

LEGISLATIVE DIGEST

[Planning Code - Landmark Designation - 2851-2861 24th Street (The Galería de la Raza/Studio 24 Building)]

Ordinance amending the Planning Code to designate 2851-2861 24th Street (The Galería de la Raza/Studio 24 Building), a portion of Assessor's Parcel Block No. 4268, Lot No. 001, as a Landmark under Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare findings under Planning Code, Section 302.

Existing Law

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural or aesthetic interest or value as a City landmark. Once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission ("HPC"). (Planning Code Section 1006; Charter of the City and County of San Francisco, Section 4.135.) Thus, landmark designation affords a high degree of protection to historic and architectural structures of merit in the City. There are currently more than 270 individual landmarks in the City under Article 10, in addition to other structures and districts in the downtown area that are protected under Article 11. (See Appendix A to Article 10.)

Amendments to Current Law

This ordinance amends the Planning Code to add a new historic landmark to the list of individual landmarks under Article 10: the Galería de la Raza/Studio 24 Building, Assessor's Parcel Block No. 4268, Lot No. 001.

The ordinance finds that the Galería de la Raza/Studio 24 Building is eligible for local designation as it is associated with events that have made a significant contribution to the broad patterns of our history and embodies distinctive characteristics of a type, period, or method of construction. Specifically, designation of 2851-2861 24th Street is proper 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. 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 elements.

As required by Section 1004, the ordinance lists the particular exterior and interior features that shall be preserved, or replaced in-kind as determined necessary.

Background Information

The landmark designation was initiated by the HPC pursuant to its authority under the Charter to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors. The HPC held a hearing to initiate the landmark designation of the Galería de la Raza/Studio 24 Building on January 16, 2019. April 3, 2019, after holding a public hearing on the proposed designation and having considered the Landmark Designation Case Report prepared by Planning Department staff Desiree Smith, the HPC voted to recommend approval of Galería de la Raza/Studio 24 Building to the Board of Supervisors.

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