

1 [Planning Code - Landmark Designation - 2778-24th Street]

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3 **Ordinance amending the Planning Code to designate 2778-24th Street (aka Casa**
 4 **Sanchez Building), Assessor's Parcel Block No. 4210, Lot No. 018, as a Landmark**
 5 **consistent with the standards set forth in Article 10 of the Planning Code; affirming the**
 6 **Planning Department's determination under the California Environmental Quality Act;**
 7 **and making public necessity, convenience, and welfare findings under Planning Code,**
 8 **Section 302, and findings of consistency with the General Plan, and the eight priority**
 9 **policies of 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.

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

16 Section 1. Findings.

17 (a) CEQA and Land Use Findings.

18 (1) The Planning Department has determined that the Planning Code
 19 amendment proposed in this ordinance is subject to a Categorical Exemption from the
 20 California Environmental Quality Act (California Public Resources Code Sections 21000 et
 21 seq., "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 14, Sections
 22 15000 et seq., the Guidelines for implementation of the statute for actions by regulatory
 23 agencies for protection of the environment (in this case, landmark designation). Said
 24 determination is on file with the Clerk of the Board of Supervisors in File No. 211233 and is
 25 incorporated herein by reference. The Board of Supervisors affirms this determination.

1 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 2778 24th Street, Assessor's Parcel Block No. 4210, Lot
3 No. 018 (aka Casa Sanchez Building) ("2778 24th Street"), will serve the public necessity,
4 convenience, and welfare for the reasons set forth in Historic Preservation Commission
5 Resolution No. 1200, recommending approval of the proposed designation, which is
6 incorporated herein by reference.

7 (3) The Board of Supervisors finds that the proposed landmark designation of
8 the 2778 24th Street is consistent with the General Plan and with Planning Code Section
9 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No. 1200.

10 (b) General Findings.

11 (1) On January 20, 2021, after holding a public hearing on the proposed
12 initiation, the Historic Preservation Commission initiated the proposed landmark designation of
13 the 2778 24th Street by Resolution No. 1165. Said resolution is on file with the Clerk of the
14 Board in File No. 211233.

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

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

23 (4) The Historic Preservation Commission, at its regular meeting of October 6,
24 2021, reviewed Planning Department staff's analysis of the historical significance of 2778 24th
25

1 Street pursuant to Article 10 as part of the Landmark Designation Fact Sheet dated
2 September 29, 2021.

3 (5) On October 6, 2021, after holding a public hearing on the proposed
4 designation and having considered the specialized analyses prepared by Planning
5 Department staff and the Landmark Designation Fact Sheet, the Historic Preservation
6 Commission recommended designation of 2778 24th Street as a landmark under Article 10 of
7 the Planning Code by Resolution No. 1200. Said resolution is on file with the Clerk of the
8 Board in File No. 211233.

9 (6) The Board of Supervisors hereby finds that 2778 24th Street has a special
10 character and special historical interest and value, and that its designation as a Landmark will
11 further the purposes of and conform to the standards set forth in Article 10 of the Planning
12 Code. In doing so, the Board hereby incorporates by reference the findings of the Landmark
13 Designation Fact Sheet.

14 Section 2. Designation.

15 Pursuant to Section 1004.3 of the Planning Code, 2778 24th Street (aka Casa Sanchez
16 Building) , Assessor's Parcel Block No. 4210 Lot No. 018, is hereby designated as a San
17 Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of the
18 Planning Code is hereby amended to include this property.

19 Section 3. Required Data.

20 (a) The description, location, and boundary of the Landmark site consists of the City
21 parcel located at 2778 24th Street (aka Casa Sanchez Building), Assessor's Parcel Block No.
22 4210, Lot No. 018, in San Francisco's Mission District.

23 (b) The characteristics of the Landmark that justify its designation are described and
24 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
25 Planning Department Record Case No. 2020-009613DES. In brief, 2778 24th Street is eligible

1 for local designation as it is associated with events that have made a significant contribution to
2 the broad patterns of San Francisco history. Specifically, designation of 2778 24th Street is
3 proper given its association with Latinx history and culture in San Francisco, specifically, with
4 the Casa Sanchez company, the longest-operating tamale and tortilla factory in San
5 Francisco. Casa Sanchez was the first mechanized tortilla factory in the city and a popular
6 “Mexicatessen” that sold a variety of prepared Mexican foods. Further, designation of 2778
7 24th Street is proper for its association with the development of San Francisco’s Latinx
8 business community during the 20th century. The family-owned business opened its
9 namesake restaurant at 2778 24th Street in 1968 as the company’s third and final location in
10 San Francisco.

11 (c) The particular features that shall be preserved, or replaced in-kind as determined
12 necessary are those generally shown in photographs and described in the Landmark
13 Designation Fact Sheet, which can be found in Planning Department Record Case No. 2020-
14 009613DES, and which are incorporated in this designation by reference as though fully set
15 forth. Specifically, the following exterior features shall be preserved or replaced in kind: all
16 exterior elevations, form, massing, structure, rooflines, architectural ornament, and materials
17 of 2778 24th Street, identified as:

- 18 (1) Two-story height;
- 19 (2) Concrete panels with exposed aggregate cladding upper portion of façade;
- 20 (3) Brick-cladding at lower portion of façade and bulkhead;
- 21 (4) Ground floor storefront with simple aluminum-framed, plate-glass panels
22 and glazed aluminum-framed door and transom;
- 23 (5) Corrugated metal awning;
- 24 (6) Individual, square-shaped, internally-illuminated box signs affixed to
25 concrete panels above awning that spell out “SANCHEZ”; and

1 (7) Internally-illuminated, projecting blade sign at east corner of façade that
2 reads “Casa Sanchez Mexican Food.”

3 Section 4. Effective Date.

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

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9 APPROVED AS TO FORM:
10 DENNIS J. HERRERA, City Attorney

11 By: /s/ Andrea Ruiz-Esquide
12 ANDREA RUIZ-ESQUIDE
13 Deputy City Attorney

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