

the CLAY Theater

2261 Fillmore St, San Francisco

San Francisco City Landmark No. 302

the CLAY Theater Rehabilitation

2261 Fillmore Street

*Reopening a San Francisco Landmark
as a Neighborhood Theater*

- Landmark No. 302
- Built 1913
- Closed 2020



Project Vision

Preserving a Landmark through Active Cultural Use

- The defining historic characteristic of the Clay Theater is its identity as an active movie theater serving the community.
- Our main priority: enabling the Clay Theater to continue to function as a working theater while preserving the architectural features that define its historic character.
- Rehabilitating the theater for contemporary use ensures the continued care, maintenance, and appreciation of the landmark building.



Project Vision

Reviving a Historic Venue

- 500+ screenings annually
- First-run, premiere, and preview screenings
- Repertory programming and 35mm presentations
- Community and family-friendly events
- Conversations, readings, and performances

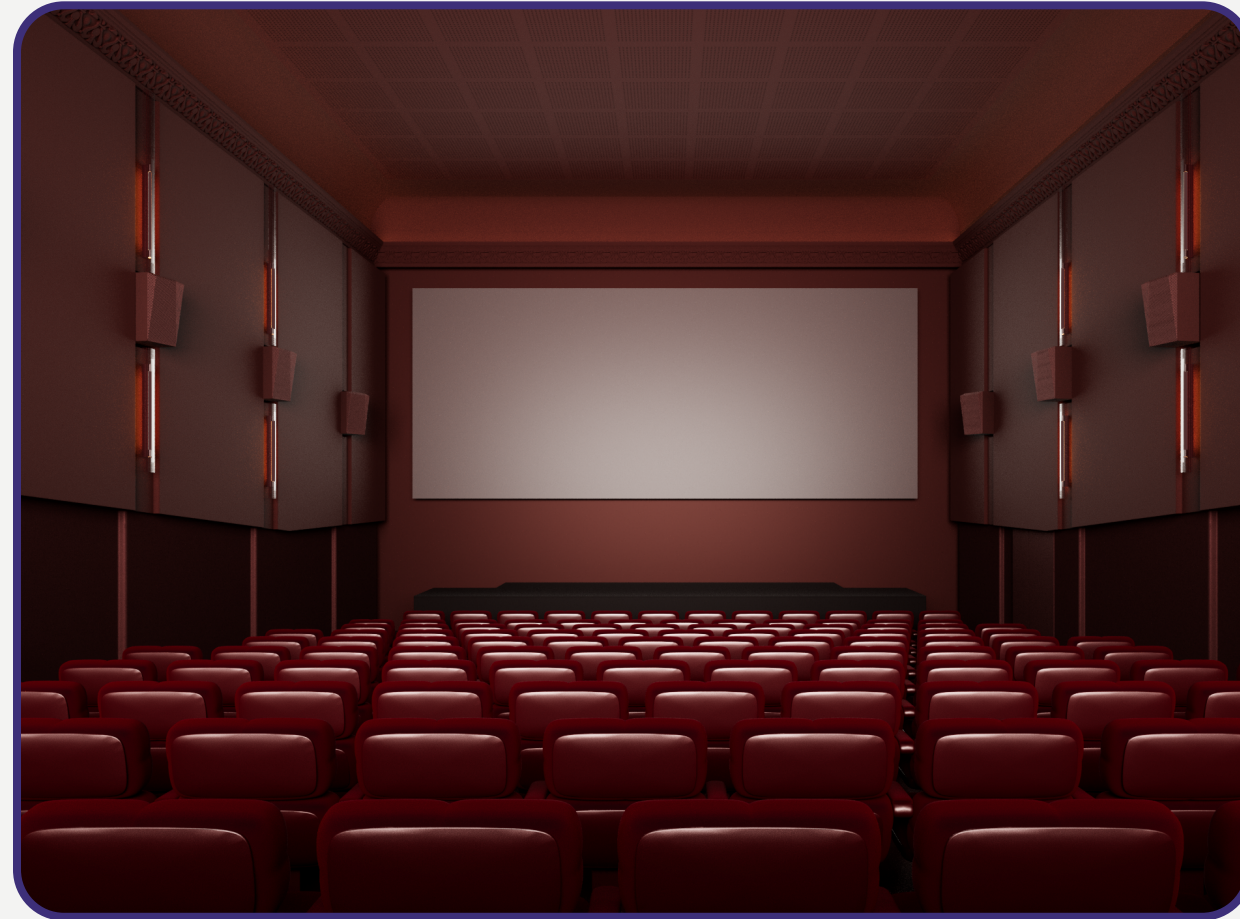


Community and Preservation Priority



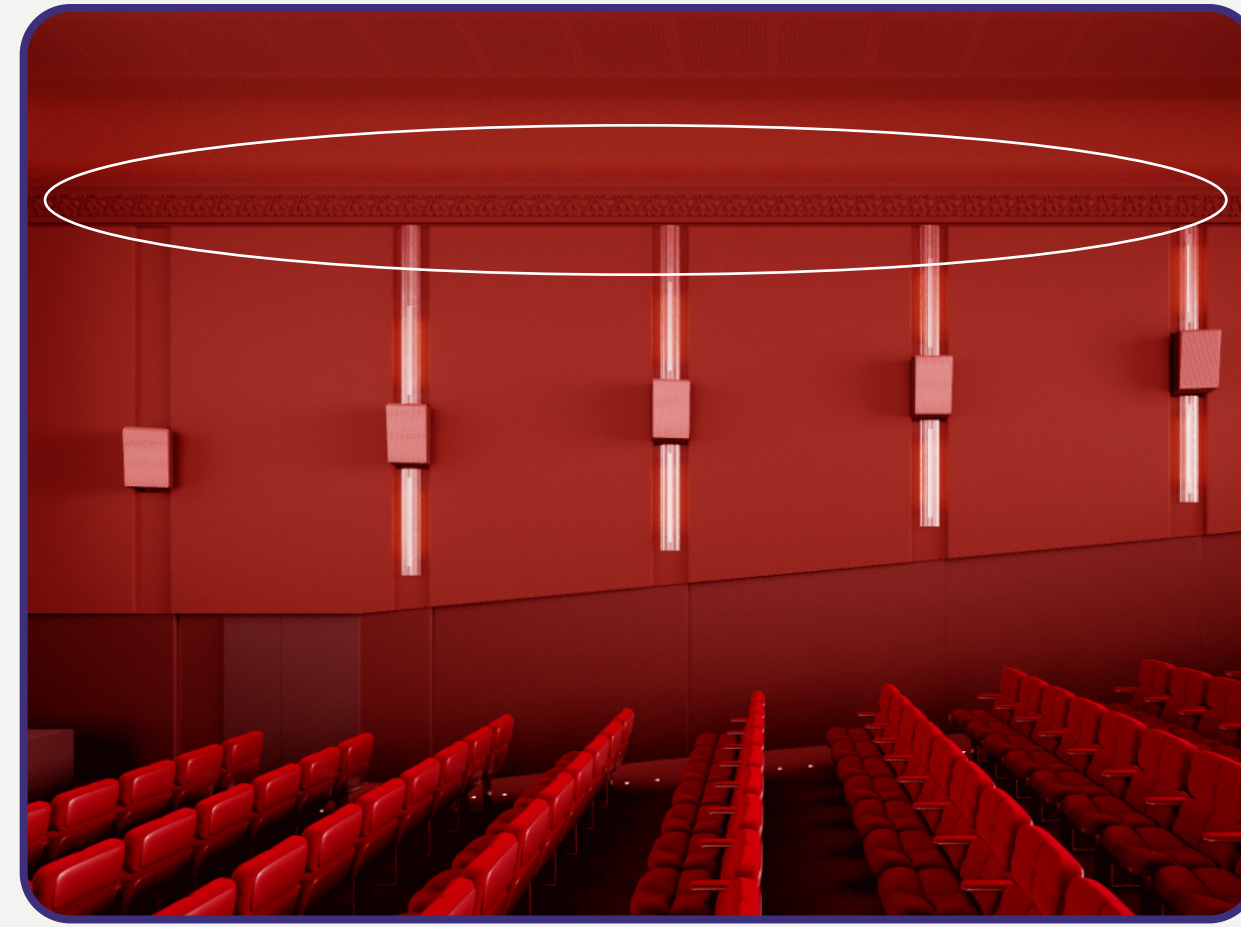
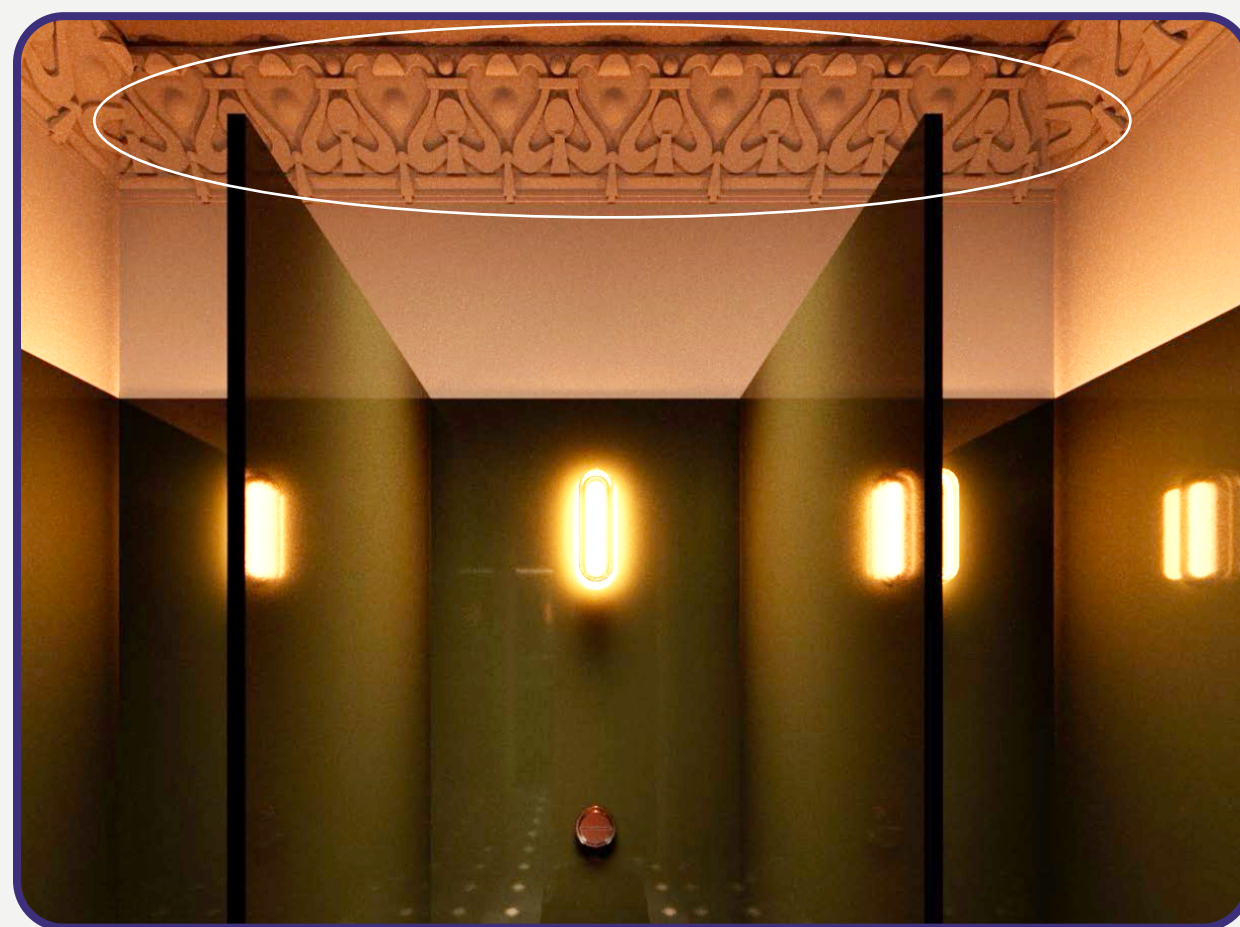
- Community engagement has been central to our efforts.
- Over the past six months we have hosted more than fifty tours with over 275 neighborhood participants.
- We have received dozens of letters of support from individuals and organizations across the city.
- The highest priority of participants is clear: *Reopen the Clay Theater as a Neighborhood Cinema*

PRESERVATION-FIRST APPROACH

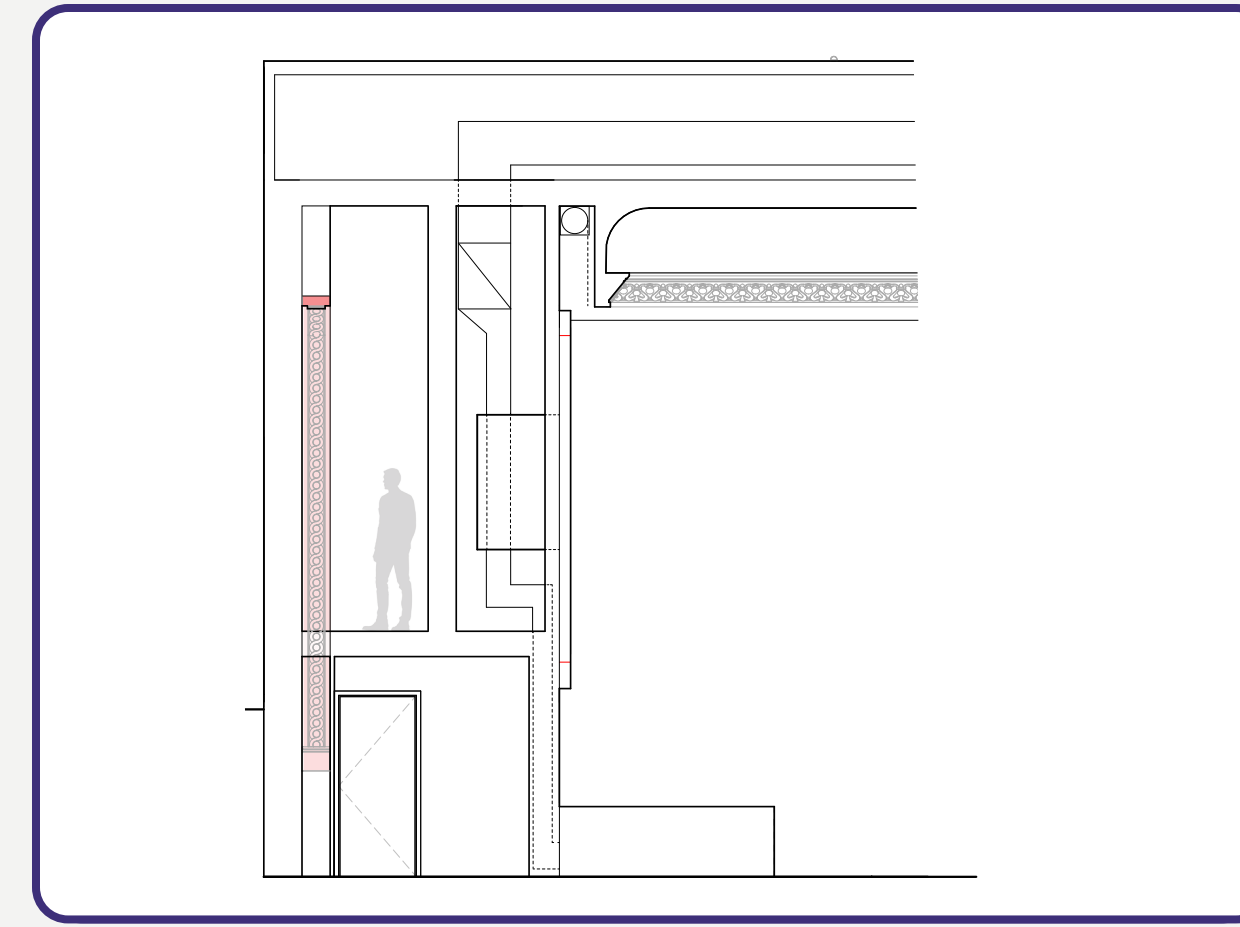


- Lobby and auditorium volumes and raked floor preserved

- Historic exterior restoration and signage retained



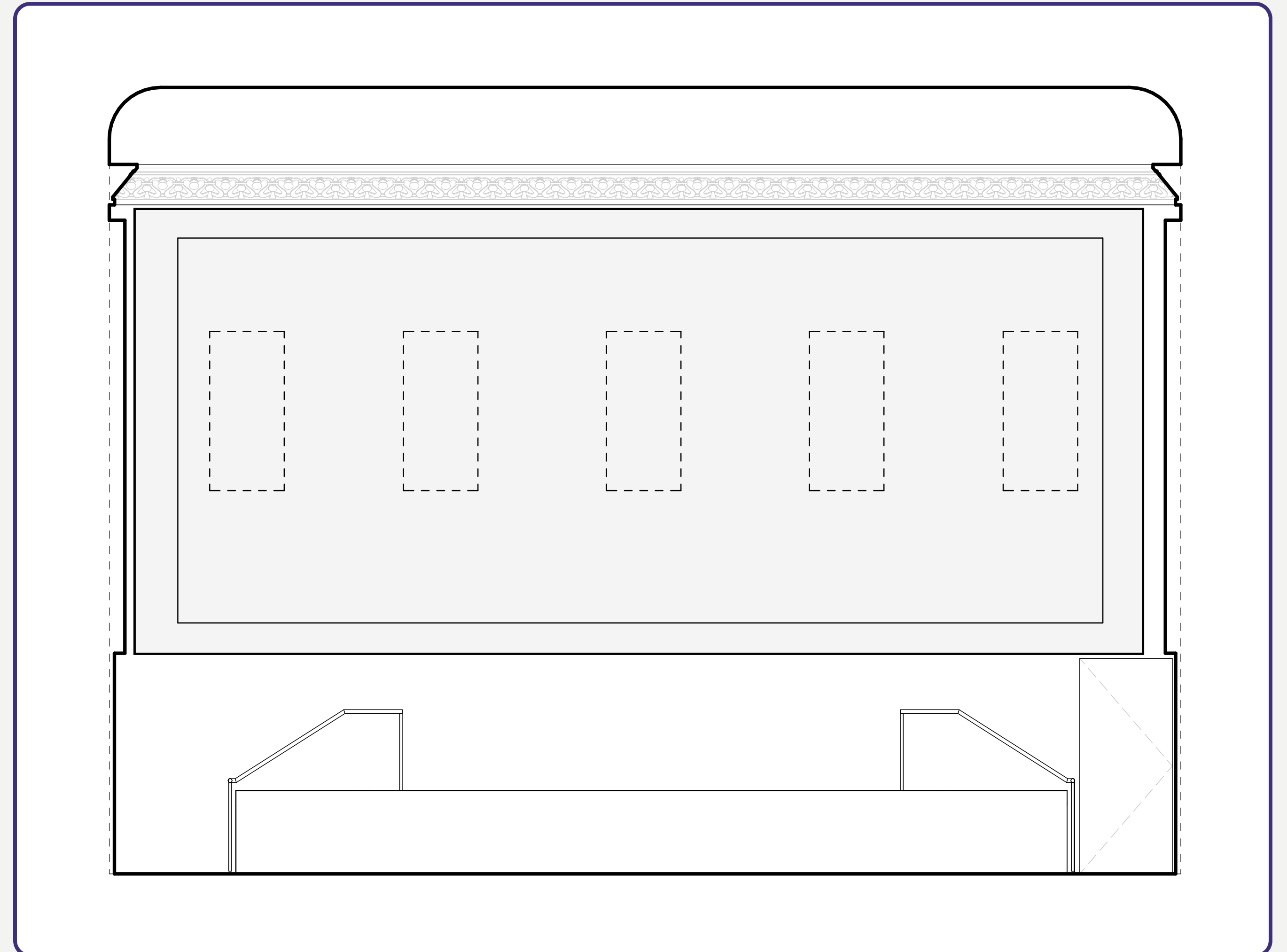
- Decorative mouldings and curved ceiling retained



- Proscenium relocated and preserved

Technical Cinema Requirements

- The Clay Theater must meet industry-standard technical requirements mandated by distributors to return to its historical use. Requirements and guidelines include:
- Minimum projection screen width of 30 ft
(standard is 45-65 ft)
- Left/Center/Right speakers installed at or above seated ear level behind an acoustically transparent screen
- Left/Right speakers aligned correctly to localize sound for image and audio synchronization
- Clear projection beam path



Project Remains FULLY Consistent with the Clay Theatre Landmark Designation

Historic Use Preserved

Cultural Significance Maintained

Character-Defining Features Preserved

Building Type Retained

Historic Material Documented and Interpreted

Thank You