



LANDMARK DESIGNATION RECOMMENDATION EXECUTIVE SUMMARY

HEARING DATE: September 3, 2025

Record No.: 2024-002473DES
Project Location: Mint Mall and Mint Hall,
951-953 Mission Street between 5th and 6th Streets
Zoning: C-3-S – Downtown Support
Cultural District: SOMA Pilipinas – Filipino Cultural Heritage District
Block/Lot: 3725/088
Project Sponsor: SF Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
Property Owner: 951-957 MISSION STREET ASS0CS LP
PO BOX 64314
SUNNYVALE, CA 94088
Staff Contact: Moses Corrette(628-652-7356)
moses.corrette@sfgov.org
Environmental Review: Categorical Exemption

Recommendation: Recommend Landmark Designation to Board of Supervisors

Property Description

The Mint Mall and Mint Hall is a mixed-use building in the South of Market neighborhood near the Old U.S. Mint building. The Mint Mall (basement, ground floor and mezzanine) and Hall (upper residential floors) was built in 1916. The reinforced concrete building contains four residential floors over the commercial areas and is built on a lot spanning between Mission Street and Minna Street. The present storefront dates to the late 1970s.

Project Description

The item before the Historic Preservation Commission is consideration of a Resolution to Recommend Article 10 landmark designation of the Mint Mall and Hall building at 951-957 Mission Street, to the Board of Supervisors under Article 10 of the Planning Code, Section 1004.2. The pending Landmark designation was initiated by the Board of Supervisors.

On July 22, 2025, Supervisors, Dorsey, Chan and Mandelman introduced a proposed Resolution under Board of Supervisors (hereinafter "Board") File No. 250783 to initiate the Landmark designation of Mint Mall and Hall. On July 29 5, 2025, the Board voted to approve the Resolution, and on August 5, 2025, the Mayor signed, and Resolution No. 394-25 initiating landmark designation of The Mint Mall and Hall became effective.

Compliance With Planning Code

The proposed project is in compliance with all other provisions of the Planning Code. Further, such designations are outlined in the Western SOMA Area Plan: OBJECTIVE 9.4 REINFORCE THE IMPORTANCE OF THE SOUTH OF MARKET AS A CENTER FOR FILIPINO AMERICAN AND LGBTQ LIFE IN SAN FRANCISCO. POLICY 9.4.3. Protect and support Filipino, LGBTQ and other minority or culturally significant local business, structures, property and institutions in Western SOMA.

Article 10 of the Planning Code.

The Fact Sheet and analysis under review was prepared by Zachary Frial (SOMCAN) and overseen and co-authored by Department preservation staff, who meet the Secretary of the Interior's professional qualifications. The Department has determined that the subject property meets the requirements for eligibility as an individual landmark pursuant to Article 10 of the Planning Code. The justification for its inclusion is explained in detail in the attached Landmark Designation Fact Sheet, and briefly in this Executive Summary.

The Fact Sheet is presented in two languages, a first for a San Francisco landmark. The final translation to Filipino (Tagalog) from English will be completed for the Land Use Committee hearing.

Significance: The Mint Mall and Hall building at 951-957 Mission Street (Mint Mall) is eligible for local designation as a cultural property with statewide recognition in the Filipino community (National Register of Historic Places Criterion A) as the Mint Mall and Hall is associated with a pattern of events that have made a significant contribution to Filipino culture and history in northern California. Mint Mall (commercial basement, street-level and mezzanine) has been a hub of business, cultural activities and social service organizations in support to the Filipino community in the Mint Hall, the neighborhood and region. The wide, street-like interior hallways of the Mint Mall also provides physical space for socialization for the residents above and the community in the area. The Mint Hall's upper residential floors have offered affordable housing for a community of residents who have been able to leverage their time at the Hall to both become established in homes of their own, sponsor extended family and send remittances back to the Philippines. In this sense, even by 2000 when the Mint Mall was threatened, it was known as a cultural landmark. The threat was due to intrusion of dot.com office spaces into the Mall, and the organizing efforts to retain the Filipino presence in of the building led to the formation of SOMCAN and eventually the SOMA Pilipinas – Filipino Cultural Heritage District.

Underrepresented Landmark Types: The proposed landmark designation addresses several of the four priorities established by the Historic Preservation Commission for new landmarks. Mint Mall is culturally associated with San Francisco's Filipino community. Only one other landmark, the Gran Oriente in the South Park neighborhood has this association. Designation also furthers the HPC Resolution 698 "ENDORISING FURTHER EXPLORATION OF A CITY PROGRAM TO DOCUMENT, DESIGNATE, AND INCENTIVIZE SOCIAL AND CULTURAL HERITAGE."

Integrity: The Mint Mall retains all aspects of integrity being: in its original location materials on both the interior and exterior from its 1979 installation, workmanship that the interiors are still in good condition; feeling of a small-scale indoor shopping center; and an on-going association with the Filipino community.

Draft Character-Defining Features: Proposed character-defining features are: Five-story with Mezzanine massing with formal frontage on Mission Street and informal façade on Minna Street. Brick and reinforced concrete construction, On Mission Street, the postmodern storefront with canted terrazzo base and central plinth block.

- (A) Building massing;
- (B) Metal storefront and transom;
- (C) Central plinth block at storefront that spans exterior and interior with interior-mounted round sign with neon reading "Mint Mall"
- (D) Broad, street-like interior corridors on three levels with a checkered tiled floor, open stair ;
- (E) At basement level interior, wood "bay window" storefront windows into the common hallway and built-in planters;
- (F) At street-level interior, wooden cutouts at individual storefronts.

Boundaries of the Landmark: The proposed Landmark encompasses the building on Assessor's Block 3725, Lot 088, being 80.36 feet wide and 160-feet deep, together with the publicly accessible interiors of the Mall ground floor, basement and mezzanine. The boundaries do not include the interiors of the residential floors of the Hall or the interiors of individual shops within the Mall, including the demising walls between the individual suites.

Racial and Social Equity Analysis

On July 15, 2020, the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The proposed landmark designation of the Mint Mall makes no substantive policy changes to the Planning Code or the Planning Department's procedures. The proposed landmark designation produces an opportunity to advance racial and social equity in that it:

- Supports the mission of the SOMA Pilipinas - Filipino Cultural Heritage District;
- Continues the legacy of community building by business and nonprofit organizations that have been in

the Mint Mall;

- Provides formal recognition of a site significant to Filipinos throughout northern California both residential and commercial;

Staff does not foresee any direct or unintended negative consequences from the proposed landmark designation.

Public / Neighborhood Input

The following organizations and individuals have signed-on as supporters of the designation:

The Alliance for a Better District 6	Michael Nulty, Executive Director
SOMA Pilipinas Filipino Heritage Cultural District	Raquel Redondiez, Director
South of Market Community Action Network	Angelica Cabande, Executive Director
Manilatown Heritage Foundation	Caroline Cabading, Executive Director
Filipino American Development Foundation	Gayle Romasanta, Executive Director
Filipino American National Historical Society SF Chapter -	Nickie Tuthill-Delute, President
Filipino Community Development Corporation	Lorenzo Listana, Founding Director
Filipino Education Center Galing Bata	Charm Consolacion, Site Director
Aeroskin Worldwide	Cecil and Lorenzo Listana, Managers
Bill Sorro Housing Program	Rick Cantora, Operations and Outreach Director
Bindlestiff Studio	Aureen Almario, Artistic Director
KULARTS	Alleluia Panis, Executive Artistic Director
United Playaz	Rudy Corpuz, Executive Director

Issues & Other Considerations

- **Property owner input:** On August 3, 2025, the Department sent mailed notice to the property owner, 951-957 MISSION STREET ASSOCs LP regarding the landmark designation recommendation hearing scheduled for September 3, 2025. To date, no response was received.
- **Article 11 of the Planning Code:** The building at 951-957 Mission Street is presently a contributory resource in the Mint Mission Conservation District (Appendix K) as a Category IV. Building that:
 1. Is located in a designated Conservation District; and
 2. Is at least 40 years old; and
 3. Is judged to be Buildings of Individual Importance, and are rated either Very Good in Architectural Design or Excellent or Very Good in Relationship to the Environment.
 4. Is judged to be Buildings of Contextual Importance and are rated Very Good in Architectural Design and/or Excellent or Very Good in Relationship to the Environment.
- **SOMA Pilipinas - Filipino Cultural Heritage District** The Mint Mall and Hall is located within the SOMA

Pilipinas - Filipino Cultural Heritage District.

- Mission: CULTURAL CELEBRATION: To increase the visibility and celebrate the contributions of the Filipino community in SOMA, San Francisco, California and the Diaspora, and to sustain our legacy cultural institutions and events, and develop our cultural arts, assets, and creative place-keeping and place-making; COMMUNITY DEVELOPMENT: To prevent the displacement of Filipino residents, protect our historic and cultural assets, and sustain our legacy institutions and community organizations; ECONOMIC AND RACIAL JUSTICE: To develop initiatives for the Filipino community to thrive, and to support our community's struggle for dignity, equity, rightful recognition and racial justice.
- SOMA Pilipinas and SOMCAN together with the Planning Department held an on-site community meeting targeting business owners and residential tenants of the Mint Mall and Hall on July 8, 2025. There were approximately 40 attendees.

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 Mint Mall and Hall as it meets the provisions of Article 10 of the Planning Code regarding Landmark Designation. The Mint Mall is a significant cultural asset to the Filipino community in northern California.

Attachments

- Exhibit A – Draft Resolution – Recommending Landmark Designation
- Exhibit B – Draft Landmark Designation Ordinance
- Exhibit C – Landmark Designation Fact Sheet – English and (draft) Filipino (Tagalog)
- Exhibit D – Maps and Context Images
- Exhibit E – Board of Supervisors Resolution No. 394-25
- Exhibit F – Letters of support