File No. 230299

Committee Item No. _____ Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

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Committee: _____ Board of Supervisors Meeting

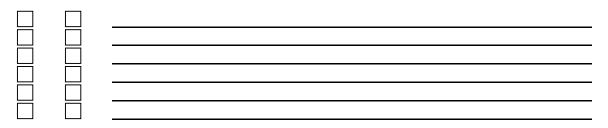
Date:

Date: March 21, 2023

Cmte Board

\square		Motion
\square	$\overline{\boxtimes}$	Resolution
П		Ordinance
H	H	Legislative Digest
H	H	Budget and Legislative Analyst Report
П	П	Youth Commission Report
	\square	Introduction Form
		Department/Agency Cover Letter and/or Report
		MOU
		Grant Information Form
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\square		Contract/Agreement
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OTHER



Prepared by:	Arthur Khoo
Prepared by:	

Date:	March 16, 2023
Date:	

FILE NO. 230299

RESOLUTION NO.

1	[Initiating Landmark Designation - Carnaval Mural - 1311 South Van Ness Avenue]
2	
3	Resolution initiating landmark designation under Article 10 of the Planning Code of the
4	Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No.
5	6519, Lot No. 039.
6	
7	WHEREAS, Under Planning Code, Section 1004.1, the Board of Supervisors may by
8	Resolution initiate landmark designation; and
9	WHEREAS, The Carnaval Mural, measuring 24' x 75', located on the north wall of an
10	Edwardian building located at 1311 South Van Ness Avenue, at the intersection of South Van
11	Ness Avenue and 24th Street ("Carnaval Mural"), has for decades captured the Mission
12	District's rich history, culture, artistic expression and pride; and
13	WHEREAS, In 1982, the San Francisco Arts Commission commissioned muralist
14	Daniel Galvez to complete a mural at 1311 South Van Ness Avenue, and Galvez coordinated
15	with Rene Yañez, renowned Mission District artist, activist, and co-founder of Galeria de la
16	Raza, and Lou Dematteis, award winning photo journalist and first official photographer of the
17	Carnaval parade, to depict San Francisco's Carnaval Parade and iconic Mission District
18	institutions; and
19	WHEREAS, The Carnaval Mural was completed by Galvez in 1983, with the
20	assistance of artists Jaime Morgan, Keith Sklar, Daniel Fontes, and Jan Shields; and
21	WHEREAS, Thirty-one years later, in 2014, the Carnaval Mural was restored by Galvez
22	and a group of muralist and volunteers; and
23	WHEREAS, The Carnaval Mural depicts the San Francisco Carnaval Parade and
24	Festival that dates back to 1979 in San Francisco, and is a historical and cultural institution
25	

created by and in the cultural tradition of the Americas, including Mexico, Central & South
 America, and the Caribbean; and

WHEREAS, Muralist Galvez utilized several of Dematteis' photographs from the 1979
Carnaval parade that powerfully captured the energy and cultural diversity of the Mission
District, including featuring Jaime Aguilar, a Mexican immigrant and Muni bus driver who
appears in the red vest; Jorge Molina, to the right of Jaime Aguilar playing the drums; and
Marlena, the Brazilian dancer in the silver sequined bodysuit with jewel and feather headband;
and

9 WHEREAS, The Carnaval Mural also captures the iconic Mission District businesses
10 and cultural institutions, such as Guadalajara de Noche, Studio 24/Galeria de la Raza,

Discolandia, the York Theater (Brava), and Mission Cultural Center for Latino Arts, all of which
have historically been, and continue to be, anchors of the Calle 24 Latino Cultural District and

13 the San Francisco immigrant and Latino enclave in the Mission District; and

WHEREAS, Muralist Galvez integrated the Carnaval Mural into the Victorian
 architecture of the existing building using "Trompe L'oeil technique," the art of illusions, in the
 creation of Victorian bay window, cornices with brackets, dentals, segmented windows with
 pediments and colorful Victorian palates; and

WHEREAS, The Carnaval Mural documents the iconic immigrant and Latino
 businesses, cultural institutions, parades and festivals in San Francisco's Mission District and
 Calle 24 Latino Cultural District, during the post-World War II period (1945-46) and the period
 of economic, political and cultural empowerment between 1960 and 1999; now, therefore, be
 it
 RESOLVED, That the Board of Supervisors hereby initiates landmark designation of

the Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No.

25 6519, Lot No. 039, under Planning Code, Section 1004.1; and, be it

Supervisor Ronen BOARD OF SUPERVISORS

1	FURTHER RESOLVED, That the Board requests that the Planning Department
2	prepare a Landmark Designation Report to submit to the Historic Preservation Commission
3	for its consideration of the full historical, architectural, aesthetic and cultural interest and value
4	of the Carnaval Mural; and, be it
5	FURTHER RESOLVED, That the Board of Supervisors requests that the Historic
6	Preservation Commission consider whether the Carnaval Mural warrants landmark
7	designation and submit its recommendation to the Board according to Article 10 of the
8	Planning Code.
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Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one): 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment) 2. Request for next printed agenda (For Adoption Without Committee Reference) (Routine, non-controversial and/or commendatory matters only) 3. Request for Hearing on a subject matter at Committee Request for Letter beginning with "Supervisor inquiries..." 4. 5. City Attorney Request Call File No. 6. from Committee. Budget and Legislative Analyst Request (attached written Motion) 7. Substitute Legislation File No. 8. Reactivate File No. 9. Topic submitted for Mayoral Appearance before the Board on 10. The proposed legislation should be forwarded to the following (please check all appropriate boxes): □ Small Business Commission □ Youth Commission □ Ethics Commission □ Planning Commission □ Building Inspection Commission □ Human Resources Department General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53): 🗆 No \Box Yes (Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.) Sponsor(s): Ronen Subject: [Initiating Landmark Designation – Carnaval Mural at 1311 South Van Ness Ave.] Long Title or text listed: Resolution initiating landmark designation under Article 10 of the Planning Code of the Carnaval Mural, 1311 South Van Ness Ave., Assessor's Parcel Block No. 6519, Lot No. 039.