

BOARD of SUPERVISORS



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## MEMORANDUM

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Date: April 12, 2023

To: Jonas Ionin, Commission Secretary, Historic Preservation Commission  
Rich Hillis, Director, Planning Department

From:  Angela Calvillo, Clerk of the Board, Board of Supervisors

Subject: Initiating Landmark Designation - Chata Gutierrez Mural - 3175-24th Street (File No. 230300)

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On March 21, 2023, the Board of Supervisors adopted Resolution No. 142-23 sponsored by Supervisor Hillary Ronen (File No. 230300, Initiating Landmark Designation - Chata Gutierrez Mural - 3175-24th Street); enacted on March 28, 2023.

A copy of the Resolution is being forwarded to you pursuant to Planning Code, Section 1004.2(b).

If you have any questions or concerns, please contact the Office of the Clerk of the Board at (415) 554-5184, or by email: [board.of.supervisors@sfgov.org](mailto:board.of.supervisors@sfgov.org).

c: Member of the Board of Supervisors; Supervisor Hillary Ronen  
Dan Sider, Chief of Staff, Planning Department  
Corey Teague, Zoning Administrator, Planning Department  
Tina Tam, Zoning Administrator, Planning Department  
Lisa Gibson, Environmental Review Officer, Planning Department  
Devyani Jain, Deputy Environmental Review Officer  
AnMarie Rodgers, Legislative Affairs, Planning Department  
Aaron Starr, Manager of Legislative Affairs, Planning Department  
Joy Navarrete, Major Environmental Analysis, Planning Department  
Elizabeth Watty, Current Planning Division, Planning Department  
Andrea Ruiz-Esquide, Deputy City Attorney

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1 [Initiating Landmark Designation - Chata Gutierrez Mural - 3175-24th Street]

2  
3 **Resolution initiating a landmark designation under Article 10 of the Planning Code of**  
4 **the Chata Gutierrez Mural, located at 3175-24th Street, Assessor's Parcel Block No.**  
5 **6519, Lot No. 041.**

6  
7 WHEREAS, Under Planning Code, Section 1004.1, the Board of Supervisors may by  
8 Resolution initiate a landmark designation; and

9 WHEREAS, "La Rumba No Para: The Chata Gutierrez Mural," (hereinafter referred to  
10 as the Chata Gutierrez Mural), measuring 22' x 28', located on the west wall of an Edwardian  
11 building at 3175 24th street, at the intersection of South Van Ness Ave. and 24th Street,  
12 captures local icon Chata Gutierrez's legacy and the Mission District's rich history of Latin  
13 music and culture; and

14 WHEREAS, Since 2009, local muralist Carlos "Kookie" Gonzalez, sought to create the  
15 Chata Gutierrez Mural, and after a collaboration with Precita Eyes artists and volunteers, the  
16 Chata Gutierrez Mural was completed in 2015; and

17 WHEREAS, The mural depicts the late Chata Gutierrez, the first Latina Disc Jockey for  
18 KPOO 85.5 FM, where she hosted the radio program "Con Clave," the longest-running Latin  
19 music program in the Bay Area, surrounded by Rumba dancers and conga players amongst  
20 Aztec and Pre-Columbian imagery in reference to Chata Gutierrez's Mexican American  
21 heritage; and

22 WHEREAS, Chata Gutierrez was a cultural icon and role model for the Mission District  
23 and San Francisco's Latinx community, as she was born and raised in the Mission District,  
24 and used her popular radio platform to feature Latin music, which was revolutionary on public  
25

1 radio in the 1970s, also used her radio platform to raise awareness of concerning community  
2 issues such as police brutality, education, and unemployment; and

3 WHEREAS, Chata Gutierrez and her “Con Clave” radio show are credited with  
4 introducing generations of San Franciscans to the joy and beauty of salsa and other Latin  
5 music, and received several accolades and recognition during its 40-year run; and

6 WHEREAS, Chata Gutierrez’s legacy and passion also included preservation of San  
7 Francisco’s historic resources, as she was a journeywoman who also worked on the  
8 renovation of San Francisco City Hall after the 1989 earthquake, and cared deeply about  
9 preserving the Mission District’s rich history and love for Latin music and culture; and

10 WHEREAS, Chata Gutierrez passed away after a long battle with liver cancer at the  
11 age of 60, and she continued to DJ her “Con Clave” radio show until a few weeks before her  
12 death, demonstrating her commitment and pride to her work and contributions to San  
13 Francisco’s culture; and

14 WHEREAS, The mural celebrates the history of the San Francisco Latin Music  
15 Movement (1960-1999) by depicting San Francisco musicians of various Latinx nationalities,  
16 representative of San Francisco’s Latinx residents, and the time period that cultural, music, art  
17 institutions and parades were established in the Mission District and the 24th Street corridor  
18 and the period which Latin rock was created; and

19 WHEREAS, The mural also documents the traditions and legacy of the conga players  
20 that frequented the Mission District’s Dolores Park in the 1960s and 1970s, many of whom  
21 went on to establish successful music careers and were pioneers of the Latin rock movement  
22 alongside fellow Mission District legend Carlos Santana; and

23 WHEREAS, The mural features these conga players from left to right: John Santos, a  
24 music historian and Latin Jazz recording artist; Oscar Soltero, a musician and member of the  
25 salsa group “Avance”; Raul Rekow and Karl Perazzo, musicians and members of legendary

1 Latin rock band “Santana”; Annette Aguilar and Richard “Bandido” Segovia, members of Latin  
2 rock band “Bandido”; and

3 WHEREAS, The mural is located on 3175 24th Street, once owned by Virginia Ramos,  
4 who was widely known as “The Tamale Lady” in the Mission District, until Ms. Ramos’ passing  
5 in 2018, and which features Ms. Ramos’ logo, the Virgin Mary surrounded by tamales; and

6 WHEREAS, The mural gains significance and should be considered for landmarking  
7 together with the Carnaval Mural that is directly adjacent to the Chata Gutierrez Mural, as both  
8 of these murals are located on the busy 24th Street and South Van Ness Avenue intersection,  
9 and are recognized as historical and cultural landmarks that celebrate the history of Latin  
10 music and culture in the Mission District; now, therefore, be it

11 RESOLVED, That the Board of Supervisors hereby initiates a landmark designation of  
12 the Chata Gutierrez Mural, Assessor’s Parcel Block No. 6519, Lot No. 041, under Planning  
13 Code, Section 1004.1; and, be it

14 FURTHER RESOLVED, That the Board requests that the Planning Department  
15 prepare a Landmark Designation report to submit to the Historic Preservation Commission for  
16 its consideration of the full historical, architectural, aesthetic and cultural interest and value of  
17 the Chata Gutierrez Mural; and, be it

18 FURTHER RESOLVED, That the Board of Supervisors requests that the Historic  
19 Preservation Commission consider whether the Chata Gutierrez Mural warrants a landmark  
20 designation and submit its recommendation to the Board according to Article 10 of the  
21 Planning Code.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 230300

Date Passed: March 21, 2023

Resolution initiating a landmark designation under Article 10 of the Planning Code of the Chata Gutierrez Mural, located at 3175-24th Street, Assessor's Parcel Block No. 6519, Lot No. 041.

March 21, 2023 Board of Supervisors - ADOPTED

Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 230300

I hereby certify that the foregoing Resolution was ADOPTED on 3/21/2023 by the Board of Supervisors of the City and County of San Francisco.

Handwritten signature of Angela Calvillo
Angela Calvillo
Clerk of the Board

Unsigned

03/28/2023

London N. Breed
Mayor

Date Approved

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without her approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

Handwritten signature of Angela Calvillo
Angela Calvillo
Clerk of the Board

03/28/2023

Date