

1 [Initiating Landmark Designation - Latin Rock House]

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3 **Resolution initiating a landmark designation under Article 10 of the Planning Code for**
4 **the Latin Rock House, located at 2880-25th Street, Assessor's Parcel Block No. 4266,**
5 **Lot No. 020C.**

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

9 WHEREAS, The Latin Rock House, located at 2880-25th Street, Assessor's Parcel
10 Block No. 4266, Lot No. 020C, situated at the intersection of York Street and 25th Street,
11 captures the Mission District's rich history of Latin rock, music, and culture, and of serving as
12 the birthplace for the Latin rock music genre; and

13 WHEREAS, Local musician Richard Segovia was born and raised in the Mission
14 District of San Francisco, and grew up in the Latin Rock House since approximately 1963,
15 when his family purchased the home; and

16 WHEREAS, Richard Segovia lived and experienced the Latin rock movement that
17 began to be popularized in the Mission District in the 1970s, led by Carlos Santana, and other
18 local bands, such as Malo, Sapo, and Azteca, who are credited with popularizing the genre in
19 the United States and the rest of the world; and

20 WHEREAS, Latin rock is a musical style that is a fusion of Latin American and
21 Caribbean rhythms, soul, jazz, funk, blues, psychedelia, and rhythm and blues based on rock
22 music, and was popularized by musical artists that began practicing and performing in the
23 Mission District in the 1970s and 1980s; and

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1 WHEREAS, Richard Segovia’s own band, Puro Bandido, began in 1979, and has
2 performed in San Francisco for decades, including at the City Hall front steps, and countless
3 Mission Street block parties and local music venues; and

4 WHEREAS, Richard Segovia has offered free music classes and mentored youth in the
5 neighborhood for decades, and he and his band Puro Bandido have been recognized by
6 former Mayors Gavin Newsom, Ed Lee, and former Assembly Speaker Pro Tempore Fiona
7 Ma; and

8 WHEREAS, The Latin Rock House has served as a recording studio, art studio,
9 rehearsal space, and welcoming home for numerous artists through the decades, including
10 legendary artist Michael Rios, who is known for being one of the first artists to paint a Mission
11 District mural and for creating the renowned cover art for Carlos Santana’s “Supernatural”
12 album, which has sold over 30 million copies worldwide, and was created in the Latin Rock
13 House in the 1990s; and

14 WHEREAS, In 2017, local young artists from Precita Eyes’ Urban Youth Arts Program
15 sought to create a tribute to Latin rock stars from the Mission District, and painted a mural that
16 pays tribute to the Latin rock movement that originated in the Mission District, and covers
17 Richard Segovia’s entire house, which is therefore known as The Latin Rock House; and

18 WHEREAS, The mural on the Latin Rock House depicts over 87 Latin Rock musicians,
19 and is the only mural in San Francisco that honors the entire history and genre of Latin Rock,
20 surrounded by a shrine of artwork that is dedicated to the community of musicians born or
21 raised in the Mission District, in reference to Santana, Maria Medina, and dozens of others;
22 and

23 WHEREAS, The Latin Rock House pays tribute to the birth and evolution of the Latin
24 rock genre in San Francisco, serving as a vibrant landmark for the Mission District and San
25 Francisco's Latine and music communities, by preserving the historical significance of being

1 the genre’s birthplace and also used as inspiration for young musicians in the Mission District
2 to keep its legacy alive; and

3 WHEREAS, Latin Rock house homeowner Richard Segovia is also credited with
4 introducing generations of San Franciscans to the Mission District’s Latin Rock musical
5 traditions; and

6 WHEREAS, The Latin Rock House’s vibrant mural features the notable Carlos
7 Santana, the band Malo, The Prophets, The Malibus, and over 80 other musicians, elements
8 of Aztec and Chicano motifs, including artwork that bursts with vibrant colors of blues and
9 golds that capture the soul of San Francisco’s Latin Rock history and movement in the
10 Mission; and

11 WHEREAS, The Latin Rock House holds cultural significance and should be
12 considered for landmarking because it is located in the heart of the Mission District and Calle
13 24 Latino Cultural District, and it is already recognized as a historical and cultural landmark by
14 the City’s hundreds of thousands of annual visitors to San Francisco and the Mission District,
15 and by the community that has resided here for decades and who celebrate the history of
16 Latin Rock music and culture in the Mission District; now, therefore, be it

17 RESOLVED, The Board of Supervisors hereby initiates landmark designation of the
18 Latin Rock House, located at 2880-25th Street, Assessor’s Parcel Block No. 4266, Lot No.
19 020C, under Planning Code, Section 1004.1; and, be it

20 FURTHER RESOLVED, The Board requests that the Planning Department prepare a
21 Landmark Designation report to submit to the Historic Preservation Commission for its
22 consideration of the full historical, architectural, aesthetic, and cultural interest and value of
23 the Latin Rock House; and, be it

24 FURTHER RESOLVED, The Board of Supervisors requests that the Historic
25 Preservation Commission consider whether the “Latin Rock House” warrants a landmark

1 designation and submit its recommendation to the Board according to Article 10 of the
2 Planning Code.

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