



SAN FRANCISCO PLANNING DEPARTMENT

HEARING DATE: April 5, 2017
CASE NUMBER: 2016-011052DES
PROJECT ADDRESS 1970 Ocean Avenue
BLOCK/LOT 3280/018
TO: Historic Preservation Commission
FROM: Shannon Ferguson
Preservation Planner, 415-575-9074
REVIEWED BY: Tim Frye
Historic Preservation Officer, 415-575-6822
RE: Landmark Recommendation Resolution

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On January 18, 2017, the Historic Preservation Commission (HPC) adopted Resolution No. 841 to initiate Article 10 landmark designation of 1970 Ocean Avenue, known historically as the El Rey Theater. Under Article 10, initiation and recommendation are two distinct steps of the landmark designation process which require separate hearings and resolutions.

Attached is a draft Resolution to recommend approval to the Board of Supervisors the designation of 1970 Ocean Avenue as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1. 1970 Ocean Avenue is significant as one of the only remaining movie theaters originally designed in the Art Deco style by master architect Timothy Pflueger. The property meets two of the Historic Preservation Commission's priorities for designation: the designation of underrepresented Landmark property types including landscapes and the designation of buildings located in geographically underrepresented areas.

The Planning Department (Department) recommends adopting this Resolution.

ATTACHMENTS:

Draft Resolution
Draft Landmark Designation Report
Designation Ordinance
January 18, 2017 Case Report
Resolution 841