

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.

9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25