

1 [Initiating Landmark Designation - Chata Gutierrez Mural - 3175-24th Street]

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3 **Resolution initiating a landmark designation under Article 10 of the Planning Code of**
4 **the Chata Gutierrez Mural, located at 3175-24th Street, Assessor's Parcel Block No.**
5 **6519, Lot No. 041.**

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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, "La Rumba No Para: The Chata Gutierrez Mural," (hereinafter referred to
10 as the Chata Gutierrez Mural), measuring 22' x 28', located on the west wall of an Edwardian
11 building at 3175 24th street, at the intersection of South Van Ness Ave. and 24th Street,
12 captures local icon Chata Gutierrez's legacy and the Mission District's rich history of Latin
13 music and culture; and

14 WHEREAS, Since 2009, local muralist Carlos "Kookie" Gonzalez, sought to create the
15 Chata Gutierrez Mural, and after a collaboration with Precita Eyes artists and volunteers, the
16 Chata Gutierrez Mural was completed in 2015; and

17 WHEREAS, The mural depicts the late Chata Gutierrez, the first Latina Disc Jockey for
18 KPOO 85.5 FM, where she hosted the radio program "Con Clave," the longest-running Latin
19 music program in the Bay Area, surrounded by Rumba dancers and conga players amongst
20 Aztec and Pre-Columbian imagery in reference to Chata Gutierrez's Mexican American
21 heritage; and

22 WHEREAS, Chata Gutierrez was a cultural icon and role model for the Mission District
23 and San Francisco's Latinx community, as she was born and raised in the Mission District,
24 and used her popular radio platform to feature Latin music, which was revolutionary on public
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1 radio in the 1970s, also used her radio platform to raise awareness of concerning community
2 issues such as police brutality, education, and unemployment; and

3 WHEREAS, Chata Gutierrez and her “Con Clave” radio show are credited with
4 introducing generations of San Franciscans to the joy and beauty of salsa and other Latin
5 music, and received several accolades and recognition during its 40-year run; and

6 WHEREAS, Chata Gutierrez’s legacy and passion also included preservation of San
7 Francisco’s historic resources, as she was a journeywoman who also worked on the
8 renovation of San Francisco City Hall after the 1989 earthquake, and cared deeply about
9 preserving the Mission District’s rich history and love for Latin music and culture; and

10 WHEREAS, Chata Gutierrez passed away after a long battle with liver cancer at the
11 age of 60, and she continued to DJ her “Con Clave” radio show until a few weeks before her
12 death, demonstrating her commitment and pride to her work and contributions to San
13 Francisco’s culture; and

14 WHEREAS, The mural celebrates the history of the San Francisco Latin Music
15 Movement (1960-1999) by depicting San Francisco musicians of various Latinx nationalities,
16 representative of San Francisco’s Latinx residents, and the time period that cultural, music, art
17 institutions and parades were established in the Mission District and the 24th Street corridor
18 and the period which Latin rock was created; and

19 WHEREAS, The mural also documents the traditions and legacy of the conga players
20 that frequented the Mission District’s Dolores Park in the 1960s and 1970s, many of whom
21 went on to establish successful music careers and were pioneers of the Latin rock movement
22 alongside fellow Mission District legend Carlos Santana; and

23 WHEREAS, The mural features these conga players from left to right: John Santos, a
24 music historian and Latin Jazz recording artist; Oscar Soltero, a musician and member of the
25 salsa group “Avance”; Raul Rekow and Karl Perazzo, musicians and members of legendary

1 Latin rock band “Santana”; Annette Aguilar and Richard “Bandido” Segovia, members of Latin
2 rock band “Bandido”; and

3 WHEREAS, The mural is located on 3175 24th Street, once owned by Virginia Ramos,
4 who was widely known as “The Tamale Lady” in the Mission District, until Ms. Ramos’ passing
5 in 2018, and which features Ms. Ramos’ logo, the Virgin Mary surrounded by tamales; and

6 WHEREAS, The mural gains significance and should be considered for landmarking
7 together with the Carnaval Mural that is directly adjacent to the Chata Gutierrez Mural, as both
8 of these murals are located on the busy 24th Street and South Van Ness Avenue intersection,
9 and are recognized as historical and cultural landmarks that celebrate the history of Latin
10 music and culture in the Mission District; now, therefore, be it

11 RESOLVED, That the Board of Supervisors hereby initiates a landmark designation of
12 the Chata Gutierrez Mural, Assessor’s Parcel Block No. 6519, Lot No. 041, under Planning
13 Code, Section 1004.1; and, be it

14 FURTHER RESOLVED, That the Board requests that the Planning Department
15 prepare a Landmark Designation report to submit to the Historic Preservation Commission for
16 its consideration of the full historical, architectural, aesthetic and cultural interest and value of
17 the Chata Gutierrez Mural; and, be it

18 FURTHER RESOLVED, That the Board of Supervisors requests that the Historic
19 Preservation Commission consider whether the Chata Gutierrez Mural warrants a landmark
20 designation and submit its recommendation to the Board according to Article 10 of the
21 Planning Code.

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