

1 [Ordinance to Designate 2550 Mission Street, the New Mission Theater, as a Landmark.]

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3 **Ordinance designating 2550 Mission Street, the New Mission Theater, as Landmark No.**
4 **245.**

5 Note: Additions are *single-underline italics Times New Roman*;
6 deletions are ~~*strikethrough italics Times New Roman*~~.
7 Board amendment additions are double underlined.
8 Board amendment deletions are ~~strikethrough normal~~.

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

9 Section 1. Findings

10 The Board of Supervisors hereby finds that 2550 Mission Street, the New Mission
11 Theater, Lot 007 in Assessor's Block 3616, has a special character and special historical,
12 architectural and aesthetic interest and value, and that its designation as a Landmark will
13 further the purposes of, and conform to the standards set forth in Article 10 of the Planning
14 Code, and will provide for the preservation of the New Mission Theater's significant interior
15 features.

16 (a) Designation: 2550 Mission Street, the New Mission Theater, is hereby designated
17 as Landmark No. 245. This designation has been fully approved by Resolution No. 569 of the
18 Landmarks Preservation Advisory Board and Resolution No. 16736 of the Planning
19 Commission, which Resolutions are on file with the Clerk of the Board of Supervisors under
20 File No. 040443 and which Resolutions are incorporated herein and made part hereof as
21 though fully set forth.

22 (b) General Welfare, General Plan, and Priority Policy Findings

23 (1) Pursuant to Planning Code Section 302, this Board of Supervisors finds that this
24 ordinance will serve the public necessity, convenience and welfare for the reasons set forth in
25 Planning Commission Resolution No. 16736 recommending approval of this Planning Code

1 Amendment, and incorporates such reasons by this reference thereto. A copy of said
2 resolution is on file with the Clerk of the Board of Supervisors in File No. 040443.

3 (2) Pursuant to Planning Code Section 101.1, this Board of Supervisors finds that this
4 ordinance is in consistent with the Priority Policies of Section 101.1(b) of the Planning Code
5 and, when effective, with the General Plan as proposed to be amended and hereby adopts
6 the findings of the Planning Commission, as set forth in Planning Commission Resolution No.
7 16736, and incorporates said findings by this reference thereto.

8 (c) Landmark Data:

9 (1) The description, location and boundary of the Landmark site encompass the only
10 the portion of Lot 007 in Assessors Block 3616 which contains the New Mission Theater. The
11 boundaries of the landmark are coterminous with the footprint of the New Mission Theater and
12 do not include any other buildings on the lot.

13 (2) The characteristics of the Landmark which justify its designation are described and
14 shown in the Landmark Designation Report adopted by the Landmarks Preservation Advisory
15 Board on March 3, 2004 and other supporting materials contained in Planning Department
16 Docket No. 2004.0005L.

17 The characteristics of the landmark which justify its designation are summarized as
18 follows:

19 Its association with the establishment and evolution of the Mission District's vaudeville
20 and movie house district during the first half of the 20th Century.

21 Its status as an excellent and intact example of an early 20th Century movie palace with
22 a façade and auditorium representing two distinct eras and two distinct designs from two of
23 San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger,
24 Architects.

1 (3) The particular features that should be preserved, or replaced in-kind as determined
2 necessary, are those generally shown in the photographs and described in the Landmark
3 Designation Report, both of which can be found in the case docket 2004.0005L which is
4 incorporated in this designation ordinance as though fully set forth.

5 This Board of Supervisors directs that the particular interior and exterior features of the
6 property listed below shall be preserved and, where any construction, alteration, removal or
7 demolition of such interior or exterior features requires a City permit, the Board directs that a
8 Certificate of Appropriateness, pursuant to Planning Code section 1006, must be issued prior
9 to the issuance of the City permit.

10 The description of the particular interior features that should be preserved is as follows:

11 The Promenade Lobby's double-height promenade lobby ceiling with mezzanine at
12 rear, the Art Deco-style ornamental metalwork at balustrades, the stylized decorative plaster
13 detailing throughout lobby, the plaster moldings imprinted with Greek key motif, the stacked
14 lozenge-shaped mirrors, the cast plaster cornice moldings in a series of patterns including
15 stylized floral motifs and the faces of Greek muses, the ceiling ornament of stylized floral
16 motifs including tulips, pineapples and daisies, plaster zigzag-patterned ceiling moldings
17 recalling Mayan temple detailing, the recessed "light coves" below lobby ceiling, the ceiling
18 medallions, and the etched glass panel doors to auditorium inscribed with Art Deco-style
19 motifs; the Auditorium's over-scaled Neoclassical and Renaissance architectural elements,
20 the monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns
21 and Composite pilasters, the projection booth shallow niches containing urn-shaped
22 floodlights, the cast plaster medallions, ornamental plaster moldings and raised panels on the
23 side walls, the decorative frieze of urns and garlands, the denticulated cornice, and the
24 coffered ceiling with deep reveals; the Patrons' Lounge's ornate Corinthian pilasters with
25 decorative classical frieze and cornice, the coffered ceiling and Venetian Renaissance Revival


1 arcade along north wall; and the Balcony's parapet adorned with frieze of garlands and urns,
2 the suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal
3 grilles, and the scalloped parapet along the southern edge of balcony.

4 The description of the particular exterior features that should be preserved is as
5 follows:

6 The Art Deco façade, freestanding sheetmetal 70-foot pylon blade sign with neon tubes
7 spelling out "New Mission", the cantilevered marquee, and the streamlined parapet.

8
9 Section 2. The property shall be subject to all of the controls and procedures
10 applicable to landmarks as set forth in Planning Code Article 10 and those controls set forth in
11 this ordinance.

12
13
14 APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

15 By: 
16 Sarah Ellen Owsowitz
17 Deputy City Attorney



City and County of San Francisco

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

Tails Ordinance

File Number: 040443

Date Passed:

Ordinance designating 2550 Mission Street, the New Mission Theater, as Landmark No. 245.

May 11, 2004 Board of Supervisors — PASSED ON FIRST READING

Ayes: 10 - Alioto-Pier, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick,
Peskin, Sandoval

Excused: 1 - Ammiano

May 18, 2004 Board of Supervisors — FINALLY PASSED

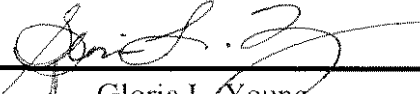
Ayes: 9 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin,
Sandoval

Absent: 2 - Alioto-Pier, Ammiano

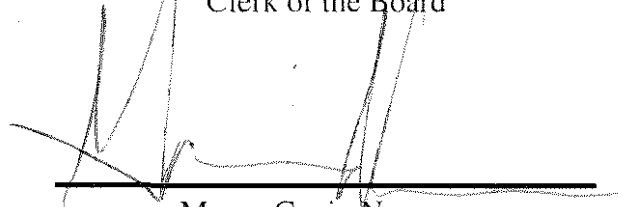
File No. 040443

I hereby certify that the foregoing Ordinance
was **FINALLY PASSED** on May 18, 2004 by
the Board of Supervisors of the City and
County of San Francisco.

MAY 27 2004
Date Approved



Gloria L. Young
Clerk of the Board



Mayor Gavin Newsom