LANDMARK DESIGNATION
INITIATION
EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 16, 2020

Record No.: 2020-009613DES
Project Address: 2778 24th Street (Casa Sanchez Building)
Zoning: NCT 24TH-MISSION NEIGHBORHOOD COMMERCIAL TRANSIT
55-X Height and Bulk District
Block/Lot: 4210/018
Project Sponsor: Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
Property Owner: Robert C. Sanchez
53 Camellia Avenue
San Francisco, CA 94112
Staff Contact: Pilar LaValley 628-652-7372
pilar.lavalley@sfgov.org

Recommendation: Recommend Initiation of Landmark Designation

Property Description

2778 24th Street is a two-story commercial building located on a 25 by 104 foot rectangular lot on the north side of 24th Street between Hampshire and York Streets in San Francisco’s Mission District. The “Casa Sanchez Building” is located along lower 24th Street in an area that has been home to the majority of the city’s Latino population since the 1950s. The property sits mid-block between a two-story-over-basement residential building and a three-story residential-over-commercial building. The surrounding area is a bustling commercial and cultural corridor that has a high concentration of Latino-owned businesses and nonprofit organizations. Neighborhood-serving businesses such as laundromats, liquor stores, convenience stores, and restaurants are located nearby; Brava Theater (previously the York Theater) is across the street. The Casa Sanchez Building is situated within the Calle 24 (“Veinticuatro”) Latino Cultural District, established by the San Francisco Board of Supervisors in 2014 to recognize the corridor’s significance to local Latino culture and commerce.
Constructing in 1925, 2778 24th Street is a two-story, wood-frame, commercial building that was home to the Casa Sanchez Restaurant from 1968 to 2011. The primary façade is clad in exposed aggregate concrete panels with brick veneer at street-level. The side (east) façade is clad in channel drop wood siding. Two street-level entrances are set within an angled storefront that is setback from the front (south) property line. The building entrance consists of a solid door behind metal security gate below a wood-framed, glazed transom. Immediately adjacent is the storefront, which consists of an aluminum-framed, glazed entry door topped by a glazed transom and aluminum-framed plate-glass windows. A corrugated metal awning with gabled open-faced dormer, installed in 1991, runs the length of the building; the dormer is affixed to face of the concrete panels just above the storefront. Above the awning are six square-shaped red sign cabinets with white faces featuring red block letters that spell out “SANCHEZ.” A projecting blade sign located at the east end of the upper portion of the façade reads, “Casa Sanchez Mexican Food,” and features the company logo, an image of “Jimmy the Cornman.” The rectangular lot is currently occupied by a restaurant with an outdoor patio and a detached secondary building containing restrooms at rear of the property. The building was altered in the 1980s and again in the 1990s following fire damage.

**Compliance with Planning Code**

The Historic Preservation Commission (HPC) shall consider the initiation of landmark designation of 2778 24th Street (Casa Sanchez Building) – a property that has been on the Landmark Designation Work Program since 2016 – as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1.

If the HPC decides to initiate designation of the subject property as an Article 10 landmark at its December 16, 2020 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.

**Article 10 of the Planning Code.**

The executive summary and analysis under review was prepared by Department preservation staff, who meet the Secretary of the Interior’s professional qualifications. The history and significance of the property is explained in detail in the attached National Register nomination prepared on behalf of San Francisco Heritage by Anne Cervantes (San Francisco Latino Historical Society) and Desiree Aranda, who also meet the Secretary of the Interior’s professional qualifications. The Department has determined that the subject property meets the requirements for eligibility as an individual landmark pursuant to Article 10 of the Planning Code. The justification for its inclusion is explained briefly in this Executive Summary and in the attached draft National Register nomination.

**Significance:** The Casa Sanchez Building is significant under National Register of Historic Places Criterion A in the areas of Commerce and Ethnic Heritage - Hispanic as a Commercial Building within the context, “Making a Living: Business and Commerce” as documented in the California statewide context statement, *Latinos In Twentieth Century California Multiple Property Submission.*

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The Casa Sanchez Building at 2778 24th Street appears to be significant for its association with the development of San Francisco's Latino business community during the 20th century. A multi-generational family owned and operated company, Casa Sanchez was founded by Roberto and Isabel Sanchez in 1924 with a popular "Mexicatessen" that sold a variety of prepared Mexican foods and the first mechanized tortilla factory in the city. The Casa Sanchez company is the longest-operating tamale and tortilla factory in San Francisco. The family-owned business opened its namesake restaurant at 2778 24th Street in 1968 as the company's third and final location in San Francisco. The restaurant offered home-style cooking to neighborhood residents and a tortilla factory that supplied nearby restaurants. While occupying the subject property, the Casa Sanchez company expanded their wholesale business, which grew from being the first to distribute fresh salsa in the country, to placing its products in mainstream grocery stores like Safeway, Whole Foods, and Lucky's, and "... grew to manufacture the highest selling salsa in California." While manufacturing no longer occurs at the subject property, the Casa Sanchez company continues to sell tortillas, guacamole, tamales, gorditas, and pupusas to grocery stores throughout the region (Casa Sanchez salsa is available in ten states).

The Casa Sanchez company and its associated multi-generations of family owners contributed to the growth of a local Latino business community and increased representation of Latinos in citywide commerce organizations. Robert Sanchez, III, co-founded the 24th Street Merchants Association and the 24th Street Festival. The 24th Street Merchants Association (also known as the 24th Street Merchants and Neighbors Association, and eventually Calle 24) has served as the primary voice advocating for the interests of small businesses and nonprofit organizations around this commercial strip, many of which are Latino-owned businesses. The 24th Street Merchants Association also coordinated the 24th Street Festival, which debuted in the 1970s, when street fairs were growing in popularity, and operated for 10 years, bringing more attention and business to this commercial corridor. Members of the Sanchez family continue to be deeply involved in the 24th Street community.

The period of significance is 1968-2011, commencing the year Casa Sanchez relocated to 2778 24th Street and ending the year the restaurant closed.

Underrepresented Landmark Types: The proposed landmark designation addresses one of the underrepresented landmark types, notably underrepresented racial, ethnic, and social groups. Specifically, the Casa Sanchez Building is significant for its association with Latinx community and Mission District. Several properties associated with Latinx history and culture are among the City's landmarks but remain underrepresented among designated buildings and sites. Other Landmark's with Latinx associations includes Our Lady of Guadalupe Church and Mission Dolores (Misión San Francisco de Asís).

Integrity: The Casa Sanchez Building maintains integrity to convey its historic and cultural significance. The building retains integrity of location and setting with the surrounding neighborhood reflecting similar development patterns and mix of uses, including restaurants, bakeries, coffee shops, tienditos, and retail stores that cater to a largely, although not exclusively, Latino clientele. The property maintains its historic feeling and

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2 Previous locations in San Francisco included: 1523 Steiner Street (original location, building not extant); 1923 and 1925 Fillmore Street (relocated here in 1938, evolved into Club Sanchez in 1960s, closed in 1978 and 1982, building extant). The Casa Sanchez company wholesale production facilities are currently located in San Francisco and Millbrae.

3 The seven aspects of integrity as defined by the National Park Service (NPS) and the National Register of Historic Places (NRHP) are location, design, materials, workmanship, setting, feeling, and association.
association as a Latino-owned restaurant and business. Although it has been altered several times, integrity of design, materials, and workmanship of the simple commercial façade, storefront, and signage are intact.

Overall, the Department has determined that the Casa Sanchez Building retains integrity to convey its historic and cultural significance.

**Draft Character-Defining Features:** The property’s character-defining features include:

**Exterior features:**
- Two-story height;
- Concrete panels with exposed aggregate cladding upper portion of façade;
- Brick-cladding at lower portion of façade and bulkhead;
- Ground floor storefront with simple aluminum-framed, plate-glass panels and glazed aluminum-framed door and transom;
- Corrugated metal awning;
- Individual, square-shaped, internally-illuminated box signs affixed to concrete panels above awning that spell out “SANCHEZ”;
- Internally-illuminated, projecting blade sign at east corner of façade that reads “Casa Sanchez Mexican Food.”

**Boundaries of the Landmark:** The proposed Landmark site encompasses all of Assessor’s Parcel Block No. 4210, Lot No. 018.

**General Plan.**

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.
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, and furthers Policy Number 7, which states that landmarks and historic buildings be preserved.

Landmark Designation Procedures

Action by Historic Preservation Commission.

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.

Article 10 of the Planning Code.

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.
If the Historic Preservation Commission approves the proposed designation recommendation, a copy of the resolution 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).

Public / Neighborhood Input

The Department is not aware of any opposition to the landmark designation of 2778 24th Street (Casa Sanchez Building).

Issues & Other Considerations

- **Property owner input:** On September 25, 2020, the Department notified the property owner via certified mail that Department was prepared to move forward with Landmark Designation. The property owner replied via email and indicated interest in pursuing Landmark Designation.

- On November 30, 2020, the Department notified the property owner of the initiation hearing scheduled for December 16, 2020. There is no notice required for the initiation hearing.

- The property was placed on the Landmark Designation Work Program on August 17, 2016.

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).

Basis for Recommendation

The Department recommends that the Historic Preservation Commission initiate the landmark designation process of 2778 24th Street (Casa Sanchez Building) as it is individually eligible due to its association with the development of San Francisco’s Latino business community during the 20th century. A multi-generational family owned and operated company, Casa Sanchez was founded by Roberto and Isabel Sanchez in 1924 with a popular “Mexicatessen” that sold a variety of prepared Mexican foods and the first mechanized tortilla factory in the city. The Casa Sanchez company is the longest-operating tamale and tortilla factory in San Francisco, and 2778 24th Street is representative of the family business that dates to 1924 and development of the larger Latino business community, particularly that of the Mission District, in the 20th century.

ATTACHMENTS

Draft Resolution Initiating Landmark Designation
Exhibit A – Draft Landmark Designation Ordinance
Exhibit B – Maps and Context Images
Exhibit C – Draft National Register Nomination
RESOLUTION TO INITIATE DESIGNATION OF 2778 24TH STREET (AKA CASA SANCHEZ), ASSESSOR’S PARCEL BLOCK NO. 4210, LOT NO. 018, AS A LANDMARK PURSUANT TO ARTICLE 10 OF THE PLANNING CODE.

Preamble

WHEREAS, the Historic Preservation Commission, at its regularly scheduled meeting of August 17, 2016, added 2778 24th Street (aka Casa Sanchez Building), Assessor’s Parcel Block No. 4210, Lot No. 018, to the Landmark Designation Work Program.

WHEREAS, Department Staff Pilar LaValley, who meets the Secretary of Interior’s Professional Qualification Standards, prepared the Landmark Designation Executive Summary for 2778 24th Street and reviewed the draft 2778 24th Street National Register nomination, prepared by consultants Anne Cervantes and Desiree Aranda on behalf of SF Heritage, for accuracy and conformance with the purposes and standards of Article 10.

WHEREAS, the Historic Preservation Commission, at its regular meeting of December 16, 2020 reviewed Department staff’s analysis and consultant-produced National Register nomination of 2778 24th Street’s historical
significance per Article 10 as part of the Landmark Designation Executive Summary dated December 16, 2020.

WHEREAS, the Historic Preservation Commission finds that information provided in the 2778 24th Street draft National Register nomination is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation.

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby initiates designation of 2778 24th Street (aka Casa Sanchez Building), Assessor’s Parcel Block No. 4210, Lot No. 018, as a Landmark pursuant to Article 10 of the Planning Code.

I hereby certify that the Historic Preservation Commission ADOPTED the foregoing Resolution on December 16, 2020.

Jonas P. Ionin
Commission Secretary

AYES:
NAYS:
ABSENT:
RECUSE:

ADOPTED:  December 16, 2020
Ordinance amending the Planning Code to designate 2778 24th Street (aka Casa Sanchez Building), Assessor’s Parcel Block No. 4210, Lot No. 018, 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 Planning Code amendment proposed in this ordinance is subject to a Categorical Exemption from the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq., "CEQA") pursuant to Section 15308 of California Code of Regulations, Title 14, Sections 15000 et seq., 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.
(2) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the proposed landmark designation of 2778 24th Street, Assessor’s Parcel Block No. 4210, Lot No. 018 (aka Casa Sanchez Building) (“2778 24th Street”), will serve the public necessity, convenience, and welfare for the reasons set forth in Historic Preservation Commission Resolution No. ______________, recommending approval of the proposed designation, which is incorporated herein by reference.

(3) The Board of Supervisors finds that the proposed landmark designation of the 2778 24th Street is consistent with the General Plan and with Planning Code Section 101.1(b) for the reasons set forth in Historic Preservation Commission Resolution No. ______________.

(b) General Findings.

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

(2) The Landmark Designation Fact Sheet was prepared by Planning Department Preservation staff. All preparers meet the Secretary of the Interior’s Professional Qualification Standards for historic preservation program staff, as set forth in Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and conformance with the purposes and standards of Article 10 of the Planning Code.

(3) The Historic Preservation Commission, at its regular meeting of _______, reviewed Planning Department staff’s analysis of the historical significance of 2778 24th Street pursuant to Article 10 as part of the Landmark Designation Fact Sheet dated ________.

(4) On ________, after holding a public hearing on the proposed initiation, the Historic Preservation Commission initiated the proposed landmark designation of the 2778
24th Street by Resolution No. ________. Said resolution is on file with the Clerk of the Board in File No. ________.

(5) On ________, after holding a public hearing on the proposed designation and having considered the specialized analyses prepared by Planning Department staff and the Landmark Designation Fact Sheet, the Historic Preservation Commission recommended designation of 2778 24th Street as a landmark under Article 10 of the Planning Code by Resolution No. ________. Said resolution is on file with the Clerk of the Board in File No. ________.

(6) The Board of Supervisors hereby finds that 2778 24th Street has a special character and special historical, architectural, and aesthetic interest and value, and that its designation as a Landmark will further the purposes of and conform to the standards set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by reference the findings of the Landmark Designation Fact Sheet.

Section 2. Designation.

Pursuant to Section 1004 of the Planning Code, 2778 24th Street (aka Casa Sanchez Building), Assessor’s Parcel Block No. 4210 Lot No. 018, is hereby designated as a San Francisco Landmark under Article 10 of the Planning Code. Appendix A to Article 10 of the Planning Code is hereby amended to include this property.

Section 3. Required Data.

(a) The description, location, and boundary of the Landmark site consists of the City parcel located at 2778 24th Street (aka Casa Sanchez Building), Assessor’s Parcel Block No. 4210, Lot No. 018, in San Francisco’s Mission District.

(b) The characteristics of the Landmark that justify its designation are described and shown in the Landmark Designation Fact Sheet and other supporting materials contained in Planning Department Record Case No. ________. In brief, 2778 24th Street is eligible for
local designation as it is associated with events that have made a significant contribution to the broad patterns of San Francisco history. Specifically, designation of 2778 24th Street is proper given its association with Latino history and culture in San Francisco, specifically, with the Casa Sanchez company, the longest-operating tamale and tortilla factory in San Francisco. Casa Sanchez was the first mechanized tortilla factory in the city and a popular "Mexicasessen" that sold a variety of prepared Mexican foods. The family-owned business opened its namesake restaurant at 2778 24th Street in 1968 as the company’s third and final location in San Francisco.

(c) The particular features that shall be preserved, or replaced in-kind as determined necessary are those generally shown in photographs and described in the Landmark Designation Fact Sheet, which can be found in Planning Department Record Case No._______, and which are incorporated in this designation by reference as though fully set forth. Specifically, the following exterior features shall be preserved or replaced in kind: all exterior elevations, form, massing, structure, rooflines, architectural ornament, and materials of 2778 24th Street, identified as:

(1) Two-story height;
(2) Concrete panels with exposed aggregate cladding upper portion of façade;
(3) Brick-cladding at lower portion of façade and bulkhead;
(4) Ground floor storefront with simple aluminum-framed, plate-glass panels and glazed aluminum-framed door and transom;
(5) Corrugated metal awning;
(6) Individual, square-shaped, internally-illuminated box signs affixed to concrete panels above awning that spell out “SANCHEZ”; and
(7) Internally-illuminated, projecting blade sign at east corner of façade that reads “Casa Sanchez Mexican Food.”
Section 4. Effective Date.

This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor’s veto of the ordinance.

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

By: /s/ Victoria Wong
VICTORIA WONG
Deputy City Attorney
Parcel Map

SUBJECT PROPERTY

Article 10 Landmark Designation
Case Number 2020-009613DES
Casa Sanchez, 2778 24th Street
The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.
1. **Name of Property**
   - Historic name: **Casa Sanchez Building**
   - Other names/site number: ______________________
   - Name of related multiple property listing: **Latinos in Twentieth Century California MPS**

2. **Location**
   - Street & number: **2778 24th Street**
   - City: **San Francisco**  State: **CA**  County: **San Francisco**
   - Not For Publication: [☐]  Vicinity: [☐]

3. **State/Federal Agency Certification**
   As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
   
   In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
   
   ___National  ___Statewide  ___Local

   Applicable National Register Criteria:
   
   x_A  ___B  ___C  ___D

   ____________________________________ Date
   Signature of certifying official/Title:
   __________________________________________________________________________
   State or Federal agency/bureau or Tribal Government

   ____________________________________ Date
   In my opinion, the property ___ meets ___ does not meet the National Register criteria.
   ____________________________________ Date
   Signature of commenting official:
   __________________________________________________________________________
   Title : State or Federal agency/bureau or Tribal Government
4. National Park Service Certification
I hereby certify that this property is:

- [ ] entered in the National Register
- [ ] determined eligible for the National Register
- [ ] determined not eligible for the National Register
- [ ] removed from the National Register
- [ ] other (explain:) __________________________

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<th>Signature of the Keeper</th>
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5. Classification
Ownership of Property
(Check as many boxes as apply.)

Private: [X]
Public – Local
Public – State
Public – Federal

Category of Property
(Check only one box.)

Building(s) [X]
District
Site
Structure
Object
Number of Resources within Property
(Do not include previously listed resources in the count)

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- buildings
- sites
- structures
- objects
- Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE – RESTAURANT, BUSINESS

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE – RESTAURANT, BUSINESS
7. Description

Architectural Classification
(Enter categories from instructions.)

OTHER – 20\textsuperscript{th} Century Commercial

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Wood; brick veneer; aluminum, corrugated metal, concrete, glass, gravel

Narrative Description

Summary Paragraph

Constructed in 1925, 2778 24\textsuperscript{th} Street is a two-story commercial building located on the north side of 24\textsuperscript{th} Street between Hampshire and York Streets in San Francisco’s Mission District. Home to the Casa Sanchez Restaurant from 1968 to 2011, the building sits mid-block in the heart of a bustling commercial corridor known as the Calle 24 ("Veinticuatro") Latino Cultural District. Of wood-frame construction, the primary façade is clad in gravel-covered concrete panels with brick veneer on the storefront. The east façade is clad in drop wood siding. Two entrances are visible from the street level. The storefront entrance consists of an aluminum-framed, glazed entry door and aluminum-framed plate-glass windows. The storefront entry door is topped by a glazed transom and features a scoop entrance with a diagonal façade set back from the front/south property line. A projecting blade sign was installed at the east end of the façade that reads, “Casa Sanchez Mexican Food,” and features the company logo, an image of “Jimmy the Cornman.” A corrugated metal awning with gabled dormer was installed to the front/south façade in 1991 and runs the length of the building. Above the awning is a set of six white, square-shaped signs outlined in red that spells out “Sanchez” in all red caps. The rectangular lot is currently occupied by a restaurant with an outdoor patio in the rear of the property and a detached secondary building containing restrooms. The building was altered in the 1980s and again in the 1990s following fire damage.
Casa Sanchez Building

Name of Property

San Francisco, CA
County and State

Narrative Description

2778 24th Street is a two-story commercial building located on a 25 by 104 foot rectangular lot on the north side of 24th Street between Hampshire and York Streets in San Francisco’s Mission District. The “Casa Sanchez Building” is located along lower 24th Street in an area that has been home to the majority of the city’s Latino population since the 1950s. The property sits mid-block between a residential building and another commercial building. The area is a bustling commercial and cultural corridor that has a high concentration of Latino-owned businesses and nonprofit organizations. Neighborhood-serving businesses such as laundromats, liquor stores, convenience stores, and restaurants are located nearby; Brava Theater (previously the York Theater) is across the street. The Casa Sanchez Building belongs to the Calle 24 (“Veinticuatro”) Latino Cultural District, established by the San Francisco Board of Supervisors in 2014 to recognize the corridor’s significance to local Latino culture and commerce.

The building was significantly modified in 1965, when it housed a doughnut shop. Windows were replaced, an interior wall was erected, and the original façade was altered in a late-twentieth century commercial style. The primary façade, which faces south, is clad in gravel-covered concrete panels on top with brick veneer on the storefront. The east façade is clad in channel drop wood siding. Two entrances are visible from the street level. The storefront entrance consists of an aluminum-framed, fully-glazed entry door with aluminum framed storefront plate glass windows. The storefront entry door is topped by a glazed transom and features a scoop entrance with a diagonal façade set-back from the front/south property line.

The property was purchased in 1968 by Robert Sanchez, Jr. and his wife, Martha and repurposed for use as Casa Sanchez Restaurant. The new owners removed an interior partition, relocated the stairs, and completed electrical and plumbing improvements to support the planned use of a restaurant and tortilla factory. A projecting blade sign was installed at the end of the façade (towards the east side of the building). It reads, “Casa Sanchez Mexican Food,” and features the company logo, an image of “Jimmy the Cornman.” In addition, the primary façade features a set of six white, square-shaped sign panels outlined in red that spell out “Sanchez” in all red caps. In 1991, as part of an effort to revitalize lower 24th Street, a corrugated metal awning with gabled dormer was installed on the front façade and runs the length of the building; the awning was designed by Latina-owned architecture firm, Cervantes Design Associates.

The interior building area is 2,500 square feet in volume and consists of a large ground floor and second-story mezzanine. With a depth of 47 feet, the restaurant covers the ground floor and includes both the kitchen and seating area for customers. The second-story mezzanine has been used as both office and living space. A tall ceiling with large skylight rises above approximately half the customer seating area.
The property was damaged by fire in the early 1980s and alterations were made in 1984 to repair a 100-square-foot section of the roof and add a ventilated skylight. The building was damaged by fire again in the 1990s. Repairs included replacement of sections of the walls, siding, and ceiling with sheet rock. Two doors were replaced and outdoor lighting was installed, but no structural changes were made to the building. Electrical, plumbing, carpentry, and painting work was completed in 1992 and upgrades were made to the kitchen in 1993. No major structural changes or alterations have been made to the building since then. The building was reroofed in 2009 and in 2016.

**Integrity**

The Casa Sanchez building is being nominated under the cover of *Latinos in Twentieth Century California Multiple Property Submission*, under the context of “Making a Life: Business and Commerce in Latino Communities,” under the property type *Commercial Buildings*. While the architectural significance of the building is of less importance for purposes of this evaluation, identified character-defining features created during the period of significance are still intact and visible today.

The storefront at 2778 24th Street maintains its character-defining features from the time it operated as Casa Sanchez Restaurant, including its storefront signage and patio at the rear of the property. In addition, it also maintains its use as a restaurant. Since Casa Sanchez’ closure in 2011, owners have leased the space to two different Latino restaurants despite multiple offers to purchase the building from high-end restaurateurs.

The Casa Sanchez Building retains six out of the seven aspects of integrity. It remains at the same location, 2778 24th Street. Its original design is not fully intact, as significant alterations have been made over the years, although many the character-defining features created during the period of significance remain. In terms of setting, the surrounding neighborhood reflects the same development patterns as it did throughout the period of significance. 2778 24th Street is surrounded by other commercial uses including restaurants, bakeries, coffee shops, *tienditas*, and retail stores that cater to a largely, although not exclusively, Latino clientele. The building is located across the street from the Brava Theater (historically the York Theater), as it has since Casa Sanchez opened in 1968. The Casa Sanchez Building is identified in the ordinance establishing the Calle 24 (“Veinticuatro”) Latino Cultural District, unanimously passed by the
San Francisco Board of Supervisors in 2014. The integrity of materials and workmanship are largely intact. The property maintains its historic feeling and association as a Latino-owned restaurant and business. For these reasons, 2778 24th Street has a high level of historic integrity from the period of significance.

Criteria Considerations

While the original building at 2778 24th Street is over 50 years old, its association with the Casa Sanchez business and the corresponding period of significance date back only 48 years. By the time this nomination makes its way through the process for listing on the National Register of Historic Places, however, the property will be very close to – or perhaps meet – the 50-year threshold.

Should the Casa Sanchez Building at 2778 24th Street be successfully nominated to the National Register, it would be one of the first properties in San Francisco to be listed for its association with Mexican American history. In California’s 1988 statewide survey, *Five Views: An Ethnic Historic Site Survey for California*, ten Mexican American historic sites were identified for potential listing in the National Register, yet none have been listed to date. The *Latinos in Twentieth Century California MPS*, approved by the National Park Service in 2015, identifies influential Latino-owned businesses as critical to understanding 20th century Latino history. As demonstrated in a 2012 report entitled “The Legacy of California’s Landmarks” prepared by Donna Graves, minority groups are consistently underrepresented in local, state, and federal registries. Adding 2778 24th Street to the National Register would be a crucial step in broader efforts to designate historical sites associated with underrepresented communities, in San Francisco, statewide, and nationally.

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8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [X] A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B. Property is associated with the lives of persons significant in our past.
- [ ] C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark “x” in all the boxes that apply.)

- [ ] A. Owned by a religious institution or used for religious purposes
- [ ] B. Removed from its original location
- [ ] C. A birthplace or grave
- [ ] D. A cemetery
- [ ] E. A reconstructed building, object, or structure
- [ ] F. A commemorative property
- [X] G. Less than 50 years old or achieving significance within the past 50 years
Areas of Significance
(Enter categories from instructions.)
COMMERCE
ETHNIC HERITAGE – HISPANIC

Period of Significance
1968-2013

Significant Dates
1968 – year that the business moved into space at 2778 24th Street

Significant Person
(Complete only if Criterion B is marked above.)
N/A

Cultural Affiliation
Chicano/Mexican American

Architect/Builder
Unknown
Statement of Significance Summary Paragraph

The Casa Sanchez Building at 2778 24th Street is eligible for listing in the National Register of Historic Places under Criterion A in the areas of Commerce and Ethnic Heritage - Hispanic. It is being nominated under the cover of Latinos In Twentieth Century California Multiple Property Submission, as a Commercial Building within the context, “Making a Living: Business and Commerce.” The building is significant at the local level for its association with the development of San Francisco’s Latino business community during the 20th century. The period of significance is 1968-2011, commencing the year Casa Sanchez relocated to 2778 24th Street and ending the year the restaurant closed. Founded by Roberto and Isabel Sanchez in 1924, the company is the longest-operating tamale and tortilla factory in San Francisco. It was the first mechanized tortilla factory in the city and a popular “Mexicatessen” that sold a variety of prepared Mexican foods. The family-owned business opened its namesake restaurant at 2778 24th Street in 1968 as the company’s third and final location in San Francisco. During the time Casa Sanchez operated out of 2778 24th Street, its owners contributed to the growth of a local Latino business community and increased representation of Latinos in citywide commerce organizations. While the restaurant function of the business closed in 2011, the company’s flagship food production and distribution business continues to operate in San Francisco at 250 Napoleon Street (and a second factory in Hayward) that supplies its products to major chain grocery stores throughout the state.

Narrative Statement of Significance

The Casa Sanchez Building is the site of the longest-operating tamale and tortilla factory in San Francisco. Casa Sanchez Restaurant operated at its 24th Street location from 1968 to 2011, but the company dates to 1924. Founded by Mexican immigrants, Roberto and Isabel Sanchez, the family-owned business first opened as a “Mexicatessen” and food production and distribution business specializing in Mexican tamales, tortillas, tortilla chips, and salsas. It operated under the Sanchez family name at four different locations: 1523 Steiner Street, 1923 Fillmore Street, and 1925 Fillmore Street in the lower Pacific Heights/Western Addition neighborhood, and 2778 24th Street in the Mission District. Roberto and Isabel’s son, Robert Sanchez, Jr., and his wife, Martha, opened the 2778 24th Street factory and restaurant in 1968. The restaurant closed in 2011 but the successful wholesale food distribution business, Casa Sanchez Foods, continues to operate out of Millbrae, California under the direction of third-generation siblings, Robert (“Bob”) Sanchez and Martha Sanchez.²

The story of Casa Sanchez is intimately tied to the history of the family that cultivated it, as well as the settlement trends of San Francisco’s Latino population. One of the oldest businesses in the city, Casa Sanchez is the only tamale manufacturer established before 1925 that still exists today.

Background: The Sanchez Family Builds its Enterprise

The company’s founders, Roberto (1881-1932) and Isabel Sanchez (b. 1890), arrived in San Francisco between 1920 and 1923. Originally from Acaponeta, Mexico, the couple migrated to Texas in 1910 where Roberto worked as a bracero before relocating to San Francisco’s Pacific Heights neighborhood. They had three children: Guadalupe (“Lupe”), Robert Jr., and Julia.

Roberto worked as a leather goods and shoemaker in Mexico, but found his skills of little value once in San Francisco. To make ends meet, Robert worked several jobs as a clerk and waiter but eventually decided to create his own business selling prepared Mexican foods. In 1924, he opened a store at 1523 Steiner Street in the city’s lower Pacific Heights/Western Addition neighborhood where he sold enchiladas, tamales, sauces, cheeses, chorizo, masa, chili powder, and baked goods. Sanchez brought the first mechanized tortilla machine to San Francisco in the early 1920s, enabling the production and sale of mass quantities of tortillas.

The operation expanded over the years into a full production factory for both tortillas and tamales. The tamale-making process was time-consuming and labor intensive. The eldest Sanchez daughter, Lupe, recalls using an electric machine with a step pedal and a big stainless steel table to make tamales. She also remembers how the business sold “early California tamales,” with olive and meat inside and served with gravy. While other Mexican stores in the city could be found at the time, the Sanchez “Mexicatessen” was one of the few that sold in bulk quantities.3

In addition to offering items for sale in the store, the Sanchez family also delivered hot food to neighborhood residents and sold its tortillas to other restaurants in the city. According to Lupe, who worked at the family business her entire life, the business’ clientele during these early years was not predominantly Mexican or Latino.4 Many Mexican families would make their own food at home, so the majority of customers who purchased prepared foods from Casa Sanchez included Jewish, Irish, Italian, and Spanish residents of the surrounding areas. She particularly remembers selling to “Nob Hill society” folks.5 Mexican food was considered a novelty during the early-twentieth century, as few Mexican restaurants existed in the city. The Sanchez business supplied products to some of these restaurants, including the popular Sinaloa Nightclub in North Beach and El Papa Gallo, a high-end Mexican restaurant in the Fairmont Hotel. Simultaneously, other Mexican-owned businesses would supply products to the Mexicatessen. A Mexican bakery called La Mexicana (located next to the Sinaloa Nightclub), for example, would deliver pan dulce (sweet bread) to the Sanchez store.6

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3 Guadalupe Sanchez, Interview with Rose Arrieta, San Francisco, January 2, 2015.
4 Ibid.
5 Ibid.
The Sanchez family actively participated in the Mexican and Latino community that formed in the North Beach and Pacific Heights area during the early-twentieth century. The nearby *La Iglesia de Nuestra Reina de Guadalupe* (Our Lady of Guadalupe Church), located on Broadway in North Beach, cultivated the development of a pan-Latino community. The Sanchez family would attend mass at the church and often supply food for events and activities that occurred inside.\(^7\)

When Mr. Sanchez died in 1932, Isabel assumed leadership of the Mexicatessen and *tamale/tortilla* factory and became the cornerstone of the business. At the time of Mr. Sanchez’s passing, all the children were under 13 and had to work full time with their mother after school. They sold tortillas in bulk wrapped in paper and string and made deliveries in Model A automobiles. Isabel continued to grow the business, which operated out of 1523 Steiner until 1938, when the family purchased a new building and relocated the business to 1923 Fillmore Street. A larger Mexican community surrounded this location and the family often provided food for parishioners of the nearby St. Dominic’s Church on Sundays. The Mexican Consulate was also located nearby, whose employees and their families contributed to the customer base.\(^8\)

The family business struggled during World War II with Robert Jr. away on active duty. The war years also brought significant demographic shifts. As the neighborhood changed from Mexican to African American and Asian, the clientele declined.

In the early 1950s Martha Rodriguez got a job working at the factory on 1923 Fillmore. She is from Zacatecas, Mexico. There she met Robert Jr. and they fell in love. They married in 1954 and had five children: Robert, Martha, George, Liz, and Jim. (Jim was the basis for the logo named Jimmy the Cornman, discussed below.) By the late 1960s, Robert Jr. and Martha Sanchez had decided to open a new location in the Mission District, where the city’s Latino population had been concentrated since the 1950s. This trend is noted in *Latinos in Twentieth Century California National Register Historic Context Statement*:

Geographically, postwar businesses followed residential patterns, as in earlier decades. More businesses developed in existing Latino neighborhoods and new ones developed in new Latino neighborhoods. In San Francisco’s Mission District, the population of Latino residents increased steadily in the postwar era...more established Latinos migrated to the southern part of the district that had larger and more desirable housing options. New businesses quickly followed. They were primarily located along 24th Street which became “the banner corridor for Latino culture” and home to many Latino-owned enterprises.\(^9\)

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\(^7\) Robert Sanchez, Interview with Rose Arrieta, San Francisco, February 2015.

\(^8\) *Ibid.*

Meanwhile, siblings Lupe and Julia continued to operate the business at the Fillmore location, converting it into a jazz club called Club Sanchez. The Fillmore became a hub for jazz in the 1960s and 1970s, and the Sanchez family made an effort to update its approach with the changing market. Lupe remembers Club Sanchez as a “typical jazz club,” offering spirits and good music, except that it also served Mexican food. Club Sanchez continued to operate out of 1923 Fillmore until 1978 and at 1925 Fillmore until 1982.10

*Casa Sanchez Opens on 24th Street*

In 1968, Robert Jr. and Martha Sanchez purchased a former donut shop at 2778 24th Street, converting it into a restaurant that offered home-style cooking to neighborhood residents and a *tortilla* factory that supplied nearby restaurants. Martha Sanchez became the backbone of the operation and a fixture of 24th Street, as she spent most of her waking hours at the restaurant. It was under her direction that “the Casa Sanchez wholesale business grew to manufacture the highest selling salsa in California.”11 Many people revered Martha as the “Matriarch of the Mission.”12 Martha and Robert had five children who also pitched in with the family business and contributed to its growth. The family would gather at the 24th Street restaurant after school. They would sit in circles and put labels on containers, while learning every aspect about business.

The second and third generation of the Sanchez family continued to grow the business while it operated out of its third location. In the early 1970s, the first man landed on the moon, there was much excitement about space travel. The company tagline became “It’s the taco the town” and “Flavor out of this World.”

A surge in the Mission District’s Central American population in the 1970s and 1980s significantly expanded Casa Sanchez’s customer base. As noted in *Latinos in Twentieth Century California National Register Historic Context Statement*:

> Beginning in the 1970s, California’s Latino population diversified significantly with an increase in immigration from Central America, particularly El Salvador and Guatemala. Latino businesses diversified accordingly.13

*Pupusas*, a uniquely Central American dish, were added to the Casa Sanchez Restaurant menu. The recipe for the multi-award-winning salsa was also created at the 24th Street location.

During the 1980s, Casa Sanchez focused its efforts on selling *tortilla* chips and *salsa* during the “tortilla wars,” when *tortilla* companies rivaled each other for business at local *taquerias*. The

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12 Ibid.
tortilla wars were so contentious that delivery persons were said to carry guns.\textsuperscript{14} In the 1990s, the restaurant made headlines when it advertised free tattoos of its “Jimmy the Cornman” logo in exchange for “free lunch for life.” Inspired by Sanchez’ grandson Jim, the logo is now tattooed on at least 50 people.\textsuperscript{15} The tattoo promotion drew international media coverage from nearly 100 sources.

Robert Sanchez, Jr. passed away in 2003 and Martha in 2011, leaving the business to their children, siblings Robert (“Bob”), III and Martha Sanchez, II. Under their management, food production was moved to Millbrae, where space is plentiful and affordable, and the company has become one of the largest distributors of tortilla chips and salsas in California. It also continues to sell tortillas, guacamole, tamales, gorditas, and pupusas to grocery stores throughout the region. Robert, III “expanded the business into a top ten highest grossing business in San Francisco” and has earned dozens of accolades including “Business Man of the Year” by the San Francisco Chamber of Commerce.\textsuperscript{16} While “major [Latino] corporate success stories…were unfortunately rare throughout the twentieth century,” Casa Sanchez stands out as a shining exception.\textsuperscript{17}

From being the first to distribute fresh salsa in the country, to placing its products to mainstream grocery stores like Safeway, Whole Foods, and Lucky’s, Casa Sanchez is a true success story. It is now the highest selling salsa in California based on Nielson reports and is available in ten states. For these reasons Casa Sanchez feels it was instrumental in making salsa the #1 condiment in America, replacing ketchup. The company’s market has never been strictly Latino but the company has always been Latino-owned, managed, and staffed. Casa Sanchez is listed on San Francisco Heritage’s certified list of San Francisco Legacy Bars & Restaurants, a program dedicated to bringing attention to the city’s longstanding businesses that have contributed to the history of the city.\textsuperscript{18}

The third generation also contributed significantly to the development of a local Latino business community. Robert Sanchez, III co-founded the 24\textsuperscript{th} Street Merchants Association and the 24\textsuperscript{th} Street Festival. The 24\textsuperscript{th} Street Merchants Association (also known as the 24\textsuperscript{th} Street Merchants and Neighbors Association, and eventually Calle 24) has served as the primary voice advocating for the interests of small businesses and nonprofit organizations located on lower 24\textsuperscript{th} Street in the Mission District. Most, but not all, are Latino-owned businesses. The organization also coordinated the 24\textsuperscript{th} Street Festival, which debuted in the 1970s when street fairs were growing

\textsuperscript{14} San Francisco Heritage, “SF Legacy Bars & Restaurants,” 2013. \url{http://www.sfheritage.org/legacy/#}.
\textsuperscript{16} “About Casa Sanchez,” \url{https://casasanchezsf.com/about-casa-sanchez-sf/}.
\textsuperscript{18} San Francisco Heritage, “SF Legacy Bars & Restaurants,” 2013. \url{http://www.sfheritage.org/legacy/#}. Heritage has inducted more than 100 culinary establishments into its Legacy Bars and Restaurants program since 2013. Located throughout San Francisco, eligible businesses have achieved longevity of 40 years or more, possess distinctive architecture or interior design, and/or contribute to a sense of history in the surrounding neighborhood.
in popularity, and operated for ten years. Over 10,000 people attended the inaugural event and Carlos Santana performed on the main stage one year.

The event succeeded in bringing attention to the bustling commercial corridor that existed on 24th Street and to Latino-owned businesses in general. Latinos were invited to join citywide business and commerce organizations such as the San Francisco Convention and Visitors Bureau and the San Francisco Chamber of Commerce as a direct result of this advocacy. In 2014, at the height of neighborhood gentrification, the association played a critical role in passage of legislation establishing lower 24th Street as the Calle 24 (“Veinticuatro”) Latino Cultural District. Martha Sanchez, II continues the family’s legacy of community advocacy as a member of the Calle 24 Latino Cultural District Council.

The site of the longest-operating tamale and tortilla factory in San Francisco, the Casa Sanchez Building at 2778 24th Street is significant for its association with the development of San Francisco’s Latino business community during the 20th century. With roots dating to the 1920s, the family-owned business has grown into one of the most successful distributors of Mexican food products in the state. In addition, the leadership of the Sanchez family contributed to the influence and proliferation of Latino businesses on 24th Street in the Mission District that continues to reverberate today.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)


City of San Francisco Building Permits.

Casa Sanchez Building
Name of Property

San Francisco, CA
County and State


San Francisco City Directories.


Previous documentation on file (NPS):

___ preliminary determination of individual listing (36 CFR 67) has been requested
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey #
___ recorded by Historic American Engineering Record #
___ recorded by Historic American Landscape Survey #

Primary location of additional data:

___ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other
   Name of repository: ___________________________________

Historic Resources Survey Number (if assigned): N/A
10. Geographical Data

Acreage of Property less than one acre

Latitude/Longitude Coordinates (decimal degrees)
Latitude: 37.753062  Longitude: -122.407807

Verbal Boundary Description (Describe the boundaries of the property.)
Assessor Parcel Number 4210018, which corresponds to the attached sketch map.

Boundary Justification (Explain why the boundaries were selected.)
The boundary includes the land area historically associated with the building.

11. Form Prepared By

Name/Title: Desiree Smith, (Former) Deputy Director, San Francisco Heritage, and Anne Cervantes, San Francisco Latino Historical Society; further editing by Mike Buhler, President & CEO, San Francisco Heritage
Organization: San Francisco Heritage
Street & Number: 2007 Franklin Street
City: San Francisco  State: CA  Zip Code: 94109
E-mail: mbuhler@sfheritage.org
Telephone: 415-441-3000 x15
Date: October 21, 2016
Additional Documentation

Figure 1. Subject property is outlined in red.
Photographs

Photo Log

Name of Property: Casa Sanchez Building  
City: San Francisco  
County: San Francisco  
State: California  
Photographer: Desiree Smith (unless noted otherwise)  
Date Photographed: June 2016  

1 of 15. Sanchez Family at Fillmore Street location (date and photographer unknown; courtesy Sanchez family)
Casa Sanchez Building
Name of Property

2 of 15. Sanchez tortilla factory (date and photographer unknown; courtesy Sanchez family)

3 of 15. Storefront, looking north from 24th Street
Casa Sanchez Building
Name of Property

San Francisco, CA
County and State

4 of 15. Storefront, looking northeast from 24th Street
Casa Sanchez Building
Name of Property

San Francisco, CA
County and State

5 of 15. Projecting sign on storefront featuring “Jimmy the Cornman,” looking northeast
Casa Sanchez Building

San Francisco, CA

Name of Property

Sanchez sign above awning on primary façade, north view from 24th Street

Storefront at street level, view north from 24th Street
Casa Sanchez Building
San Francisco, CA

8 of 15. Interior, looking south to 24th Street

9 of 15. Interior skylight
10 of 15. Rear courtyard facing north

11 of 15. Rear courtyard facing south
Casa Sanchez Building
Name of Property

San Francisco, CA
County and State

12 of 15. Seating area in courtyard

13 of 15. Mural credits in courtyard
Casa Sanchez Building
Name of Property

San Francisco, CA
County and State

14 of 15. Stairs rear façade
Casa Sanchez Building
Name of Property

San Francisco, CA
County and State

15 of 15. Ancillary building restrooms
Casa Sanchez Building – National Register Nomination – Photograph Log

Name of Property: Casa Sanchez Building
City or Vicinity: San Francisco
County: San Francisco County
State: CA
Name of Photographer: Desiree Smith (unless noted otherwise)
Date of Photographs: June 2016 (unless noted otherwise)
Location of Original Digital Files: 2007 Franklin St., San Francisco, CA 94109

Photo #1 (CA_San Francisco County_Casa Sanchez Building_0001)
Sanchez Family at Fillmore Street location (date and photographer unknown; courtesy Sanchez family)

Photo #2 (CA_San Francisco County_Casa Sanchez Building_0002)
Sanchez tortilla factory (date and photographer unknown; courtesy Sanchez family)

Photo #3 (CA_San Francisco County_Casa Sanchez Building_0003)
Storefront, looking north from 24th Street

Photo #4 (CA_San Francisco County_Casa Sanchez Building_0004)
Storefront, looking northeast from 24th Street

Photo #5 (CA_San Francisco County_Casa Sanchez Building_0005)
Projecting sign on storefront featuring “Jimmy the Cornman,” looking northeast

Photo #6 (CA_San Francisco County_Casa Sanchez Building_0006)
Sanchez sign above awning on primary façade, north view from 24th Street

Photo #7 (CA_San Francisco County_Casa Sanchez Building_0007)
Storefront at street level, view north from 24th Street

Photo #8 (CA_San Francisco County_Casa Sanchez Building_0008)
Interior, looking south to 24th Street

Photo #9 (CA_San Francisco County_Casa Sanchez Building_0009)
Interior skylight

Photo #10 (CA_San Francisco County_Casa Sanchez Building_0010)
Rear courtyard facing north

Photo #11 (CA_San Francisco County_Casa Sanchez Building_0011)
Rear courtyard facing south
Photo #12 (CA_San Francisco County_Casa Sanchez Building_0012)
Seating area in courtyard

Photo #13 (CA_San Francisco County_Casa Sanchez Building_0013)
Mural credits in courtyard

Photo #14 (CA_San Francisco County_Casa Sanchez Building_0014)
Stairs rear façade

Photo #15 (CA_San Francisco County_Casa Sanchez Building_0015)
Ancillary building restrooms