

1 [Planning Code - Landmark Designation - Maud's]

2

3 **Ordinance amending the Planning Code to designate Maud's, located at 929-941 Cole**
 4 **Street, Assessor's Parcel Block No. 1272, Lot No. 003, on the west side of Cole Street**
 5 **between Parnassus Avenue and Carl Street, as a landmark consistent with the**
 6 **standards set forth in Article 10 of the Planning Code; affirming the Planning**
 7 **Department's determination under the California Environmental Quality Act; and**
 8 **making public necessity, convenience, and welfare findings under Planning Code,**
 9 **Section 302, and findings of consistency with the General Plan, and the eight priority**
 10 **policies of Planning Code, Section 101.1.**

11 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
 12 **Additions to Codes** are in *single-underline italics Times New Roman font*.
 13 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
 14 **Board amendment additions** are in double-underlined Arial font.
 15 **Board amendment deletions** are in ~~strikethrough Arial font~~.
 16 **Asterisks (* * * *)** indicate the omission of unchanged Code
 17 subsections or parts of tables.

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

19 Section 1. Findings.

20 (a) Environmental and Land Use Findings.

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

1 _____ and is incorporated herein by reference. The Board of Supervisors affirms
2 this determination.

3 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
4 the proposed landmark designation of Maud's will serve the public necessity, convenience,
5 and welfare for the reasons set forth in Historic Preservation Commission Resolution No.
6 _____, recommending approval of the proposed designation, which is incorporated
7 herein by reference.

8 (3) The Board of Supervisors finds that the proposed landmark designation of
9 Maud's is consistent with the General Plan and with Planning Code Section 101.1(b) for the
10 reasons set forth in Historic Preservation Commission Resolution No. _____, which is
11 incorporated herein by reference.

12 (b) General Findings.

13 (1) On October 21, 2025, the Board of Supervisors adopted Resolution No.
14 485-25, initiating landmark designation of Maud's as a San Francisco landmark pursuant to
15 Section 1004.1 of the Planning Code. On October 24, 2025, the Mayor approved the
16 resolution. Said resolution is on file with the Clerk of the Board of Supervisors in File No.
17 250836.

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

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

1 (4) The Historic Preservation Commission, at its regular meeting of January 21,
2 2026, reviewed Planning Department staff's analysis of the historical significance of Maud's
3 set forth in the Landmark Designation Fact Sheet dated January 21, 2026.

4 (5) On January 21, 2026, after holding a public hearing on the proposed
5 designation and having considered the specialized analyses prepared by Planning
6 Department staff and the Landmark Designation Fact Sheet, the Historic Preservation
7 Commission recommended designation of Maud's as a landmark consistent with the
8 standards set forth in Section 1004 of the Planning Code, by Resolution No. _____. Said
9 resolution is on file with the Clerk of the Board of Supervisors in File No. _____.

10 (6) The Board of Supervisors hereby finds that Maud's has a special character
11 and special historical, cultural, architectural, and aesthetic interest and value, and that its
12 designation as a landmark will further the purposes of and conform to the standards set forth
13 in Article 10 of the Planning Code. In doing so, the Board of Supervisors hereby incorporates
14 by reference the findings of the Landmark Designation Fact Sheet.

15
16 Section 2. Designation.

17 Pursuant to Section 1004.3 of the Planning Code, Maud's, located at 929-941 Cole
18 Street, Assessor's Parcel Block No. 1272, Lot No. 003, is hereby designated as a San
19 Francisco landmark consistent with the standards set forth in Section 1004. Appendix A to
20 Article 10 of the Planning Code is hereby amended to include this property.

21
22 Section 3. Required Data.

23 (a) The description, location, and boundary of the landmark site consists of the
24 footprint of the building which contained Maud's, being on Assessor's Parcel Block No. 1272,
25 Lot No. 003, on the west side of Cole Street between Carl Street and Parnassus Avenue in

1 San Francisco's Haight Ashbury neighborhood, as shown in the Landmark Designation Fact
2 Sheet.

3 (b) The characteristics of the landmark that justify its designation are described and
4 shown in the Landmark Designation Fact Sheet and other supporting materials contained in
5 Planning Department Record Docket No. 2025-010435DES. In brief, Maud's, located at 929-
6 941 Cole Street, is eligible for local designation for its early association with San Francisco's
7 lesbian community, including prominent LGBTQ businesswoman and activist Rikki Streicher.
8 Located in Cole Valley, near the Haight-Ashbury neighborhood, Maud's, which opened in the
9 mid-1960s, served as one of San Francisco's most popular and longest running lesbian bars.
10 The bar occupied the subject property's middle two storefronts. Streicher was known as one
11 of San Francisco's most influential and successful openly lesbian businesswomen, and
12 Maud's was the first bar she opened. With a handful of queer spaces and its proximity to the
13 Haight-Ashbury counterculture movements, Cole Valley had a visible lesbian and gay
14 presence in the 1960s. Maud's, which remained open until 1989, far outlived many of the
15 other Haight-Ashbury LGBTQ businesses contemporary to this time period.

16 (c) The particular features that should be preserved, or replaced in kind as determined
17 necessary, are those generally shown in photographs and described in the Landmark
18 Designation Fact Sheet, which can be found in Planning Department Record Docket No.
19 2025-010435DES, and which are incorporated in this designation by reference as though fully
20 set forth herein. Specifically, the following features are character-defining and shall be
21 preserved or replaced in kind:

22 (1) All those exterior elevations, form, massing, structure, rooflines, architectural
23 ornament, and materials of the property identified as:

24 (A) One story, double-height;

25 (B) Full lot width;

- 1 (C) Decorative brick and tile cladding;
- 2 (D) Flat roof, parapet with ornamental panel, diamond ornamentation at
- 3 roofline;
- 4 (E) Cornice with floral pattern; and
- 5 (F) Storefronts, including the middle two storefronts with angled entryway,
- 6 bulkhead, ground level window openings and transom window openings.
- 7 (2) The following character-defining interior and exterior features of the property,
- 8 all of which were historically accessible to the public:
 - 9 (A) Interior conjoined double storefront bar configuration, including its
 - 10 volume, location at front of building, spatial relationship, and wood pillar
 - 11 partitions; and
 - 12 (B) Rear patio space of middle two storefronts.

13
14 Section 4. Effective Date.

15 This ordinance shall become effective at 12:00 a.m. on the 31st day after enactment.
16 Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance
17 unsigned or does not sign the ordinance within 10 days of receiving it, or the Board of
18 Supervisors overrides the Mayor’s veto of the ordinance.

19
20 APPROVED AS TO FORM:
21 DAVID CHIU, City Attorney

22 By: /s/ Peter Miljanich
23 PETER MILJANICH
24 Deputy City Attorney
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