Initiating Landmark Designation - Chata Gutierrez Mural - 3175-24th Street

Resolution initiating a landmark designation under Article 10 of the Planning Code of the Chata Gutierrez Mural, located at 3175-24th Street, Assessor's Parcel Block No. 6519, Lot No. 041.

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

WHEREAS, “La Rumba No Para: The Chata Gutierrez Mural,” (hereinafter referred to as the Chata Gutierrez Mural), measuring 22' x 28', located on the west wall of an Edwardian building at 3175 24th street, at the intersection of South Van Ness Ave. and 24th Street, captures local icon Chata Gutierrez's legacy and the Mission District's rich history of Latin music and culture; and

WHEREAS, Since 2009, local muralist Carlos “Kookie” Gonzalez, sought to create the Chata Gutierrez Mural, and after a collaboration with Precita Eyes artists and volunteers, the Chata Gutierrez Mural was completed in 2015; and

WHEREAS, The mural depicts the late Chata Gutierrez, the first Latina Disc Jockey for KPOO 85.5 FM, where she hosted the radio program “Con Clave,” the longest-running Latin music program in the Bay Area, surrounded by Rumba dancers and conga players amongst Aztec and Pre-Columbian imagery in reference to Chata Gutierrez's Mexican American heritage; and

WHEREAS, Chata Gutierrez was a cultural icon and role model for the Mission District and San Francisco's Latinx community, as she was born and raised in the Mission District, and used her popular radio platform to feature Latin music, which was revolutionary on public
radio in the 1970s, also used her radio platform to raise awareness of concerning community
issues such as police brutality, education, and unemployment; and

WHEREAS, Chata Gutierrez and her “Con Clave” radio show are credited with
introducing generations of San Franciscans to the joy and beauty of salsa and other Latin
music, and received several accolades and recognition during its 40-year run; and

WHEREAS, Chata Gutierrez’s legacy and passion also included preservation of San
Francisco’s historic resources, as she was a journeywoman who also worked on the
renovation of San Francisco City Hall after the 1989 earthquake, and cared deeply about
preserving the Mission District’s rich history and love for Latin music and culture; and

WHEREAS, Chata Gutierrez passed away after a long battle with liver cancer at the
age of 60, and she continued to DJ her “Con Clave” radio show until a few weeks before her
death, demonstrating her commitment and pride to her work and contributions to San
Francisco’s culture; and

WHEREAS, The mural celebrates the history of the San Francisco Latin Music
Movement (1960-1999) by depicting San Francisco musicians of various Latinx nationalities,
representative of San Francisco’s Latinx residents, and the time period that cultural, music, art
institutions and parades were established in the Mission District and the 24th Street corridor
and the period which Latin rock was created; and

WHEREAS, The mural also documents the traditions and legacy of the conga players
that frequented the Mission District’s Dolores Park in the 1960s and 1970s, many of whom
went on to establish successful music careers and were pioneers of the Latin rock movement
alongside fellow Mission District legend Carlos Santana; and

WHEREAS, The mural features these conga players from left to right: John Santos, a
music historian and Latin Jazz recording artist; Oscar Soltero, a musician and member of the
salsa group “Avance”; Raul Rekow and Karl Perazzo, musicians and members of legendary
Latin rock band “Santana”; Annette Aguilar and Richard “Bandido” Segovia, members of Latin rock band “Bandido”; and

WHEREAS, The mural is located on 3175 24th Street, once owned by Virginia Ramos, who was widely known as “The Tamale Lady” in the Mission District, until Ms. Ramos’ passing in 2018, and which features Ms. Ramos’ logo, the Virgin Mary surrounded by tamales; and

WHEREAS, The mural gains significance and should be considered for landmarking together with the Carnaval Mural that is directly adjacent to the Chata Gutierrez Mural, as both of these murals are located on the busy 24th Street and South Van Ness Avenue intersection, and are recognized as historical and cultural landmarks that celebrate the history of Latin music and culture in the Mission District; now, therefore, be it

RESOLVED, That the Board of Supervisors hereby initiates a landmark designation of the Chata Gutierrez Mural, Assessor’s Parcel Block No. 6519, Lot No. 041, 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 Chata Gutierrez Mural; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Historic Preservation Commission consider whether the Chata Gutierrez Mural warrants a landmark designation and submit its recommendation to the Board according to Article 10 of the Planning Code.
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March 21, 2023 Board of Supervisors - ADOPTED
Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

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

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