

1 [Resolution to Initiate the Designation of 2550 Mission Street, the New Mission Theater, as a
2 Landmark]

3 **Resolution initiating the designation of 2550 Mission Street, the New Mission Theater,**
4 **Block 3616, Lot 007, as a landmark pursuant to Section 1004.1 of the Planning Code.**
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6 WHEREAS, 2550 Mission Street, described in this resolution as the New Mission
7 Theater, is a single-screen theater in a mid-block site in the 2500 block of Mission Street
8 between 21st and 22nd Streets, located in San Francisco's Mission District; and,
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10 WHEREAS, the New Mission Theater is significant under National Register Criterion A
11 (Patterns of History) by virtue of its groundbreaking role in the establishment and evolution of
12 the Mission District's Vaudeville and movie house district during the first half of the 20th
13 century; and,

14 WHEREAS, the New Mission Theater is significant under National Register Criterion C
15 (Design/Construction) as an excellent example of an early 20th century movie palace with a
16 façade and auditorium representing two distinct eras and the work of two of San Francisco's
17 most significant architectural firms: the Reid Brothers and Miller & Pflueger, Architects; and,

18 WHEREAS, The New Mission Theater has a special character and special historical,
19 architectural and aesthetic interest and value; now, therefore, be it

20 RESOLVED, That the San Francisco Board of Supervisors does hereby initiate the
21 designation of the New Mission Theater, 2550 Mission Street, Block 3616, Lot 007 as a
22 landmark, and so directs the Landmarks Preservation Advisory Board to place the property in
23 consideration as a landmark pursuant to Article 10 of the Planning Code and other
24 appropriate provisions of law.
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