Resolution initiating landmark designation under Article 10 of the Planning Code of the Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No. 6519, Lot No. 039.

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

WHEREAS, The Carnaval Mural, measuring 24' x 75', located on the north wall of an Edwardian building located at 1311 South Van Ness Avenue, at the intersection of South Van Ness Avenue and 24th Street ("Carnaval Mural"), has for decades captured the Mission District's rich history, culture, artistic expression and pride; and

WHEREAS, In 1982, the San Francisco Arts Commission commissioned muralist Daniel Galvez to complete a mural at 1311 South Van Ness Avenue, and Galvez coordinated with Rene Yañez, renowned Mission District artist, activist, and co-founder of Galeria de la Raza, and Lou Dematteis, award winning photo journalist and first official photographer of the Carnaval parade, to depict San Francisco's Carnaval Parade and iconic Mission District institutions; and

WHEREAS, The Carnaval Mural was completed by Galvez in 1983, with the assistance of artists Jaime Morgan, Keith Sklar, Daniel Fontes, and Jan Shields; and

WHEREAS, Thirty-one years later, in 2014, the Carnaval Mural was restored by Galvez and a group of muralist and volunteers; and

WHEREAS, The Carnaval Mural depicts the San Francisco Carnaval Parade and Festival that dates back to 1979 in San Francisco, and is a historical and cultural institution...
WHEREAS, Muralist Galvez utilized several of Dematteis' photographs from the 1979 Carnaval parade that powerfully captured the energy and cultural diversity of the Mission District, including featuring Jaime Aguilar, a Mexican immigrant and Muni bus driver who appears in the red vest; Jorge Molina, to the right of Jaime Aguilar playing the drums; and Marlena, the Brazilian dancer in the silver sequined bodysuit with jewel and feather headband; and

WHEREAS, The Carnaval Mural also captures the iconic Mission District businesses and cultural institutions, such as Guadalajara de Noche, Studio 24/Galeria de la Raza, Discolandia, the York Theater (Brava), and Mission Cultural Center for Latino Arts, all of which have historically been, and continue to be, anchors of the Calle 24 Latino Cultural District and the San Francisco immigrant and Latino enclave in the Mission District; and

WHEREAS, Muralist Galvez integrated the Carnaval Mural into the Victorian architecture of the existing building using "Trompe L'oeil technique," the art of illusions, in the creation of Victorian bay window, cornices with brackets, dentals, segmented windows with pediments and colorful Victorian palates; and

WHEREAS, The Carnaval Mural documents the iconic immigrant and Latino businesses, cultural institutions, parades and festivals in San Francisco's Mission District and Calle 24 Latino Cultural District, during the post-World War II period (1945-46) and the period of economic, political and cultural empowerment between 1960 and 1999; now, therefore, be it

RESOLVED, That the Board of Supervisors hereby initiates landmark designation of the Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No. 6519, Lot No. 039, under Planning Code, Section 1004.1; and, be it
FURTHER RESOLVED, That the Board requests that the Planning Department prepare a Landmark Designation Report to submit to the Historic Preservation Commission for its consideration of the full historical, architectural, aesthetic and cultural interest and value of the Carnaval Mural; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Historic Preservation Commission consider whether the Carnaval Mural warrants landmark designation and submit its recommendation to the Board according to Article 10 of the Planning Code.
Resolution initiating landmark designation under Article 10 of the Planning Code of the Carnaval Mural, located at 1311 South Van Ness Avenue, Assessor's Parcel Block No. 6519, Lot No. 039.

March 21, 2023 Board of Supervisors - ADOPTED

Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 230299

I hereby certify that the foregoing Resolution was ADOPTED on 3/21/2023 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

03/28/2023

Date Approved

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without her approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

Angela Calvillo
Clerk of the Board

03/28/2023

Date