

1 [Ordinance to Designate 2362 Market Street, the Jose Theater / Names Project building, as a  
2 Landmark Under Planning Code Article 10.]

3 **Ordinance Designating 2362 Market Street, The Jose Theater / Names Project Building,**  
4 **As Landmark No. 241 Pursuant To Article 10, Sections 1004 And 1004.4 Of The**  
5 **Planning Code.**

6 Note: Additions are single-underline italics Times New Roman;  
7 deletions are ~~strikethrough italics Times New Roman~~.  
8 Board amendment additions are double underlined.  
9 Board amendment deletions are ~~strikethrough normal~~.

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

11 Section 1. Findings

12 The Board of Supervisors hereby finds that 2362 Market Street, the Jose Theater /  
13 Names Project Building, Lot 11 in Assessor's Block 3562, has a special character and special  
14 historical, architectural and aesthetic interest and value, and that its designation as a  
15 Landmark will further the purposes of, and conform to the standards set forth in Article 10 of  
16 the City Planning Code.

17 (a) Designation: Pursuant to Section 1004 of the City Planning Code, Chapter II, Part II  
18 of the San Francisco Municipal Code, 2362 Market Street, the Jose Theater / Names Project  
19 Building, is hereby designated as Landmark No. 241. This designation has been fully  
20 approved by Resolution No. 566 of the Landmarks Preservation Advisory Board and  
21 Resolution No. 16710 of the Planning Commission, which Resolutions are on file with the  
22 Clerk of the Board of Supervisors under File No. 040315 and which Resolutions are  
23 incorporated herein and made part hereof as though fully set forth.

24 (b) Priority Policy Findings

25 Supervisor Dufty, Maxwell, Peskin  
PLANNING DEPARTMENT  
BOARD OF SUPERVISORS

1 (1) Pursuant to Planning Code Section 302, this Board of Supervisors finds that this  
2 ordinance will serve the public necessity, convenience and welfare for the reasons set forth in  
3 Planning Commission Resolution No. 16710 recommending approval of this Planning Code  
4 Amendment, and incorporates such reasons by this reference thereto. A copy of said  
5 resolution is on file with the Clerk of the Board of Supervisors in File No. 040315.

6 (2) Pursuant to Planning Code Section 101.1, this Board of Supervisors finds that this  
7 ordinance is in consistent with the Priority Policies of Section 101.1(b) of the Planning Code  
8 and, when effective, with the General Plan as proposed to be amended and hereby adopts  
9 the findings of the Planning Commission, as set forth in Planning Commission Resolution No.  
10 16710, and incorporates said findings by this reference thereto.

11 (c) Required Data:

12 (1) The description, location and boundary of the Landmark site encompass the  
13 footprint of 2362 Market Street, the Jose Theater / Names Project Building, located on the  
14 northwest side of Market Street, between 16th and Castro Streets.

15 (2) The characteristics of the Landmark which justify its designation are described and  
16 shown in the Landmark Designation Report adopted by the Landmarks Preservation Advisory  
17 Board on November 5, 2003 and other supporting materials contained in Planning  
18 Department Docket No. 2003.1094L. In brief, the National Register characteristics of the  
19 landmark which justify its designation are as follows:

20 Its association with events that have made a significant contribution to the broad  
21 patterns of our history (National Register Criterion A) specifically the Jose Theater / Names  
22 Project Building's association with the origin of the Names Project and AIDS Quilt, an  
23 internationally significant project created as a political organizing tool and an expression of  
24 worldwide grief over the AIDS epidemic.

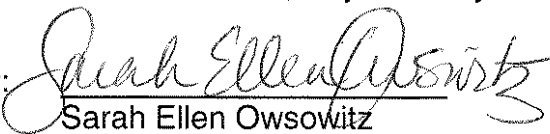
1 (3) The particular exterior features that should be preserved, or replaced in-kind as  
2 determined necessary, are those generally shown in the photographs and described in the  
3 Landmark Designation Report, both which can be found in the case docket 2003.1094L,  
4 which is incorporated in this designation ordinance as though fully set forth. In brief, the  
5 description of the particular features that should be preserved are as follows:

6 The exterior architectural features, primarily the scale (one-story plus mezzanine) and  
7 massing (rectangular in plan and built almost to the lot lines) of the building; the Mission  
8 Revival style parapet and red tiled visor still remaining on the building.


9 (4) A commemorative plaque shall be placed in a prominent location on the exterior of  
10 the Landmark, identifying the property as a Landmark and describing the history of the  
11 property. This plaque shall be recommended as to design and content by the Landmarks  
12 Preservation Advisory Board. The owner has agreed to record a deed restriction in the  
13 Official Records of the City and County of San Francisco, which restriction shall prohibit the  
14 removal of the plaque from the exterior of the Landmark.

15  
16 Section 2. The property shall be subject to further controls and procedures, pursuant  
17 to this Board of Supervisor's Ordinance and Planning Code Article 10.

18  
19 APPROVED AS TO FORM:  
20 DENNIS J. HERRERA, City Attorney

21 By:   
22 Sarah Ellen Owsowitz  
23 Deputy City Attorney

RECOMMENDED:  
PLANNING COMMISSION

24 By:   
25 Lawrence B. Badiner  
Acting Director of Planning



# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails Ordinance

---

**File Number:** 040315

**Date Passed:**

Ordinance designating 2362 Market Street, the Jose Theater / Names Project Building, as Landmark No. 241 Pursuant to Article 10, Sections 1004 And 1004.4 Of the Planning Code.

---

May 11, 2004 Board of Supervisors — PASSED ON FIRST READING

Ayes: 10 - Alioto-Pier, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin, Sandoval

Excused: 1 - Ammiano

May 18, 2004 Board of Supervisors — FINALLY PASSED

Ayes: 9 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin, Sandoval

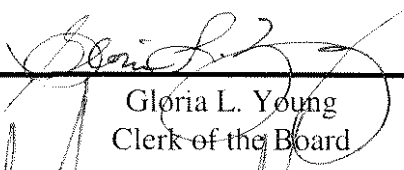
Absent: 2 - Alioto-Pier, Ammiano


File No. 040315

I hereby certify that the foregoing Ordinance was FINALLY PASSED on May 18, 2004 by the Board of Supervisors of the City and County of San Francisco.

MAY 27 2004

\_\_\_\_\_  
Date Approved

  
\_\_\_\_\_  
Gloria L. Young  
Clerk of the Board

  
\_\_\_\_\_  
Mayor Gavin Newsom