

1 [Initiating Landmark Designation - Grand Theater - 2665 Mission Street]

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3 **Resolution initiating a landmark designation under Article 10 of the Planning Code of**
4 **the Grand Theater, located at 2665 Mission Street, Assessor’s Parcel Block No. 3637,**
5 **Lot No. 023.**

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

9 WHEREAS, The Grand Theater, located at 2665 Mission Street, opened on March 23,
10 1940, and operated as a single-screen movie theater in the Mission District until
11 approximately 1988; and

12 WHEREAS, The Grand Theater is included in the San Francisco Neighborhood Movie
13 Theater Historic District Context Statement, a discontinuous district consisting of 23 total
14 properties, consisting of historic San Francisco neighborhood movie theaters that exhibited
15 numerous designs and architectural styles applied over the period of significance, 1906-1945;
16 and

17 WHEREAS, The Grand Theater was the last San Francisco theater to open before
18 World War II; and

19 WHEREAS, For decades, the Grand Theater appealed to working-class families of the
20 Mission District by offering bargain priced tickets and third-run films; and

21 WHEREAS, Since 2014, the Grand Theater has been home to Gray Area, a digital arts
22 non-profit organization, that has renovated the interior space to host community events, art
23 exhibits, and other civic engagement events; and

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1 WHEREAS, The Grand Theater has maintained its Streamline Moderne sign façade
2 from 1940, and in 2022, Gray Area raised over \$50,000 from crowdfunding to re-ignite the
3 neon sign for the first time in decades; and

4 WHEREAS, The Grand Theater is located within the Calle 24 Latino Cultural District
5 and is a celebrated community asset; and

6 WHEREAS, The Grand Theater is one of the few large buildings in San Francisco
7 designed in the Streamline Moderne style; now, therefore, be it

8 RESOLVED, That the Board of Supervisors hereby initiates landmark designation of
9 the Grand Theater, Assessor’s Parcel Block No. 3637, Lot No. 023, under Planning Code,
10 Section 1004.1; and, be it

11 FURTHER RESOLVED, That the Board requests that the Planning Department
12 prepare a Landmark Designation Report to submit to the Historic Preservation Commission
13 for its consideration of the full historical, architectural, aesthetic and cultural interest and value
14 of the Grand Theater; and, be it

15 FURTHER RESOLVED, That the Board of Supervisors requests that the Historic
16 Preservation Commission consider whether the Grand Theater warrants landmark designation
17 and submit its recommendation to the Board according to Article 10 of the Planning Code.