



Legacy Business Registry Staff Report

HEARING DATE AUGUST 22, 2016

ROXIE THEATER

Application No.: LBR-2015-16-028
Business Name: Roxie Theater
Business Address: 3117 16th Street
District: District 8
Applicant: David Cowen, Executive Director
Nomination Date: April 6, 2016
Nominated By: Supervisor Scott Wiener
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Roxie Theater is a movie theater serving the Mission District neighborhood on 16th Street between Albion Street and Valencia Street. The site of the theater has known to be an operating movie theater since 1909 and was the Poppy, the Rex, the Gem and the Gaiety prior to it becoming the Roxie in 1934. The Roxie Theater currently is run as a non-profit organization that hosts daily film screenings, festivals, series, special events, co-presentations and educational programs.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

3117 16th Street from 1934-Present (82 years)
3125 16th Street from 1993-Present (23 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with cinematography, film production and the tradition of hosting film festivals.



SMALL BUSINESS COMMISSION



CITY AND COUNTY OF SAN FRANCISCO

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

EDWIN M. LEE, MAYOR

- The business is unique to San Francisco because it facilitates as a space for people of all ages and backgrounds to gather, connect and learn about the world and one another through the art of film and distinctive cinematic experiences. Although the theater was originally run in a for-profit manner, it is now (since 2008) run as a 501(c)(3) non-profit community cinema that focuses on arthouse, international and festival programming.
- The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as an individually eligible property for both the National Register and California Register. The property is also identified as a contributor to the National Register and California Register -identified-eligible 16th and Valencia Streets Post-Fire historic district.
- The business has been cited in the following publications:
 - Mission Local, 5/10/2016, "Roxie Theater Launches Roxcine!," by Lola M. Chavez;
 - SF Gate, 12/16/2015, "San Francisco-filmed sci-fi at Roxie Theater," by G. Allen Johnson;
 - SF Gate, 5/10/2016, "Weird pleasures at Midcentury Eclectic film series at Roxie," by G. Allen Johnson;
 - SF Gate, 4/6/2016, "'Beautiful by Night' and live drag at the Roxie," by G. Allen Johnson;
 - SF Gate, 7/6/2016, "Roxie screens 'Cosmos,' last film of Polish master Andrzej Zulawski," by G. Allen Johnson.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Roxie Theater qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Vertical neon sign
- Marquee
- Classically styled box office, entrance and concession stand

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Roxie Theater currently located at 3117 16th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE AUGUST 22, 2016

ROXIE THEATER

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-028
Business Name: Roxie Theater
Business Address: 3117 16th Street
District: District 8
Applicant: David Cowen, Executive Director
Nomination Date: April 6, 2016
Nominated By: Supervisor Scott Wiener
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ROXIE THEATER, CURRENTLY LOCATED AT 3117 16TH STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on August 22, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED that the Small Business Commission hereby includes Roxie Theater in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Roxie Theater:

Physical Features or Traditions that Define the Business:

- Vertical neon sign
- Marquee
- Classically styled box office, entrance and concession stand

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Applicant Name: Roxie Theater

Nomination Date: April 6, 2016

Age of Business Confirmed: Yes

Application Deemed to Meet Minimum Qualifications: May 25, 2016

Application Referred to HPC Date: June 29, 2016

Notes:

The Roxie Theater is a type of business that traditionally operates in a for-profit business model. The business structure of this movie theater is a non-profit.

Regina Dick-Endrizzi
Director, Office of Small Business, Small Business Commission



Member, Board of Supervisors
District 8



City and County of San Francisco

SCOTT WIENER
威善高

April 6, 2016

Re: Nomination of the Roxie Theater the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate the Roxie Theatre for the Legacy Business Registry. A San Francisco landmark in the Mission District, the Roxie Theater brings people together to meet and connect through distinctive cinematic experiences. Guided by the passionate belief that engaging with a movie doesn't end with the credits, we invite filmmakers, curators, entertainers and educators to interact with our audiences.

Through daily film screenings, festivals, series, special events, co-presentations and educational programs, the Roxie facilitates a space for people of all ages and backgrounds to gather, connect and learn about the world and one another in an accessible environment, and would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Scott Wiener".

Scott Wiener
Member, San Francisco Board of Supervisors

APPLICATION FOR

Legacy Business Registry

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Roxie Theater		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Diana Fuller, Roxie Board President 2173 15th St, San Francisco, CA 94114 The Roxie Theater is a 501(c)(3) nonprofit corporation		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3125 16th St. San Francisco, CA		(415) 431-3611 x109
		EMAIL:
		info@roxie.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
www.roxie.com	facebook.com/roxietheater/	roxie-theater-san-francisco

APPLICANT'S NAME	
David Cowen	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
Executive Director, Roxie Theater	
APPLICANT'S ADDRESS:	
164 Howth St. San Francisco, CA 94103	
TELEPHONE:	
(415) 431-3611 x109	
EMAIL:	
ed@roxie.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0428574	C3095512

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)
Supervisor Scott Wiener	April 6, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3117 16th St. San Francisco, CA	94103	1934
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1934-Present	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3125 16th St. San Francisco, CA	94103	1993-Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

David S Cowen

4/21/2016



Name (Print):

Date:

Signature:

ROXIE

3125 16th St. - San Francisco, CA - 94103 - www.roxie.com
Moving Pictures since 1909 - Community non-profit since 2009

Office of Small Business

Attn: Legacy Business Registration Application

City Hall, Room 110

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

April 21, 2016

To the Office of Small Business –

Enclosed is the Roxie Theater's application to become part of the Legacy Business Registry, including payment, the application, and a narrative regarding the Roxie's history and place in the community.

As there have been several changes of ownership over the past decades, we have tried to include business registration certificates that show the progress from Bill Banning's ownership (Daybreak Cinema), New College's ownership, and our current nonprofit ownership. We have also enclosed several flyers from the past several decades – in addition to our current flyer - to show how our operations have remained similar (but contemporary) over the years. Some photos are also attached, displaying our distinctive and historic façade as it was in 1980 and as it is today.

In the event that there is additional information that you require for our inclusion in the registry, please do not be afraid to reach out to us. Thank you very much for your consideration and support of the legacy businesses such as ours in San Francisco.

Sincerely,



Dave Cowen

Interim Executive Director, Roxie Theater

The Roxie Theater - Narrative

While the site of the Roxie Theater has known to be an operating movie theater since 1909, and was known by many names such as the Poppy, the Rex, the Gem and the Gaiety, the Roxie's distinctive vertical neon sign was erected in 1934, and the theater has been operating as the Roxie ever since.

While initially a first-run movie theater, the Roxie moved to second-run films in the forties and fifties, with an emphasis on German films in the 1960s. The Roxie became a pornographic movie theater in 1968, and operated as such until a Russian-American group took over the theater in 1975 and changed the emphasis to Russian-language cinema.

On March 3rd, 1976, the Roxie was reborn through a collective that included Robert Evans, Dick Gaikowski and Bill Banning. Showcasing films by cinematic greats such as Bunuel, Cocteau, Fuller, Herzog, Kurosawa, Lynch and many more, the Roxie quickly established itself as showcasing the best in word and art film. In 1990, after the death of Robert Evans, Bill Banning became the sole proprietor of the Roxie, continuing this mix of first-run and repertory art film.

In 2005, facing bankruptcy, Bill Banning put the Roxie up for sale. It was purchased by New College on January 1st, 2006, and was operated as the Roxie Film Center at New

College. After New College announced that it was closing in 2008, New College board member Rod Holt and his son Alan took over the theater's lease and successfully converted the theater to be a 501(c)(3) nonprofit. The Roxie has been able to continue operating as a nonprofit community cinema, focusing on arthouse, international and festival programming, since.

For many years, the Roxie was the sole operating movie theater in San Francisco's Mission District. The Roxie's vibrant marquee and vertical sign have long lit up the intersection of 16th and Valencia, and has been known as being a hub of neighborhood activity, with sold-out screenings. The Roxie has been and continues to be home to many of San Francisco's best-known film festivals, including Frameline (the San Francisco International LGBT Film Festival), the San Francisco International Film Festival, SF IndieFest, DocFest, San Francisco Green Film Festival, Food + Farm Film Festival, CAAMFest, FACINE (the Filipino International Cine Festival) and many more. The Roxie itself programs international and alternative films that supports local communities underserved by mainstream movie theaters, such as Spanish-language programs, films of LGBTQ interest, and films from ethnic communities from around the world.

As a 501(c)(3) nonprofit, the Roxie is committed to its mission to bringing people together to meet and connect through distinctive cinematic experiences. Guided by the passionate belief that engaging with a movie doesn't end with the credits, we invite

filmmakers, curators, entertainers and educators to interact with our audiences. We provided inspiration and opportunity for the next generation, and serve as a forum for the independent film community reflecting the spirit of the diverse Bay Area population. While there are many movie theaters in San Francisco, none have the unique mix of community, international and art film that the Roxie shows. The loss of the Roxie's two screens showing 4-8 screenings per day - many including Q&A sessions or panels - would result in a substantial loss to both the Bay Area filmmaking and filmgoing communities.

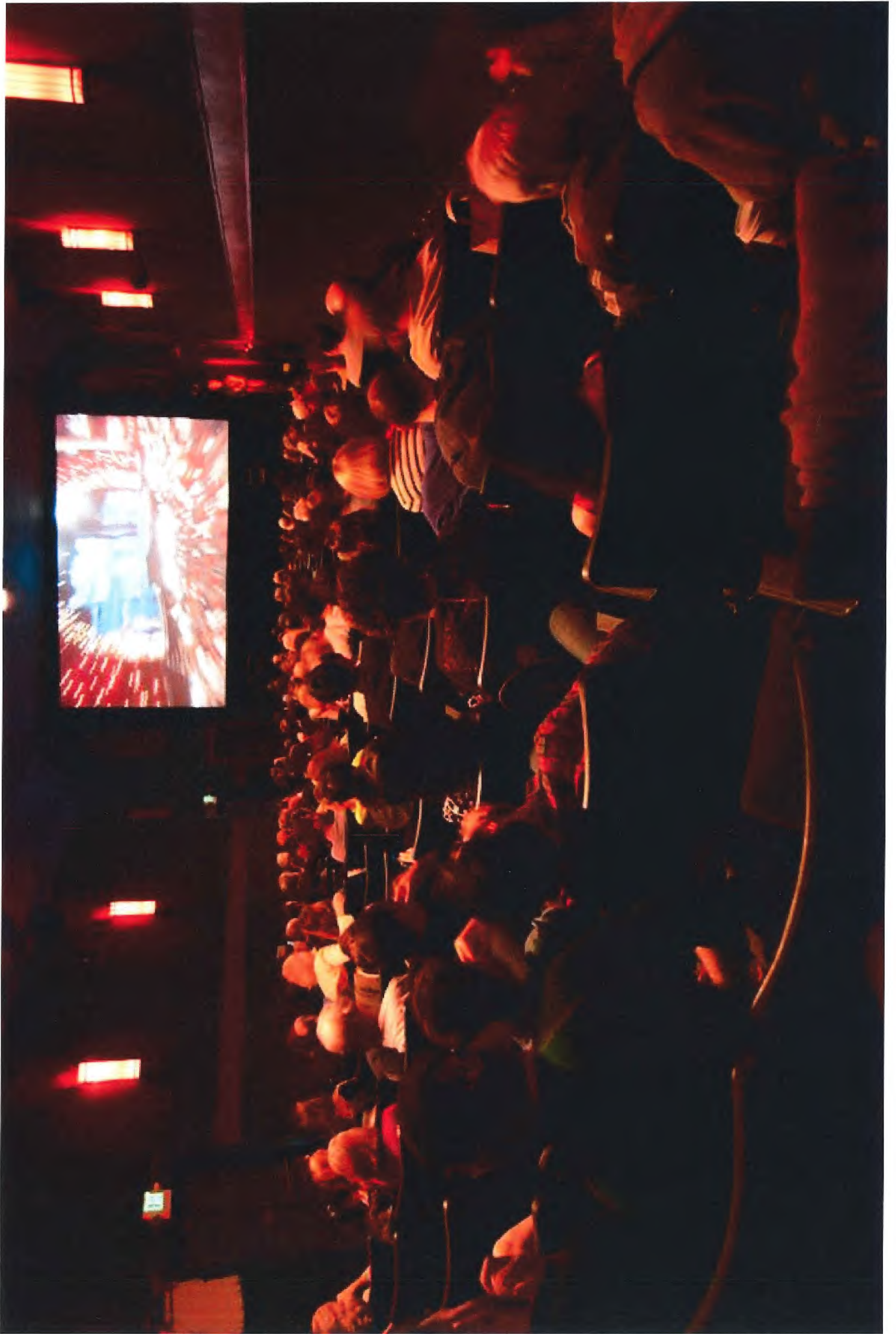
The Roxie is committed to maintaining the charm of its historic facilities, including our distinctive marquee, classically styled box office and concession stand, and the old-time charm of our lobby and theater. In addition, we're committed to maintaining a schedule of audacious and challenging film that brings the many communities of San Francisco together.

Historical and current print schedules are included with the Roxie Theater's application.



1980







ROXIE

POPCORN	12	13
1/2 LUG	12	13
CANDY	12	13
SODA	12	13
COFFEE	12	13
TEA	12	13

WARRANTY

WARRANTY

WARNING

The Third Annual San Francisco

GAY FILM & VIDEO FESTIVAL

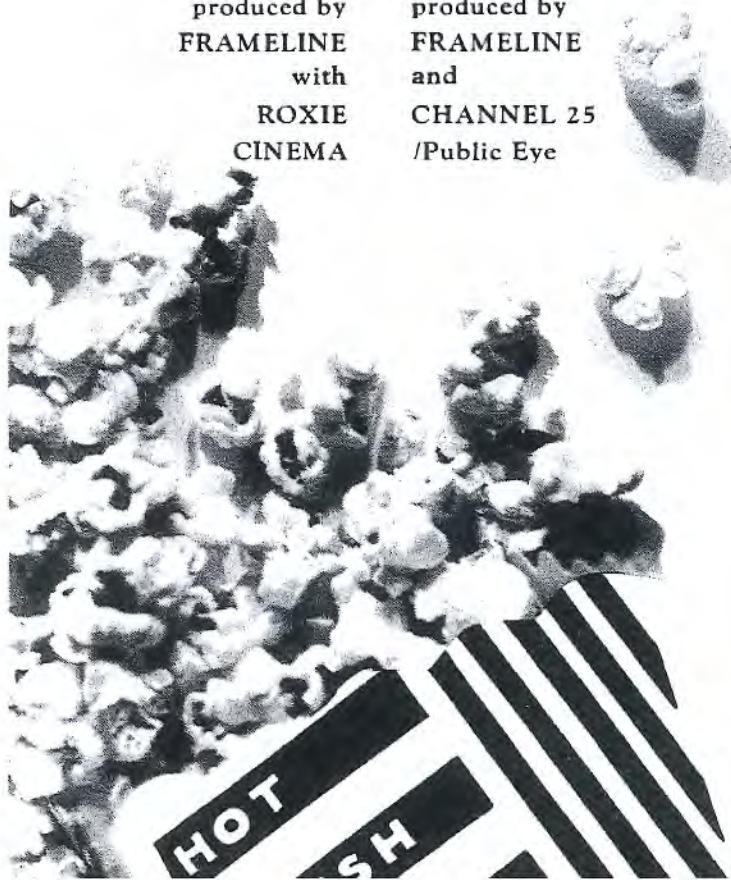
F I L M V I D E O

ROXIE CINEMA
JUNE 19, 1979

produced by
FRAMELINE
with
ROXIE
CINEMA

LUMIERE THEATRE
JUNE 22 & 23, 1979

produced by
FRAMELINE
and
CHANNEL 25
/Public Eye



ROXIE THEATER
1979 – 1986 – 2014
MONTHLY MOVIE
CALENDARS

SATURDAY
MIDNIGHTS

Rock'n'Roll High School

ROXIE CINEMA

BUÑUEL FESTIVAL

L'AGE D'OR

plus UN CHIEN ANDALOU

NOVEMBER 1-15

317-16th St. (at Valencia) 863-1087 SAN FRANCISCO, CA

1979							
SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	
	7 Davis' HEARTS AND MINDS—U.S.A. (1974)—award-winning documentary on Vietnam and Cimino's THE DEERHUNTER—U.S.A. (1978)—w/ Robert DeNiro and Christopher Walken	9 Harag and Davis' SONG OF THE CANARY—U.S.A. (1978)—death on the job and Newsreel's CONTROLLING INTEREST—U.S.A. (1978)—multinationals' power	10 Herzog's KASPER HAUSER—Germany (1975)—w/ Bruno S.—in German w/ English subtitles, and Herzog's STROSZEK—Germany (1975)—w/ Bruno S.—in German w/ English subtitles.	11 Herzog's KASPER HAUSER—Germany (1975)—w/ Bruno S.—in German w/ English subtitles.	12 Morrissey's TRASH—U.S.A. (1972)—Joe Dallesandro and Holly Woodlawn and Mayles Bros' GREY GARDENS—U.S.A. (1976)—w/ Edith and Edie Beale.	13	
	14 Klein's CHAC—Mexico (1975)—Mayan mysteries—in Tzeltal w/English subtitles and MONDO CANE—Italian (1963)—bizarre classic	16 Blanks DEL MERO CORAZON—U.S.A. (1979)—Tex-Mex music—S.F. Premiere and Blank's CHULOS FRONTEROS—U.S.A. (1978)—Tex-Mex Music	17 Parker's MIDNIGHT EXPRESS—Britain (1979)—w/ Brad Daws and John Hurt and Flair's FORTUNE AND MEN'S EYES—U.S.A. (1971)—w/ Michael Greer & Wendell Burton and Genet's UN CHANT D'AMOUR—France (1951)—classic short—silent.	18 Parker's MIDNIGHT EXPRESS—Britain (1979)—w/ Brad Daws and John Hurt and Flair's FORTUNE AND MEN'S EYES—U.S.A. (1971)—w/ Michael Greer & Wendell Burton and Genet's UN CHANT D'AMOUR—France (1951)—classic short—silent.	19 De Bolla's KING OF HEARTS—France (1967)—w/ Alain Batais Genevieve Bujold—in French w/ English subtitles.	20	
	21 Tati's TRAFFIC—France (1970)—w/ Jacques Tati—in French w/English subtitles and Tati's MR. HULOT'S HOLIDAY—France (1953)—w/ Jacques Tati—in French w/English subtitles	23 MISSION HILL AND THE MIRACLE OF BOSTON—U.S.A. (1979)—by the C. D. Film Workshop and WE WILL NOT BE MOVED U.S.A. (1979)—slide show on housing —BENEFIT	24 Wormüller's LOVE AND ANARCHY—Italy (1974)—w/ Mariangela Melato—in Italian w/English subtitles and Wormüller's 17 BEAUTIES—Italy (1978)—w/ Giancarlo Giannini—in Italian w/English subtitles	25 Wormüller's LOVE AND ANARCHY—Italy (1974)—w/ Mariangela Melato—in Italian w/English subtitles and Wormüller's 17 BEAUTIES—Italy (1978)—w/ Giancarlo Giannini—in Italian w/English subtitles	26 Rash's BUDDY HOLLY STORY—U.S.A. (1979)—w/ Gary Bussey & Charlie Major, Smith and Mary's AMERICAN HOT WAX—U.S.A. (1978)—w/ Tim McIntire & Lorraine Newman	27	
	28 Alea's DEATH OF A BUREAUCRAT—Cuba (1966)—in Spanish w/English subtitles and Schulz's WHICH WAY IS UP, U.S.A. (1977)—w/ Richard Pryor	30 Livrent's ERASERHEAD—U.S.A.—L.A.—(1977)—w/ John Nance and Wadlow & Johnson's BAD—U.S.A.—N.Y.C.—(1977)—w/ Carroll Baker & Susan Tyrrell	31				
<p>NOVEMBER</p> <p>1 Buñuel's BELLE DE JOUR—France (1967)—w/ Catherine Deneuve, Pierre Clementi & Michel Piccoli—in French w/ English subtitles</p> <p>2 Buñuel's L'AGE D'OR</p> <p>3</p> <p>4 Buñuel's PHANTOM OF LIBERTY—France (1974)—w/ Adriana Asti—in French w/English subtitles</p> <p>5</p> <p>6 Buñuel's SILLIUSION TRAVELS BY STREETCAR—Mexico (1950)—in Spanish with English subtitles</p> <p>7 Buñuel's LOS OLVIDADOS—Mexico (1950)—in Spanish w/ English subtitles</p> <p>8</p> <p>9 Buñuel's THE MILKY WAY—France (1969)—in French w/ English subtitles</p> <p>10 Buñuel's VIRIDIANA—Spain (1961)—w/ Sylvia Pinal & Fernando Rey—in Spanish w/English subtitles</p>							



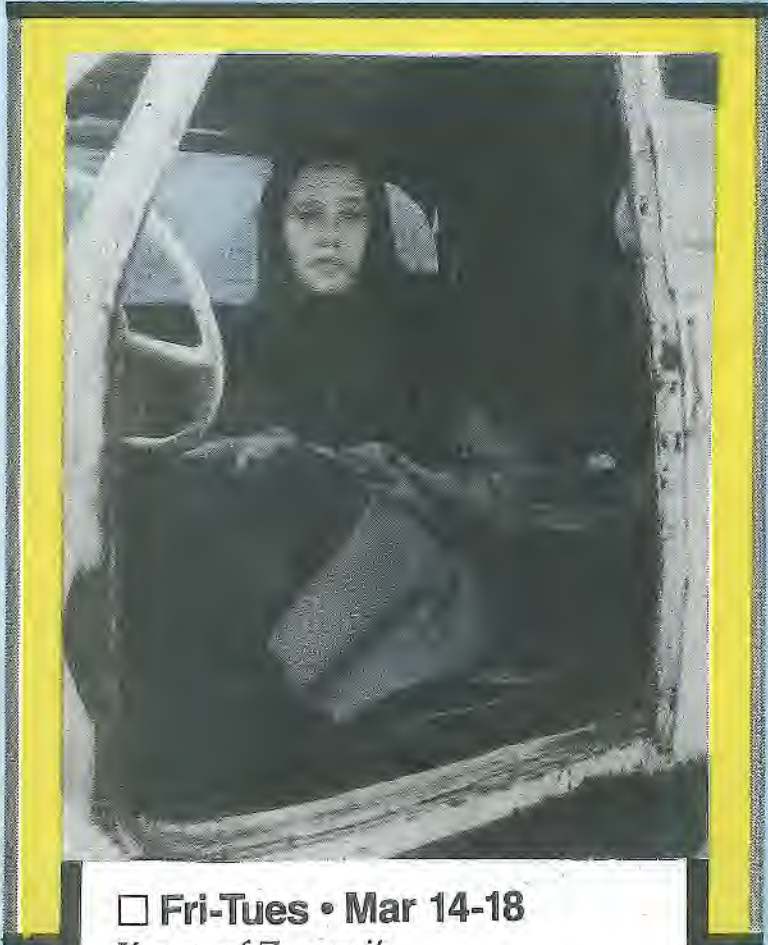
ROXIE

cinema

3117 16th Street (at Valencia)

☎863-1087

MARCH/APRIL 1986



Fri-Mon, Wed, Thur
Mar 21-24, 26, 27

Nikita Mikhalkov in **RUTHLESS ROMANCE**

Adapted from Alexander Ostrovsky's 19th-century play *The Dowerless Bride*, which was a powerful indictment of the options for women in the social and economic structure of that era, *Ruthless Romance* is the story of a well-bred but now wealthless beautiful young woman and her suitors from many ranks of life. From the already-married bank president, and the handsome Rhett Butler-like rake who owns the fastest of the elegant Volga River steamers, to the almost moronically in-love hopelessly déclassé bureaucrat whose passion burns, unfortunately, more brilliantly than his intellect, taste, or tact. With Nikita (director of *Slave of Love*, *Unfinished Piece for Player Piano*, *Oblomov*, *Without Witness*) Mikhalkov as boat-owner Sergei Paratov, Larisa Guseeva as the lovely but dowerless Larisa Ogudalova, and Alisa Friendlikh as her widowed mother who's grown exhausted finding suitable suitors for her daughters. Directed by Eldar Ryazanov. Color. 35mm. In Russian. 140m. 1984.

- FRI 7:00, 9:30
- SAT, SUN 1:30, 4:15, 7:00, 9:30
- MON 7:00, 9:30
- WED, THUR 7:00, 9:30
- S.F. PREMIERE

Fri-Tues • Mar 14-18

Krzysztof Zanussi's **End-of-war romance**

A YEAR OF THE QUIET SUN

"This is meant to be a film of gentle emotion, of timid presentiments, and of still unspoken thoughts at the end. The year is 1946. The setting is a territory abandoned by the Germans and now given over to Poland. It is being gradually populated by refugees from the East, cut off from their own homeland by the tides of war. A small town, half destroyed and half abandoned, begins to come to life again in the atmosphere of refugee immigration, general insecurity, and freshly experienced personal tragedies. One of these is the story of a wartime POW camp, which is being investigated by the Allies. The story I wish to tell is a love story, whose protagonists don't speak a common language, and can understand each other only by gestures, facial expressions, laughter and a few isolated words." —Krzysztof Zanussi. With Maja Komorowska, Scott Wilson. Written and directed by Krzysztof Zanussi. In Polish and English. Color. 35mm. 1984.

- WED-FRI 6:00, 8:00, 10:00
- SAT, SUN 2:00, 4:00, 6:00, 8:00, 10:00
- MON, TUE 6:00, 8:00, 10:00
- S.F. PREMIERE

Tue • Mar 25

THREE FILMS BY CALOGERO SALVO

Calogero Salvo is a native of Venezuela who has been working in San Francisco for the past five years, receiving his MFA in film from the S.F. Art Institute in 1984. His films have shown in many cities including Caracas, Chicago, the American Film Festival - Maracaibo, Merida (both in Venezuela), American Indian Film Festival, and the Film Arts Festival (Roxie, Oct. '85).

THREE BY THREE

Described as "experimental docudrama," *Three by Three* is a study of different prejudices, attitudes, and social roles of Ricardo, a refugee, and his neighbors Sharon and Wes, a career-oriented woman and her most-popular-in-his-class son. Film features interviews and dramatizations based on the three participants' experiences. In English and Spanish. Color. (World premiere at Gay Film Festival 1986). 82m. 1985.

- TUE 8:15
- S.F. PREMIERE

LA GUAJIRA

About the Guajiro people of Venezuela and Colombia, who live in a harsh desert environment and have to co-exist with intervening cultures' values and laws, yet manage to preserve important

MARCH - MAY SCHEDULE

ROXIE

• PRESENTING MOVING PICTURES SINCE 1909 •



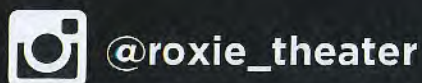
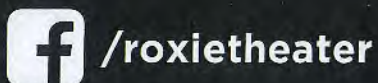
Takahata's
Studio Ghibli
APRIL 8-14TH



John Waters'
Trash Trilogy
APRIL 4-10TH



Early Almodóvar
MAY 20-26TH



STATE CAPITOL
ROOM 5100
SACRAMENTO, CA 95814
TEL (916) 651-4003
FAX (916) 445-4722

DISTRICT OFFICES
455 GOLDEN GATE AVE.
SUITE 14800
SAN FRANCISCO, CA 94102
TEL (415) 557-1300
FAX (415) 557-1252

3501 CIVIC CENTER DRIVE
SUITE 425
SAN RAFAEL, CA 94903
TEL (415) 479-6612
FAX (415) 479-1146

SENATOR.LENO@SEN.CA.GOV
WWW.SENATE.CA.GOV/LENO

California State Senate

SENATOR
MARK LENO
THIRD SENATORIAL DISTRICT



COMMITTEES:
BUDGET AND
FISCAL REVIEW
CHAIR
JOINT LEGISLATIVE
BUDGET
CHAIR
JOINT RULES
JUDICIARY
LABOR AND INDUSTRIAL
RELATIONS

August 1, 2012

Roxie Theatre
3117 16th Street
San Francisco, CA 94103

Dear Friends,

Congratulations on being selected by *The San Francisco Bay Guardian* as the Best Rep Film House in San Francisco for 2012! I commend you for your outstanding work which contributes the vibrant culture of San Francisco. I am delighted that your excellence has been recognized and I look forward to hearing of your future successes.

If I can ever be of assistance, please do not hesitate to contact our San Francisco office at 415-557-1300, our San Rafael office at 415-479-6612, or via our website at www.sen.ca.gov/leno.

Sincerely,

A handwritten signature in blue ink that reads "Mark Leno".

MARK LENO
Senator, 3rd District

ML: bh

Filing Date: July 8, 2016
Case No.: 2016-008571LBR
Business Name: Roxie Theater
Business Address: 3117 16th Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3568/067
Applicant: David Cowen, Executive Director
475 Francisco Street
San Francisco, CA 94133
Nominated By: Supervisor Scott Wiener, District 8
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Roxie Theater is a movie theater serving the Mission District neighborhood on 16th Street between Albion Street and Valencia Street. The site of the theater has known to be an operating movie theater since 1909 and was the Poppy, the Rex, the Gem and the Gaiety prior to it becoming the Roxie in 1934. The Roxie Theater currently is run as a non-profit organization that hosts daily film screenings, festivals, series, special events, co-presentations and educational programs.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1934

2. *Is the business unique to San Francisco?*

Yes. The business is unique to San Francisco because it facilitates as a space for people of all ages and backgrounds to gather, connect, and learn about the world and one another through the art of film and distinctive cinematic experiences. Although the theater was originally run in a for-profit manner, it is now (since 2008) run as a 501(c)(3) non-profit community cinema that focuses on arthouse, international and festival programming.

3. *Is the business associated with culturally significant events?*

No.

4. *Is the business associated with culturally significant persons?*

No.

5. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with cinematography, film production and the tradition of hosting film festivals.

6. *Is the business associated with a culturally significant building/structure/site/object/interior?*

Yes. The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as an individually-eligible property for both the National Register and California Register. The property is also identified as a contributor to the National Register and California Register -identified-eligible 16th and Valencia Streets Post-Fire historic district.

7. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

8. *Is the business mentioned in a local historic context statement?*

No.

9. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Mission Local, 5/10/2016, "Roxie Theater Launches Roxcine!," by Lola M. Chavez; SF Gate, 12/16/2015, "San Francisco-filmed sci-fi at Roxie Theater," by G. Allen Johnson; SF Gate, 5/10/2016, "Weird pleasures at Midcentury Eclectic film series at Roxie," by G. Allen Johnson; SF Gate, 4/6/2016, "'Beautiful by Night' and live drag at the Roxie," by G. Allen Johnson; SF Gate, 7/6/2016, "Roxie screens 'Cosmos,' last film of Polish master Andrzej Zulawski," by G. Allen Johnson.

Physical Features or Traditions that Define the Business

Recommended by Applicant

- Vertical neon sign
- Marquee
- Classically styled box office, entrance and concession stand



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 781

HEARING DATE AUGUST 3, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-008571LBR
Business Name: Roxie Theater
Business Address: 3117 16th Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3568/067
Applicant: David Cowen, Executive Director
475 Francisco Street
San Francisco, CA 94133
Nominated By: Supervisor Scott Wiener, District 8
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE ROXIE THEATER, CURRENTLY LOCATED AT 3117 16TH STREET (BLOCK/LOT 3568/067).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Mission neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on August 3, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

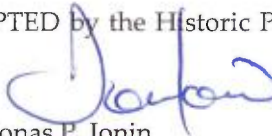
THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that The Roxie Theater qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business

- *Vertical neon sign*
- *Marquee*
- *Classically styled box office, entrance and concession stand*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-009050LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 3, 2016.


Jonas P. Ionin
Commission Secretary

AYES: Hyland, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: Hasz

ADOPTED: August 3, 2016