[Planning Code - Landmark Designation - Grand Theater]

Ordinance amending the Planning Code to designate the Grand Theater, located at 2665 Mission Street, Assessor's Parcel Block No. 3637, Lot No. 023, as a Landmark consistent with the standards set forth in Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. CEQA and Land Use Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 *et seq*.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 231257 and is incorporated herein by reference. The Board of Supervisors affirms this determination.

(b) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the proposed landmark designation of Grand Theater, located at 2665 Mission Street, Assessor's Parcel Block No. 3637, Lot No. 023, will serve the public necessity, convenience, and welfare

for the reasons set forth in Historic Preservation Commission Resolution No. 1359, recommending approval of the proposed designation, which is incorporated herein by reference.

(c) On November 15, 2023, the Historic Preservation Commission, in Resolution No. 1359, adopted findings that the actions contemplated in this ordinance are consistent, on balance, with the City's General Plan and with the eight priority policies of Planning Code Section 101.1. The Board adopts these findings as its own.

Section 2. General Findings.

(a) On July 25, 2023, the Board of Supervisors adopted Resolution No. 405-23, initiating landmark designation of Grand Theater as a San Francisco Landmark pursuant to Section 1004.1 of the Planning Code. On July 28, 2023, the Mayor returned the approved resolution unsigned. Said resolution is on file with the Clerk of the Board of Supervisors in Board File No. 230845.

(b) Pursuant to Charter Section 4.135, the Historic Preservation Commission has authority "to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors."

(c) Planning Department Preservation staff prepared a Landmark Designation Fact Sheet for Grand Theater. All preparers meet the Secretary of the Interior's Professional Qualification Standards for historic preservation program staff, as set forth in Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and conformance with the purposes and standards of Article 10 of the Planning Code.

(d) The Historic Preservation Commission, at its regular meeting of November 15, 2023, reviewed Planning Department staff's analysis of the historical significance of Grand Theater set forth in the Landmark Designation Fact Sheet dated November 8, 2023.

(e) On November 15, 2023, after holding a public hearing on the proposed designation, and having considered the specialized analyses prepared by Planning Department staff, and the Landmark Designation Fact Sheet, the Historic Preservation Commission recommended designation of Grand Theater as a landmark under Article 10 of the Planning Code by Resolution No. 1359. Said resolution is on file with the Clerk of the Board in Board File No. 231257.

(f) The Board of Supervisors hereby finds that Grand Theater has a special character and special historical, architectural, and aesthetic interest and value, and that its designation as a Landmark will further the purposes of and conform to the standards set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by reference the findings of the Landmark Designation Fact Sheet.

Section 3. Designation.

Pursuant to Section 1004.3 of the Planning Code, Grand Theater, located at 2665 Mission Street, Assessor's Parcel Block No. 3637, Lot No. 023, is hereby designated as a San Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of the Planning Code is hereby amended to include this property.

Section 4. Required Data.

(a) The description, location, and boundary of the Landmark site consists of the City parcel located at 2665 Mission Street, Assessor's Parcel Block No. 3637, Lot No. 023, in San Francisco's Mission District.

(b) The characteristics of the Landmark that justify its designation are described and shown in the Landmark Designation Fact Sheet and other supporting materials contained in Planning Department Record Docket No. 2023-008267DES. In brief, Grand Theater is eligible

for local designation because it is associated with events that have made a significant contribution to the broad patterns of San Francisco history (National Register of Historic Places Criterion A) and as an example that embodies the distinctive characteristics of a type, period, region, or method of construction (Criterion C). Specifically, designation of Grand Theater, constructed in 1940, the last single-screen neighborhood movie theater constructed in San Francisco prior to World War II, is eligible for local designation for its association with the City's network of 20th century neighborhood theaters, an important element of our heritage. Further, designation of Grand Theater, a rare example of a large-scale Streamline Moderne style building, is also proper given its architectural significance as a building that embodies distinctive characteristics of the Streamline Moderne style, including notable neon sign marquee, and it is also representative of the work of two architects of merit, G. Albert Lansburgh and S. Charles Lee, renowned theater designers.

(c) The particular features that shall be preserved, or replaced in-kind as determined necessary, are those shown in photographs and described in the Landmark Designation Fact Sheet, which can be found in Planning Department Record Docket No. 2023-008267DES, and which are incorporated in this designation by reference as though fully set forth. Specifically, the following features are character-defining and shall be preserved or replaced in kind:

(1) The character-defining exterior features of Grand Theater (2665 Mission Street), including:

(A) Tall one-story form and massing;

(B) Façade with rounded corners and stacked massing clad in smooth stucco highlighted by ornamental "speed lines";

(C) Recessed entryway with multi-colored terrazzo paving in a geometric pattern (interior and exterior);

(D) Entryway with angled, metal-framed storefront windows, separated by rounded aluminum pilasters, resting on tile-clad bulkhead, flanking a curved storefront wall (transom above has been partially infilled but the aluminum framing is extant);

(E) Entrances at each end of curved storefront, featuring paired doors with round porthole-type windows and vertical speedlines;

(F) Upper portion of primary façade with rounded corners, shaped parapet, and plaster ornamentation consisting of ornamental horizontal "speed lines" and curved elements;

(G) Fenestration at upper portion of façade, consisting of small octagonal steel-sash windows and glass block windows that flank the marquee;

(H) Angled marquee sign with rounded vertical accent piers projecting over the sidewalk above the storefront; and

(I) Vertical tower sign, rising an extra story in height above the main center mass of the structure, with flared or winged sides, curved cap, and neon letters spelling out G-R-A-N-D on both sign faces.

(2) The character-defining interior features of the Grand Theater (2665 Mission Street) are those associated with areas that have historically been accessible to the public including:

(A) Regular rectangular plan with principal spaces of lobby and auditorium;

(B) Proscenium, formed by narrowing of the east end of the auditorium, highlighted with series of radiating bands of fluted plaster decoration at walls and ceiling;

(C) Metal vents with sunrise decorative motif on walls flanking the proscenium;

(D) Decorative plaster moldings affixed to upper edge of walls and down the center of ceiling in auditorim; and

(E) Decorative features in former lobby, including intersecting, curved walls, cove lighting, patterned multi-colored terrazzo floor (extending from interior to exterior), and stairs with metal handrails at north and south end of the lobby.

Section 5. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: /s/ Peter R. Miljanich
PETER R. MILJANICH
Deputy City Attorney

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