

1 [Initiating Landmark Designation - The Bridge Theatre]

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3 **Resolution initiating landmark designation under Article 10 of the Planning Code for**
4 **The Bridge Theatre, located at 3008 Geary Boulevard, Assessor's Parcel Block No.**
5 **1067, Lot No. 019.**

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

9 WHEREAS, Planning Code, Section 1004.2(b), requires the Historic Preservation
10 Commission to respond to historic district or individual landmark designations initiated by the
11 Board of Supervisors within 90 days, and authorizes the Board, by Resolution, to extend the
12 time within which the Historic Preservation Commission is to render its decision; and

13 WHEREAS, The Bridge Theatre, located at 3008 Geary Boulevard, Assessor's Parcel
14 Block No. 1067, Lot No. 019, was constructed in 1939 in the Presidio Heights neighborhood;
15 and

16 WHEREAS, The theater was designed by Architect F. Frederic Amandes, who was
17 known for exuberant usage of Art Deco style and designed a handful of other Bay Area movie
18 theatres, including the Parkside Theatre, the Strand Theater in Alameda, and the Fox Theatre
19 in Richmond; and

20 WHEREAS, The Bridge Theatre was named in honor of the newly constructed Golden
21 Gate Bridge, which was opened in 1937; and

22 WHEREAS, District theaters such as the Bridge Theatre became more common
23 in neighborhood shopping areas following World War I, providing more convenient and
24 affordable alternatives to movie palaces, and

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1 WHEREAS, The Bridge Theatre uniquely opened during the Great Depression at a
2 time when construction of new theaters was slow; and

3 WHEREAS, The building operated as a movie theater for over seventy years, from
4 1939 through 2012; and

5 WHEREAS, The building was renovated in 2012 for its new use, though the project
6 included preservation of the façade and blade sign; and

7 WHEREAS, Intact features of the building include the stacked geometric central tower,
8 marquee-level bands, central blade sign with neon "BRIDGE" lettering and neon banding,
9 movie theater marquee, front facade display cases, brick bulkheads, front facade transom
10 window flanked by decorative casting with horizontal bands, recessed entryway, and front
11 ticketing window; and

12 WHEREAS, The Bridge Theatre is a contributing property to the eligible San Francisco
13 Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District, which was
14 identified in 2006; and

15 WHEREAS, In 2022, the San Francisco Historic Preservation Commission adopted the
16 Modernistic Styles (1925-1965) Historic Context Statement, which provided frameworks for
17 identifying and evaluating Art Deco buildings for historical significance and integrity; and

18 WHEREAS, Through applying the evaluative framework outlined in the Modernistic
19 Styles (1925-1965) Historic Context Statement, the property can be considered as an
20 individually eligible historic resource based on year built, extant character-defining features,
21 and sufficient integrity; now, therefore be it

22 RESOLVED, The Board of Supervisors hereby initiates landmark designation of the
23 Bridge Theatre under Planning Code, Section 1004.1; and, be it

24 FURTHER RESOLVED, The Board requests that the Planning Department prepare a
25 landmark designation report to submit to the Historic Preservation Commission for its

1 consideration of the full historical, architectural, aesthetic, and cultural interest and value of
2 the Bridge Theatre; and, be it

3 FURTHER RESOLVED, The Board of Supervisors requests that the Historic
4 Preservation Commission consider whether the Bridge Theatre warrants landmark
5 designation and submit its recommendation to the Board according to Article 10 of the
6 Planning Code.

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