount to a strong commission. However, as you explore additional options for this Commission, you might consider removing the required qualifications from specific seats and consider desired qualifications more broadly for all seats on the HPC. This will assist the Mayor in their ability to fill seats on the Commission as absences arise.

Streamline Legacy Business Review & Reporting

The HPC is in alignment with the direction of the Task Force on the review of Legacy Businesses. Inherently, the HPC wants a streamlined process for all of our small businesses and legacy businesses. While the HPC values the review of these businesses, a public hearing in front of this commission may not be necessary given that the Small Business Commission has the ultimate approval authority on whether a business is added to the Legacy Business Registry. We recommend that the Office of Small Business provide monthly or quarterly updates to the HPC on relevant businesses that are under consideration for Legacy Business status.

Conclusion

We appreciate the opportunity for our collective voice to be heard through the Task Force process. Our Commission President Diane Matsuda and Vice-President Chris Foley are available for any additional questions or concerns.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Comment Letter No. 90 on October 1, 2025.

Jonas P. Ionin

Commission Secretary

Jonas P Ionin

Digitally signed by Jonas P Ionin
Date: 2025.10.01 13:27:32 -07'00'

AYES:	Baldauf, Baroni, Cox, Foley and Vergara
NAYS:	None
ABSENT:	Matsuda and Tsern-Strang
RECUSED:	None
ADOPTED:	October 1, 2025



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Attachments:

Landmarks Lost prior to LPAB;

Prop J Voter Information Pamphlet

**The Landmarks Preservation Advisory Board was created in 1967.
San Francisco landmarks lost in the years immediately prior to its creation include:**

Montgomery Block

628 Montgomery Street, opened in 1853,
demolished in 1959.

It was built by Henry Halleck, who went on to be General in Chief of the United States Army during the Civil War, succeeded by Ulysses S. Grant. At four stories, the Montgomery Block was the largest building west of the Mississippi River when it was built, partially on land that had recently been the shoreline of Yerba Buena Cove. In 1856 James King of William, shot in the street by James Casey, was carried inside the building, where he died. In response, the Second Committee of Vigilance was formed. Originally built to house the offices of attorneys and other professionals, the Montgomery Block later became a gathering place for artists and writers. Over the years it came to be nicknamed the "Monkey Block." When word was announced of the building's demolition, San Francisco historian Robert O'Brien, author of the classic 1948 history *This is San Francisco*, wrote: "Anyone who tears down the Montgomery Block is tearing down more than four stories of bricks; he is destroying one of the last monuments to a brave city, and many are the reproachful ghosts that would haunt him." The building was replaced by a parking lot. Later, the Transamerica Pyramid was built on that spot.



Fontana Warehouse

North Point Street at Van Ness Avenue, built
around the 1860s (records are spotty), demolished
in 1961.

Originally a woolen mill, it was purchased in the late 1890s by Mark J. Fontana for use as a warehouse for his fruit cannery at Taylor and Francisco streets. The military used the building during World War II. The building was replaced by the Fontana apartments. Public anger over the 250-foot height of the Fontana Towers led in 1964 to a 9-1 vote by the Board of Supervisors to impose a 40-foot height restriction along the northern waterfront.



Fox Theater

1350 Market Street, opened in 1929, demolished in 1963.

The Fox, seating 4,651, was at the time of its opening the largest theater west of Chicago. The *San Francisco Chronicle* reported a crowd of 50,000 at opening night festivities. It was known for its sumptuous details and furnishings. In 1961, a proposition was put before the voters which would have provided for the City to purchase the theater and convert it to a convention center. The measure lost, and two years later the building was torn down and replaced by the 29-story Fox Plaza.



Crocker Building

600 Market Street at Post and Montgomery Streets, opened in 1891, demolished in late 1966 and early 1967.

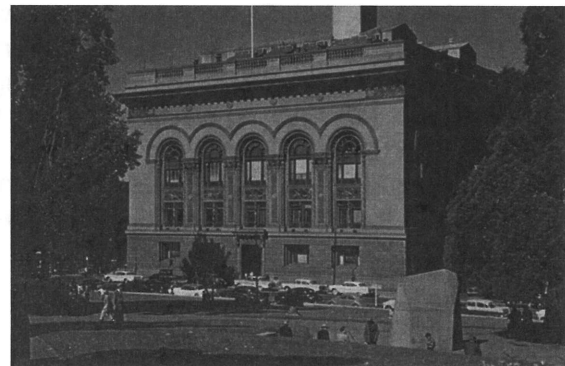
A. Page Brown designed this flatiron building for the estate of Charles Crocker, one of the Big Four of the Transcontinental Railroad. The lower floors were clad in granite, while the upper floors were faced in brick. Much of the first floor was taken up by a bank; most of the ten-story building housed offices. At one point, Shreve and Co., the famous jewelers, and the William Butterfield auction house occupied space in the building.



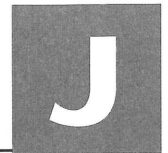
Old Hall of Justice

750 Kearny Street opposite Portsmouth Square, opened in 1912, demolished between December 1967 and June 1968.

The Hall of Justice stood on land where previously stood the second City Hall (1852 to 1895) and the first Hall of Justice (1900-1906). Featuring graceful arcades with fan-shaped windows in the Romanesque Revival style, it was designed by City Architect Newton J. Tharp, who also designed, among other San Francisco structures, the High School of Commerce that was built on Grove Street and later, when that block was designated to become Civic Center Plaza, carefully moved to the corner of Fell and Franklin Streets, where it remains today. The building was featured prominently in the TV series



Creating a Historic Preservation Commission



PROPOSITION J

Shall the City establish a seven-member Historic Preservation Commission and give it authority over historic preservation-related decisions in the City?

YES
NO



Digest

by the Ballot Simplification Committee

THE WAY IT IS NOW: The Landmarks Preservation Advisory Board (Landmarks Board) advises the Planning Commission and Planning Department on issues related to historic preservation, but the Landmarks Board does not have final decision-making authority. The Mayor appoints the nine members, who serve four-year terms. The Mayor may remove members of the Landmarks Board without cause.

After reviewing the Landmarks Board's recommendations, the Planning Commission or Planning Department make decisions about permit applications for demolition of or alteration to designated landmarks, buildings in downtown historic districts and buildings in other historic districts. With advice from the Landmarks Board, the Planning Commission also reviews and submits to the Board of Supervisors proposed designations of landmarks, historic buildings, historic districts, and conservation districts. The Planning Commission and the Planning Department are not required to follow the Landmarks Board's recommendations.

The Landmarks Board relies on the Planning Department for staff and budgeting.

THE PROPOSAL: Proposition J is a Charter Amendment that would create an Historic Preservation Commission (HPC). The HPC would consist of seven members, nominated by the Mayor and approved by a majority of the Board of Supervisors. Six of the seven members would be required to have specific professional qualifications related to architecture and historic preservation. Four members would serve an initial term of four years and three members would serve an initial term of two years. After that, all members would serve four-year terms. Members could only be removed for cause.

The HPC would take over the duties of the Landmarks Board as well as some currently performed by the Planning Commission and the Planning Department. Specifically, the HPC would have the authority to:

- make recommendations directly to the Board of Supervisors about designation of landmarks, historic buildings, historic districts, and conservation districts;
- approve permits or certificates for demolition of or alteration to designated landmarks and historic buildings, as well as buildings in historic districts and conservation districts; and
- make recommendations about proposed ordinances and resolutions concerning historic preservation.

Historic Preservation Commission decisions could be appealed.

The HPC would not have its own department head, staff or budget authority, but would rely on Planning Department staff and budgeting.

A "YES" VOTE MEANS: If you vote "yes," you want to change the Charter to create a seven-member Historic Preservation Commission and to give it authority over historic preservation-related decisions in the City.

A "NO" VOTE MEANS: If you vote "no," you do not want to make this change to the Charter.

Controller's Statement on "J"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition J:

Should the proposed charter amendment be approved by the voters, in my opinion, it would have a minimal impact on the cost of government.

The proposed measure would replace the current nine-member Landmarks Preservation Advisory Board with a seven-member Historic Preservation Commission. The amendment would generally transfer to the Commission existing functions from the current Landmarks Preservation Advisory Board, and would confer additional authority to make recommendations directly to the Board of Supervisors, bypassing the Planning Commission, on the designation of landmark buildings, historic districts, and significant buildings. The proposed measure would provide that certain certificates of appropriateness that cannot currently be appealed could be appealed to the Board of Supervisors, which will require the Board of Supervisors to establish some new procedures.

The seven members of the Historic Preservation Commission would be appointed by the Mayor subject to confirmation by the Board of Supervisors. Six members would be required to have professional backgrounds in planning, architecture, historical conservation and related fields. The existing Landmarks Preservation Advisory Board is currently staffed with two full time employees. The amendment specifies that the budget and employees for the Historic Preservation Commission would remain under the City Planning Department.

How "J" Got on the Ballot

On July 29, 2008 the Board of Supervisors voted 11 to 0 to place Proposition J on the ballot.

The Supervisors voted as follows:

Yes: Supervisors Alioto-Pier, Ammiano, Chu, Daly, Dufty, Elsbernd, Maxwell, McGoldrick, Mirkarimi, Peskin and Sandoval.

THIS MEASURE REQUIRES 50%+1 AFFIRMATIVE VOTES TO PASS.

ARGUMENTS FOR AND AGAINST THIS MEASURE IMMEDIATELY FOLLOW THIS PAGE. THE FULL TEXT BEGINS ON PAGE 249.

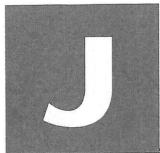
SOME OF THE WORDS USED IN THE BALLOT DIGEST ARE EXPLAINED ON PAGE 61.



The Lineup (1954-1960, renamed *San Francisco Beat* in reruns), and *Ironside* (1967-1975, starring Raymond Burr). After years of debate, it was demolished beginning in late 1967. The building was so solidly constructed that it took six months to bring it down.

The **redevelopment of the Western Addition** was taking place during this time period, destroying thousands of Victorian buildings and displacing tens of thousands of families.

Also occurring during this time period was the **Freeway Revolt**, led by San Franciscans concerned about the isolation of the City from its waterfront and the destruction of neighborhoods.



Creating a Historic Preservation Commission

PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION J

HELP PRESERVE OUR WORLD-CLASS CITY. VOTE YES ON J

As one of the world's most-beloved historic cities, it's time for San Franciscans to adopt world-class best practices that have protected the history and vitality of other great American cities. — that's why we need Proposition J.

ADOPTS BEST PRACTICES FROM AROUND THE COUNTRY

San Francisco's preservation apparatus is more than forty years old, and needs serious reform. The body currently charged with preserving historic buildings has no final decision-making authority.

Proposition J adopts best practices and national standards of historic cities around the country — including New York, Boston, Chicago, and Philadelphia — that have independent preservation commissions with jurisdiction over historic buildings and neighborhoods.

STREAMLINES PERMITTING AND IMPROVES EFFICIENCY

Proposition J streamlines the review of applications for changes to historic resources and helps prevent the demolition of the landmark buildings and neighborhood character that make San Francisco unique.

Proposition J was drafted collaboratively with the City's Planning Department, Mayor's Office, Landmarks Board, and the California Office of Historic Preservation. The result is a good government measure that provides clear guidance to homeowners, architects, and builders, and gives city staff the best tools available to make sound decisions about our historic buildings and neighborhoods.

PROMOTES ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

Improving San Francisco's preservation efforts will also help the City meet its environmental goals. Supporting the preservation of existing historic structures conserves resources and prevents demolition debris from ending up in California landfills. Construction and demolition waste can comprise up to thirty percent of landfill content.

IT'S TIME FOR PROPOSITION J

It's time we bring San Francisco in line with other great cities by reforming the permitting process for historic buildings and giving an independent commission a voice on preservation issues.

*San Francisco Architectural Heritage
National Trust for Historic Preservation
San Francisco Democratic Party
San Francisco Tomorrow*

REBUTTAL TO PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION J

NO REBUTTAL TO PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION J WAS SUBMITTED

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Creating a Historic Preservation Commission

J

1. OPPONENT'S ARGUMENT AGAINST PROPOSITION J

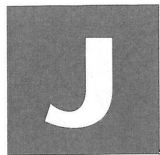
NO OPPONENT'S ARGUMENT AGAINST PROPOSITION J WAS SUBMITTED

2. REBUTTAL TO OPPONENT'S ARGUMENT AGAINST PROPOSITION J

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Creating a Historic Preservation Commission

PAID ARGUMENTS IN FAVOR OF PROPOSITION J

Proposition J will bring San Francisco's historic preservation efforts into 21st- century best practices, and in line with other major cities with effective preservation commissions, including Portland, Seattle, Chicago and New York. The current Landmarks Preservation Advisory Board was created forty years ago. It's time to enable San Francisco to effectively administer the preservation process. Unanimously approved by the Board of Supervisors, Proposition J creates a Historic Preservation Commission that will enhance San Francisco's capacity to handle more projects as new landmarks and districts are designated. It will address inefficiencies and confusion that currently exist by:

- Allowing minor projects that meet nationally recognized preservation standards to avoid time consuming, costly delays and to be approved administratively by the Planning staff with preservation expertise.
- Adopting nationally recognized preservation standards and a review process to provide greater consistency and predictability for property owners and the public.
- Streamlining the cumbersome existing review process that has frustrated most all San Franciscans. The Commission will replace the current advisory Landmarks Board. Proposition J reserves jurisdiction over complex projects to the City Planning Commission, San Francisco's land-use policy experts. In all other cases, the Commission will make decisions appealable only to the Board of Supervisors or the Board of Appeals, providing clarity and consistency in the City's entitlement process.
- The seven-member Historic Preservation Commission (with members from architecture, preservation, architectural history, engineering, real estate, and other professions) will have authority to apply national standards to designated landmarks, and historic and conservation districts.
- This diverse body will provide perspective on development, architecture, and preservation, and will be a commission that is invested in responsible growth of our City yet mindful of its famed cultural and historical identity.
- **Vote YES on Proposition J!**

San Francisco Architectural Heritage

The true source of funds for the printing fee of this argument is San Francisco Architectural Heritage.

Neighborhoods are struggling now more than ever to protect the historic fabric of their communities from demolition and inappropriate development.

Logic, zoning laws, design guidelines and neighborhood character are ranked last in a series of decisions by City Hall which all too often succumb to the siren call of developers and lawyers. The result? Out of scale, incompatible development that tarnishes the City's historic fabric.

Our current *advisory* Landmarks Board has no power to enforce its recommendations for historic preservation or retention of neighborhood character.

Proposition J will replace this outdated model with an independent, qualified commission -- the Historic Preservation Commission -- with the power to make enforceable planning and preservation decisions.

It's time for San Francisco to join other great American cities in empowering historic preservation.

JOIN US AND VOTE YES ON PROPOSITION J!

San Francisco Tomorrow

Sunset Parkside Education and Action Committee (SPEAK)

Telegraph Hill Dwellers

Mission Dolores Neighborhood Association

The true sources of funds for the printing fee of this argument are San Francisco Tomorrow, the Sunset Parkside Education and Action Committee (SPEAK), the Telegraph Hill Dwellers and the Mission Dolores Neighborhood Association.

VOTE YES on PROPOSITION J

Bring San Francisco's preservation process into the 21st century. Assure the highest quality preservation deliberations and decision-making while **streamlining** the development and approvals process for the applicants. Proposition J results in the best process for all concerned... project applicants, building occupants, preservationists and the City as a whole.

San Franciscans for Preservation Planning says VOTE YES on PROPOSITION J

Bruce Bonacker, Steering Committee Chair, San Franciscans for Preservation Planning

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Creating a Historic Preservation Commission



PAID ARGUMENTS IN FAVOR OF PROPOSITION J

The true source of funds for the printing fee of this argument is San Franciscans for Preservation Planning.

The three largest contributors to the true source recipient committee are: 1. Dennis Antenore, 2. Bruce Bonacker, 3. Gertrude B. Platt.

VOTE YES ON PROPOSITION J!

PROPOSITION J is justifiable and straightforward.

Prop J crafts an improved Landmarks Board – a Historic Preservation Commission – for San Francisco today. Prop J is a good government measure, streamlining and enhancing economic development and historic preservation choices for San Francisco.

Let's dispel the myths surrounding historic preservation in San Francisco. Virtually every major American city has an independent preservation commission, and *finally*, after years of incongruent and ineffective legislation, *it is our time*.

As past and current presidents of the Landmarks Preservation Advisory Board, we understand the need to balance and respect the rights of property owners, the increased property values resulting from good preservation policies, the value in revitalizing our historic neighborhoods and commercial districts, the necessity of protecting existing housing, and the inherent value of our ethnically and economically varied populations.

Proposition J will help future Commissions manage change, not prevent change. It allows San Francisco to retain the best of our shared heritage, preserve sites of unique quality and beauty, reawaken neglected neighborhoods, spur economic revitalization and create better communities.

San Francisco's distinctive history must be preserved in a rapidly changing urban landscape. ***Preservation tools and economic incentives exist – let's put them to use, so that San Francisco's tourist industry and uniqueness can continue to prosper and flourish for future generations.***

As appointees of Mayors Shelley, Alioto, Feinstein, Agnos, Jordan, Brown and Newsom, and Presidents of the Landmarks Board since 1973, we took an oath to protect, preserve and enhance San Francisco's historic architecture and resources. Now, we as voters must do the same.

JOIN US AND VOTE YES ON PROPOSITION J!

Gee Gee Platt
Alice Carey
Hisashi Sugaya
Denise M. LaPointe
Daniel F. Reidy
M. Bridget Maley

The true sources of funds for the printing fee of this argument are Gertrude Bland Platt (Gee Gee), Denise M. LaPointe, Alice Ross Carey, Hisashi B. Sugaya, Daniel F. Reidy and M. Bridget Maley.

San Franciscans love their City for many reasons including its many historic or architecturally exceptional buildings and neighborhoods. San Franciscans have long sought to preserve buildings and districts that make their city unique. The current Landmarks Preservation Advisory Board was created in 1967. Though revised, the law has not adequately kept up with advances in environmental law such as the California Environmental Quality Act and with increasing public concern about the quality of life. Proposition J addresses these matters by updating the Planning Code regarding oversight for reuse of San Francisco's historic resources.

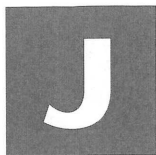
Proposition J creates a rational, fair, and predictable process for reviewing changes to San Francisco's historic buildings. Proposition J shifts the respective responsibilities of the Planning Commission and the new Historic Preservation Commission (HPC) toward the HPC as the importance of the historic resource increases. The Planning Commission will still review projects with multiple entitlements that involve buildings of lesser historic merit. HPC decisions will be subject to appeal. Proposition J expedites the approval process by specifying that issues concerning Landmarks or other highly rated buildings will no longer require a second review by the Planning Commission. Proposition J ensures that HPC members will have a professional understanding of the field and make informed determinations. Homeowners and project sponsors will come to the HPC for advice knowing they are talking to the body that can give definitive guidance regarding appropriate changes or reuse.

The quality, variety, and number of our historic buildings make San Francisco a place like no other in the world. These buildings attract people to come here as tourists and to stay here as residents.

VOTE YES ON PROPOSITION J to modernize San Francisco's planning for its irreplaceable historic fabric.

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Creating a Historic Preservation Commission

PAID ARGUMENTS IN FAVOR OF PROPOSITION J

*Alan Martínez, Architect**

*Robert Cherny, History Professor**

*Karl Hasz, Design and Development**

Current Members of the Landmarks Preservation Advisory Board

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true sources of funds for the printing fee of this argument are Alan Martínez, Robert Cherny and Karl Hasz.

YES on J helps maintain a healthy balance in preserving San Francisco's historic and cultural resources, which enchant 16 million visitors who spend \$8 billion annually. As historical character fades, many cities and nations have created Historic Preservation Commissions—for example, the 2,000 such commissions in the United States, the French National Historic Landmark Commission, UNESCO and its advocacy for vulnerable world heritage sites.

YES on J enables a professional overview that facilitates projects, and enhances San Francisco's unique identity for future generations.

Linda Jo Fitz

Wilma Pang

*Howard Wong, AIA**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source of funds for the printing fee of this argument is Howard Wong.

As residents in Dogpatch Historic District, and as active members of Dogpatch Neighborhood Association, we support passage of Charter Amendment J. It will elevate historic preservation to a higher level than the "advisory" status of the current Landmarks Board, it will establish a minimum level of professionalism on the new Historic Preservation Commission, and it will signify that San Franciscans recognize the importance of historic preservation as an integral part of city planning and development.

*Susan Eslick, President, Dogpatch Neighborhood Association**

Anna Budinger,

L. Joseph Boss,

Janet Carpinelli,

Roger Donaldson,

Jared Doumani,

Steve Griffith,

Marc Infield,

Frank Kingman,

David Siegel,

Mark Walther

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The true sources of funds for the printing fee of this argument are Susan Eslick, Anna Budinger, L. Joseph Boss, Janet Carpinelli, Roger Donaldson, Jared Doumani, Steve Griffith, Marc Infield, Frank Kingman, David Siegel and Mark Walther.

San Francisco Beautiful urges you to support Proposition J.

This Amendment makes modest improvements to San Francisco's long outdated 40 year-old ordinance dealing with landmark buildings and historic districts, moving us closer to basic good practices employed by many other American cities. These changes will bring greater professionalism, lessen inappropriate political influence and reduce duplicative and unnecessary reviews. This proposal creates no new regulations over historic buildings but reallocates authority between already existing bodies for a more effective and efficient process.

San Francisco's rich historical architecture is a unique and important aspect of our city. It is not only a critical aspect of the quality of life of those who live here but through the tourism it engenders, a key to our resilient local economy.

San Francisco Beautiful

The true source of funds for the printing fee of this argument is San Francisco Beautiful.

San Francisco is one of America's most historic and environmentally aware cities. The city's recent adoption of a groundbreaking green building ordinance has made us national leaders in sustainability.

Meanwhile, our efforts to protect our city's unique historic character are guided by an outmoded historic preservation program more than 40 years old.

Historic preservation is inherently "green," and should be an important part of our efforts to promote sustainable development and combat climate change. Reusing and rehabbing our historic

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Creating a Historic Preservation Commission



PAID ARGUMENTS IN FAVOR OF PROPOSITION J

buildings and neighborhoods instead of demolishing them reduces consumption of scarce resources and assures that our history doesn't end up in a landfill.

Vote Yes on J!

National Trust for Historic Preservation, Western Office San Francisco

The true source of funds for the printing fee of this argument is the National Trust for Historic Preservation, Western Office.

We are committed to the preservation of San Francisco's important historical properties, districts and neighborhoods, especially those that are associated with the more recent LGBT history and culture. We support this proposition because its approval will communicate to city government the high value that voters place

on the protection of San Francisco's irreplaceable historic resources. This proposition promotes the treatment of historic preservation as a legitimate part of the city's development review process and not as a luxury, and is an important small step towards a new land use ethic that calls for the integration of preservation into quality new development.

The true source of funds for the printing of this argument is Friends of 1800 a volunteer preservation advocacy association.

*Mark Paez, Chair
Friends of 1800*

The true source of funds for the printing fee of this argument is the Friends of 1800 discretionary fund.

PAID ARGUMENTS AGAINST PROPOSITION J

Prop J – Just Another Power Grab by the Board of Supervisors

Proposition J would create a new Commission to take over historic preservation decisions from the Planning Department, Planning Commission and Mayor-appointed Landmarks Board. The seven individuals on this Commission, all of whom must be approved by the Supervisors, would have ultimate authority over permits for any building these individuals determine is historically significant.

Do you want the Board of Supervisors making your building permit decisions?

Vote NO on J.

Small Property Owners of San Francisco

The true source of funds for the printing fee of this argument is Small Property Owners of San Francisco.

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