

# PLANNING DEPARTMENT FY2019-2021 BUDGET & WORK PROGRAM

**Deborah Landis**

Deputy Director of Administration, January 16, 2019



**San Francisco**  
**Planning**



## FY19-21 Budget Overview

- Mayor's Instructions
- Volume
- Revenue
- Expenditures
- Work Program
- Historic Preservation
- Calendar



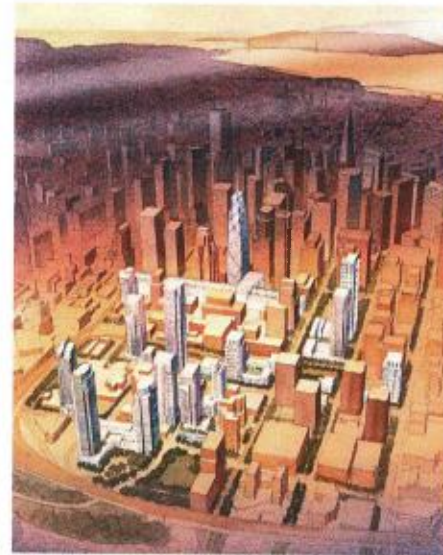
# Mayor's Office Budget Instructions



## Budgetary Focus

Accountability and equitable outcomes

Reprioritize funding and positions for maximum effectiveness



## Mayoral Priorities

- Build more housing
- Reduce homelessness
- Create equitable opportunities for everyone
- Make government more accountable



## No New Positions

Departments to submit any requests to Mayor's Office after Feb. 21

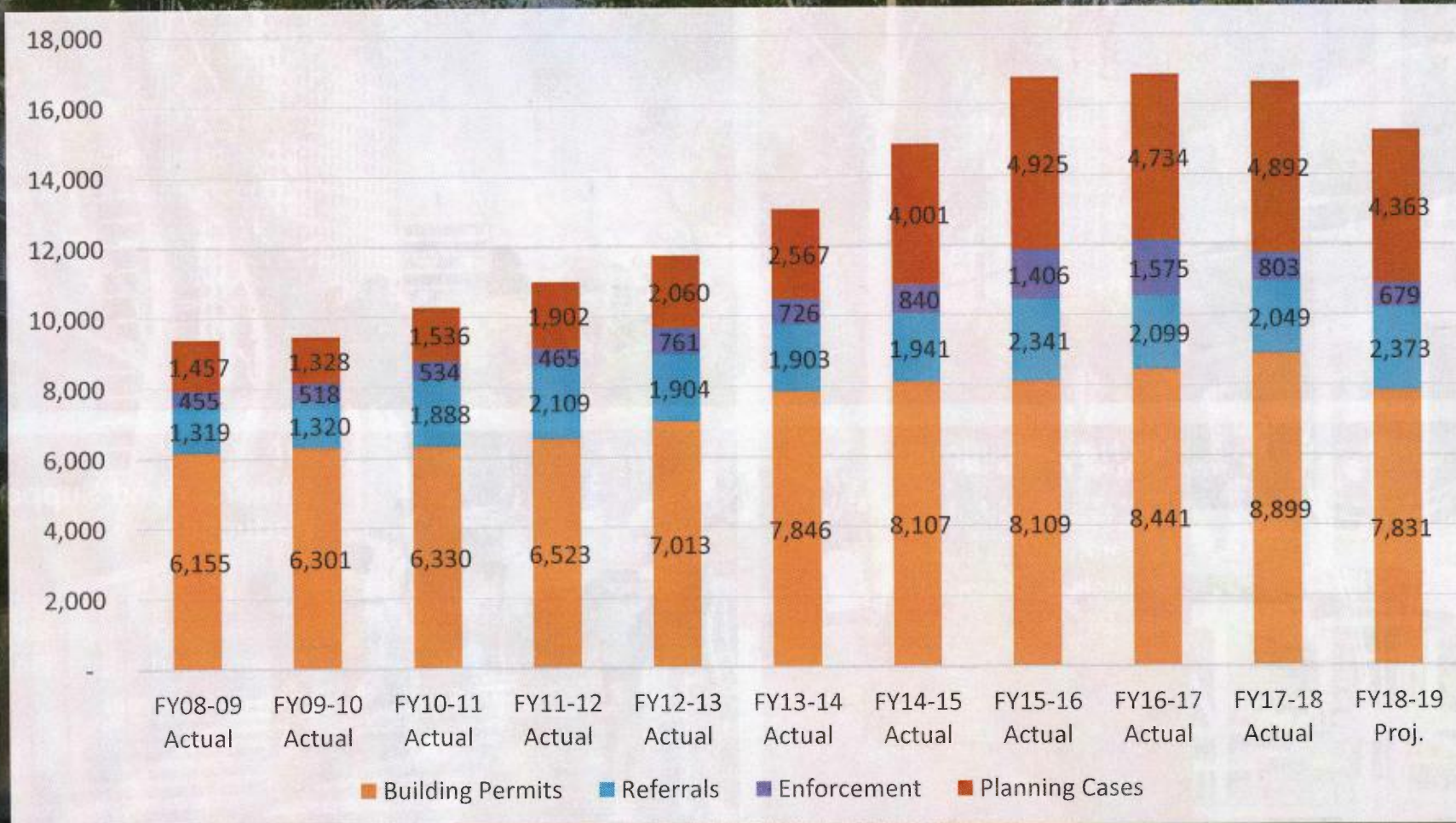


## General Fund Support Reduction

(2%) reduction in adjusted General Fund Support in each budget year



# 10 Year Volume & Current Year Projection

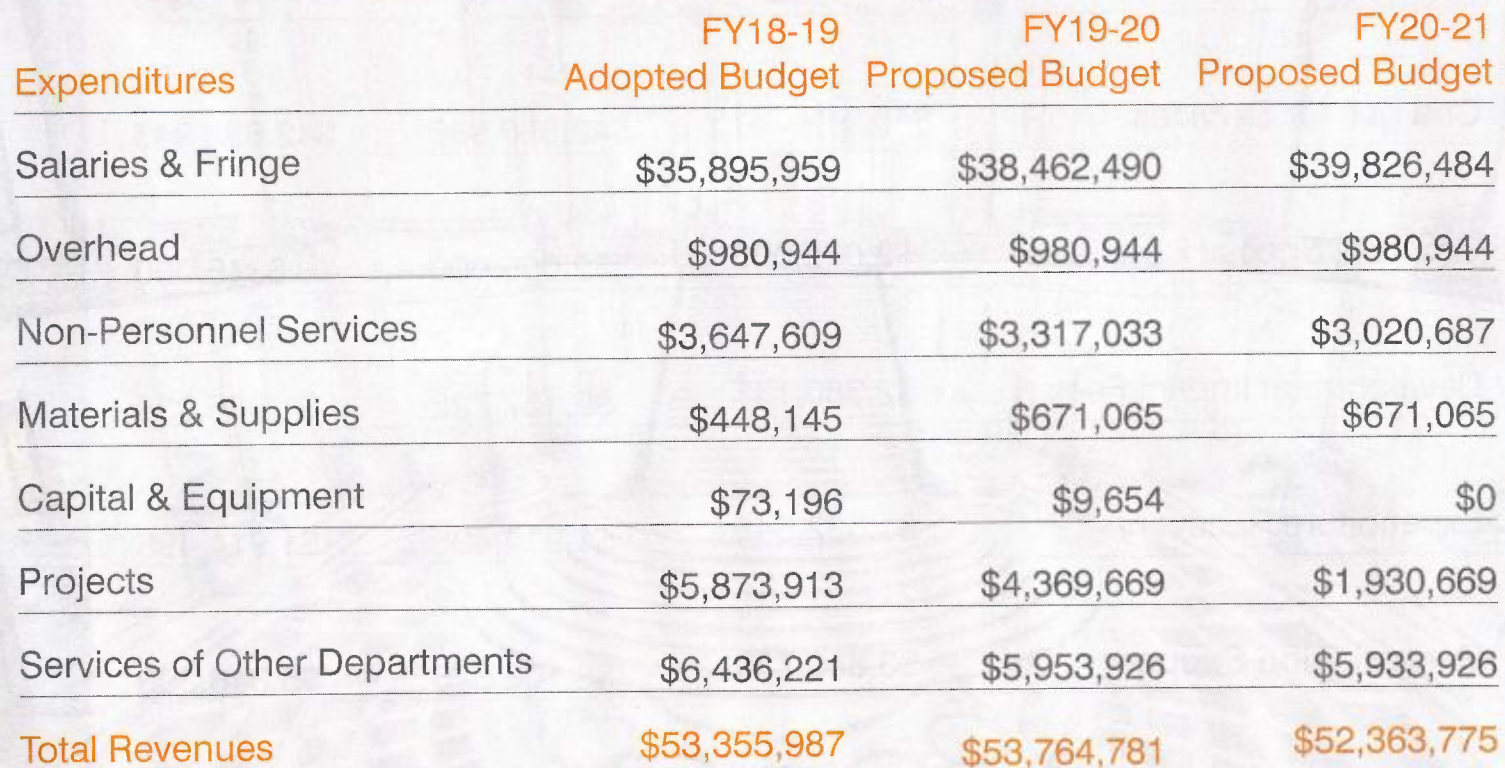


## Revenue Budget FY19-21

Revenues	FY18-19 Adopted Budget	FY19-20 Proposed Budget	FY20-21 Proposed Budget
Charges for Services	\$43,519,481	\$42,598,988	\$42,892,945
Grants & Special Revenues	\$2,075,000	\$2,005,000	\$345,000
Development Impact Fees	\$2,380,131	\$2,137,722	\$1,365,035
Expenditure Recovery	\$1,532,645	\$1,914,495	\$1,914,495
General Fund Support	\$3,848,730	\$5,108,576	\$5,846,300
Total Revenues	\$53,355,987	\$53,764,781	\$52,363,775



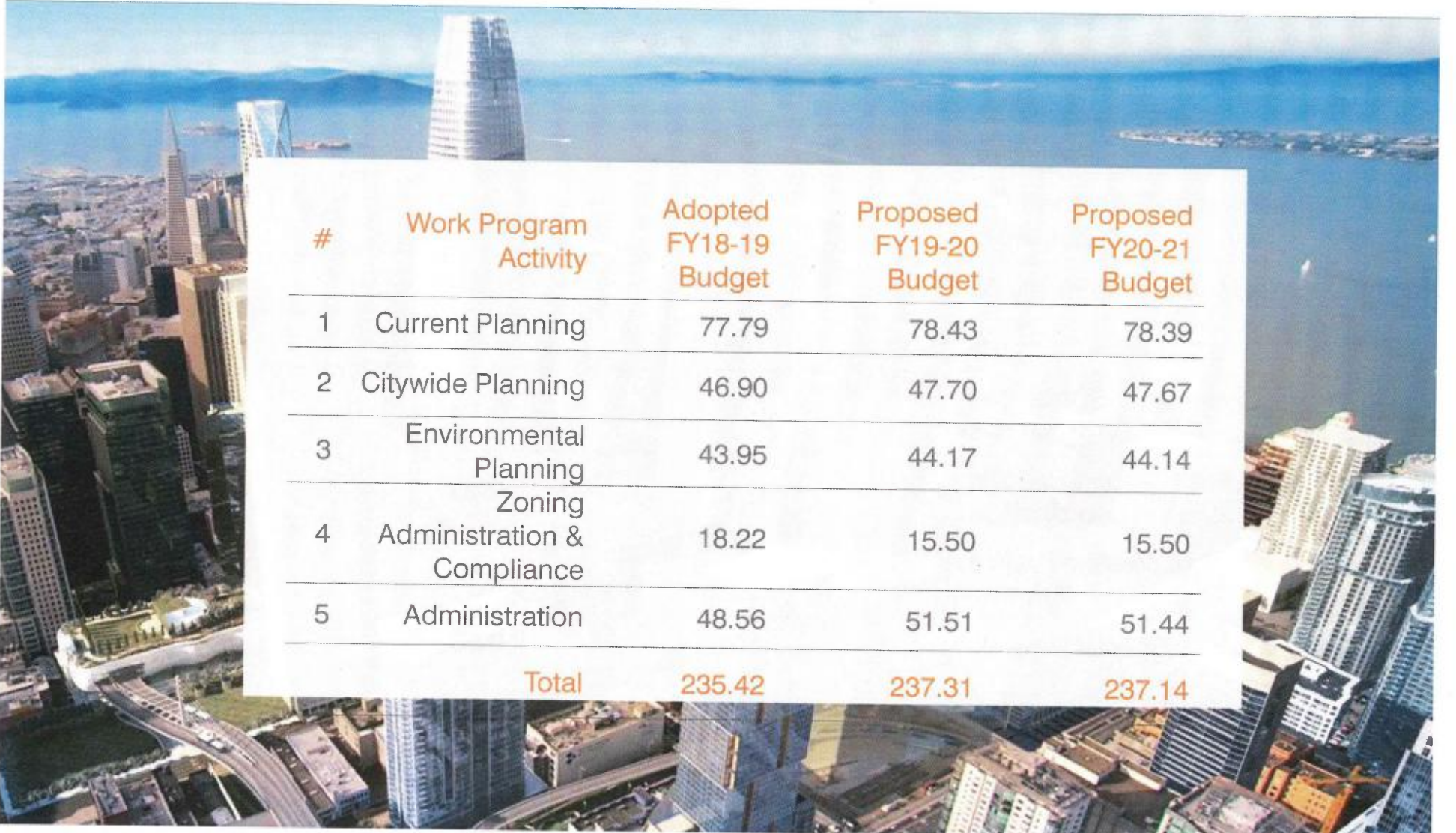
## Expenditure Budget **FY19-21**



Expenditures	FY18-19 Adopted Budget	FY19-20 Proposed Budget	FY20-21 Proposed Budget
Salaries & Fringe	\$35,895,959	\$38,462,490	\$39,826,484
Overhead	\$980,944	\$980,944	\$980,944
Non-Personnel Services	\$3,647,609	\$3,317,033	\$3,020,687
Materials & Supplies	\$448,145	\$671,065	\$671,065
Capital & Equipment	\$73,196	\$9,654	\$0
Projects	\$5,873,913	\$4,369,669	\$1,930,669
Services of Other Departments	\$6,436,221	\$5,953,926	\$5,933,926
<b>Total Revenues</b>	<b>\$53,355,987</b>	<b>\$53,764,781</b>	<b>\$52,363,775</b>



# Work Program Overview



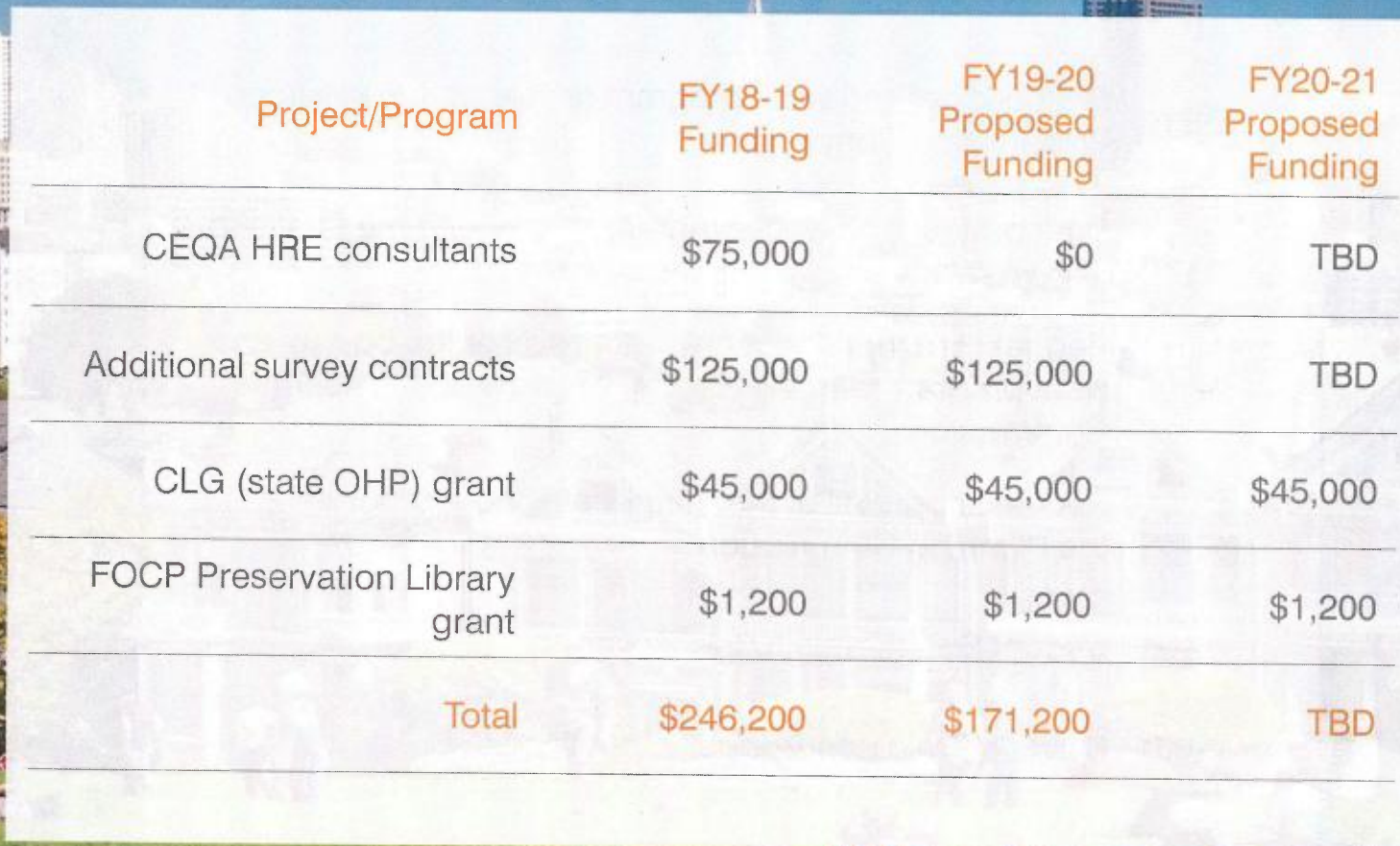
#	Work Program Activity	Adopted FY18-19 Budget	Proposed FY19-20 Budget	Proposed FY20-21 Budget
1	Current Planning	77.79	78.43	78.39
2	Citywide Planning	46.90	47.70	47.67
3	Environmental Planning	43.95	44.17	44.14
4	Zoning Administration & Compliance	18.22	15.50	15.50
5	Administration	48.56	51.51	51.44
Total		235.42	237.31	237.14

## Historic Preservation Work Program

Work Program Activity	Adopted FY18-19 Budget	Proposed FY19-20 Budget	Proposed FY20-21 Budget
Preservation Survey Programs	1.50	2.00	2.00
Preservation-Related CEQA Case Work	3.00	3.00	3.00
Preservation Applications	1.53	1.50	1.50
HPC Work Program	1.00	1.00	1.00
Community-Sponsored Designations	0.15	0.15	0.15
Preservation-Specific Legislation Coordination	0.30	0.10	0.10
Preservation Project Reviews	1.00	0.50	0.50
Special Projects	1.12	0.50	0.50
Legacy Business Program & Cultural Initiatives	1.00	1.00	1.00
Total	10.60	9.75	9.75



## Historic Preservation **Additional Resources NEED TO UPDATE**



Project/Program	FY18-19 Funding	FY19-20 Proposed Funding	FY20-21 Proposed Funding
CEQA HRE consultants	\$75,000	\$0	TBD
Additional survey contracts	\$125,000	\$125,000	TBD
CLG (state OHP) grant	\$45,000	\$45,000	\$45,000
FOCP Preservation Library grant	\$1,200	\$1,200	\$1,200
Total	\$246,200	\$171,200	TBD



# Budget Calendar **FY19-21**

Date

Work Program Activity

01/16	Draft budget and work program review with the Historic Preservation Commission
01/24	Draft budget and work program review with the Planning Commission
02/06	Request recommendation of approval of the budget and work program with the Historic Preservation Commission
02/14	Request approval of the budget and work program with the Planning Commission
02/21	Budget Submission to the Mayor
06/01	Mayor's Proposed Budget is published
July 2019	Budget considered at Board of Supervisors



THANK YOU



**San Francisco**  
**Planning**

**Deborah Landis**  
Deputy Director of Administration  
San Francisco Planning

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D. Smith

[Planning Code - Landmark Designation – 2851-2861 24<sup>th</sup> Street (The Galería de la Raza/Studio 24 Building)]

**Ordinance amending the Planning Code to designate 2851-2861 24<sup>th</sup> Street (The Galería de la Raza/Studio 24 Building), a portion of Assessor's Parcel Block No. 4268, Lot No. 001, as a Landmark under 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. Findings.

(a) CEQA and Land Use Findings.

(1) The Planning Department has determined that the proposed Planning Code amendment is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies for protection of the environment (in this case, landmark designation). Said determination is 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 24<sup>th</sup> 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 24<sup>th</sup>  
9 Street is consistent with the San Francisco General Plan and with Planning Code Section  
10 101.1(b) for the 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 24<sup>th</sup> 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  
24 \_\_\_\_\_, 2019, reviewed Department staff's analysis of the historical significance of  
25



1 2851-2861 24<sup>th</sup> Street pursuant to Article 10 as part of the Landmark Designation Case  
2 Report dated \_\_\_\_\_.

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

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

13 (7) The Board of Supervisors hereby finds that 2851-2861 24<sup>th</sup> 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.

17  
18 Section 2. Designation.

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

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1           Section 3. Required Data.

2           (a) The description, location, and boundary of the Landmark site consists of a portion  
3 of the Assessor's Parcel Block No. 4268, Lot No. 001, at the southwest corner of 24<sup>th</sup> and  
4 Bryant Streets, limited to the two mixed-use storefront buildings at the northern 50 feet of the  
5 lot, with the addresses of 2851-2861 24<sup>th</sup> Street, and the 10' by 10' sign on the Bryant Street  
6 facade (the site of Galería de la Raza/Studio 24's rotating mural) and excluding the attached  
7 rear horizontal residential addition with the address of 2600 Bryant Street, as well as the  
8 detached residential property located within the southeastern portion of the parcel with the  
9 addresses of 2604-2606 Bryant Street.

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



1 by introducing a new art form, the altar-as-installation, which has since become a fixture of  
2 many *Día de los Muertos* celebrations. Beginning in the early 1970s, Galería de la Raza and  
3 its gift shop, Studio 24, have helped solidify the Latina/o identity of the Mission District,  
4 sparked the creation of other Latina/o cultural organizations in San Francisco, and served as  
5 an important leader in the field of Latina/o arts in the United States during the latter third of the  
6 twentieth century. Designation of 2851-2861 24<sup>th</sup> Street is also proper given that it is  
7 associated with the development of a streetcar suburb and neighborhood commercial  
8 development along 24th Street in the Mission District during the Gilded Age, and is a rare  
9 example of a neighborhood mixed-use storefront building of its period, featuring Italianate,  
10 Stick/Eastlake, and Edwardian design elements.

11 (c) The particular features that shall be preserved, or replaced in-kind as determined  
12 necessary, are those generally shown in photographs and described in the Landmark  
13 Designation Case Report, which can be found in Planning Department Docket No. 2018-  
14 017223DES, and which are incorporated in this designation by reference as though fully set  
15 forth herein. Specifically, the following features shall be preserved or replaced in kind:

16 (1) All exterior elevations, form, massing, structure, rooflines, architectural  
17 ornament, and materials of 2851 24<sup>th</sup> Street identified as:

- 18 (A) Rectangular plan built to front and side property lines;
- 19 (B) Two-story massing;
- 20 (C) Flat roof;
- 21 (D) Slight eave overhang with brackets;
- 22 (E) Wood channel siding;
- 23 (F) Bay windows with slanted sides;
- 24 (G) One-over-one wood sash windows with wooden window surrounds;
- 25



(H) Sign measuring 10' by 10' on the Bryant Street façade, historically used by Galería de la Raza/Studio 24 to display painted and digital murals on a temporary and rotating basis; and

(I) Storefront at northeast corner of property:

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

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

(iii) Multi-lite transom divided into four panes by vertical wood mullions along 24<sup>th</sup> Street;

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

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

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

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

(B) Two-story massing;

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

(D) Horizontal wood channel siding;

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

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

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



(H) Storefront along 24<sup>th</sup> Street:

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

(ii) Fixed display windows with frameless beveled edges;

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

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

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

(i) Wood ionic pilasters flanking entrance to vestibule;

(ii) Decorative paneled woodwork on vestibule return;

(iii) Partially glazed wood doors and transoms; and

(J) All other original millwork/stickwork including:

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

(ii) Intermediate belt course located above transom.

(3) The following interior features:

(A) Volume of open interior storefront spaces at 2851 and 2857 24<sup>th</sup> Street; and

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

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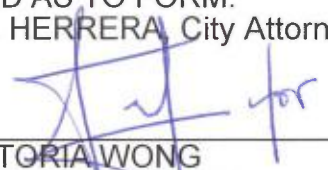
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1           Section 4. Effective Date. This ordinance shall become effective 30 days after  
2 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
3 ordinance unsigned or does not sign the ordinance within ten days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

5  
6 APPROVED AS TO FORM:  
7 DENNIS J. HERRERA, City Attorney

8 By:

9   
VICTORIA WONG  
Deputy City Attorney

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2           (a) The description, location, and boundary of the Landmark site consists of a portion  
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- 18 (A) Rectangular plan built to front and side property lines;
- 19 (B) Two-story massing;
- 20 (C) Flat roof;
- 21 (D) Slight eave overhang with brackets;
- 22 (E) Wood channel siding;
- 23 (F) Bay windows with slanted sides;
- 24 (G) One-over-one wood sash windows with wooden window surrounds;
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1 (H) Sign measuring 10' by 10' on the Bryant Street façade, historically  
2 used by Galería de la Raza/Studio 24 to display painted and digital murals on a temporary  
3 and rotating basis; and

4 (I) Storefront at northeast corner of property:

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

7 (ii) Bulkhead clad in square glazed ceramic tiles, featuring a blue  
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9 vestibule;

10 (iii) Multi-lite transom divided into four panes by vertical wood  
11 mullions along 24<sup>th</sup> Street;

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

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

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

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

19 (B) Two-story massing;

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

21 (D) Horizontal wood channel siding;

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

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

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



1 (H) Storefront along 24<sup>th</sup> Street:

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

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

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

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

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

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

11 (ii) Decorative paneled woodwork on vestibule return;

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

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

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

15 (ii) Intermediate belt course located above transom.

16 (3) The following interior features:

17 (A) Volume of open interior storefront spaces at 2851 and 2857 24<sup>th</sup>  
18 Street; and

19 (B) Raised window display areas (corresponding to the height of the  
20 bulkheads on the exterior) at both storefronts.

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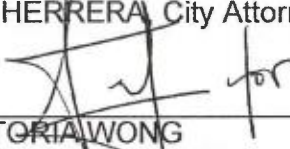
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1           Section 4. Effective Date. This ordinance shall become effective 30 days after  
2 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
3 ordinance unsigned or does not sign the ordinance within ten days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

5  
6 APPROVED AS TO FORM:  
7 DENNIS J. HERRERA, City Attorney

8 By:

9   
VICTORIA WONG  
Deputy City Attorney

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[Planning Code - Landmark Designation – 2851-2861 24<sup>th</sup> Street (The Galería de la Raza/Studio 24 Building)]

**Ordinance amending the Planning Code to designate 2851-2861 24<sup>th</sup> Street (The Galería de la Raza/Studio 24 Building), a portion of Assessor's Parcel Block No. 4268, Lot No. 001, as a Landmark under 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 ~~striketrough italics Times New Roman font~~.  
**Board amendment additions** are in double-underlined Arial font.  
**Board amendment deletions** are in ~~striketrough 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. Findings.

(a) CEQA and Land Use Findings.

(1) The Planning Department has determined that the proposed Planning Code amendment is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code section 21000 et seq., "CEQA") pursuant to Section 15308 of the Guidelines for Implementation of the statute for actions by regulatory agencies for protection of the environment (in this case, landmark designation). Said determination is 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 24<sup>th</sup> 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 24<sup>th</sup>  
9 Street is consistent with the San Francisco General Plan and with Planning Code Section  
10 101.1(b) for the 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 24<sup>th</sup> 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  
24 \_\_\_\_\_, 2019, reviewed Department staff's analysis of the historical significance of  
25



1 2851-2861 24<sup>th</sup> Street pursuant to Article 10 as part of the Landmark Designation Case  
2 Report dated \_\_\_\_\_.

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

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

13 (7) The Board of Supervisors hereby finds that 2851-2861 24<sup>th</sup> 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.

17  
18 Section 2. Designation.

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

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1           Section 3. Required Data.

2           (a) The description, location, and boundary of the Landmark site consists of a portion  
3 of the Assessor's Parcel Block No. 4268, Lot No. 001, at the southwest corner of 24<sup>th</sup> and  
4 Bryant Streets, limited to the two mixed-use storefront buildings at the northern 50 feet of the  
5 lot, with the addresses of 2851-2861 24<sup>th</sup> Street, and the 10' by 10' sign on the Bryant Street  
6 facade (the site of Galería de la Raza/Studio 24's rotating mural) and excluding the attached  
7 rear horizontal residential addition with the address of 2600 Bryant Street, as well as the  
8 detached residential property located within the southeastern portion of the parcel with the  
9 addresses of 2604-2606 Bryant Street.

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



1 by introducing a new art form, the altar-as-installation, which has since become a fixture of  
2 many *Día de los Muertos* celebrations. Beginning in the early 1970s, Galería de la Raza and  
3 its gift shop, Studio 24, have helped solidify the Latina/o identity of the Mission District,  
4 sparked the creation of other Latina/o cultural organizations in San Francisco, and served as  
5 an important leader in the field of Latina/o arts in the United States during the latter third of the  
6 twentieth century. Designation of 2851-2861 24<sup>th</sup> Street is also proper given that it is  
7 associated with the development of a streetcar suburb and neighborhood commercial  
8 development along 24th Street in the Mission District during the Gilded Age, and is a rare  
9 example of a neighborhood mixed-use storefront building of its period, featuring Italianate,  
10 Stick/Eastlake, and Edwardian design elements.

11 (c) The particular features that shall be preserved, or replaced in-kind as determined  
12 necessary, are those generally shown in photographs and described in the Landmark  
13 Designation Case Report, which can be found in Planning Department Docket No. 2018-  
14 017223DES, and which are incorporated in this designation by reference as though fully set  
15 forth herein. Specifically, the following features shall be preserved or replaced in kind:

16 (1) All exterior elevations, form, massing, structure, rooflines, architectural  
17 ornament, and materials of 2851 24<sup>th</sup> Street identified as:

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

19 (B) Two-story massing;

20 (C) Flat roof;

21 (D) Slight eave overhang with brackets;

22 (E) Wood channel siding;

23 (F) Bay windows with slanted sides;

24 (G) One-over-one wood sash windows with wooden window surrounds;

1 (H) Sign measuring 10' by 10' on the Bryant Street façade, historically  
2 used by Galería de la Raza/Studio 24 to display painted and digital murals on a temporary  
3 and rotating basis; and

4 (I) Storefront at northeast corner of property:

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

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

10 (iii) Multi-lite transom divided into four panes by vertical wood  
11 mullions along 24<sup>th</sup> Street;

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

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

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

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

19 (B) Two-story massing;

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

21 (D) Horizontal wood channel siding;

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

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

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



1 (H) Storefront along 24<sup>th</sup> Street:

2 (i) Recessed and slightly angled vestibule with fully glazed metal-  
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10 (i) Wood ionic pilasters flanking entrance to vestibule;

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

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

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

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16 (3) The following interior features:

17 (A) Volume of open interior storefront spaces at 2851 and 2857 24<sup>th</sup>  
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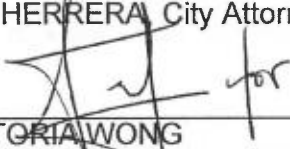
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6 APPROVED AS TO FORM:  
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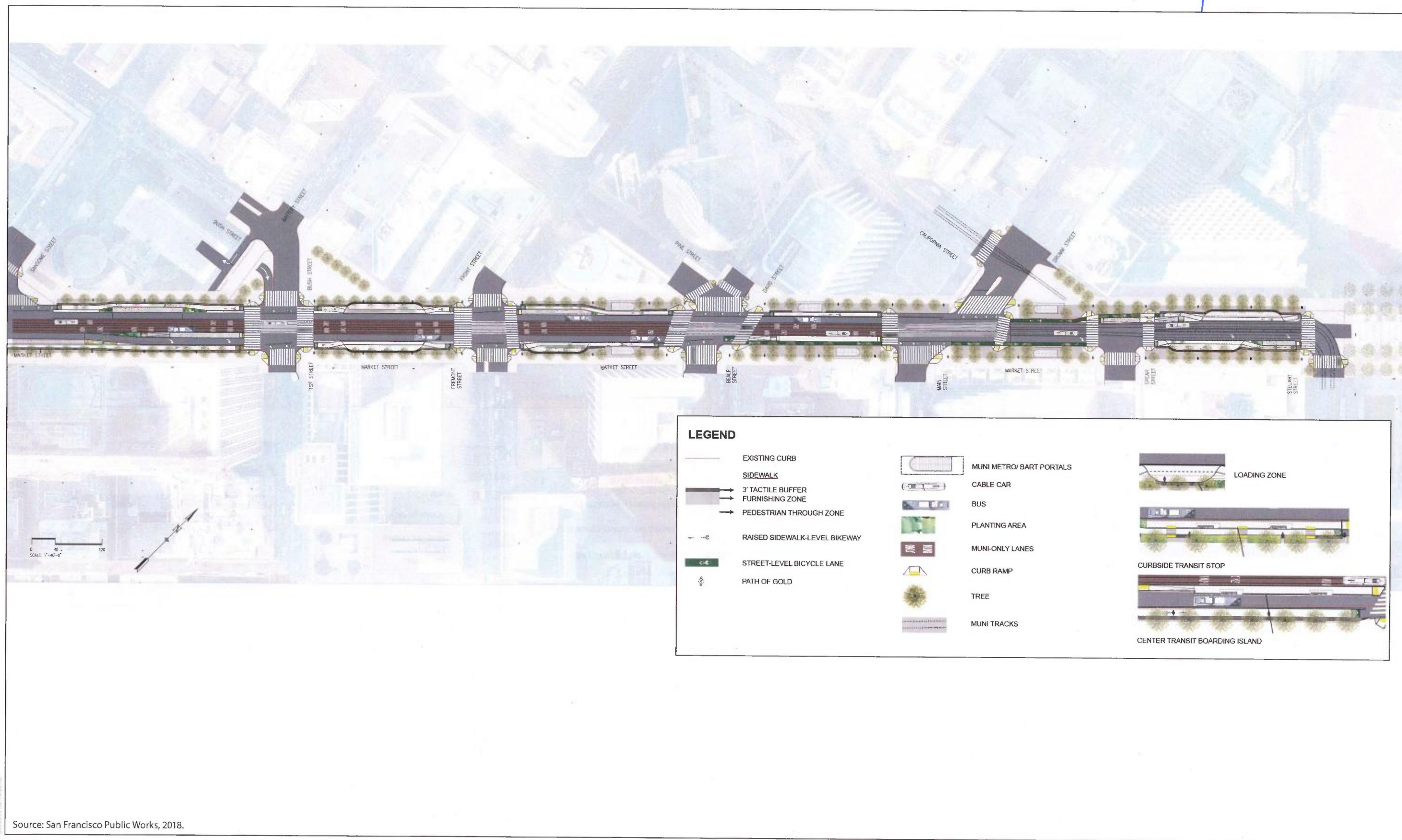


Figure 2-3a  
 Proposed Project Transportation and Streetscape Improvements:  
 Steuart Street to Sansome Street





Source: San Francisco Public Works, 2018.

Better Market Street Project  
Case No. 2014.0012E

**Figure 2-3b**  
**Proposed Project Transportation and Streetscape Improvements:**  
**Sutter Street to Stockton Street**



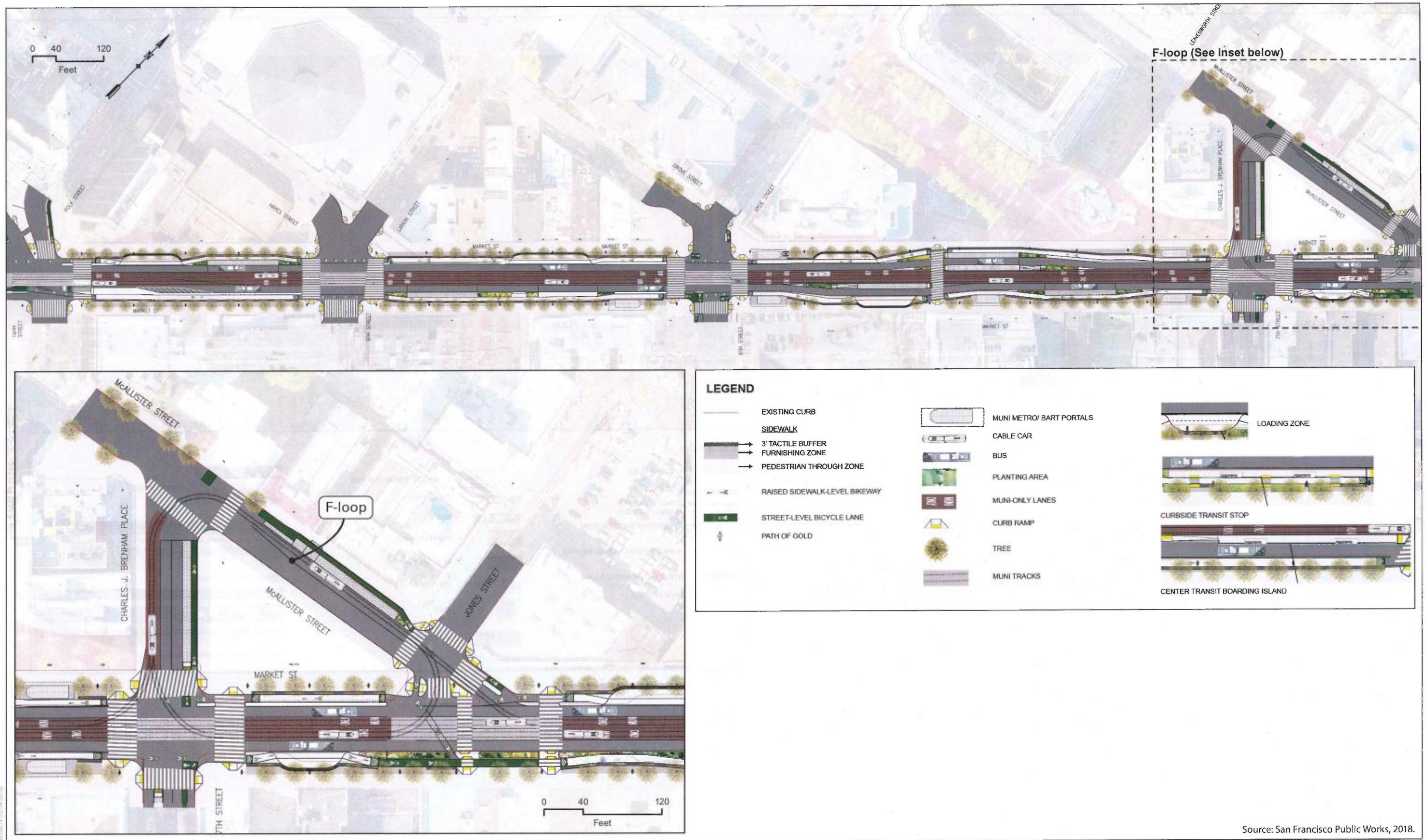


Source: San Francisco Public Works, 2018.

Better Market Street Project  
Case No. 2014.0012E

**Figure 2-3c**  
**Proposed Project Transportation and Streetscape Improvements:**  
**Ellis Street to Jones Street**





Source: San Francisco Public Works, 2018.





Source: San Francisco Public Works, 2018.

Better Market Street Project  
Case No. 2014.0012E

**Figure 2-3e**  
**Proposed Project Transportation and Streetscape Improvements:**  
**Fell Street to Octavia Boulevard**