



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 1042

HEARING DATE APRIL 3, 2019

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Case No. 2018-017223DES
Project: 2851-2861 24th Street
(aka The Galería de la Raza/Studio 24 Building)
Re: Recommendation to Board of Supervisors
Staff Contact: Desiree Smith (415) 575-9093
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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 2851-2861 24TH STREET (AKA THE GALERIA DE LA RAZA/STUDIO 24 BUILDING), ASSESSOR'S BLOCK 4268, LOT 001, AS LANDMARK NO. XXX

1. WHEREAS, on August 17, 2016, the Historic Preservation Commission added 2851-2861 24th Street (aka The Galería de la Raza/Studio 24 Building), Assessor's Block 4268, Lot 001, to the Landmark Designation Work Program; and
2. WHEREAS, Department Staff who meets the Secretary of Interior's Professional Qualification Standards prepared the Landmark Designation Report for 2851-2861 24th Street (aka The Galería de la Raza/Studio 24 Building), Assessor's Block 4268, Lot 001, which was reviewed 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 16, 2019 reviewed Department staff's analysis of 2851-2861 24th Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated January 16, 2019 and initiated landmark designation process through Resolution 1015; and
4. WHEREAS, the Historic Preservation Commission finds that the 2851-2861 24th Street 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 2851-2861 24th Street is eligible for local designation given that for almost half a century it was home to one of the first Chicano/Latino cultural organizations established in the United States and was among the earliest professional galleries available to Latina/o artists. An outgrowth of the Chicana/o Movement of the late 1960s-1970s, Galería de la Raza/Studio 24 performed a critical role in the

development of the community mural movement in San Francisco's Mission District, with its rotating mural space serving as a canvas for painted and digital murals since the mid-1970s and having funded many of the first outdoor murals painted in the neighborhood. It also contributed to Chicano/Latino poster art culture in California and helped redefine the celebration of Day of the Dead (*Día de los Muertos*) in the United States and Mexico by popularizing the public celebration of a tradition that had previously been practiced in personal, familial settings, and by introducing a new art form, the altar-as-installation, which has since become a fixture of many *Día de los Muertos* celebrations. Beginning in the early 1970s, Galería de la Raza and its gift shop, Studio 24, have helped solidify the Latina/o identity of the Mission District, sparked the creation of other Latina/o cultural organizations in San Francisco, and was an important leader in the field of Latina/o arts in the United States during the latter third of the twentieth century;

6. WHEREAS, the Historic Preservation Commission finds that the designation of 2851-2861 24th Street is also proper given that it is associated with the development of a streetcar suburb and neighborhood commercial development along Twenty-Fourth Street in the Mission District during the Gilded Age, and is a rare example of a neighborhood mixed-use storefront building of its period, featuring Italianate, Stick/Eastlake, and Edwardian design element;
7. WHEREAS, the Historic Preservation Commission finds that 2851-2861 24th Street meets two of the Historic Preservation Commission's four priorities for designation, which include the designation of properties associated with underrepresented racial/ethnic/social groups and the designation of property types that are underrepresented among the City's designated landmarks;
8. WHEREAS, the Historic Preservation Commission finds that 2851-2861 24th Street meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
9. 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 Fact Sheet, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and
10. 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 7, which states that historic buildings be preserved; and
11. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and

12. WHEREAS, the Historic Preservation Commission adopted a Recommendation for Approval to Recommend landmark designation to the Board of Supervisors with the following modifications as described below:

a. Replacing the term "sign" with "mural frame and canvas" (passed +6-0):

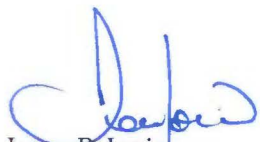
AYES: Johnck, Johns, Pearlman, Matsuda, Wolfram
NAYS: None
ABSENT: Hyland

b. Removing section 3(A) from the proposed ordinance, regarding landmarking the interior volume (passed +5-1):

AYES: Johnck, Johns, Pearlman, Wolfram
NAYS: Matsuda
ABSENT: Hyland

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of 2851-2861 24th Street (aka The Galería de la Raza/Studio 24 Building), Assessor's Block 4268, Lot 001 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 3, 2019.



Jonas P. Ionin
Commission Secretary

ADOPTED: April 3, 2019