



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 861 HEARING DATE APRIL 5, 2016

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Case No. 2016-011052DES
Project: 1970 Ocean Avenue (El Rey Theater)
Recommendation to Board of Supervisors
Staff Contact: Shannon Ferguson (415) 575-9074
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Reviewed By: Tim Frye – (415) 575-6822
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RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS ARTICLE 10 LANDMARK DESIGNATION OF 1970 OCEAN AVENUE (AKA EL REY THEATER), LOT 018 IN ASSESSOR'S BLOCK 3280, AS LANDMARK NO. XXX

1. WHEREAS, on August 17, 2016, the Historic Preservation Commission added 1970 Ocean Avenue Street (aka El Rey Theater), to the Landmark Designation Work Program; and
2. WHEREAS, Historic Preservation Consultant Christopher VerPlanck, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 1970 Ocean Avenue (aka El Rey Theater) on behalf of the Art Deco Society of California, which was reviewed by Department Staff Shannon Ferguson and Tim Frye, who meet the Secretary of Interior's Professional Qualification Standards, for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of January 18, 2016 reviewed Department staff's analysis of 1970 Ocean Avenue's (aka El Rey Theater) historical significance per Article 10 as part of the Landmark Designation Case Report dated December 7, 2016 and initiated Landmark designation process through Resolution 841; and
4. WHEREAS, the Historic Preservation Commission finds that the 1970 Ocean Avenue (aka El Rey Theater) nomination is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 1970 Ocean Avenue (aka El Rey Theater) conveys its architectural significance as an embodiment of the distinctive characteristics of the Art Deco style and represents the work of master architect Timothy Pflueger; and
6. WHEREAS, the Historic Preservation Commission finds that 1970 Ocean Avenue (aka El Rey Theater) meets two of the Historic Preservation Commission's priorities for designation which

are the designation of underrepresented Landmark property types including landscapes; and the designation of buildings located in geographically underrepresented areas; and

7. WHEREAS, the Historic Preservation Commission finds that 1970 Ocean Avenue (aka El Rey Theater) meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of exterior and interior character-defining features, as identified in the Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and
9. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code sections 101.1 and 302; and furthers Priority Policy No. 7, which states that historic buildings be preserved; and
10. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of 1970 Ocean Avenue Street (aka El Rey Theater), Assessor's Block 3280, Lot 018 pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on April 5, 2017.



Jonas P. Ionin
Commission Secretary

AYES: Hyland, Hasz, Johnck, Johns, Matsuda, Pearlman, Wolfram

NAYS: None

ABSENT: None

ADOPTED: April 5, 2017