



# SAN FRANCISCO PLANNING DEPARTMENT

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**HEARING DATE:** April 3, 2019  
**CASE NUMBERS:** 2018-017223DES – 2851-2861 24<sup>th</sup> Street  
**TO:** Historic Preservation Commission  
**FROM:** Desiree Smith  
Preservation Planner, 415-575-9093  
**REVIEWED BY:** Tim Frye  
Historic Preservation Officer, 415-575-6822  
**RE:** Landmark Recommendation Resolution

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On January 16, 2019, the Historic Preservation Commission (HPC) adopted Resolution No. 1015 to initiate Article 10 landmark designation of 2851-2861 24<sup>th</sup> Street, known as **The Galería de la Raza/Studio 24 Building**. Under Article 10 of the Planning Code, initiation and recommendation are two distinct steps of the landmark designation and amendment process which require separate hearings and resolutions.

Attached is a draft Resolution to recommend approval to the Board of Supervisors the designation of 2851-2861 24<sup>th</sup> Street, known as The Galería de la Raza/Studio 24 Building, under Article 10 of the Planning Code, Section 1004.1. The Planning Department recommends adopting this Resolution.

#### **ATTACHMENTS:**

Draft Recommendation Resolution  
Draft Designation Ordinance  
Draft Landmark Designation Fact Sheet  
January 16, 2019 Case Report  
Resolution 1015  
Public Comments/Letters



# SAN FRANCISCO PLANNING DEPARTMENT

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## Landmark Designation Case Report

*Hearing Date:* January 16, 2019  
*Case No.:* 2018-017223DES  
*Project Address:* **2851-2861 24<sup>th</sup> Street (The Galería de la Raza/Studio 24 Building)**  
*Zoning:* NCT (24<sup>th</sup> Mission Neighborhood Commercial Transit)  
*Block/Lot:* 4268/001  
*Property Owner:* Lilly Ng Revocable Trust  
2851-2861 24<sup>th</sup> Street  
San Francisco, CA 94110  
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### PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

The Galería de la Raza/Studio 24 Building (APN 4268/001) is located at the southwest corner of 24<sup>th</sup> and Bryant Streets in the Mission District of San Francisco. The subject property was constructed beginning in 1895, with several major alterations and/or additions occurring in 1911, 1926, and 1930. The parcel is located within an NCT (24<sup>th</sup> Mission Neighborhood Commercial Transit) Zoning District and a 55-X Height and Bulk District.

The subject property consists of two adjacent mixed-use storefront buildings with commercial on the ground floor and residences above, corresponding with the addresses of 2851 24<sup>th</sup> Street and 2855-2861 24<sup>th</sup> Street, respectfully. While the storefronts along 24<sup>th</sup> Street match in appearance, their upper stories read as separate buildings. The Victorian era property displays Italianate, Stick/Eastlake, and Edwardian design elements. Along the Bryant Street façade is an attached horizontal two-story residential addition with garages. At the very rear of the parcel is a detached one-story residential building.

In 1972, Galería de la Raza—one of the first Latina/o cultural organizations established in the United States and among the first galleries open to Latina/o artists—began occupying the storefront at 2851 24<sup>th</sup> Street. In 1984, the organization expanded into the neighboring storefront at 2857 24<sup>th</sup> Street and opened a gift shop called Studio 24. In 1999, the gallery and gift shop switched spaces. From 1999 to 2018, the gallery was housed at 2857 24<sup>th</sup> Street, with Studio 24 at 2851 24<sup>th</sup> Street. The organization vacated the property at the close of 2018.

## PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration of the initiation of landmark designation of the Galería de la Raza/Studio 24 Building as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1, and recommending that the Board of Supervisors approve of such designation.

## ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

## SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation of the Galería de la Raza/Studio 24 Building will help to preserve an important historical resource that is significant for its associations with the Chicana/o Movement (*El Movimiento Chicano*) and Latina/o art history of the twentieth century, as well as its association with suburban expansion and commercial development in San Francisco's Mission District during the second half of the nineteenth century. It is also architecturally significant as a rare example of a neighborhood mixed-use storefront building of the period, featuring Italianate, Stick/Eastlake, and Edwardian design elements.

## BACKGROUND / PREVIOUS ACTIONS

On August 17, 2016, the Galería de la Raza/Studio 24 Building was added to the Landmark Designation Work Program as part of the Department's San Francisco Sites of Civil Rights Project.

The property was previously identified in the *South Mission Historic Resources Survey* (2011) as Individually-eligible for the California Register of Historical Resources.

The property was also previously identified as an important building for its association with Galería de la Raza/Studio 24 and Latina/o art history in the following historic context statements:

- *American Latinos and the Making of the United States: A Theme Study* (National Park Service, 2013)
- *Latinos in Twentieth Century California: National Register of Historic Places Context Statement* (California Office of Historic Preservation, 2015)
- *[Draft] San Francisco Latino Historic Context Statement* (San Francisco Heritage & San Francisco Latino Historical Society, 2018)

## OTHER ACTIONS REQUIRED

If the Historic Preservation Commission decides to initiate designation of the subject property as an Article 10 landmark at its January 16, 2019 hearing, the item will again be considered by the Commission at a future hearing. During this subsequent hearing, the Commission will decide whether to forward the item to the Board of Supervisors with a recommendation supportive of designation. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

## **ARTICLE 10 LANDMARK CRITERIA**

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

## **PUBLIC / NEIGHBORHOOD INPUT**

The Department is not aware of any opposition to the landmark designation of 2851-2861 24<sup>th</sup> Street.

## **PROPERTY OWNER INPUT**

In 2016, the Department notified the property owner that the building was added to the Landmark Designation Work Program.

Pursuant to Article 10, Section 1004.2 of the Planning Code, the City must provide written notice to the property owner 10 days prior to the second hearing, during which the HPC considers whether to recommend landmark designation to the Board of Supervisors. As a courtesy, the Department in early January notified the property owner of the initiation hearing scheduled for

January 16, 2019 and requested an opportunity to discuss the benefits and process of landmark designation.

Should the HPC choose to initiate landmark designation of 2851-2861 24<sup>th</sup> Street at its January 16, 2019 hearing, subsequent hearings will be formally noticed to the property owner as required by the Planning Code.

## STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff. The Department has determined that the subject property meets the requirements for Article 10 eligibility as an individual landmark. The justification for its inclusion is explained in the attached Landmark Designation Report.

### SIGNIFICANCE

The Galería de la Raza/Studio 24 Building appears significant for its associations with the Chicana/o Movement (*El Movimiento Chicano*) and Latina/o art history of the twentieth century. For almost half a century, it was home to one of the first Chicano/Latino cultural organizations established in the United States and was among the earliest professional galleries available to Latina/o artists. The property also appears significant for its association with suburban expansion and commercial development in San Francisco's Mission District during the second half of the nineteenth century, and as a rare example of a neighborhood mixed-use storefront building of the period, featuring Italianate, Stick/Eastlake, and Edwardian design elements.

### UNDERREPRESENTED LANDMARK TYPES

The proposed landmark designation addresses one previously identified underrepresented landmark types: landmarks significant for cultural associations.

There are currently two San Francisco landmarks specifically related to Latina/o history:

- Misión San Francisco de Asis, or Mission Dolores, Landmark No. 1
- Our Lady of Guadalupe Church, Landmark No. 204

Mission Dolores was designated primarily for its association with the Spanish colonial period, while the period of significance for Our Lady of Guadalupe Church dates to the late nineteenth century and early twentieth century. If designated, the Galería de la Raza/Studio 24 Building would become the first designated City landmark associated with Latina/o history of the second half of the twentieth century.

### INTEGRITY

The Galería de la Raza/Studio 24 Building maintains a high level of integrity. See page 20 of attached Landmark Designation Fact Sheet for further analysis.

### CHARACTER-DEFINING FEATURES

Exterior and interior character-defining features of the building are identified in the attached Landmark Designation Fact Sheet beginning on page 21.

## **BOUNDARIES OF THE LANDMARK SITE**

The proposed Landmark site encompasses a portion of Assessor's Parcel Block. No. 4268, Lot No. 001, and would be limited to the two mixed-use storefront buildings with the addresses of 2851-2861 24<sup>th</sup> Street. Excluded from the Landmark site is the attached rear horizontal residential addition with the address of 2600 Bryant Street, as well as the detached residential property located within the southeastern portion of the parcel with the addresses of 2604-2606 Bryant Street.

## **PLANNING DEPARTMENT RECOMMENDATION**

Based on the Department's analysis, the Galería de la Raza/Studio 24 Building is individually eligible for Article 10 Landmark designation for its association with the Chicana/o Movement (*El Movimiento Chicano*) and Latina/o art history of the twentieth century, as well as its association with suburban expansion and commercial development in San Francisco's Mission District during the second half of the nineteenth century. It is also architecturally significant as a rare example of a neighborhood mixed-use storefront building of the period, featuring Italianate, Stick/Eastlake, and Edwardian design elements. The Department recommends that the Historic Preservation Commission initiate the proposed designation of **2851-2861 24<sup>th</sup> Street** as a San Francisco landmark.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed initiation of the Galería de la Raza/Studio 24 Building as a San Francisco landmark under Article 10 of the Planning Code to the Board of Supervisors pursuant to Planning Code Section 1004.1. If the Historic Preservation Commission approves the initiation, a copy of the motion of approval is transmitted to the Board of Supervisors, which holds a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

## **ATTACHMENTS**

- A. Exhibits
- B. Draft Resolution initiating designation
- C. Draft Landmark Designation Fact Sheet