



LANDMARK RESOLUTION RECOMMENDATION RESOLUTION NO. 1347

HEARING DATE: SEPTEMBER 20, 2023

Record No.: 2023-003506DES
Project Address: Chata Gutierrez Mural (3175 24th Street)
Zoning: 24th-Mission NCT (Neighborhood Commercial Transit)
Calle 24 Special Use District
55-X Height and Bulk District
Cultural District: Calle 24 Latino
Block/Lot: 6519/041
Project Sponsor: SF Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
Property Owner: Virginia Ramos Est of
2306 Center Avenue
Martinez, CA 94553
Staff Contact: Pilar LaValley (628-652-7372)
pilar.lavalley@sfgov.org

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF CHATA GUTIERREZ MURAL (ON WEST (SIDE) ELEVATION OF 3175 24TH STREET), ASSESSOR'S PARCEL BLOCK NO. 6519, LOT NO. 041, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10

1. WHEREAS, on March 14, 2023, Supervisor Ronen introduced a Resolution under Board of Supervisors (hereinafter "Board") File No. 230300 to initiate the Landmark designation process for Chata Gutierrez Mural (on west (side) elevation of 3175 24th Street), Assessor's Parcel Block No. 6519, Lot No. 041; and
2. WHEREAS, on March 21, 2023, the Board voted unanimously to adopt the Resolution to initiate Landmark Designation, and on March 28, 2023, Resolution No. 142-23 became effective (Board File No. 230300) without the Mayor's signature; and
3. WHEREAS, on May 23, 2023, the Board of Supervisors voted unanimously to adopt Resolution No. 286-23 (Board File No. 230583) to extend the prescribed time within which the Historic Preservation Commission may render its decision by 90 days, for a total of 180 days, or until October 10, 2023; and

4. WHEREAS, Department Staff, who meet the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Fact Sheet for Chata Gutierrez Mural, which was reviewed for accuracy and conformance with the purposes and standards of Article 10; and
5. WHEREAS, the Historic Preservation Commission, at its regular meeting of September 20, 2023, reviewed Department staff's analysis of Chata Gutierrez Mural's artistic and cultural significance pursuant to Article 10 as part of the Landmark Designation Executive Summary, dated September 13, 2023, and recommended Landmark designation through this Resolution; and
6. WHEREAS, the Historic Preservation Commission finds that the nomination of Chata Gutierrez Mural as a Landmark is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
7. WHEREAS, the Historic Preservation Commission finds that the Chata Gutierrez Mural is eligible for local designation as it is a cultural asset that has a significant association with the Mission District's Pan-Latino community, celebrating a cultural icon of the Latinx community and the Latin Music Movement, significant and vibrant parts of San Francisco's cultural heritage; and
8. WHEREAS, the Historic Preservation Commission finds that designation of Chata Gutierrez Mural is also appropriate as it has high artistic value and is representative of the Community Art Movement, or Mission Muralismo, a distinctive mode of expression within the Mission District, which is internationally known for its rich collection of murals; and
9. WHEREAS, the Historic Preservation Commission finds that Chata Gutierrez Mural meets two of the Historic Preservation Commission's four priority areas for designation: Underrepresented property types (object) and Underrepresented racial, ethnic, and social groups (Latinx). Specifically, the Chata Gutierrez Mural is significant for its association with Latinx community and Mission District. Several properties associated with Latinx history and culture are among the City's landmarks but remain underrepresented among designated buildings and sites. Other Landmark's with Latinx associations includes Mission Cultural Center for Latino Arts (2868 Mission Street, Landmark No. 303), Casa Sanchez (2778 24th Street, Landmark No. 296), Our Lady of Guadalupe Church (906 Broadway, Landmark 204), and Mission Dolores (Misión San Francisco de Asis) (320 Dolores Street, Landmark No. 1); and
10. WHEREAS, the Historic Preservation Commission finds that designation of Carnaval Mural advances the objectives outlined in Historic Preservation Commission (HPC) Resolution No. 1127, adopted in 2020, otherwise called *Centering Preservation Planning on Racial and Social Equity*, which states goals for how the Commission and the Planning Department can develop proactive strategies to address structural and institutional racism and center their work and resource allocation on racial and social equity, focused on preservation; and
11. WHEREAS, the Historic Preservation Commission finds that the Chata Gutierrez Mural meets the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and

12. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Fact Sheet, should be considered for preservation under the proposed landmark designation as they relate to the mural's artistic and cultural significance and retain historical integrity; and
13. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code, Section 101.1 and furthers Priority Policy No. 7, which states that landmarks and historic buildings be preserved, and will serve the public necessity, convenience and welfare pursuant to Planning Code, Section 302; and
14. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Categorical Exemption Class Eight), as an action taken by a regulatory agency for the protection of the environment; and

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of Chata Gutierrez Mural (on west (side) elevation of 3175 24th Street), Assessor's Parcel Block No. 6519, Lot No. 041 consistent with the purposes and standards of Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on September 20, 2023.



Jonas P. Ionin
Commission Secretary

Jonas P Ionin Digitally signed by Jonas P Ionin
Date: 2023.09.26 09:18:19 -07'00'

AYES: Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ADOPTED: September 20, 2023