

1 [Initiating Landmark Designation - The Vogue]

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3 **Resolution initiating landmark designation under Article 10 of the Planning Code for**
4 **The Vogue, located at 3290 Sacramento Street, Assessor’s Parcel Block No. 1007, Lot**
5 **No. 016.**

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

9 WHEREAS, Planning Code, Section 1004.2(b), requires the Historic Preservation
10 Commission to respond to historic district or individual landmark designations initiated by the
11 Board of Supervisors within 90 days, and authorizes the Board, by Resolution, to extend the
12 time within which the Historic Preservation Commission is to render its decision; and

13 WHEREAS, The Vogue, located at 3290 Sacramento Street, Assessor’s Parcel Block
14 No. 1007, Lot No. 016, was constructed circa 1912 in the Presidio Heights neighborhood,
15 originally as the Elite Theater, with other past names including the Plaza Theater and the Rex
16 Theater; and

17 WHEREAS, The theater originally was a nickelodeon, which were considered the first
18 permanent movie theaters, developed around the turn of the century as modifications to
19 existing retail storefronts and charging 5 cents per show; and

20 WHEREAS, Building alterations were made in the 1920s-1930s, including interior re-
21 arrangements, as well as exterior remodeling in Art Deco Style, including a new front and
22 neon sign installation; and

23 WHEREAS, District theaters such as the Vogue became more common
24 in neighborhood shopping areas following World War I, providing more convenient and
25 affordable alternatives to movie palaces; and

1 WHEREAS, The theater became The Vogue in 1939; and

2 WHEREAS, The Vogue remains one of San Francisco's oldest surviving cinemas and
3 one of its few remaining single-screen theaters; and

4 WHEREAS, The Vogue's marquee and neon signage were restored in 2025; and

5 WHEREAS, The property includes intact features, including the speedlines, neon blade
6 sign, and beveled parapet; and

7 WHEREAS, The Vogue is a contributing property to the eligible San Francisco
8 Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District, which was
9 identified in 2006; and

10 WHEREAS, In 2022, the San Francisco Historic Preservation Commission adopted the
11 Modernistic Styles (1925-1965) Historic Context Statement, which provided frameworks for
12 identifying and evaluating Art Deco buildings for historical significance and integrity; and

13 WHEREAS, Through applying the evaluative framework outlined in the Modernistic
14 Styles (1925-1965) Historic Context Statement, the property can be considered as an
15 individually eligible historic resource based on year built, extant character-defining features,
16 and sufficient integrity; now, therefore be it

17 RESOLVED, The Board of Supervisors hereby initiates landmark designation of The
18 Vogue under Planning Code, Section 1004.1; and, be it

19 FURTHER RESOLVED, The Board requests that the Planning Department prepare a
20 landmark designation report to submit to the Historic Preservation Commission for its
21 consideration of the full historical, architectural, aesthetic, and cultural interest and value of
22 The Vogue; and, be it

23 FURTHER RESOLVED, The Board of Supervisors requests that the Historic
24 Preservation Commission consider whether The Vogue warrants landmark designation and
25 submit its recommendation to the Board according to Article 10 of the Planning Code.