



# LANDMARK RESOLUTION RECOMMENDATION RESOLUTION NO. 1359

**HEARING DATE: NOVEMBER 15, 2023**

**Record No.:** 2023-008267DES  
**Project Address:** Grand Theater (Grand Theater (2665 Mission Street)  
**Zoning:** Mission NCT (Neighborhood Commercial Transit)  
65-B Height and Bulk District  
**Cultural District:** Calle 24 Latino  
**Block/Lot:** 3637/023  
**Project Sponsor:** SF Planning Department  
49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
**Property Owner:** FCW Corporation Trustee  
150 Gardenside Dr., Apt. 102  
San Francisco, CA 94131  
**Staff Contact:** Pilar LaValley (628-652-7372)  
[pilar.lavalley@sfgov.org](mailto:pilar.lavalley@sfgov.org)

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF GRAND THEATER (2665 MISSION STREET), ASSESSOR'S PARCEL BLOCK NO. 3637, LOT NO. 023, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10

1. WHEREAS, on July 18, 2023, Supervisor Ronen introduced, and Board of Supervisors (hereinafter "Board") President Peskin referred for adoption without committee reference, a Resolution under Board File No. 230845 to initiate the Landmark designation process for Grand Theater (2665 Mission Street), Assessor's Parcel Block No. 3637, Lot No. 023; and
2. WHEREAS, on July 25, 2023, the Board voted unanimously to adopt the Resolution to initiate Landmark Designation, and on July 28, 2023, without the Mayor's signature, Resolution No. 405-23 became effective (Board File No. 230845); and
3. WHEREAS, Department Staff, who meet the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Executive Summary and Fact Sheet for Grand Theater, which was

reviewed for accuracy and conformance with the purposes and standards of Article 10; and

4. WHEREAS, the Historic Preservation Commission, at its regular meeting of November 15, 2023, reviewed Department staff's analysis of the architectural and historical significance of Grand Theater pursuant to Article 10 as part of the Landmark Designation Executive Summary, dated November 8, 2023, and recommended Landmark designation through this Resolution; and
5. WHEREAS, the Historic Preservation Commission finds that the nomination of the Grand Theater as a Landmark is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and
6. WHEREAS, the Historic Preservation Commission finds that the 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 neighborhood theaters, representing a collection of unique building types, often the best existing representation of important architectural styles, and an important element of our cultural heritage; and
7. WHEREAS, the Historic Preservation Commission finds that the 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 architects; and
8. WHEREAS, the Historic Preservation Commission finds that Grand Theater meets the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
9. 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 object's cultural and historical significance and retain historical integrity; and
10. 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
11. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to California Environmental Quality Act Guidelines Section 15308 (Categorical Exemption Class Eight), as an action taken by a regulatory agency for the protection of the environment; now therefore, be it

RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of Grand Theater (2665 Mission Street), Assessor's Parcel Block No. 3637, Lot No. 023, 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 November 15, 2023.



Jonas P. Ionin  
*Commission Secretary*

AYES: Campbell, Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: November 15, 2023