



# NOTICE OF PUBLIC HEARING

Hearing Date: **WEDNESDAY, OCTOBER 16, 2024**  
Time: **Not before 12:30 PM**  
Location: **City Hall, 1 Dr. Carlton B. Goodlett Place  
Room 400**  
Case Type: **Article 10 Landmark Designation  
Ladies' Protection and Relief Society  
(3400 Laguna Street)**  
Hearing Body: **Historic Preservation Commission**

## PROJECT INFORMATION

Project Address: **Ladies' Protection and Relief  
Society (3400 Laguna Street)**  
Cross Streets: **Bay Street and Francisco Street**  
Block / Lot No.: **0471/003**  
Zoning District(s): **RM-1 / 40-X / Family and Senior  
Housing Opportunity SUD**  
Area Plan: **N/A**  
Record No.: **2024-001869DES**

## APPLICANT INFORMATION

Applicant: **Christopher VerPlanck**  
Company: **VerPlanck Historic Preservation  
Consulting**  
Address: **530 Rockdale Drive**  
City, State: **San Francisco, CA 94127**  
Telephone: **(415) 606-0920**  
Email: **chris@verplanckconsulting.com**

## PROJECT DESCRIPTION

Consideration to Recommend to the Board of Supervisors Landmark Designation of the Ladies' Protection and Relief Society (3400 Laguna Street) as an individual Article 10 Landmark pursuant to Section 1004.2 of the Planning Code. The property was initiated for designation by the Historic Preservation Commission (HPC) by Resolution No. 1416 on August 21, 2024. The property was added to the Landmark Designation Work Program on May 15, 2024, following the Commission's consideration of a community-sponsored landmark designation nomination. 3400 Laguna Street, currently a private retirement home known as Heritage on the Marina, was formerly a convalescent and permanent care facility for women operated by the Ladies' Protection and Relief Society from 1925 to 1955. The property is historically significant for association with the Ladies' Protection and Relief Society, San Francisco's second oldest charitable organization and the first established by and for women. The main building, constructed in 1925 by renowned architect Julia Morgan, is also architecturally significant as an excellent, rare, and well-preserved example of an institutional building designed in the Jacobethan Revival style by an architect of merit. The HPC will consider recommendation of the landmark designation to the BOS. If recommended by the HPC, the designation will be considered for adoption by the BOS at a future public hearing.

**For more information, please contact Planning Department staff:**

Planner: Pilar LaValley      Telephone: 628-652-7372      Email: pilar.lavalley@sfgov.org

## General Information About Procedures

### ADDITIONAL INFORMATION

To view related documents for the proposed project, visit <https://sfplanning.org/notices> and search the Project Address listed above. The Department recommendation on the proposed project will also be available one week prior to the hearing through the Commission agenda at: <https://sfplanning.org/hearings-hpc>.

### HEARING INFORMATION

Under Planning Code Section 1004.2, you are receiving this notice because you are a property owner within the proposed landmark designation or are an interested party on record with the Planning Department. For more information regarding the proposed work, or to express concerns about the project, please contact the Applicant/Agent or Planner listed on this notice as soon as possible. Additionally, you may wish to discuss the project with your neighbors and neighborhood association or improvement club, as they may already be aware of the project.

Members of the public are strongly encouraged to submit their comments in written form via email to [commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org) by 5:00 pm the day before the hearing. These comments will be made a part of the official public record and will be brought to the attention of the person or persons conducting the public hearing.

Comments that cannot be delivered by 5:00 pm the day before the hearing may be taken directly to the hearing. Hearing location information can be found by visiting [www.sfplanning.org](http://www.sfplanning.org). Comments received at [commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org) after the deadline will be placed in the project file, but may not be brought to the attention of the Historic Preservation Commission at the public hearing.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

### OTHER APPLICATION INFORMATION

This notice is only for a hearing by the HPC for Recommendation to the Board of Supervisors for Landmark Designation under Article 10 of the Planning Code.

### APPEALS

If the HPC disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days by a protest subscribed by the owners of at least 20 percent of the property proposed to be designated, or by any governmental body or agency, or by an organization with a recognized interest in historical preservation; provided, however, that if the proposal was initiated by the Board of Supervisors, the Clerk of the said Board shall be notified immediately of the disapproval without the necessity for an appeal.

Appeals must be submitted in person at the Clerk of the Board of Supervisors 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102. For further information about the appeal processes, including current fees or the Board of Supervisors at (415) 554-5184.



Date: **9/26/2024**

The attached notice is provided under the Planning Code. It concerns property located at **Ladies' Protection and Relief Society (3400 Laguna Street) - (2024-001869DES)**. A hearing may occur, a right to request review may expire or a development approval may become final by **10/16/2024**.

To obtain information about this notice in Spanish, Chinese, or Filipino, please call **628.652.7550**. Please be advised that the Planning Department will require at least one business day to respond to any call.

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附上的是三藩市城市規劃的法定通告。

此通告是與位於 **Ladies' Protection and Relief Society (3400 Laguna Street) - (2024-001869DES)**

的建築計劃有關。如果在 **10/16/2024** 之前無人申請聽證會來檢討這一個建築計劃，這計劃最終會被核准。

如果你需要用華語獲得關於這通告的細節，請電 **628.652.7550**。

然後，請按 “8” 及留言。城市規劃局將需要至少一個工作天回應。華語資料提供只是城市規劃局的一項服務，此項服務不會提供額外的權利或延伸任何要求檢討的期限。

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El documento adjunto es requerido por el Código de Planeación (Planning Code) y es referente a la propiedad en la siguiente dirección: **Ladies' Protection and Relief Society (3400 Laguna Street) - (2024-001869DES)**. Es posible que ocurra una audiencia pública, que el derecho a solicitar una revisión se venza, o que la aprobación final de proyecto se complete el: **10/16/2024**.

Para obtener más información sobre esta notificación en español, llame al siguiente teléfono **628.652.7550**. Por favor tome en cuenta que le contestaremos su llamada en un periodo de 24 horas.

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Ang nakalakip na paunawa ay ibinibigay alinsunod sa Planning Code. Tinatalakay nito ang propyedad na matatagpuan sa **Ladies' Protection and Relief Society (3400 Laguna Street) - (2024-001869DES)**. Maaring may paglilitis na mangyayari, may mapapasong paghiling ng isang pagrerepaso (review), o ang na-aprobahang pagpapatayo ay malapit nang ipagtibay sa **10/16/2024**.

Para humiling ng impormasyon tungkol sa paunawang ito sa Tagalog, paki tawagan ang **628.652.7550**. Mangyaring tandaan na mangangailangan ang Planning Department ng di-kukulangin sa isang araw ng pangangalakal para makasagot sa anumang tawag.