

File No. 220287 Committee Item No. 1
Board Item No. 22

COMMITTEE/BOARD OF SUPERVISORS
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Committee: Land Use and Transportation Committee Date May 9, 2022

Board of Supervisors Meeting Date May 17, 2022

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Completed by: Erica Major Date May 5, 2022

Completed by: Erica Major Date May 9, 2022

1 [Planning Code - Landmark Designation - 2868 Mission Street (“Mission Cultural Center for
 Latino Arts”)]

2

3 **Ordinance amending the Planning Code to designate 2868 Mission Street (“Mission**
 4 **Cultural Center for Latino Arts”), Assessor’s Parcel Block No. 6516, Lot No. 007, as a**
 5 **Landmark under Article 10 of the Planning Code; affirming the Planning Department’s**
 6 **determination under the California Environmental Quality Act; and making public**
 7 **necessity, convenience, and welfare findings under Planning Code, Section 302, and**
 8 **findings of consistency with the General Plan, and the eight priority policies of**
 9 **Planning Code, Section 101.1.**

10 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
 11 **Additions to Codes** are in *single-underline italics Times New Roman font*.
 12 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
 13 **Board amendment additions** are in double-underlined Arial font.
 14 **Board amendment deletions** are in ~~strikethrough Arial font~~.
 15 **Asterisks (* * * *)** indicate the omission of unchanged Code
 16 subsections or parts of tables.

14

15 Be it ordained by the People of the City and County of San Francisco:

16

17 Section 1. Findings.

18

(a) CEQA and Land Use Findings.

19

(1) The Planning Department has determined that the Planning Code
 20 amendment proposed in this ordinance is subject to a Categorical Exemption from the
 21 California Environmental Quality Act (California Public Resources Code Sections 21000 et
 22 seq., "CEQA") pursuant to Section 15308 of the CEQA Guidelines (California Code of
 23 Regulations, Title 14, Sections 15000 et seq.), as an action taken by a regulatory agency for
 24 the protection of the environment (in this case, landmark designation). Said determination is

25

1 on file with the Clerk of the Board of Supervisors in File No. 220287 and is incorporated herein
2 by reference. The Board of Supervisors affirms this determination.

3 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
4 the proposed landmark designation of 2868 Mission Street, Assessor's Block No. 6516, Lot
5 No. 007 ("Mission Cultural Center for Latino Arts"), will serve the public necessity,
6 convenience, and welfare for the reasons set forth in Historic Preservation Commission
7 Resolution No. 1228, recommending approval of the proposed designation, which is
8 incorporated herein by reference.

9 (3) The Board of Supervisors finds that the proposed landmark designation of
10 2868 Mission Street is consistent with the General Plan and with Planning Code Section
11 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No. 1228.

12 (b) General Findings.

13 (1) Pursuant to Charter Section 4.135, the Historic Preservation Commission
14 has authority "to recommend approval, disapproval, or modification of landmark designations
15 and historic district designations under the Planning Code to the Board of Supervisors."

16 (2) The Landmark Designation Fact Sheet was prepared by Planning
17 Department Preservation staff. All preparers meet the Secretary of the Interior's Professional
18 Qualification Standards for historic preservation program staff, as set forth in Code of Federal
19 Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and
20 conformance with the purposes and standards of Article 10 of the Planning Code.

21 (3) The Historic Preservation Commission, at its regular meeting of February
22 16, 2022, reviewed Planning Department staff's analysis of the historical significance of 2868
23 Mission Street pursuant to Article 10 as part of the Landmark Designation Fact Sheet dated
24 May 6, 2020.

1 (4) On January 20, 2021, after holding a public hearing on the proposed
2 initiation, the Historic Preservation Commission initiated of the proposed landmark designation
3 of 2868 Mission Street by Resolution No. 1166. Said resolution is on file with the Clerk of the
4 Board in File No. 220287.

5 (5) On February 16, 2022, after holding a public hearing on the proposed
6 designation and having considered the specialized analyses prepared by Planning
7 Department staff and the Landmark Designation Fact Sheet, the Historic Preservation
8 Commission recommended designation of 2868 Mission Street as a landmark under Article 10
9 of the Planning Code by Resolution No. 1228. Said resolution is on file with the Clerk of the
10 Board in File No. 220287.

11 (6) The Board of Supervisors hereby finds that 2868 Mission Street has a
12 special character and special historical, architectural, and aesthetic interest and value, and
13 that its designation as a Landmark will further the purposes of and conform to the standards
14 set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by
15 reference the findings of the Landmark Designation Fact Sheet.

16
17 Section 2. Designation.

18 Pursuant to Section 1004 of the Planning Code, 2868 Mission Street (“Mission Cultural
19 Center for Latino Arts”), Assessor’s Block No. 6516 Lot No. 007, is hereby designated as a
20 San Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of
21 the Planning Code is hereby amended to include this property.

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1 Section 3. Required Data.

2 (a) The description, location, and boundary of the Landmark site consists of the City
3 building located at 2868 Mission Street (“Mission Cultural Center for Latino Arts”), on
4 Assessor’s Block No. 6516, Lot No. 007, in San Francisco’s Mission District.

5 (b) The characteristics of the Landmark that justify its designation are described and
6 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
7 Planning Department Record Case No. 2020-009614DES. In brief, 2868 Mission Street is
8 eligible for local designation as it is associated with events that have made a significant
9 contribution to the broad patterns of San Francisco history. Specifically, designation of 2868
10 Mission Street is proper given its association with Latinx history and culture in San Francisco,
11 as the foremost art and cultural center for the Latinx community in San Francisco. The
12 Mission Cultural Center for Latino Arts is significant for its association with the social and
13 ethnic history of the Mission District as a predominately Latinx enclave, along with the
14 development of Latinx arts in San Francisco in association with California’s Latinx cultural
15 center movement of the 1970s.

16 (c) The particular features that shall be preserved, or replaced in-kind as determined
17 necessary, are those generally shown in photographs and described in the Landmark
18 Designation Fact Sheet, which can be found in Planning Department Record Case No. 2020-
19 009614DES, and which are incorporated in this designation by reference as though fully set
20 forth. Specifically, the following exterior features shall be preserved or replaced in kind:

21 (1) All exterior elevations, form, massing, structure, rooflines, architectural
22 ornament, and materials of 2868 Mission Street identified as:

23 (A) The reinforced concrete shell of the building;

1 (B) The mural on the upper façade on Mission Street “Spirit of the Arts”;
2 but not including the portion of the mural on the north side of the building located above the
3 adjacent building.

4 (C) A transparent storefront;

5 (2) The volume and spatial relationships of three major interior spaces, being
6 the Theater (first floor), the Gallery (second floor), and Studio “D” together with Mission
7 Gráfica Printmaking Studio (third floor and partial mezzanine).

8
9 Section 4. Standards of Review for Applications.

10 The following scopes of work shall not require a Certificate of Appropriateness:

11 (a) Non-structural interior alterations and maintenance within non-character-defining
12 interior spaces, nor for changes to mechanical systems or interior finishes of character-
13 defining interior spaces described in Section 3(c)(2);

14 (b) Seismic work and storefront replacement within the existing concrete opening at
15 Mission Street, provided the proposed work is consistent with Architectural Design Guide for
16 Exterior Treatments of Unreinforced Masonry Buildings during Seismic Retrofit adopted by the
17 Planning Commission in November, 1991; and Planning Code Section 145.1

18
19 Section 5. Effective Date.

20 This ordinance shall become effective 30 days after enactment. Enactment occurs
21 when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not
22 sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the
23 Mayor’s veto of the ordinance.

24
25 APPROVED AS TO FORM:

1 DAVID CHIU, City Attorney

2 By: /s/ Andrea Ruiz-Esquide
3 ANDREA RUIZ-ESQUIDE
4 Deputy City Attorney

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LEGISLATIVE DIGEST

[Planning Code - Landmark Designation - 2868 Mission Street (“Mission Cultural Center for Latino Arts”)]

Ordinance amending the Planning Code to designate 2868 Mission Street (“Mission Cultural Center for Latino Arts”), Assessor’s Parcel Block No. 6516, Lot No. 007, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department’s determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural or aesthetic interest or value as a City landmark. Unless prohibited by state law, once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission. (Planning Code § 1006; Charter of the City and County of San Francisco, § 4.135.) Thus, landmark designation generally affords a high degree of protection to historic and architectural structures of merit in the City. There are currently approximately 295 individual landmarks in the City under Article 10, in addition to structures and districts in the downtown area that are protected under Article 11. (See App. A to Article 10.)

Amendments to Current Law

This ordinance amends the Planning Code to add a new historic landmark to the list of individual landmarks under Article 10: 2868 Mission Street (“Mission Cultural Center for Latino Arts”), Assessor’s Block No. 6516 Lot No. 007.

The ordinance finds that the Mission Cultural Center for Latino Arts is eligible for designation as it is associated with events that have made a significant contribution to the broad patterns of San Francisco history (National Register Criterion A). Specifically, designation of the Mission Cultural Center for Latino Arts is proper given its association with Latinx history and culture in San Francisco, as the foremost art and cultural center for the Latinx community in San Francisco. The Mission Cultural Center for Latino Arts is significant for its association with the social and ethnic history of the Mission District as a predominately Latinx enclave, along with the development of Latinx arts in San Francisco in association with California’s Latinx cultural center movement of the 1970s.

FILE NO. 220287

As required by Section 1004, the ordinance lists the particular features that shall be preserved, or replaced in-kind as determined necessary.

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March 15, 2022

Ms. Angela Calvillo, Clerk of the Board of Supervisors
Honorable Supervisor Ronen
Board of Supervisors
City and County of San Francisco
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: **Transmittal of Planning Department Case Number 2020-009614DES**
2868 MISSION ST/ MISSION CULTURAL CENTER FOR LATINO ARTS Landmark Designation
BOS File No. TBD

Dear Ms. Calvillo and Supervisor Ronen,

On February 16, 2022, the San Francisco Historic Preservation Commission (hereinafter “HPC”) conducted a duly noticed public hearing at a regularly scheduled meeting to consider the Planning Department’s ordinance to landmark the Mission Cultural Center for Latino Arts building at 2868 Mission Street. At the hearing, the HPC voted to approve a resolution to recommend landmark designation pursuant to Article 10 of the Planning Code.

The proposed amendments have been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2).

Supervisor, if you would like to take up sponsorship of this ordinance please contact the Clerk of the Board at your earliest convenience.

Please find attached documents related to the HPC’s action. Also attached is an electronic copy of the proposed ordinance, drafted by Deputy City Attorney Andrea Ruiz-Eskude. If you have any questions or require further information, please do not hesitate to contact me.

Sincerely,

Aaron D. Starr
Manager of Legislative Affairs

Cc: Vicki Wong, City Attorney's Office
Jen Low, Legislative Aide (Supervisor Melgar)
Erica Major, Office of the Clerk of the Board
Anna Herrera, Legislative Aide (Supervisor Ronen)
Maggie Smith, Planning Department, Acting P-IV Landmarks
Bos.legislation@sfgov.org
Board.of.Supervisors@sfgov.org

Attachments:

Draft Article 10 Landmark Designation Ordinance
Legislative Digest
Historic Preservation Commission Resolution No. 1166 (Initiation) Historic
Preservation Commission Resolution No. 1228 (Recommendation)
Planning Department Executive Summary
Article 10 Landmark Designation Fact Sheet



LANDMARK RESOLUTION INITIATION RESOLUTION NO. 1166

HEARING DATE: JANUARY 20, 2021

Project Address: 2868 Mission Street (Mission Cultural Center)
Zoning: NCT MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT
45-X, 80-B Height and Bulk District
Block/Lot: 6516/007
Project Sponsor: Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
Property Owner: City and County of San Francisco - SF Arts Commission
25 Van Ness Avenue, Suite 400
San Francisco, CA 94102
Staff Contact: moses corrette 628-652-7356
moses.corrette@sfgov.org

RESOLUTION TO INITIATE DESIGNATION OF 2868 MISSION STREET (AKA MISSION CULTURAL CENTER), ASSESSOR'S PARCEL BLOCK NO. 6516, LOT NO. 007, AS A LANDMARK PURSUANT TO ARTICLE 10 OF THE PLANNING CODE.

Preamble

WHEREAS, the Historic Preservation Commission, at its regularly scheduled meeting of August 17, 2016, added 2868 Mission Street (aka Mission Cultural Center), Assessor's Parcel Block No. 6516, Lot No. 007, to the Landmark Designation Work Program.

WHEREAS, Department Staff Moses Corrette and Marcelle Boudreaux, who meet the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Executive Summary for 2868 Mission Street and reviewed the draft 2868 Mission Street National Register nomination, prepared by consultants Jonathan Lammers and Desiree Aranda on behalf of SF Heritage, for accuracy and conformance with the purposes and standards of Article 10.

WHEREAS, the Historic Preservation Commission, at its regular meeting of January 20, 2021, reviewed Department staff's analysis of 2868 Mission Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated December 16, 2020.

WHEREAS, the Historic Preservation Commission finds that 2868 Mission Street nomination is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby initiates designation of 2868 Mission Street (aka Mission Cultural Center), Assessor's Parcel Block No. 6516, Lot No. 007, as a Landmark pursuant to Article 10 of the Planning Code.

I hereby certify that the Historic Preservation Commission **ADOPTED** the foregoing Resolution on January 20, 2021.



Jonas P. Ionin
Commission Secretary

AYES: Black, Foley, Johns, Pearlman, So, Matsuda, Hyland

NAYS: None

ABSENT: None

ADOPTED: January 20, 2021



LANDMARK DESIGNATION RECOMMENDATION EXECUTIVE SUMMARY

HEARING DATE: FEBRUARY 16, 2022

Record No.: 2020-009614DES
Project Address: 2868 Mission Street (Mission Cultural Center for Latino Arts)
Zoning: NCT MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT
45-X,80-B Height and Bulk District
Block/Lot: 6516/007
Project Sponsor: San Francisco Planning Department
49 South Van Ness Ave., Suite 1400
San Francisco, CA 94103
Property Owner: City and County of San Francisco
San Francisco, CA 94103
Staff Contact: Moses Corrette 628-652-7356
moses.corrette@sfgov.org

Recommendation: Recommend Landmark Designation to the Board of Supervisors

Property Description

On January 20, 2021, the Historic Preservation Commission (HPC) adopted Resolution No. 1166 to initiate landmark designation of 2868 Mission Street, known historically as the Mission Cultural Center for Latino Arts, MCCLA (“subject property”), pursuant to Article 10 of the Planning Code. Under Article 10, initiation and recommendation are two distinct steps of the landmark designation process which require separate hearings and resolutions.

The item before the HPC is consideration of a Resolution to Recommend Article 10 landmark designation of the subject property to the Board of Supervisors under Article 10 of the Planning Code, Section 1004.1.

Issues and Other Considerations

The MCCLA at 2868 Mission Street, owned by the City and County of San Francisco, has funding and is presently in the planning stages of construction work. The scope of work for repairs to the building managed by Public Works include structural improvements, replacement of all exterior steel windows, storefront and doors, complete ADA

barrier removal, replacement of interior finishes, doors and casework, and painting the exterior concrete walls, other than murals.

The first and largest scope of anticipated work is at the Mission Street storefront. While not yet designed, the present cross-bracing would be replaced with a stronger structural system likely involving a “grade beam” which will act as a rigid steel rectangle, partly below the floor and surrounding the storefront opening. This, and other seismic work to the building will not be subject to a Certificate of Appropriateness provided that proposed work is consistent with the Architectural Design Guide for Exterior Treatments of Unreinforced Masonry Buildings during Seismic Retrofit. These guidelines were developed by the AIA San Francisco Chapter and adopted for use by the Planning Commission in 1991.¹ The second standard for review is Planning Code Section 145.1 which, in part, requires storefront transparency and active uses. The designating ordinance considers this pending work and proposes to exempt it from requiring a Certificate of Appropriateness.

The second-most major anticipated project is a rehabilitation of the interior spaces. For example, in the ground floor Theater, the interior as present limits the relationship between audience and performance. The present tiered floor would be replaced with a more flexible arrangement that will also improve accessibility for the audience.

As the basis for significance of the MCCLA is rooted in associations, the building at 2868 Mission Street, while having been the shell significant events and cultural activities occurred within, the building itself as the container is the primary character-defining feature. Individual elements of interior finishes are therefore not identified for protection. Further, rehabilitation of these features and spaces will not be subject to a Certificate of Appropriateness so that the MCCLA can maintain its basis for significance – as a significant living cultural center and home for Latinx community activities.

Environmental Review Status

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

Basis for Recommendation

The Department recommends that the Historic Preservation Commission recommend to the Board of Supervisors landmark designation of the Mission Cultural Center for Latino Arts as it is individually eligible for listing in the National Register under Criterion A at the local level of significance in the areas of Social History, Art, Performing Arts, and Ethnic Heritage: Hispanic for its association with the social and ethnic history of the Mission District as a predominately Latinx enclave, along with the development of Latinx arts in San Francisco in association with California’s Latinx cultural center movement of the 1970s.

¹ The document can be found on the Planning Department’s website here:
<http://sfplanninggis.org/docs/DesignGuidelines/Design%20Guidelines%20Unreinforced%20Masonry%20Buildings.pdf>

ATTACHMENTS

- Draft Resolution Recommending Landmark Designation
- Exhibit A – Resolution No. 1166 Initiating Landmark Designation
- Exhibit B – Draft Landmark Designation Ordinance
- Exhibit C – Executive Summary Initiating Landmark Designation
- Exhibit D – Landmark Designation Fact Sheet
- Exhibit E – Maps and Context Images



LANDMARK RESOLUTION RECOMMENDATION RESOLUTION NO. 1228

HEARING DATE: FEBRUARY 16, 2022

Record No.: 2020-009614DES

Project Address: 2868 Mission Street (Mission Cultural Center for Latino Arts, MCCLA)

Zoning: NCT MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT
45-X,80-B and 80-B Height and Bulk Districts

Block/Lot: 6516/007

Project Sponsor: Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103

Property Owner: City and County of San Francisco (Arts Commission)
25 Van Ness Avenue, Suite 400
San Francisco, CA 94102

Staff Contact: Moses Corrette 628-652-7356
moses.corrette@sfgov.org

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF 2868 MISSION STREET (AKA MISSION CULTURAL CENTER FOR LATINO ARTS BUILDING), ASSESSOR’S PARCEL BLOCK NO. 6516, LOT NO. 007, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10

1. WHEREAS, at a public hearing on January 20, 2021, the Historic Preservation Commission voted unanimously to adopt Resolution No. 1166 to initiate Landmark Designation of 2868 Mission Street (aka Mission Cultural Center for Latino Arts or MCCLA Building), Assessor’s Parcel Block No. 6516, Lot No. 007; and
2. WHEREAS, Department Staff, who meet the Secretary of Interior’s Professional Qualification Standards, prepared the Landmark Designation Fact Sheet for 2868 Mission Street (aka MCCLA Building), which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of January 20, 2021, reviewed Department staff’s analysis of MCCLA’s historical significance pursuant to Article 10 as part of the Landmark Designation Executive Summary dated December 16, 2020, and recommended Landmark designation through this Resolution; and

4. WHEREAS, the Historic Preservation Commission finds that the nomination of 2868 Mission Street (aka MCCLA Building) as a Landmark is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 2868 Mission Street is eligible for local designation for association with Latinx history and culture in San Francisco, specifically, as Mission Cultural Center, the foremost art and cultural center for Latinos in San Francisco. The MCCLA is significant for its association with the social and ethnic history of the Mission District as a predominately Latino enclave, along with the development of Latino arts in San Francisco in association with California's Latino cultural center movement of the 1970s.; and
6. WHEREAS, the Historic Preservation Commission, on October 7, 2020 by Resolution No. 1143 supported the nomination of 2868 Mission Street, also known as Mission Cultural Center, to the National Register of Historic Places; and
7. WHEREAS, the MCCLA is now listed in the National Register of Historic Places (reference no. 100005987); and
8. WHEREAS, the Historic Preservation Commission finds that 2868 Mission Street (aka MCCLA) meets one of the Historic Preservation Commission's four priority areas for designation: property types associated with under-represented social and/or cultural groups; and
9. WHEREAS, the Historic Preservation Commission finds that designation of 2868 Mission Street (aka MCCLA) advances the objectives outlined in Historic Preservation Commission (HPC) Resolution No. 1127, adopted in 2020, otherwise called *Centering Preservation Planning on Racial and Social Equity*, which states goals for how the Commission and the Planning Department can develop proactive strategies to address structural and institutional racism and center their work and resource allocation on racial and social equity, focused on preservation; and
10. WHEREAS, the Historic Preservation Commission finds that 2868 Mission Street (aka MCCLA) meet the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
11. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Fact Sheet, should be considered for preservation under the proposed landmark designation as they relate to MCCLA's historical significance and retain historical integrity; and
12. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code, Section 101.1 and furthers Priority Policy No. 7, which states that landmarks and historic buildings be preserved, and will serve the public necessity, convenience, and welfare pursuant to Planning Code, Section 302; and
13. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical), as an action taken by a regulatory agency for the protection of the environment; and,

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of 2868 Mission Street (aka MCCLA), Assessor's Parcel Block No. 6516, Lot No. 007 consistent with the purposes and standards of Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on February 16, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: February 16, 2022



EXHIBIT D

ARTICLE 10 LANDMARK DESIGNATION FACT SHEET

Historic Name:	Mission Cultural Center for Latino Arts / Centro Cultural de la Misión
Address:	2868 Mission Street, San Francisco, CA 94110
Block/ Lot(s):	6516/007
Parcel Area:	9,892 sq ft
Zoning:	NCT - Mission Street Neighborhood Commercial Transit
Year Built:	1947
Architect:	Initial construction: Unknown Loarca, Carlos, Muralist Villamor, Manuel, Muralist Miller-Kusz, Betsie, Muralist Rosekrans & Droder, Inc., Architects (1984-1987 renovations)
Prior Historic Studies/Other Designations:	NR listing 2020
Prior HPC Actions:	Recommended NR nomination to the Keeper

Significance Criteria:	A. Property is associated with events that have made a significant contribution to the broad patterns of our history
Period of Significance:	1977-1987 beginning with the occupancy of the building by the Mission Cultural Center and concluding initial major renovations which established the standardized uses and long-standing spatial relationship
Statement of Significance:	<p>Mission Cultural Center (later Mission Cultural Center for Latino Arts) is located in the Mission District, a large and diverse neighborhood in the east-central portion of San Francisco. The building was constructed in 1947 as a furniture store and converted into the Mission Cultural Center (MCC) in 1977. The building is a predominately two- and three-story, reinforced concrete building with a partial fourth floor. It is L-shaped in plan and has a flat roof with skylights. The primary façade faces Mission Street while the larger rear (west) façade faces Osage Alley. The Mission Street façade features three structural bays. The building’s fenestration is concentrated at the center of the ground floor, crowned with a neon marquee reading “Mission Cultural Center.” This is flanked on either side by the primary entrances. The building is predominately clad with concrete and stucco. The upper portion of the primary and east façades features a large and significant mural depicting Latino cultural themes. Significant interior and exterior alterations were made during a major renovation from 1984 to 1987, during which the MCC operated from temporary quarters several blocks away on Harrison Street. More modest modifications were made to the building in 1992 and 2015. The building is in good condition and retains all aspects of integrity.</p>

<p>Assessment of Integrity:</p>	<p><u>Location:</u> The property retains integrity of location as it has never been moved.</p> <p><u>Design:</u> The property retains sufficient integrity of design. While the storefront that existed during the period of significance has been altered with seismic bracing and a new storefront system, the basic historic configuration of a glazed ground floor with a stucco wall above remains intact. Likewise, the massing of the exterior is almost entirely unchanged. Importantly, the building retains the 1982 <i>Spirit of the Arts</i> mural, which is arguably its most prominent exterior character-defining feature. The interior was altered by life/safety renovations that took place 1984-1987. These renovations did not change the overall interior configuration. The theater remains on the first floor in essentially its original location. Galería Museo remains on the second floor, and classroom and studio spaces remain on the upper floors. The fourth-floor space for Mission Gráfica, a highly significant graphic arts studio, remains largely unaltered. The most prominent interior alteration was bridging the open mezzanine space to expand Galería Museo. The essential layout of the building has been retained.</p> <p><u>Setting:</u> The property retains integrity of setting. The building continues to be located in the midst of a busy and predominately Latino commercial corridor. Nearly all of the buildings located on the 2800 block of Mission Street that were in place at the time the Mission Cultural Center was opened remain extant.</p> <p><u>Materials:</u> The property retains integrity of materials. The exterior of the building retains its concrete and scored stucco materials. Historic photos indicate the interior featured wood flooring(carpeted in places), and concrete walls. They remain the predominate interior materials, although drywall partitions have been added in some areas.</p> <p><u>Workmanship:</u> The property retains integrity of workmanship. The single most important character-defining feature of the building is the exterior <i>Spirit of the Arts</i> mural, installed in 1982. The mural was restored by the original artists in 2017. Likewise, stylized graphics present on the exterior during the period of significance were recreated following later alterations. The only other notable exterior evidence of workmanship is the scored stucco on the primary façade, which remains intact.</p> <p><u>Feeling:</u> The property retains integrity of feeling. The retention of essential features and spaces, such as the murals, graphic decorations, theater, studio spaces and graphics workshop all combine to convey the building’s historic character as a neighborhood cultural center with an overtly Latino focus.</p> <p><u>Association:</u> The property retains integrity of association. It continues to function exactly as it did during the period of significance: as a neighborhood cultural center focused on supporting and promoting the full spectrum of Latino arts, including visual and graphic arts, music, theater and dance, writing and poetry, and cultural festivals.</p>
<p>Character-Defining Features:</p>	<p>(1) All exterior elevations, form, massing, structure, rooflines, architectural ornament, and materials of 2868 Mission Street identified as:</p> <ul style="list-style-type: none"> (A) The reinforced concrete shell of the building; (B) The mural on the upper façade on Mission Street “Spirit of the Arts”; (C) A transparent storefront; <p>(2) The volume and spatial relationships of three major interior spaces, being the Theater (first floor), the Gallery (second floor), and Studio “D” together with Mission Gráfica Printmaking Studio (third floor and partial mezzanine).</p>

Photos

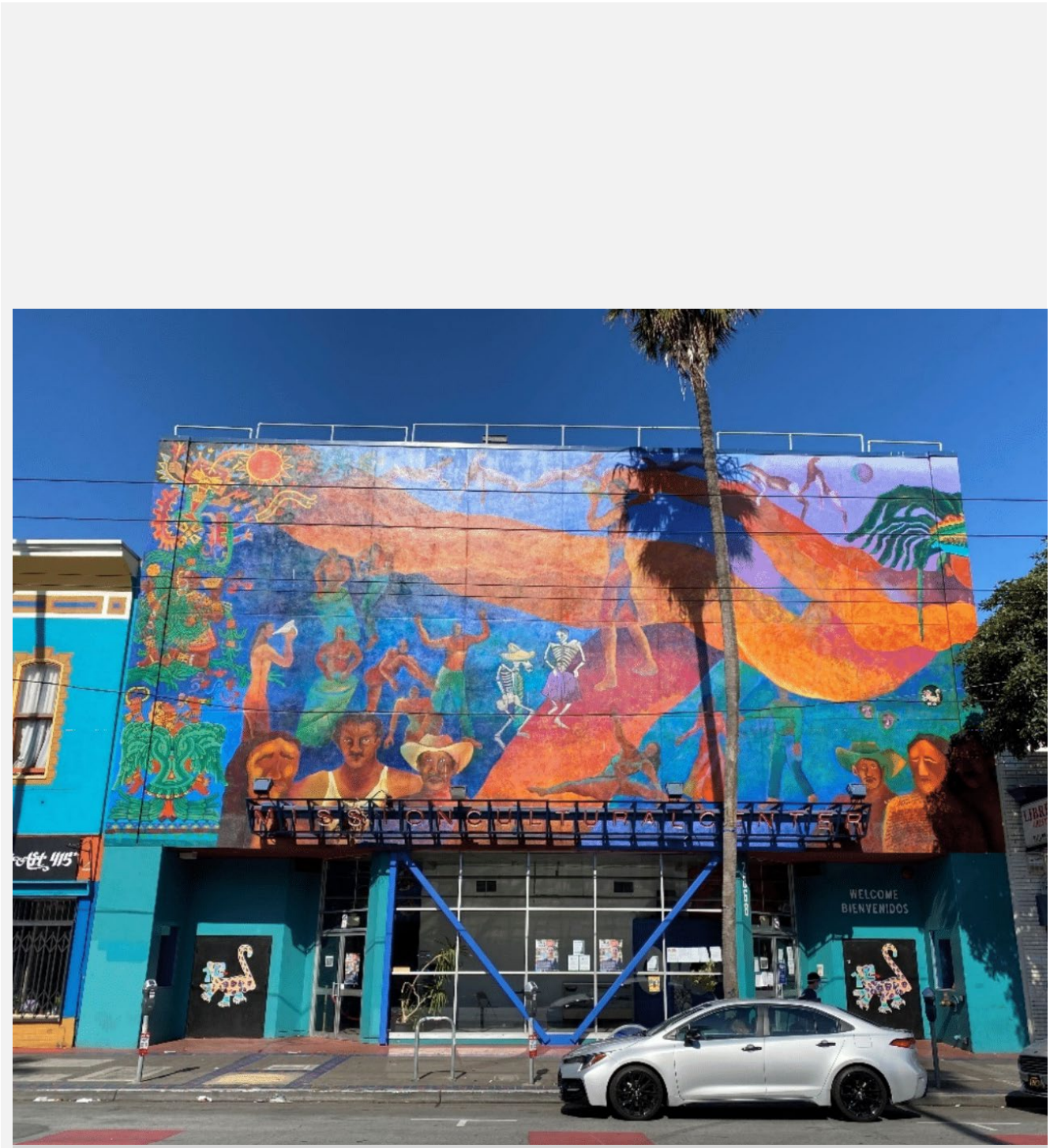


EXHIBIT E – MAPS AND CONTEXT IMAGES

6516
 MISSION BLK. 170

REVISED '60
 " '66
 " '79
 " '81

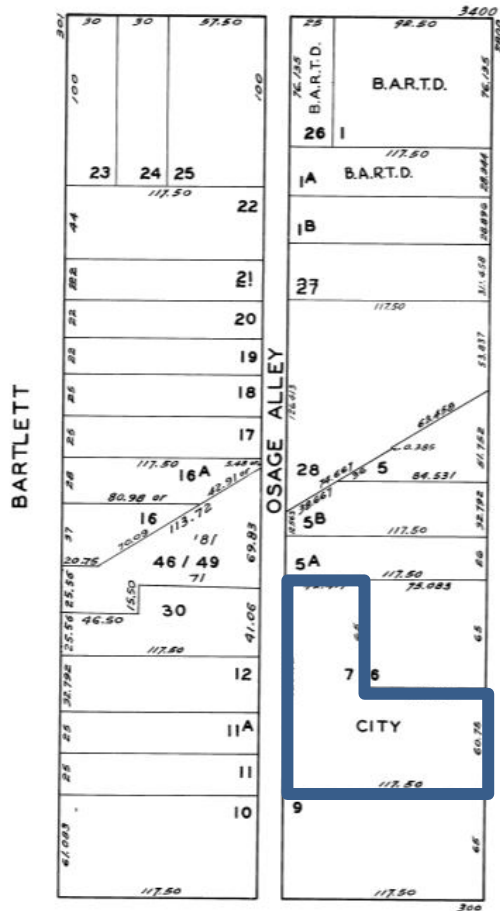


24TH

365 BARTLETT STREET

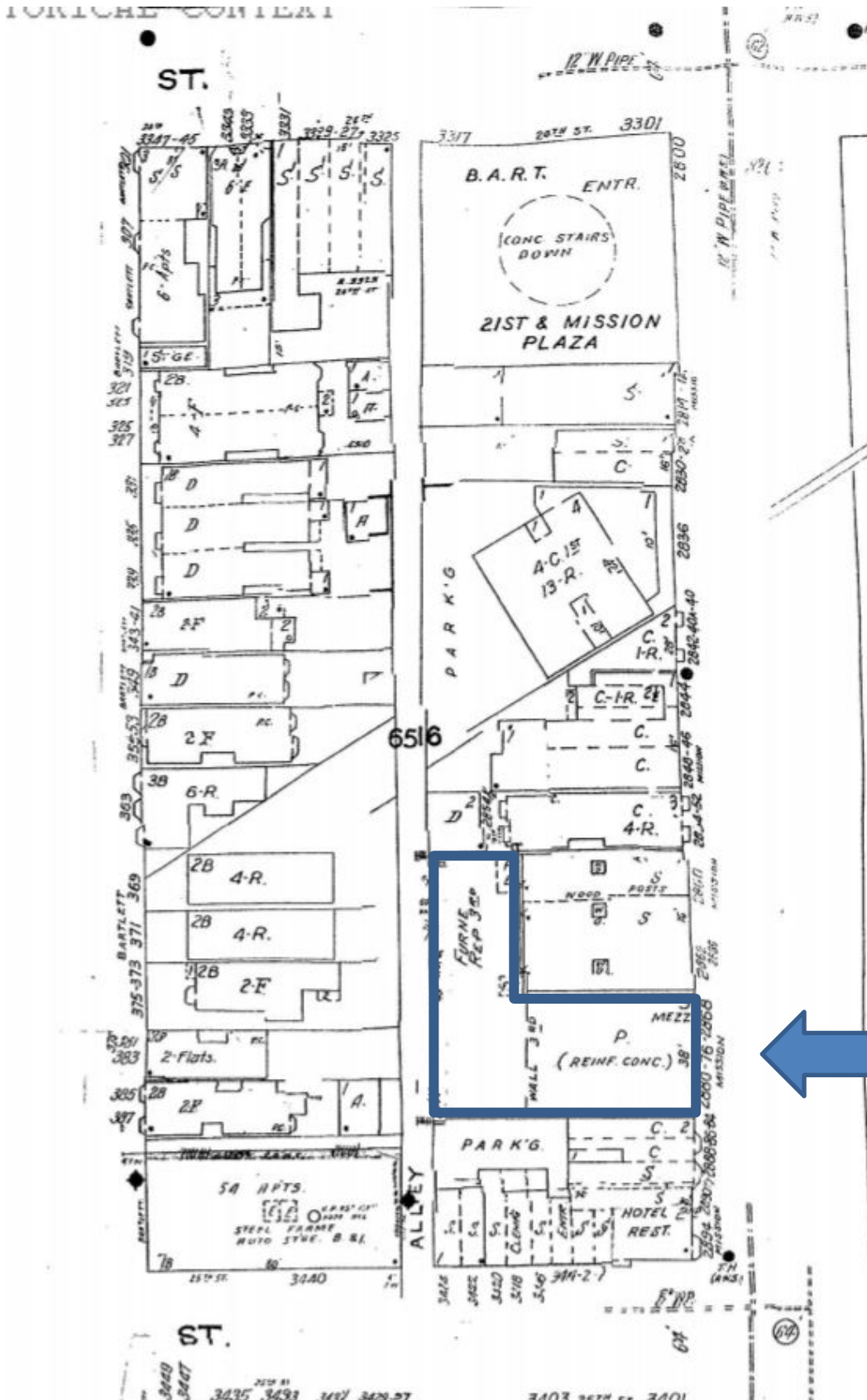
A CONDOMINIUM

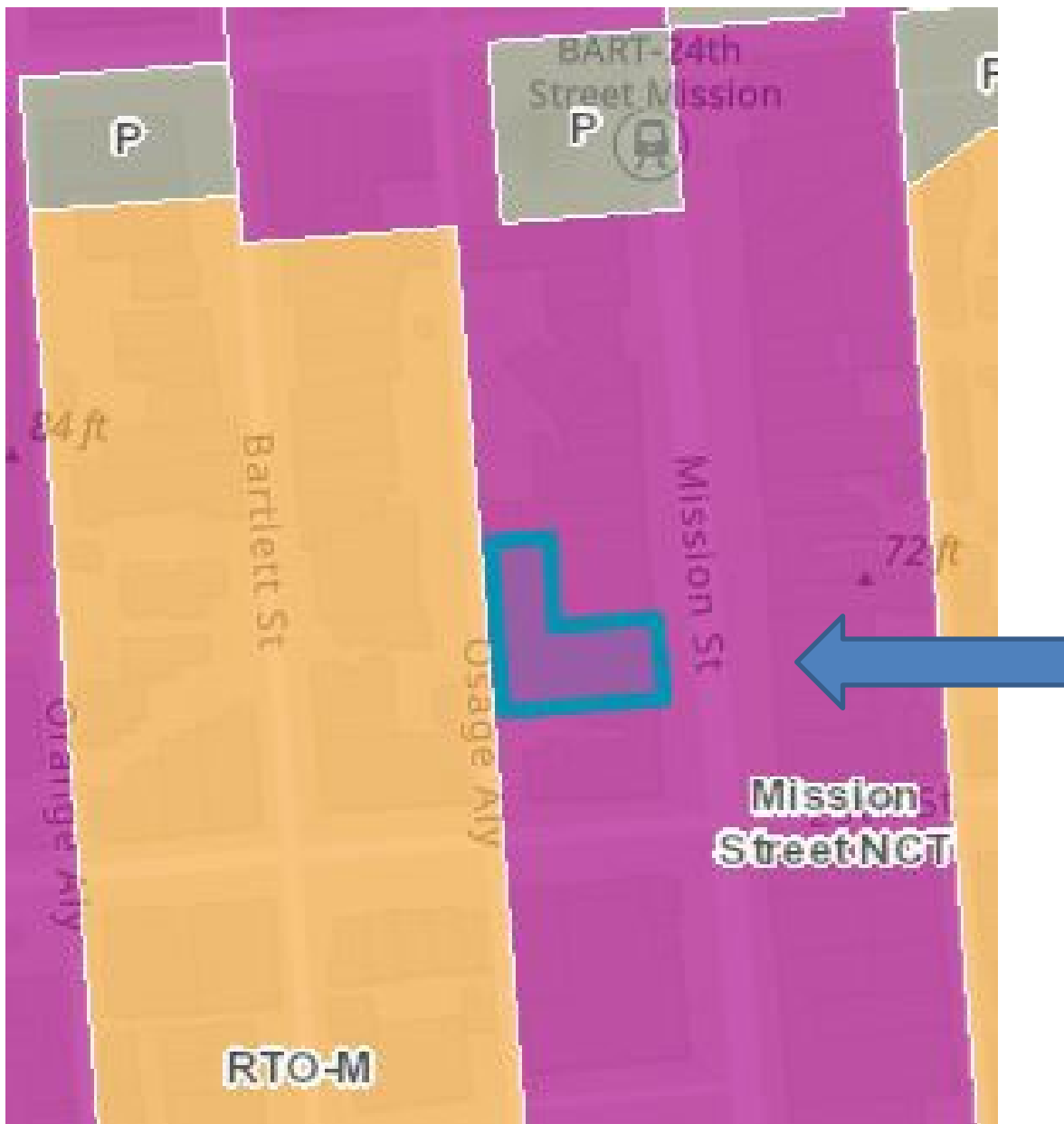
LOT NO.	UNIT NO.	% COMMON AREA
46	1	20.517
47	2	28.994
48	3	21.493
49	4	28.996



25TH















MISSION CULTURAL CENTER FOR LATINO ARTS

Article 10 landmark

designation

Moses Corrette
Senior Planner
Moses.corrette@sfgov.org

MAY 9 2022
LAND USE AND TRANSPORTATION COMMITTEE



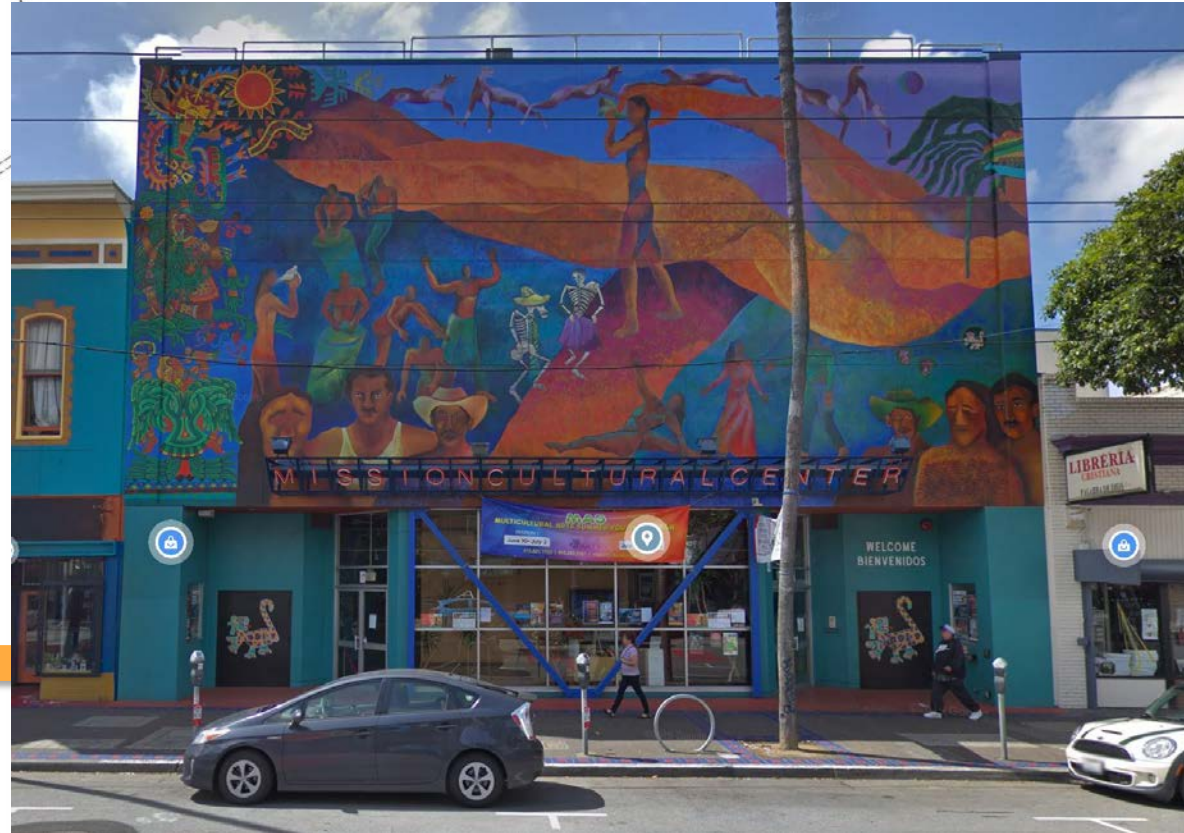
San Francisco
Planning

Significance of MCCLA

24th ST.



Mission



Mission Cultural Center for Latino Arts Building, 2880 Mission Street
Source: Google Streetview

25th ST.

Detail from 1998 Sanborn Map, subject property highlighted
Source: Planning Department

Legislative Process

- **Mission Cultural Center for Latino Arts was placed on the Work Program in 2016.**
- **MCCLA was Initiated by the HPC in January of 2021.**
- **Feb 2022, HPC Hearing resulted in a unanimous recommendation, included a draft Ordinance**
- **BOS refers to Land Use Committee who makes a recommendation to the Full BOS**
- **Public input has been largely from the historian and arts communities and has been supportive.**
- **The MCCLA is listed on the National Register (2020) under Criterion A – associated with events that have made a significant contribution to the broad patterns of our history.**
- **Criteria Consideration Criterion G was applied for NR - Less than 50 years old or achieving significance within the past 50 years.**
- **Article 10 has no minimum age/time requirement.**



Issues and Considerations

As presented in the attached Ordinance, page 4, line 21 et seq. Character Defining Features are:

- (1) All exterior elevations, form, massing, structure, rooflines, ornament identified as:
 - (A) The reinforced concrete shell of the building;
 - (B) The mural on the upper façade on Mission Street “Spirit of the Arts”;
 - (C) A transparent storefront;
- (2) The volume and spatial relationships of three major interior spaces, being the Theater (first floor), the Gallery (second floor), and Studio “D” together with Mission Gráfica Printmaking Studio (third floor and partial mezzanine).



- The building has a CDF mural that extend over private property. (photo, left)
- Renovations interior and exterior are being planned, including a new storefront.
- Ordinance intended to exempt this work from needing a C of A. Supporting this is the building is already listed on the National Register and subject to the same review standards. This scope is otherwise subject to the Delegation Agreement for an Administrative Certificate of Appropriateness.
- Additional information bolsters significance can be added to the administrative record, but does not suggest additional CDFs

THANK YOU



San Francisco
Planning

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- **Joanne Lee**, Deputy Director for Programs, SF Arts Commission
- **Jumoke Akin-Taylor**, Public Works Project Manager
- Outgoing Executive Director MCCLA **Jennie E. Rodriguez**, and present ED **Dr. Martina Ayala**
- **Anne Cervantes**, San Francisco Latino Historical Society
- **Carlos Cordova**, San Francisco Latino Historical Society

BOARD of SUPERVISORS



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**NOTICE OF PUBLIC HEARING
LAND USE AND TRANSPORTATION COMMITTEE
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO**

NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard in-person or remotely:

Members of the public attending this hearing in-person may be required to wear masks and adhere to certain procedures, please visit https://sfbos.org/in_person_meeting_guidelines for the current guidelines.

Date: May 9, 2022

Time: 1:30 p.m.

Location: IN-PERSON MEETING INFORMATION
Legislative Chamber, Room 250, located at City Hall
1 Dr. Carlton B. Goodlett Place, San Francisco, CA

REMOTE ACCESS

Watch: www.sfgovtv.org

Watch: SF Cable Channel 26, 78, or 99 (*depending on your provider*)
once the meeting starts, the telephone number and Meeting ID will be displayed on the screen.

Public Comment Call-In: <https://sfbos.org/remote-meeting-call>


Subject: **File No. 220287.** Ordinance amending the Planning Code to designate 2868 Mission Street ("Mission Cultural Center for Latino Arts"), Assessor's Parcel Block No. 6516, Lot No. 007, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments prior to the time the hearing begins. These comments will be made as part of the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email (board.of.supervisors@sfgov.org). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Friday, May 6, 2022.

For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee:

Erica Major (Erica.Major@sfgov.org) ~ (415) 554-4441)

Please Note: *The Department is open for business, but employees are working from home. Please allow 48 hours for us to return your call or email.*



Angela Calvillo
Clerk of the Board of Supervisors
City and County of San Francisco

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