

1 [Initiating Landmark Designation - 2261 Fillmore Street (aka the Clay Theatre) - Approval of
2 90-Day Extension for Historic Preservation Commission Review]

3 **Resolution initiating a landmark designation under Article 10 of the Planning Code for**
4 **2261 Fillmore Street (aka the Clay Theatre), Assessor’s Parcel Block No. 0630, Lot No.**
5 **002; and extending the prescribed time within which the Historic Preservation**
6 **Commission may render it’s decision by 90 days, for a total of 180 days**

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8 WHEREAS, Under Planning Code Section 1004.1, the Board of Supervisors may by
9 resolution initiate landmark designation; and

10 WHEREAS, the 380-seat Clay Theatre, also known as “The Clay,” located at 2261
11 Fillmore Street, Assessor’s Parcel Block No. 0630, Lot No. 002, is one of the oldest single
12 screen nickelodeon movie houses in San Francisco; and

13 WHEREAS, the building was constructed strictly as a movie theatre, with no backstage
14 for other types of performances; and

15 WHEREAS, the Naify family, legendary film impresarios, renovated the nickelodeon in
16 1913 and opened the venture as the Regent; and

17 WHEREAS, the theatre, later known as The Avalon, was renamed in 1935 under
18 Herbert Rosener as The Clay International and became one of the most important
19 destinations for foreign and independent films throughout the 20th century; and

20 WHEREAS, theatre architect Vincent Raney later remodeled The Clay Theatre in 1946
21 and it became a top destination for midnight movies; and

22 WHEREAS, in 1972, the Clay Theatre made history and hosted San Francisco’s first-
23 ever midnight movie screening with the premiere of John Waters’ “Pink Flamingos”; and

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1 WHEREAS, in 1985, the Clay Theatre hosted the premiere of the spaghetti western
2 parody “Lust in the Dust,” which starred Tab Hunter and Cesar Romero, who also attended
3 the screening, and the movie would later become a cult classic; and

4 WHEREAS, The Clay Theatre became renowned for showing foreign and art-house
5 content, including late night showings of “The Rocky Horror Picture Show” and Tommy
6 Wiseau’s “The Room,” which drew hundreds of patrons each month; and

7 WHEREAS, many of San Francisco’s single-screen movie theatres have closed or
8 have been converted to other uses in the past few decades; and

9 WHEREAS, these single-screen movie theatres are important and unique cultural
10 institutions in San Francisco; and

11 WHEREAS, the Clay Theatre’s relatively small scale reflects its age and origins as a
12 nickelodeon; and

13 WHEREAS, the Clay Theatre’s physical structure, with art deco design elements and
14 an elegant, simply decorated auditorium that recalls a jewel box, also holds unique
15 architectural and aesthetic interest and value; now, therefore be it

16 RESOLVED, That the Board of Supervisors hereby initiates landmark designation of
17 2261 Fillmore Street (aka the Clay Theatre), Assessor’s Parcel Block No. 0630, Lot No. 002;
18 and be it

19 FURTHER RESOLVED, That the Board requests that the Planning Department
20 prepare a Landmark Designation Report to submit to the Historic Preservation Commission
21 for its consideration of the unique historical, architectural, and aesthetic interest and value of
22 the property; and be it

23 FURTHER RESOLVED, That the Board requests that the Historic Preservation
24 Commission consider whether the property warrants landmark designation, and submit its
25 recommendation to the Board according to Article 10 of the Planning Code.

1 FURTHER RESOLVED, That Planning Code, Section 1004.2(b), requires the Historic
2 Preservation Commission to respond to landmark designation initiations from the Board within
3 90 days, but that the Board of Supervisors may, by resolution, extend the time within which
4 the Historic Preservation Commission is to render its decision; therefore, in order to allow the
5 Planning Department more time to complete its review of this landmark designation, this
6 Resolution shall also serve as a 90-day extension of that deadline, for a total of 180 days to
7 respond starting from the transmittal date.

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