

From: [Daniel Kelly](#)
To: [Major, Erica \(BOS\)](#)
Subject: In Support of Landmarking the Clay Theatre
Date: Monday, April 11, 2022 1:52:01 PM

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

I believe The Clay Theatre is a vital part of our city's cultural integrity and I support the landmarking of The Clay Theatre. Thank you.

Sincerely,

Daniel Kelly

From: [Donovan, Dominica \(BOS\)](#)
To: [Major, Erica \(BOS\)](#)
Subject: Fwd: Clay Theater Landmark Hearing
Date: Monday, April 11, 2022 1:39:54 PM

FYI

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From: Feinberg, Giles (BOS) <giles.feinberg@sfgov.org>
Sent: Monday, April 11, 2022 1:29:56 PM
To: Donovan, Dominica (BOS) <dominica.donovan@sfgov.org>
Subject: FW: Clay Theater Landmark Hearing

Good afternoon Richard,
Thank you for reaching out. If you'd like to provide public comment on this issue you can find instructions on how to do so [HERE](#). The Committee meeting starts now at 1:30pm

From: Richard Springwater <richard@springwaterinvestments.com>
Sent: Monday, April 11, 2022 12:57 PM
To: Major, Erica (BOS) <erica.major@sfgov.org>; Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>
Subject: Clay Theater Landmark Hearing

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

I just received notice of a hearing concerning the proposed landmark designation of the Clay Theater and I want to voice my support.

The Clay Theater is an essential part of the historic fabric of Fillmore Street and an anchor for the shops and restaurants that line the Fillmore Street commercial district in Pacific Heights. The Clay Theater's sign dominates its stretch of Fillmore and serves as a true landmark for neighbors and visitors alike, marking the presence of a lively, festive commercial center. The storefront and ticket booth are reminders of a simpler time, when queuing in front of a movie house was a chance to chat with neighbors and share the excitement of a community event. It is a wonder that the Clay Theater has remained intact for so many years, and it would be a tragedy to see this charming part of San Francisco history destroyed so that an investor can earn bigger profits.

I want to see the Clay Theater restored as an operating moviehouse and neighborhood gathering place. Before the pandemic and the shutdown of the Clay, my wife and I were regular attendees, and going to see a movie at the Clay was a memorable part of living in our neighborhood. I know that achieving a landmark designation is only a small step in the direction of restoring the Clay to its full function and past glory, but it is an important step.

I urge the Board of Supervisors to preserve the Clay Theater for future generations of San Franciscans.

From: [David Tighe](#)
To: [Major, Erica \(BOS\)](#)
Subject: Re: Clay Theatre
Date: Monday, April 11, 2022 1:18:47 PM



There is benefit to SF to have this charm remain in light!

On Apr 11, 2022, at 10:29 AM, Major, Erica (BOS) <erica.major@sfgov.org> wrote:

Thank you David, confirming receipt and inclusion to Board File No. 220190.

ERICA MAJOR

Assistant Clerk

Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244 San Francisco, CA 94102

Phone: (415) 554-4441 | Fax: (415) 554-5163

Erica.Major@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.

Click [HERE](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

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**From:** David Tighe <dtighe627@gmail.com>  
**Sent:** Monday, April 11, 2022 9:44 AM  
**To:** Major, Erica (BOS) <erica.major@sfgov.org>  
**Subject:** Clay Theatre

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

Hello Erica,

I am writing in regards to the public hearing on the future of The Clay. I cannot make it to the meeting today.

Obviously, I am in favor of Saving The Clay and hope that somehow this little gem of culture can be saved, restored and once again be a beacon of art and film for all of San Francisco!

I have lived near The Clay for 20+ years and have always valued the soft light emanating from the lobby, the changing of names on the marquee, and the chance to submerge into film in the gorgeous theatre.

This was part of the reason this neighborhood and San Francisco itself was special - because San Francisco valued neighborhoods and art enough to have this beacon of hope shine. If we continue to lose art and film locations then San Francisco becomes closer and closer to the Mall of America - nothing different, nothing unique, nothing special - just

whatever chain store is willing to pay the rent - and that is a shame. San Francisco should hold itself to a higher standard than the common malls of the U.S.

Please hear our call to Save the Clay for the sake of this neighborhood, for the sake of art and film, for the sake of the City. Without these little gems speckled throughout the City - it loses the history and uniqueness that makes it special!

Thank you!

David Tighe

**From:** [mrssox17@aim.com](mailto:mrssox17@aim.com)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay theatre  
**Date:** Monday, April 11, 2022 12:03:47 PM

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Dear Erica,

I am still saddened and suffering the loss of the Clay Theatre as a movie house. The miracle I am asking for, is to bring back Landmark movies to this beloved theater, but I know this will not happen. I am therefore requesting, like many others, to please keep the Clay as a SF landmark to utilize as an entertainment facility. Please, not for the hipsters who have influenced the neighborhood, but to those of us long-timers and natives, who enjoyed walking to this nearby theater and taking in a real good movie for so many years! Moreover, it would be a tragedy to tear down this historic landmark. Please understand where we are all coming from, with our request. Hoping for the best.

Respectfully,  
Sylvia Maraccini  
Proud SF Native for many years

[Sent from the all new AOL app for iOS](#)

**From:** [Bettina Rounds](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay Theater on Fillmore  
**Date:** Monday, April 11, 2022 11:59:48 AM

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

Dear Ms. Major,

I was a resident of San Francisco for 17 years, living at 1901 California Street. Fillmore Street was, and still is, very important to our family, having spent many hours at the Clay Theater, preceded by meals at Via Veneto, Ten-Ichi, La Mediterranee and other Fillmore haunts. My husband and I were back to the neighborhood for a week in March and distressed to see the theater shuttered.

The Clay has played an important role in the community for decades and should be preserved. It was almost destroyed when we were living there, but the neighborhood and the San Francisco Film Society successfully fought to preserve it. I spent quite a few hours myself handing out leaflets at the time.

We now live in Providence, Rhode Island, in the neighborhood that houses Brown University and Rhode Island School of Design. Historic buildings here, as with the Clay Theater, are constantly under siege by developers. These neighborhoods are important assets to the community and greatly contribute to the culture and health of a vibrant city.

I do hope you will support the preservation of the Clay Theater.

Respectfully,

Elizabeth H. Rounds  
415-254-3400



**From:** [Luita Persyko](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay Theater Landmark Status  
**Date:** Monday, April 11, 2022 11:24:03 AM

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Good Morning,

I have been a resident of San Francisco for the last 44 years. The Clay Theater has been a beacon in Pacific Heights as our single screen theaters have diminished significantly. Like the Vogue Theater it is an integral part of our community. It is not only an historically significant building it has also provided the entire city with a diverse offering of films and entertainment experiences. Its historical significance and impact on the community is similar to the Castro Theater just on a smaller scale. It would be a tremendous loss to all San Francisco citizens if we lost this wonderful gem. I urge you to advocate for giving the Clay Theater landmark status.

Thank you.  
Luita Persyko

**From:** [Alice](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Date:** Sunday, April 10, 2022 9:22:52 AM

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

I'm sending this email to voice my support for the clay theater as a historically preserved site

**From:** [Stephanie Peek](#)  
**To:** [Peskin, Aaron \(BOS\)](#); [PrestonStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#)  
**Cc:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay Theatre Landmark Designation.  
**Date:** Friday, April 8, 2022 3:47:21 PM

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

Stephanie Peek, 35-17<sup>th</sup> Avenue, San Francisco, CA 94121

Friday, April 8, 2022

To the Board of Supervisors Land Use Committee

Re: Clay Theatre Landmark Designation.

Dear Supervisors,

In January, the Historic Preservation Commission voted 6-0 vote in favor of landmarking. The landmarking of the Clay seems on the right track.

I am concerned about the owner's intentions. Landmarking doesn't rule out future modifications or a change of use. The owner's assertion that he can't find anyone interested in operating the Clay as a theater is FALSE.

The Clay should remain an active theater, not be converted to commercial or other incompatible use.

Thank you for your consideration,

Stephanie Peek

**From:** [David Tighe](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay Theatre  
**Date:** Monday, April 11, 2022 9:44:12 AM

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Hello Erica,

I am writing in regards to the public hearing on the future of The Clay. I cannot make it to the meeting today.

Obviously, I am in favor of Saving The Clay and hope that somehow this little gem of culture can be saved, restored and once again be a beacon of art and film for all of San Francisco!

I have lived near The Clay for 20+ years and have always valued the soft light emanating from the lobby, the changing of names on the marquee, and the chance to submerge into film in the gorgeous theatre.

This was part of the reason this neighborhood and San Francisco itself was special - because San Francisco valued neighborhoods and art enough to have this beacon of hope shine. If we continue to lose art and film locations then San Francisco becomes closer and closer to the Mall of America - nothing different, nothing unique, nothing special - just whatever chain store is willing to pay the rent - and that is a shame. San Francisco should hold itself to a higher standard than the common malls of the U.S.

Please hear our call to Save the Clay for the sake of this neighborhood, for the sake of art and film, for the sake of the City. Without these little gems speckled throughout the City - it loses the history and uniqueness that makes it special!

Thank you!

David Tighe

**From:** [Rob \(Biz\)](#)  
**To:** [Major, Erica \(BOS\)](#); [LaValley, Pilar \(CPC\)](#)  
**Subject:** Regarding Article 10 Landmark Designation 2261 Fillmore Street (Clay Theatre)  
**Date:** Monday, April 11, 2022 9:07:51 AM

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

Dear Historic Preservation Commission,

I am a Pacific Heights resident and writing to voice my enthusiastic support for granting the landmark status to Clay Theatre on Fillmore. Our city has let far too many of our treasured cinemas disappear from the cultural landscape. Cinema is perhaps the most democratic and accessible of all the popular art forms. Not only it is entertainment for the masses, a properly managed cinema is an enormous benefit to the neighborhood that it serves. Unlike the special events which SF so eagerly courts, cinemas bring patrons into an area 365 days of the year. They are not the opera or the symphony, which are both expensive and infrequent. Cinemas operate every day and so unfortunately are often taken for granted - until they are gone.

Clay is not just a cinema. It is a historic structure dating back to the earliest days of both cinema and of our city as we know it today. It is a crime that it is not already protected. Resources like the Clay are significant features of San Francisco's essential fabric. To lose the treasure, or to allow it to be lost, would be an act of cultural desecration.

There may be the argument that the operators of the theatre failed to manage successfully. Their failure to competently operate the theater does not mean that it is not possible. One need look only as far as the Vogue, the Roxie, or the Balboa to know that, properly managed, single screen cinemas can thrive in our city. I should also point out that from the perspective of location, the Clay is at a much more attractive location than those that I just mentioned. Fillmore is already overloaded with vacant storefronts. Available retail locations are not exactly a rare thing in our zip code.

Please save the Clay. Save it for the neighborhood. Save it for the city. Save it for us all.

Respectfully,  
Robert Byrne  
2190 Broadway

**From:** [Grant Villeneuve](#)  
**To:** [Major, Erica \(BOS\); Board of Supervisors, \(BOS\)](#)  
**Subject:** Support for Clay Theater  
**Date:** Monday, April 11, 2022 7:38:39 AM

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Good Morning Erica,

I would like to express my support for the landmarking of the Clay Theater and express my support for my desire to keep the use of the Clay Theater as an Active Theater.

Thank you very much,

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Regards,

Grant Villeneuve  
650 906 0192  
VilleneuveProperties.com  
DRE: 02001330

**From:** [Phyllis Cath](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** about the Clay st theater on Fillmore st  
**Date:** Sunday, April 10, 2022 8:33:47 PM

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

Dear Erica,

I am writing to you about saving the Clay Theater. The theater has been a landmark in our neighborhood for many years. It is emblematic of the past, of an era when small theaters flourished. The marquis gave a charm and a sense of history to the neighborhood. It was one of the few things that had remained even from the 70s. I am not alone as one who grieved the potential demise of the theater and would be more than happy to be a patron once again. It also was one of the few places that was willing and able to show a certain category of film which many of us appreciated.

I do hope you will do what is necessary to preserve this precious historical landmark.

Thank you for your attention.

Sincerely

Phyllis Cath

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Phyllis Cath MD

Supervising Analyst- child / Faculty, San Francisco Center for Psychoanalysis

Co-Chair - Child Analytic Education , San Francisco Center for Psychoanalysis

Faculty Child Psychotherapy Education , San Francisco Center for Psychoanalysis

Full Clinical Professor, VOL , Department of Psychiatry, University of California, San Francisco

Faculty CPMC Psychiatry Residency

**From:** [Christinaorth](#)  
**To:** [Major, Erica \(BOS\)](#)  
**Subject:** Clay Theatre  
**Date:** Sunday, April 10, 2022 5:28:34 PM

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

The Clay Theatre should be a designated landmark of the Fillmore Commercial District. I agree with the San Francisco Heritage Association position. Thank you, Christina Orth  
Clay Street Neighbor  
Sent from my iPhone