

File No. 230299

Committee Item No. \_\_\_\_\_

Board Item No. 36

## COMMITTEE/BOARD OF SUPERVISORS

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Committee: \_\_\_\_\_

Date: \_\_\_\_\_

Board of Supervisors Meeting

Date: March 21, 2023

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- Department/Agency Cover Letter and/or Report
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- Public Correspondence

#### OTHER

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Prepared by: Arthur Khoo

Date: March 16, 2023

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

1 [Initiating Landmark Designation - Carnaval Mural - 1311 South Van Ness Avenue]

2

3 **Resolution initiating landmark designation under Article 10 of the Planning Code of the**  
4 **Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor’s Parcel Block No.**  
5 **6519, Lot No. 039.**

6

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

9 WHEREAS, The Carnaval Mural, measuring 24’ x 75’, located on the north wall of an  
10 Edwardian building located at 1311 South Van Ness Avenue, at the intersection of South Van  
11 Ness Avenue and 24th Street (“Carnaval Mural”), has for decades captured the Mission  
12 District’s rich history, culture, artistic expression and pride; and

13 WHEREAS, In 1982, the San Francisco Arts Commission commissioned muralist  
14 Daniel Galvez to complete a mural at 1311 South Van Ness Avenue, and Galvez coordinated  
15 with Rene Yañez, renowned Mission District artist, activist, and co-founder of Galeria de la  
16 Raza, and Lou Dematteis, award winning photo journalist and first official photographer of the  
17 Carnaval parade, to depict San Francisco’s Carnaval Parade and iconic Mission District  
18 institutions; and

19 WHEREAS, The Carnaval Mural was completed by Galvez in 1983, with the  
20 assistance of artists Jaime Morgan, Keith Sklar, Daniel Fontes, and Jan Shields; and

21 WHEREAS, Thirty-one years later, in 2014, the Carnaval Mural was restored by Galvez  
22 and a group of muralist and volunteers; and

23 WHEREAS, The Carnaval Mural depicts the San Francisco Carnaval Parade and  
24 Festival that dates back to 1979 in San Francisco, and is a historical and cultural institution

25

1 created by and in the cultural tradition of the Americas, including Mexico, Central & South  
2 America, and the Caribbean; and

3 WHEREAS, Muralist Galvez utilized several of Dematteis' photographs from the 1979  
4 Carnaval parade that powerfully captured the energy and cultural diversity of the Mission  
5 District, including featuring Jaime Aguilar, a Mexican immigrant and Muni bus driver who  
6 appears in the red vest; Jorge Molina, to the right of Jaime Aguilar playing the drums; and  
7 Marlena, the Brazilian dancer in the silver sequined bodysuit with jewel and feather headband;  
8 and

9 WHEREAS, The Carnaval Mural also captures the iconic Mission District businesses  
10 and cultural institutions, such as Guadalajara de Noche, Studio 24/Galeria de la Raza,  
11 Discolandia, the York Theater (Brava), and Mission Cultural Center for Latino Arts, all of which  
12 have historically been, and continue to be, anchors of the Calle 24 Latino Cultural District and  
13 the San Francisco immigrant and Latino enclave in the Mission District; and

14 WHEREAS, Muralist Galvez integrated the Carnaval Mural into the Victorian  
15 architecture of the existing building using "Trompe L'oeil technique," the art of illusions, in the  
16 creation of Victorian bay window, cornices with brackets, dentals, segmented windows with  
17 pediments and colorful Victorian palates; and

18 WHEREAS, The Carnaval Mural documents the iconic immigrant and Latino  
19 businesses, cultural institutions, parades and festivals in San Francisco's Mission District and  
20 Calle 24 Latino Cultural District, during the post-World War II period (1945-46) and the period  
21 of economic, political and cultural empowerment between 1960 and 1999; now, therefore, be  
22 it

23 RESOLVED, That the Board of Supervisors hereby initiates landmark designation of  
24 the Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No.  
25 6519, Lot No. 039, under Planning Code, Section 1004.1; and, be it

1           FURTHER RESOLVED, That the Board requests that the Planning Department  
2       prepare a Landmark Designation Report to submit to the Historic Preservation Commission  
3       for its consideration of the full historical, architectural, aesthetic and cultural interest and value  
4       of the Carnaval Mural; and, be it

5           FURTHER RESOLVED, That the Board of Supervisors requests that the Historic  
6       Preservation Commission consider whether the Carnaval Mural warrants landmark  
7       designation and submit its recommendation to the Board according to Article 10 of the  
8       Planning Code.

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## Introduction Form

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor  inquiries..."
- 5. City Attorney Request
- 6. Call File No.  from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the Board on

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission       Youth Commission       Ethics Commission
- Planning Commission       Building Inspection Commission       Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes                       No

*(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)*

Sponsor(s):

Subject:

Long Title or text listed:

Signature of Sponsoring Supervisor: