

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## MEMORANDUM

### LAND USE AND TRANSPORTATION COMMITTEE SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Myrna Melgar, Chair, Land Use and Transportation Committee

FROM: Erica Major, Assistant Clerk, Land Use and Transportation Committee

DATE: July 27, 2021

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**  
Tuesday, July 27, 2021

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, July 27, 2021. This item was acted upon at the Committee Meeting on Monday, July 26, 2021, at 1:30 p.m., by the votes indicated.

**Item No. 74**                      **File No. 210726**

Resolution initiating a landmark designation under Article 10 of the Planning Code for 2261 Fillmore Street (aka the Clay Theatre), Assessor's Parcel Block No. 0630, Lot No. 002; and extending the prescribed time within which the Historic Preservation Commission may render its decision by 90 days, for a total of 180 days.

#### **AMENDED, AN AMENDMENT OF THE WHOLE BEARING NEW TITLE**

Vote: Supervisor Myrna Melgar - Aye  
Supervisor Dean Preston - Aye  
Supervisor Aaron Peskin - Aye

#### **RECOMMENDED AS A COMMITTEE REPORT**

Vote: Supervisor Myrna Melgar - Aye  
Supervisor Dean Preston - Aye  
Supervisor Aaron Peskin - Aye

cc: Board of Supervisors  
Angela Calvillo, Clerk of the Board  
Alisa Somera, Legislative Deputy  
Anne Pearson, Deputy City Attorney  
Kristen Jensen, Deputy City Attorney

File No. 210726 Committee Item No. 3  
Board Item No. \_\_\_\_\_

**COMMITTEE/BOARD OF SUPERVISORS**  
AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation Committee Date July 26, 2021

Board of Supervisors Meeting Date \_\_\_\_\_

**Cmte Board**

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| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

**OTHER (Use back side if additional space is needed)**

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Completed by: Erica Major Date July 22, 2021  
Completed by: Erica Major Date \_\_\_\_\_

1 [Initiating Landmark Designation - 2261 Fillmore Street (aka the Clay Theatre) - Approval of  
2 90-Day Extension for Historic Preservation Commission Review]

3 **Resolution initiating a landmark designation under Article 10 of the Planning Code for**  
4 **2261 Fillmore Street (aka the Clay Theatre), Assessor’s Parcel Block No. 0630, Lot No.**  
5 **002; and extending the prescribed time within which the Historic Preservation**  
6 **Commission may render it’s decision by 90 days, for a total of 180 days**

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

10 WHEREAS, the 380-seat Clay Theatre, also known as “The Clay,” located at 2261  
11 Fillmore Street, Assessor’s Parcel Block No. 0630, Lot No. 002, is one of the oldest single  
12 screen nickelodeon movie houses in San Francisco; and

13 WHEREAS, the building was constructed strictly as a movie theatre, with no backstage  
14 for other types of performances; and

15 WHEREAS, the Naify family, legendary film impresarios, renovated the nickelodeon in  
16 1913 and opened the venture as the Regent; and

17 WHEREAS, the theatre, later known as The Avalon, was renamed in 1935 under  
18 Herbert Rosener as The Clay International and became one of the most important  
19 destinations for foreign and independent films throughout the 20th century; and

20 WHEREAS, theatre architect Vincent Raney later remodeled The Clay Theatre in 1946  
21 and it became a top destination for midnight movies; and

22 WHEREAS, in 1972, the Clay Theatre made history and hosted San Francisco’s first-  
23 ever midnight movie screening with the premiere of John Waters’ “Pink Flamingos”; and

24  
25

1           WHEREAS, in 1985, the Clay Theatre hosted the premiere of the spaghetti western  
2 parody “Lust in the Dust,” which starred Tab Hunter and Cesar Romero, who also attended  
3 the screening, and the movie would later become a cult classic; and

4           WHEREAS, The Clay Theatre became renowned for showing foreign and art-house  
5 content, including late night showings of “The Rocky Horror Picture Show” and Tommy  
6 Wiseau’s “The Room,” which drew hundreds of patrons each month; and

7           WHEREAS, many of San Francisco’s single-screen movie theatres have closed or  
8 have been converted to other uses in the past few decades; and

9           WHEREAS, these single-screen movie theatres are important and unique cultural  
10 institutions in San Francisco; and

11           WHEREAS, the Clay Theatre’s relatively small scale reflects its age and origins as a  
12 nickelodeon; and

13           WHEREAS, the Clay Theatre’s physical structure, with art deco design elements and  
14 an elegant, simply decorated auditorium that recalls a jewel box, also holds unique  
15 architectural and aesthetic interest and value; now, therefore be it

16           RESOLVED, That the Board of Supervisors hereby initiates landmark designation of  
17 2261 Fillmore Street (aka the Clay Theatre), Assessor’s Parcel Block No. 0630, Lot No. 002;  
18 and be it

19           FURTHER RESOLVED, That the Board requests that the Planning Department  
20 prepare a Landmark Designation Report to submit to the Historic Preservation Commission  
21 for its consideration of the unique historical, architectural, and aesthetic interest and value of  
22 the property; and be it

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

1           FURTHER RESOLVED, That Planning Code, Section 1004.2(b), requires the Historic  
2 Preservation Commission to respond to landmark designation initiations from the Board within  
3 90 days, but that the Board of Supervisors may, by resolution, extend the time within which  
4 the Historic Preservation Commission is to render its decision; therefore, in order to allow the  
5 Planning Department more time to complete its review of this landmark designation, this  
6 Resolution shall also serve as a 90-day extension of that deadline, for a total of 180 days to  
7 respond starting from the transmittal date.

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July 23, 2021

Land Use and Transportation Committee  
Board of Supervisors  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

**Re: Landmark Initiation of Clay Theatre**

Supervisors Melgar, Preston, and Peskin:

San Francisco Heritage strongly supports initiation of city landmark designation of the Clay Theatre at 2261 Fillmore Street. The architectural style and integrity of the Clay, as well as its deep history and significance to the upper Fillmore Street neighborhood, combine to make the former nickelodeon and movie house a deserving city landmark.

The Clay is one of the oldest movie theatres in San Francisco and for years served as a cultural touchstone of the city, showing foreign films and midnight movie screening. Despite recently closing and having its seats insensitively ripped out, the theater building retains its elegant façade and marquee and should receive any protections possible to preserve its appearance and use as one of the last single-screen motion picture theatres.

Thank you for your attention and consideration,



Woody LaBounty  
Interim President and CEO

**From:** [Nora Roach](#)  
**To:** [Board of Supervisors, \(BOS\)](#); [Chan, Connie \(BOS\)](#); [Haney, Matt \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Melgar, Myrna \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Ronen, Hillary](#); [Safai, Ahsha \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Major, Erica \(BOS\)](#)  
**Subject:** Important: SAVE THE CLAY THEATER  
**Date:** Monday, July 26, 2021 12:06:12 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the board of supervisors,

Losing the Clay right before the pandemic was a HUGE blow to the film lovers and workers of our beautiful city. There are SO MANY people who want to save the Clay theater - which is an important part of our city's history. **We want a resolution initiating landmark status for the Clay!!**

This is our shot to preserve a theater that deserves to be a movie-goers haven once again. **We cannot continue letting the old San Francisco die out. Seriously, if I see one more outer richmond / sunset house get gutted and painted all white and gray .... UGH.**

If we don't work to save the pieces of our city that represent our incredible history then we are giving up on allowing future generations to learn about their city. Our history is what makes us special!

SAVE THE CLAY - DO THE RIGHT THING - LANDMARK STATUS FOR THE CLAY THEATER!

Yours,  
Nora Roach

SF native and lover of movies

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## MEMORANDUM

TO: Rich Hillis, Director, Planning Department  
Jonas Ionin, Commission Secretary, Historic Preservation Commission

FROM: Erica Major, Assistant Clerk, Land Use and Transportation Committee

DATE: June 25, 2021

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Supervisor Stefani on June 15, 2021:

**File No. 210726**

**Resolution initiating a landmark designation under Article 10 of the Planning Code for the Clay Theatre, at 2261 Fillmore Street, Assessor's Parcel Block No. 0630, Lot No. 002.**

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [erica.major@sfgov.org](mailto:erica.major@sfgov.org).

cc: Corey Teague, Planning Department  
Dan Sider, Planning Department  
Laura Lynch, Planning Department  
Scott Sanchez, Planning Department  
Lisa Gibson, Planning Department  
Devyani Jain, Planning Department  
Adam Varat, Planning Department  
AnMarie Rodgers, Planning Department  
Aaron Starr, Planning Department  
Andrea Ruiz-Esquide, Deputy City Attorney  
Joy Navarrete, Planning Department





**MYRNA MELGAR**

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DATE: July 21, 2021

TO: Angela Calvillo  
Clerk of the Board of Supervisors

FROM: Supervisor Myrna Melgar, Chair, Land Use and Transportation Committee *MM*

RE: Land Use and Transportation Committee  
COMMITTEE REPORTS

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Pursuant to Board Rule 4.20, as Chair of the Land Use and Transportation Committee, I have deemed the following matters are of an urgent nature and request them be considered by the full Board on Tuesday, July 27, 2021, as Committee Reports:

- |                        |   |
|------------------------|---|
| <b>File No. 210426</b> | <b>Initiating Landmark Designation - Lincoln Park "City Cemetery"</b><br>Sponsor: Chan          |
| <b>File No. 210726</b> | <b>Initiating Landmark Designation - Clay Theatre</b><br>Sponsor: Stefani                       |
| <b>File No. 210495</b> | <b>Landmark Tree Designation - Canary Island Pine - 2251 Filbert Street</b><br>Sponsor: Stefani |

These matters will be heard in the Land Use and Transportation Committee at a Regular Meeting on Monday, July 26, 2021, at 1:30pm.

# Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor  inquiries"
- 5. City Attorney Request.
- 6. Call File No.  from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.**

Sponsor(s):

Subject:

The text is listed:

Signature of Sponsoring Supervisor:

For Clerk's Use Only