

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

---

---


## MEMORANDUM

---

---

Date: September 1, 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 - Grand Theater - 2665 Mission Street  
(File No. 230845)

---

On July 25, 2023, the Board of Supervisors adopted Resolution No. 405-23 sponsored by Supervisor Hillary Ronen (File No. 230845, Initiating Landmark Designation - Grand Theater - 2665 Mission Street); enacted on July 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  
Aaron Starr, Manager of Legislative Affairs, Planning Department  
Josh Switzky, Acting Director of Citywide Planning, Planning Department  
Joy Navarrete, Major Environmental Analysis, Planning Department  
Debra Dwyer, Principal Environmental Planner, Planning Department  
Elizabeth Watty, Current Planning Division, Planning Department  
Richard Sucre, Deputy Director Historic Preservation, Planning Department  
Andrea Ruiz-Esquide, Deputy City Attorney

ll:ak:ams

1 [Initiating Landmark Designation - Grand Theater - 2665 Mission Street]

2  
3 **Resolution initiating a landmark designation under Article 10 of the Planning Code of**  
4 **the Grand Theater, located at 2665 Mission Street, Assessor's Parcel Block No. 3637,**  
5 **Lot No. 023.**

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

9 WHEREAS, The Grand Theater, located at 2665 Mission Street, opened on March 23,  
10 1940, and operated as a single-screen movie theater in the Mission District until  
11 approximately 1988; and

12 WHEREAS, The Grand Theater is included in the San Francisco Neighborhood Movie  
13 Theater Historic District Context Statement, a discontiguous district consisting of 23 total  
14 properties, consisting of historic San Francisco neighborhood movie theaters that exhibited  
15 numerous designs and architectural styles applied over the period of significance, 1906-1945;  
16 and

17 WHEREAS, The Grand Theater was the last San Francisco theater to open before  
18 World War II; and

19 WHEREAS, For decades, the Grand Theater appealed to working-class families of the  
20 Mission District by offering bargain priced tickets and third-run films; and

21 WHEREAS, Since 2014, the Grand Theater has been home to Gray Area, a digital arts  
22 non-profit organization, that has renovated the interior space to host community events, art  
23 exhibits, and other civic engagement events; and

1           WHEREAS, The Grand Theater has maintained its Streamline Moderne sign façade  
2 from 1940, and in 2022, Gray Area raised over \$50,000 from crowdfunding to re-ignite the  
3 neon sign for the first time in decades; and

4           WHEREAS, The Grand Theater is located within the Calle 24 Latino Cultural District  
5 and is a celebrated community asset; and

6           WHEREAS, The Grand Theater is one of the few large buildings in San Francisco  
7 designed in the Streamline Moderne style; now, therefore, be it

8           RESOLVED, That the Board of Supervisors hereby initiates landmark designation of  
9 the Grand Theater, Assessor's Parcel Block No. 3637, Lot No. 023, under Planning Code,  
10 Section 1004.1; and, be it

11           FURTHER RESOLVED, That the Board requests that the Planning Department  
12 prepare a Landmark Designation Report to submit to the Historic Preservation Commission  
13 for its consideration of the full historical, architectural, aesthetic and cultural interest and value  
14 of the Grand Theater; and, be it

15           FURTHER RESOLVED, That the Board of Supervisors requests that the Historic  
16 Preservation Commission consider whether the Grand Theater warrants landmark designation  
17 and submit its recommendation to the Board according to Article 10 of the 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: 230845

Date Passed: July 25, 2023

Resolution initiating a landmark designation under Article 10 of the Planning Code of the Grand Theater, located at 2665 Mission Street, Assessor's Parcel Block No. 3637, Lot No. 023.

July 25, 2023 Board of Supervisors - ADOPTED

Ayes: 10 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai and Stefani
Absent: 1 - Walton

File No. 230845

I hereby certify that the foregoing Resolution was ADOPTED on 7/25/2023 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

07/28/2023

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

07/28/2023

Date