

1 [Planning Code - Landmark Designation - 2851-2861 24th Street (The Galería de la
2 Raza/Studio 24 Building)]

3 **Ordinance amending the Planning Code to designate 2851-2861 24th Street (The**
4 **Galería de la Raza/Studio 24 Building), a portion of Assessor's Parcel Block No. 4268,**
5 **Lot No. 001, as a Landmark under Article 10 of the Planning Code; affirming the**
6 **Planning Department's determination under the California Environmental Quality Act;**
7 **and making findings of consistency with the General Plan, and the eight priority**
8 **policies of Planning Code, Section 101.1, and findings of public necessity,**
9 **convenience, and welfare findings under Planning Code, Section 302.**

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

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

18 Section 1. Findings.

19 (a) CEQA and Land Use Findings.

20 (1) The Planning Department has determined that the proposed Planning Code
21 amendment is subject to a Categorical Exemption from the California Environmental Quality
22 Act (California Public Resources Code sections 21000 et seq., "CEQA") pursuant to Section
23 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies
24 for protection of the environment (in this case, landmark designation). Said determination is
25 on file with the Clerk of the Board of Supervisors in File No. _____ and is
incorporated herein by reference. The Board of Supervisors affirms this determination.

1 (2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
2 the proposed landmark designation of 2851-2861 24th Street (The Galería de la Raza/Studio
3 24 Building), a portion of Assessor's Parcel Block No. 4268, Lot No. 001, will serve the public
4 necessity, convenience, and welfare for the reasons set forth in Historic Preservation
5 Commission Resolution No. _____, recommending approval of the proposed
6 designation, which is incorporated herein by reference. Said resolution is on file with the
7 Clerk of the Board in File No. _____.

8 (3) The Board finds that the proposed landmark designation of 2851-2861 24th
9 Street is consistent with the General Plan and with Planning Code Section 101.1(b) for the
10 reasons set forth in Historic Preservation Commission Resolution No. _____,
11 recommending approval of the proposed designation.

12 (b) General Findings.

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

17 (2) On August 17, 2016, the Historic Preservation Commission added 2851-
18 2861 24th Street to the Landmark Designation Work Program.

19 (3) The Designation report was prepared by Planning Department preservation
20 staff. All preparers meet the Secretary of the Interior's Professional Qualification Standards,
21 and the report was reviewed for accuracy and conformance with the purposes and standards
22 of Article 10 of the Planning Code.

23 (4) The Historic Preservation Commission, at its regular meeting of January 16,
24 2019, reviewed Department staff's analysis of the historical significance of 2851-2861 24th
25

1 Street pursuant to Article 10 as part of the Landmark Designation Case Report dated January
2 16, 2019.

3 (5) On January 16, 2019, the Historic Preservation Commission passed
4 Resolution No.1015, initiating designation of 2851-2861 24th Street as a San Francisco
5 Landmark pursuant to Section 1004.1 of the Planning Code. Said resolution is on file with the
6 Clerk of the Board of Supervisors in File No. _____ and is incorporated herein by
7 reference.

8 (6) On April 3, 2019, after holding a public hearing on the proposed designation
9 and having considered the specialized analyses prepared by Planning Department staff and
10 the Landmark Designation Case Report, the Historic Preservation Commission recommended
11 approval of the proposed landmark designation of 2851-2861 24th Street, by Resolution No.
12 _____.

13 (7) The Board of Supervisors hereby finds that 2851-2861 24th Street has a
14 special character and special historical, architectural, and aesthetic interest and value, and
15 that its designation as a Landmark will further the purposes of and conform to the standards
16 set forth in Article 10 of the Planning Code.

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18 Section 2. Designation.

19 Pursuant to Section 1004 of the Planning Code, 2851-2861 24th Street (The Galería de
20 la Raza/Studio 24 Building), a portion of Assessor’s Parcel Block No. 4268, Lot No. 001, is
21 hereby designated as a San Francisco Landmark under Article 10 of the Planning Code.

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23 Section 3. Required Data.

24 (a) The description, location, and boundary of the Landmark site consists of a portion
25 of the Assessor’s Parcel Block No. 4268, Lot No. 001, at the southwest corner of 24th and

1 Bryant Streets, limited to the two mixed-use storefront buildings at the northern portion of the
2 lot, including the first 50 feet of 2851 24th Street, as well as 2857-2861 24th Street, and the 10'
3 by 24' mural frame and canvas on the Bryant Street facade (the site of Galería de la
4 Raza/Studio 24's rotating mural), but excluding the attached rear horizontal residential
5 addition with the address of 2600 Bryant Street, and the detached residential property located
6 within the southeastern portion of the parcel with the addresses of 2604-2606 Bryant Street.

7 (b) The characteristics of the Landmark that justify its designation are described and
8 shown in the Landmark Designation Case Report and other supporting materials contained in
9 Planning Department Case Docket No. 2018-017223DES. In brief, 2851-2861 24th Street is
10 eligible for local designation as it is associated with events that have made a significant
11 contribution to the broad patterns of San Francisco history and embodies distinctive
12 characteristics of a type, period, or method of construction. Specifically, designation of 2851-
13 2861 24th Street is proper given that for almost half a century it was home to one of the first
14 Chicano/Latino cultural organizations established in the United States and was among the
15 earliest professional galleries available to Latina/o artists. An outgrowth of the Chicana/o
16 Movement of the late 1960s-1970s, Galería de la Raza/Studio 24 performed a critical role in
17 the development of the community mural movement in San Francisco's Mission District, with
18 its rotating mural space serving as a canvas for painted and digital murals since the mid-
19 1970s and having funded many of the first outdoor murals painted in the neighborhood. It
20 also contributed to Chicano/Latino poster art culture in California and helped redefine the
21 celebration of Day of the Dead (*Día de los Muertos*) in the United States and Mexico by
22 popularizing the public celebration of a tradition that had previously been practiced in
23 personal, familial settings, and by introducing a new art form, the altar-as-installation, which
24 has since become a fixture of many *Día de los Muertos* celebrations. Beginning in the early
25 1970s, Galería de la Raza and its gift shop, Studio 24, have helped solidify the Latina/o

1 identity of the Mission District and sparked the creation of other Latina/o cultural organizations
2 in San Francisco, and was an important leader in the field of Latina/o arts in the United States
3 during the latter third of the twentieth century. Designation of 2851-2861 24th Street is also
4 proper given that it is associated with the development of a streetcar suburb and
5 neighborhood commercial development along 24th Street in the Mission District during the
6 Gilded Age of the late nineteenth century and is a rare example of a neighborhood mixed-use
7 storefront building of its period, featuring Italianate, Stick/Eastlake, and Edwardian design
8 elements.

9 (c) The particular features that shall be preserved, or replaced in-kind as determined
10 necessary, are those generally shown in photographs and described in the Landmark
11 Designation Case Report, which can be found in Planning Department Docket No. 2018-
12 017223DES, and which are incorporated in this designation by reference as though fully set
13 forth herein. Specifically, the following features shall be preserved or replaced in-kind:

14 (1) All exterior elevations, form, massing, structure, rooflines, architectural
15 ornament, and materials of 2851 24th Street identified as:

- 16 (A) Rectangular plan built to front and side property lines;
- 17 (B) Two-story massing;
- 18 (C) Flat roof;
- 19 (D) Slight eave overhang with brackets;
- 20 (E) Wood channel siding;
- 21 (F) Bay windows with slanted sides;
- 22 (G) One-over-one wood sash windows with wooden window surrounds;
- 23 (H) Mural frame and canvas measuring 10' by 24' on the Bryant Street
24 façade, historically used by Galería de la Raza/Studio 24 to display painted and digital murals
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1 on a temporary and rotating basis, such as “Maíz,” by Federico Cuatlacuatl, the last digital
2 mural installed during the period of significance; and

3 (I) Storefront at northeast corner of property:

4 (i) Recessed and slightly angled vestibule along 24th Street
5 containing fully glazed metal frame door flanked by display windows framed with metal sash;

6 (ii) Bulkhead clad in square glazed ceramic tiles, featuring a blue
7 and yellow checkered pattern, extending along 24th and Bryant Street facades and into
8 vestibule;

9 (iii) Multi-lite transom divided into four panes by vertical wood
10 mullions along 24th Street;

11 (iv) Multi-lite transom divided into three panes by vertical wood
12 mullions along Bryant Street;

13 (v) Three display windows separated by vertical wood mullions
14 along Bryant Street;

15 (2) All exterior elevations, form, massing, structure, rooflines, architectural
16 ornament, and materials of 2857-2861 24th Street identified as:

17 (A) Rectangular plan built to front and side property lines;

18 (B) Two-story massing;

19 (C) Flat roof with false mansard roof, clad in shingles;

20 (D) Horizontal wood channel siding;

21 (E) Entablature, including cornice, dentil molding, and paneled frieze;

22 (F) Two boxed bay windows with squared sides featuring ornamented
23 window surrounds with aprons and decorative molding;

24 (G) Simple hood above storefronts with wood paneled soffit;

25 (H) Storefront along 24th Street:

1 (i) Recessed and slightly angled vestibule with fully glazed metal-
2 framed double door flanked by display windows;

3 (ii) Fixed display windows with frameless beveled edges;

4 (iii) Bulkhead clad in square glazed ceramic tiles, featuring a blue
5 and yellow checkered pattern along 24th Street, extending into vestibule area; and

6 (iv) Multi-lite transom divided into 16 panes with vertical wood
7 mullions;

8 (I) Flanking the storefront, two recessed entrances characterized by:

9 (i) Wood ionic pilasters flanking entrance to vestibule;

10 (ii) Decorative paneled woodwork on vestibule return; and

11 (iii) Partially glazed wood doors and transoms; and

12 (J) All other original millwork/stickwork including:

13 (i) Brackets and pendant ornaments at second story; and

14 (ii) Intermediate belt course located above transom.

15 (3) The following interior features:

16 (A) Raised window display areas (corresponding to the height of the
17 bulkheads on the exterior) at both storefronts.

18
19 Section 4. Effective Date. This ordinance shall become effective 30 days after
20 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
21 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
22 of Supervisors overrides the Mayor's veto of the ordinance.

23
24 Section 5. The property shall be subject to further controls and procedures pursuant to
25 San Francisco Planning Code Article 10, provided that, with respect to the Bryant Street mural

1 frame and canvas, a Certificate of Appropriateness shall be required only for the proposed
2 removal, demolition, or permanent covering of the mural frame and canvas, which was
3 historically used by Galería de la Raza/Studio 24 to display painted and digital murals on a
4 temporary and rotating basis, and shall not be required for changes to the content of the
5 canvas.

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8 APPROVED AS TO FORM:
9 DENNIS J. HERRERA, City Attorney

10 By: _____
11 AUSTIN YANG
12 Deputy City Attorney

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