



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JUNE 6, 2017

Filing Date: May 10, 2017
Case No.: 2017-006201LBR
Business Name: Great American Music Hall
Business Address: 859 O'Farrell Street
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
130-E Height and Bulk District
Block/Lot: 0717/015
Applicant: Dennis Juarez, Vice President and Secretary
859 O'Farrell Street
San Francisco, CA 94109
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

Located on O'Farrell Street between Polk and Larkin Streets in San Francisco's Tenderloin neighborhood, Great American Music Hall has served as a popular nightclub and live music performance venue since 1972. Its founders were Tom Bradshaw and Sam Duval. Designed by architect A.W. Edelman, it has continuously operated out of the same building – a post-earthquake, Renaissance/Baroque-influenced, two-story brick structure with a 5,000 square foot concert hall and elaborately decorated interior. The ornate interior features marble columns, balconies, and frescoes, while the exterior has a two-part vertical composition, pilasters at the upper level, pedimented windows, and a bracketed cornice. Purpose-built as a private men's club called Blanco's Café following the 1906 earthquake and fire, it was purchased in 1939 by famous actress and burlesque dancer, Sally Rand, who opened the Music Box from which she hosted burlesque and music shows until 1946. In the post-WWII era, the building was home to the Cotton Club, which had one of the city's earliest mixed-race house bands. A couple of restaurants and a fraternal organization called Loyal Order of the Moose also occupied the building for a period of time.

The Great American Music Hall has carried forward the building's tradition of serving as an entertainment venue. Today, it fulfills an important role as a cultural space in the Tenderloin through diverse musical and performance offerings that span genres such as bluegrass, country, pop, blues, latin rock, indie, and singer-songwriter. The hall serves as the sole venue for a number of home-grown events including the Noise Pop Festival, a series of Country-Americana concerts produced by Shelby Ash, and a Latin Rock concert series produced by Dr. Rock. Through hosting these events and hiring local promoters, Great American Music Hall helps to cultivate and promote local talent. In addition, the venue boasts a long list of nationally and internationally famous artists who have performed there, including Duke Ellington, Sarah Vaughan, Count Basie, Van Morrison, the Grateful Dead, Arcade Fire, Patti Smith, and Godspeed You! Black Emperor.

Great American Music Hall gives back to the greater community in a number of ways, by hosting fundraisers for local charitable organizations throughout the year, lending musical equipment to other businesses in the neighborhood for use at events, and serving as a venue rental private and community events including high school proms, bar mitzvahs, and weddings. The business also contributes to the physical maintenance of its block (O'Farrell Street) and attracts visitors from outside of the area who regularly patronize surrounding businesses before and after shows.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1972.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Great American Music Hall qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Great American Music Hall has operated for 45 years and has made significant contributions to the Tenderloin neighborhood and San Francisco's music scene.
 - ii. Great American Music Hall has contributed to the identity of the Tenderloin neighborhood by functioning as popular nightclub, music, and performance venue since 1972. Its 5,000 square foot hall was constructed following the 1906 earthquake to serve as an entertainment venue – a role it has consistently held in the neighborhood for over 100 years. Great American Music Hall has attracted numerous legendary music acts and comedians, as well as emerging local artists, to its venue; contributes to the identity of the Tenderloin as a nightlife destination; and serves as an anchor business in the neighborhood for the benefit of other surrounding businesses.
 - iii. Great American Music Hall is committed to maintaining the physical features or traditions that define its purpose in serving as an entertainment venue, hosting performance and musical events, and coordinating rentals of the hall for community events, fundraisers, or other private events.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the tradition of serving as an entertainment, musical, and performance venue. As such, Great American Music Hall is associated with music, the performance arts, and comedic traditions.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*

859 O'Farrell Street is considered a "Category A Property," as it has been identified as a contributor to the Uptown Tenderloin Historic District. The district "is significant under Criterion A in the area of Social History for its association with the development of hotel and apartment life in the city during a critical period of change" and for its association with

“commercial activity, entertainment, and vice.” The district is also significant under Criterion C in the area of architecture for its distinctive mix of building types that served a new urban population of office and retail workers that includes hotels, apartments, and non-residential buildings.

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

Yes, it is a contributor to the Uptown Tenderloin Historic District. See above for more information.

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

Yes. The business is mentioned on page 262 of the *LGBTQ Historic Context Statement* as a venue for queer performer, Lily Tomlin.

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

Yes. Great American Music Hall has been cited in numerous publications including, but not limited to:

San Francisco Examiner Magazine, 12/11/1984, “The Way We Were,” by Zahid Sardar; 7x7, 3/25/2014, “The Scandalous History Behind The Great American Music Hall,” by Alyssa Pereira; SF Weekly, 10/28/2014, “No Re-Entry: The Ghosts at Great American Don’t Have to Show You Their Damn Hand Stamps,” by Emma Silvers; SF Weekly, 3/15/2017, “The Great American Music Hall: prostitutes, tax evasions, and the dotcom boom,” by Jessie Schiewe.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 859 O’Farrell Street

Recommended by Applicant

- Function as a music, performance, and entertainment venue that attracts local, national, and international artists and groups reflecting a diversity of genres
- Function as rental venue for local artists, schools, and community groups
- Practice of supporting neighboring businesses in the Central Market/Tenderloin corridor

Additional Recommended by Staff

- Tenderloin location
- The historic exterior character-defining features of the building at 859 O’Farrell Street:
 - Outdoor marquee
 - Pilasters at the upper level
 - Pedimented windows
 - Bracketed cornice
- The historic interior character-defining features of the building at 859 O’Farrell Street:
 - Ceiling frescoes
 - Marble columns
 - Balconies
 - 5,000 square foot concert hall

Filing Date: May 10, 2017
Case No.: 2017-006202LBR
Business Name: Russian Hill Bookstore
Business Address: 2162 Polk Street
Zoning: NCD (Polk Street Neighborhood Commercial)/
65-A Height and Bulk District
Block/Lot: 0572/019
Applicant: Carol Spencer, Owner
2162 Polk Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Russian Hill Bookstore is a new and used bookstore located on Polk Street between Broadway and Vallejo Street in San Francisco's Russian Hill neighborhood. It also serves the Polk Gulch, Pacific Heights, Nob Hill, Fisherman's Wharf, North Beach, Cow Hollow, and Telegraph Hill communities, as well as out-of-town visitors and city residents from outside the immediate area. Founded by Carol Spencer, who remains the owner/operator of the business, Russian Hill Bookstore was the outgrowth of Spencer's first store, Sunset Bookstore, which she ran from 1974 to 2001.

When Russian Hill Bookstore opened its doors in 1993, it was one of many bookstores to be found along the corridor. Since 2000, however, over 10 bookstores have closed, leaving Russian Hill Bookstore as the only one left on the street. As one of only a handful of independently-owned used bookstores in the city's northern quadrant, Russian Hill Bookstore has become a popular destination for booklovers near and far. As described in its application, the store is "an inventory of curated and hand-picked used books bought from and sold to the people who live in the neighborhood and the greater San Francisco area." Its collection reflects the interests and tastes of the neighborhood, as the store purchases its used books from those who live in the area. The store specializes in general and rare used books, new books in classics and best-sellers, and children's books and toys, as well as an expansive collection of note cards, carrying over 500 individual lines mostly created by small, local artists and printers. In addition, the store has procured a large number of rare used books from private libraries. Other genres commonly found at the store include fiction, history, science, philosophy, religion, art, freemasonry, metaphysics and occult. The local independent bookstore has been featured in countless blogs written by booklovers who have described Russian Hill Bookstore as the "quintessential American used bookshop," a "vital part of the community," and the "epitome of the classic used bookstore."

Russian Hill Bookstore supports community events and activities including those organized by the Russian Hill Neighborhood Association and functions as a community gathering space through its book releases and game board nights.

Russian Hill Bookstore is in the midst of several major transitions. It recently changed locations as a planned seismic retrofit of the building at 2234 Polk Street was eminent as was the expiration of the store's lease to the space. The business was able to secure a new 10-year lease beginning May 1, 2017 for a space one block away on Polk Street, although rent is significantly higher at the new location. In addition, the business' founder, Carol Spencer, is retiring in June 2017. Spencer will leave the business to two of her long-time employees and apprentices, Benjamin Bellouin and Jessica Tsang.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1974.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Russian Hill Bookstore qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The business has been in operation for 43 years total – 27 years as the Sunset Bookstore and 24 years as the Russian Hill Bookstore (the two stores operated concurrently for eight of those years).
- ii. Russian Hill Bookstore has contributed to the history and identity of San Francisco and the Russian Hill neighborhood by serving as a community gathering spot and destination for booklovers. Its selection of rare, used, and children's books, as well as its expansive collection of hand-crafted notecards add to its novelty as a unique, neighborhood bookstore.
- iii. Russian Hill Bookstore is committed to maintaining the physical features or traditions that define its role as a neighborhood bookstore offering new and used books, stationary, and toys.

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

As a new and used neighborhood bookstore, the business is associated with the literary arts.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The property at 2162 Polk Street is considered a "Category B Property" signifying that it is age-eligible but has not yet been evaluated for historical significance. Further evaluation is needed to determine if the building or the business is associated with significant persons or events.

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

No.

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

No.

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

Yes. Russian Hill Bookstore has been cited in numerous publications including, but not limited to:

Prentice Hall, 4/1/1981, *Book Scouting: How to Turn Your Love for Books into Profit*, by Barbara Johnson (book); SF Gate, 11/3/2014, "Top 20 Bay Area independent bookstores," by Seung Y. Lee; The Bold Italic, 5/7/2014, "Why I Love Living in Russian Hill," by Melissa Chandler; SF Gate, 7/10/2015, "Russian Hill: A hill I call my home," by Julie Balise; AbeBooks.com, 9/12/2015, "San Francisco's Russian Hill Bookstore – Loved by Locals and Tourists," by Richard Davies. AbeBooks.com, 9/14/2011, "AbeBooks Visits Three San Francisco Bookstores" (video uploaded on YouTube); 3/23/2016, "Voices of Polk Street" (video uploaded on YouTube).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2162 Polk Street

Recommended by Applicant

- Russian Hill location
- Function as a bookstore selling new and used books
- Business model that includes an inventory of curated and hand-picked used books bought and sold to the people who live in the neighborhood
- Offering of general used books, new books in classics and best-sellers, antiquarian and rare books, children's books and toys, comics,
- Offering of stationary, cards, postcards, and notecards created by local artists and printers
- Tall pine bookshelves that line the wall from floor to ceiling
- Ladders and library stools inside the store
- Classic discount book bin outside of the store
- Participation in community events

Additional Recommended by Staff

- No additional recommendations

Filing Date: May 10, 2017
Case No.: 2017-006234LBR
Business Name: Shanti Project
Business Address: 730 Polk Street, 3rd Floor
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
130-E Height and Bulk District
Block/Lot: 0740/018
Applicant: Kaushik Roy, Executive Director
730 Polk Street, 3rd Floor
San Francisco, CA 94109
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Shanti Project is a community-based caregiving nonprofit that trains volunteers to provide one-on-one psychosocial and practical support to individuals facing terminal or life-threatening illnesses. It was among the first organizations in the world to work directly with terminally-ill patients, and became a global leader in offering psychosocial support to those suffering from HIV/AIDS. Developed by Dr. Charles Garfield, the Shanti Mode of Peer Support utilized by the organization's volunteers set a new standard in psycho social health care on an international scale. The organization has operated out of several sites throughout its history and is currently headquartered in the Project Open Hand building on Polk Street between Ellis and Willow Streets in the Tenderloin neighborhood. It acquired a secondary location in the Mission District when the Pets are Wonderful Support (PAWS) merged with the Shanti Project in 2015.

The Shanti Project was established in 1974 by Dr. Charles Garfield, who was brought on as the first mental health professional for the UCSF Medical School's Cancer Ward. While working with cancer patients, Dr. Garfield created what he called the Shanti Model of Peer Support as a way to provide quality mental health service to a larger number of terminally ill clients by utilizing compassionate and well-trained volunteers. The word Shanti, meaning "inner peace" in Sanskrit, was chosen as the organization's name to represent its goal of "easing the burdens and improving the well-being of people in difficult life situations." Dr. Garfield believed that no person should "face cancer or other terminal or life-threatening illnesses alone." The majority of Shanti's clients have come from low-income, marginalized, and/or underserved communities. Shanti's volunteers help clients schedule and access medical visits and treatments, complete paperwork, communicate with medical professionals, and access educational materials, while also offering support and practical assistance with life's daily chores and responsibilities, including pet care.

For two decades beginning in the late 1970s, the Shanti Project focused its efforts on caring for those suffering from HIV/AIDS. As a result, the Shanti Project led some of the earliest responses to the care of individuals diagnosed with the new illness and was invited by the governments of France and Britain to conduct international trainings on best practices for supporting people with AIDS. In 1987 during the first

U.S. Presidential address on AIDS, President Ronald Reagan acknowledged Shanti for its leadership and many contributions in devising effective methods for caring for those with AIDS.

Beginning in 2001, the Shanti Project expanded its services to include outreach to underserved women diagnosed with breast cancer and in 2015, expanded further to support women suffering from all forms of cancer. Its merger with PAWS in 2015 ensured the continued life of a program working to keep disabled and sick persons united with their pets. In recent years, Shanti has established an LGBT Aging and Ability Support Network (LAASN) program and has partnered with affordable housing nonprofits to provide support to residents during reconstruction of a large public housing project. Shanti serves over 2,000 individuals annually, including an average of 1,000 people living with HIV, “90% of whom are living on incomes less than twice the federal poverty line.”

Dr. Charles Garfield and his Shanti Model of Peer Support, which set a new standard in psycho social health care nationally and internationally, has been the recipient of numerous awards and accolades. Its leadership role in providing needed services and support to individuals dying from AIDS contributed to the “San Francisco model” of care for those diagnosed with HIV/AIDS, which emphasizes a holistic, collaborative, and relationship-centered approach to care.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1974.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, the Shanti Project qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Shanti Project has operated for 43 years.
- iv. Shanti Project has contributed to the history and identity of San Francisco through its critical role in helping to develop the “San Francisco model” of care for people diagnosed with HIV/AIDS, which emphasizes building relationships, providing holistic care consisting of health and social services, and collaborating with clinic and community partners to broaden and strengthen the care continuum. Its signature Shanti Model of Peer Support has become an international model for caregiving organizations all over the world.
- v. Shanti Project is committed to maintaining the physical features or traditions that define its practice of providing psychosocial and practical services to critically ill individuals.

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

Shanti Project, one of the city's oldest community-based caregiving nonprofit organizations, is associated with the tradition of teaching and practicing peer-to-peer psychosocial and practical support services for critically ill patients.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The 1922 building has been previously evaluated for historic significance by the Planning Department. It is considered a "Category A" building and has been identified as individually eligible for listing on the California Register. It was also identified as eligible for listing on the National Register as a contributor to a National Register-eligible historic district. The property was noted for its significance in the Van Ness Auto Row Support Structures Survey prepared by William Kostura from the Planning Department in 2010.

The building is also associated with several important nonprofit organizations, including the Asian & Pacific Islander Wellness Center and Project Open Hand. All three organizations are associated with the community's response to the AIDS epidemic and have demonstrated historical importance within local LGBTQ history. While further evaluation is needed, Shanti's founder and the creator of the Shanti Model of Peer Support, Dr. Charles Garfield, may be considered a historically significant person as defined by National Register criteria.

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

No, however the property has been identified as individually eligible for listing on the California Register. It was also identified as eligible for listing on the National Register as a contributor to a National Register-eligible historic district.

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

Yes, the Shanti Project is mentioned in the *Citywide Historic Context Statement for LGBTQ History in San Francisco* under the theme of "San Francisco and the AIDS Epidemic (1981 to 1990s)" on pages 296, 297, 301, 308, 363.

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

Yes. The Shanti Project has been cited in numerous publications including but not limited to:

The New York Times, 12/14/1985, "WARD 5B: A Model of Care for AIDS," by Katherine Bishop; *SFGate*, 12/31/1995, "Between the Lines—Shanti Pioneer Spotlights Caregivers," by Patricia Holt; *Beyond Chron*, 11/25/2008, "35th Anniversary of Historic SF Community Organization" by Randy Allgaier; *Los Angeles Times*, 9/16/2011, "Movie Review: 'We Were Here'," by Kenneth Turan; *sfgayhistory.com*, "The 1980s-SF Gay History."

President Reagan's amfAR Speech, written by Landon Parvin for President Reagan to deliver at a dinner honoring the American Foundation for AIDS Research (amfAR), May 31, 1987. Published on KQED's website.

Shanti Project has been the recipient of numerous awards, including: City and County of San Francisco Award of Merit, signed by Diane Feinstein on September 19, 1983; City and County of San Francisco Proclamation recognizing September 8, 1990 as Shanti Volunteers Day in San

Francisco, signed by Mayor Art Agnos; California Legislature Assembly Resolution commending the Shanti Project for its 20th anniversary and applauded for the vital role it has played in enhancing the quality of life of people with AIDS, signed by Honorable Willie L. Brown, Jr., Speaker of the Assembly, on June 20, 1994; City and County of San Francisco Proclamation proclaiming June 28th 1994 as Shanti Project Day in San Francisco, signed by Mayor Frank M. Jordan; City and County of San Francisco Proclamation resolving November 10, 2009 as Shanti Day in San Francisco, signed by Mayor Gavin Newsom.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 730 Polk Street

Recommended by Applicant

- One-to-one peer support provided by trained volunteers, offering psycho social and practical support services to individuals suffering from life-threatening illnesses
- Shanti Model of Peer Support, which is built on the values of mutual respect, positive regard, empowerment of the client, genuineness, acceptance of difference, empathy and the intention to be of service
- Shanti's 24-hour Volunteer Peer Support training
- Servicing of diverse populations, including marginalized and underserved segments of the population
- Being located in neighborhood(s) where a high number of its clients live

Additional Recommended by Staff

- No additional recommendations

Filing Date: May 10, 2017
Case No.: 2017-006235LBR
Business Name: Spectacles of Union Square
Business Address: 177 Maiden Lane
Zoning: C-3-R (Downtown-Retail)/
80-130-F Height and Bulk District
Block/Lot: 0309/012
Applicant: Kevin Hershey
177 Maiden Lane
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Old-fashioned optical store, Spectacles of Union Square, opened on Maiden Lane in San Francisco's high end shopping district in 1972. The business offers highly skilled eyewear repair and prescription services, as well as an eclectic collection of high-end eyeglasses for sale, including its signature eyewear line that is manufactured onsite. The business' original owners, Milton and Dorothy Rhine, came from a family of opticians with Milton's father and two brothers operating their own optical stores in the city. Milton and Dorothy ran another optical store on Geary Street called Milton Optical Company prior to relocating to Union Square. The Rhines handed over the reins to Spectacles of Union Square in 1977 to their apprentice and European-trained lab technician, Horst Goos. After two decades with the business, Goos' own apprentice, Kevin Hershey, assumed ownership of the business in 1997. Hershey remains the owner to the present day.

Over the course of its 45 years in existence, Spectacles of Union Square has gained a reputation for its fine artisan craftsmanship and a capacity to handle difficult eyewear repair jobs that other shops cannot. Eyewear stores and doctors throughout the city often refer customers with such challenging jobs to the store, as do the city's high-end hotels including the Fairmont, Ritz Carlton, Four Seasons, Mark Hopkins, and Campton Place, which has resulted in the store acquiring a large international customer-base. One of the business' defining traditions is the presence of its owner/operator most days of the week. The specialized knowledge of its staff, as well as its onsite laboratory, enables Spectacles of Union Square to carry out repairs and adjustments within a short timeframe and fill prescriptions in an hour, including those for legally blind persons.

The store also sells a wide variety of high-end eyewear ranging from the latest fashion offered by designer brands, to vintage frames, to unique, hand-made pieces through its in-house brand, Archie Brower. Spectacles' current owner, Kevin Hershey, travels regularly to Europe to collect vintage frames from local shops to add to his boutique back home. Finally, Spectacles of Union Square is a fixture of Maiden Lane, which has historically functioned as a popular shopping destination comprised of high-end boutiques.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1972.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Spectacles of Union Square qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Spectacles of Union Square has operated for 45 years.
- vi. Spectacles of Union Square has contributed to the history and identity of San Francisco's Union Square by serving as an eyewear destination in the city's high-end shopping district. It has consistently provided highly skilled eyewear repair and prescription services and offers a unique collection of eyeglasses for retail, including its in-house brand of eyewear that is manufactured onsite.
- vii. Spectacles of Union Square is committed to maintaining the physical features or traditions that define its tradition of serving as an old-fashioned optical store.

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

The business is associated with the craft of manufacturing eyewear and the skilled tradition of providing regular and specialized optical services in a boutique environment.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The property at 177 Maiden Lane is considered a "Category A Property" as a contributor to the Kearny-Market-Mason-Sutter Conservation District. It has also been identified as potentially eligible for the National Register of Historic Places as an individual property.

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

Yes. It is a contributor to the Kearny-Market-Mason-Sutter Conservation District.

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

No.

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

Yes. Spectacles of Union Square has been cited in the following publication (but not necessarily limited to): *The San Francisco Appeal News*, 9/27/2012, "Spectacles' Vintage-Inspired Line Delights," by Babe Scanlon.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 177 Maiden Lane

Recommended by Applicant

- Function as an eyeglass repair store specializing in highly skilled repair jobs
- One-hour prescription glasses service
- Onsite optical laboratory

Additional Recommended by Staff

- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge
- In-house brand of eyewear
- Eclectic collection of vintage and high end eyewear
- Union Square location

PROJECT DESCRIPTION

The Applicant has been nominated as a "Legacy Business" by a member of the Board of Supervisors or the Mayor.

OTHER ACTIONS REQUIRED

Per Administrative Code Section 2A.242, the subject nomination requires review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

PUBLIC/NEIGHBORHOOD INPUT

To date, the Department has received 24 letters in support of adding Russian Hill Bookstore to the Legacy Business Registry. The letters were included in the business' application, which is contained within in this packet.

ENVIRONMENTAL REVIEW STATUS

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that Great American Music Hall, Russian Hill Bookstore, Shanti Project, and Spectacles of Union Square qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution
Legacy Business Application

DS: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE JUNE 6, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
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Case No.: 2017-006201LBR
Business Name: Great American Music Hall
Business Address: 859 O'Farrell Street
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
130-E Height and Bulk District
Block/Lot: 0717/015
Applicant: Dennis Juarez, Vice President and Secretary
859 O'Farrell Street
San Francisco, CA 94109
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@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 GREAT AMERICAN
MUSIC HALL, CURRENTLY LOCATED AT 859 O'FARRELL STREET (BLOCK/LOT 0717/015).**

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 identity of San Francisco's Tenderloin neighborhood and the city's local music scene; 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 June 6, 2017, 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 Great American Music Hall qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Great American Music Hall:

Location (if applicable)

- 859 O'Farrell Street

Physical Features or Traditions that Define the Business

- *Function as a music, performance, and entertainment venue that attracts local, national, and international artists and groups reflecting a diversity of genres*
- *Function as rental venue for local artists, schools, and community groups*
- *Practice of supporting neighboring businesses in the Central Market/Tenderloin corridor*
- *Tenderloin location*
- *The historic exterior character-defining features of the building at 859 O'Farrell Street:*
 - *Outdoor marquee*
 - *Pilasters at the upper level*
 - *Pedimented windows*
 - *Bracketed cornice*
- *The historic interior character-defining features of the building at 859 O'Farrell Street:*
 - *Ceiling frescoes*
 - *Marble columns*
 - *Balconies*
 - *5,000 square foot concert hall*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

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 2017-006201LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 6, 2017.

Jonas P. Ionin
Commission Secretary

Resolution No. XX
June 6, 2017

2017-006201LBR
859 O'Farrell Street; Great American Music Hall

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE JUNE 6, 2017

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.: 2017-006202LBR
Business Name: Russian Hill Bookstore
Business Address: 2162 Polk Street
Zoning: NCD (Polk Street Neighborhood Commercial)/
65-A Height and Bulk District
Block/Lot: 0572/019
Applicant: Carol Spencer, Owner
2162 Polk Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@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 RUSSIAN HILL
BOOKSTORE, CURRENTLY LOCATED AT 2162 POLK STREET (BLOCK/LOT 0572/019).**

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 identity of San Francisco's literary community, Polk Street commercial corridor in the Russian Hill neighborhood; 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 June 6, 2017, 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 Russian Hill Bookstore qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Russian Hill Bookstore:

Location (if applicable)

- 2162 Polk Street

Physical Features or Traditions that Define the Business

- Russian Hill location
- Function as a bookstore selling new and used books
- Business model that includes an inventory of curated and hand-picked used books bought and sold to the people who live in the neighborhood
- Offering of general used books, new books in classics and best-sellers, antiquarian and rare books, children's books and toys, comics,
- Offering of stationary, cards, postcards, and notecards created by local artists and printers
- Tall pine bookshelves that line the wall from floor to ceiling
- Ladders and library stools inside the store
- Classic discount book bin outside of the store
- Participation in community events

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

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 2017-006202LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 6, 2017

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.: 2017-006234LBR
Business Name: Shanti Project
Business Address: 730 Polk Street, 3rd Floor
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
130-E Height and Bulk District
Block/Lot: 0740/018
Applicant: Kaushik Roy, Executive Director
730 Polk Street, 3rd Floor
San Francisco, CA 94109
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@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 SHANTI PROJECT, CURRENTLY LOCATED AT 730 POLK STREET (BLOCK/LOT 0740/018).

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 identity of San Francisco through its critical role in helping to develop the "San Francisco model" of care for people diagnosed with HIV/AIDS and others suffering from critical illnesses; 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 June 6, 2017, 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 Shanti Project qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for the Shanti Project:

Location (if applicable)

- 730 Polk Street

Physical Features or Traditions that Define the Business

- *One-to-one peer support provided by trained volunteers, offering psycho social and practical support services to individuals suffering from life-threatening illnesses*
- *Shanti Model of Peer Support, which is built on the values of mutual respect, positive regard, empowerment of the client, genuineness, acceptance of difference, empathy and the intention to be of service*
- *Shanti's 24-hour Volunteer Peer Support training*
- *Servicing of diverse populations, including marginalized and underserved segments of the population*
- *Being located in neighborhood(s) where a high number of its clients live*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

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 2017-006234LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE JUNE 6, 2017

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.: 2017-006235LBR
Business Name: Spectacles of Union Square
Business Address: 177 Maiden Lane
Zoning: C-3-R (Downtown-Retail)/
80-130-F Height and Bulk District
Block/Lot: 0309/012
Applicant: Kevin Hershey
177 Maiden Lane
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@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 SPECTACLES OF UNION SQUARE, CURRENTLY LOCATED AT 177 MAIDEN LANE (BLOCK/LOT 0309/012).

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 identity of San Francisco's Union Square shopping district; 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 June 6, 2017, 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 Spectacles of Union Square qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Spectacles of Union Square:

Location (if applicable)

- 177 Maiden Lane

Physical Features or Traditions that Define the Business

- Function as an eyeglass repair store specializing in highly skilled repair jobs
- One-hour prescription glasses service
- Onsite optical laboratory
- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge
- In-house brand of eyewear
- Eclectic collection of vintage and high end eyewear
- Union Square location

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

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 2017-006235LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-086
Business Name: Great American Music Hall
Business Address: 859 O'Farrell Street
District: District 6
Applicant: Dennis Juarez, Vice-President and Secretary
Nomination Date: May 8, 2017
Nominated By: Supervisor Jane Kim

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

859 O'Farrell Street from 1972 to Present (45 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: May 10, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM
金貞妍

May 8, 2017

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Regina:

I would like to formally nominate the Great American Music Hall as a candidate for the registry of Legacy Businesses in San Francisco.

The story of the Great American Music Hall is woven into the history of San Francisco for over a century, since it first opened 110 years ago following the 1906 earthquake. Initially called Blanco's, the building served as a private club for men to gamble, drink, and engage in other activities for the first few decades of the century. Then in 1936 it was purchased by actor and burlesque dancer Sally Rand, who renamed it the music box and put on unique shows consisting of her dance routines accompanied by big band music and a chorus.

Following the end of World War II, the Hall was briefly called the Cotton Club and made the bold decision to host a mixed-race house band before 1950. Then throughout the '50s, the Hall served as a meeting place for the Loyal Order of the Moose, a fraternal organization whose members include four U.S. Presidents and countless entertainers, athletes, and politicians. In the '60s an ambitious, tax-evading French restaurateur named Robert took over the Hall and is said to have served 'exquisite' medium rare lamb until the IRS caught up with him.

In 1972, the property was purchased by Tom Bradshaw and he refurbished the venue and named it the Great American Music Hall. In the following years, the Hall saw a myriad of legendary acts from Dizzie Gillespie to The Grateful Dead and a young Robin Williams. In the early 2000s, the Hall changed hands a couple more times and under its new ownership, has settled in as an outlet for a variety of indie bands and singers/songwriters.

Throughout the Great American Music Hall's rich history in San Francisco, it has seen all sides of life in the city. Countless legendary performers have graced the stage at the Hall, many of whom are no longer with us today. The Hall's enduring presence over a century is an invaluable piece of San Francisco's history.

I am proud to nominate Great American Music Hall as a candidate for the San Francisco Legacy Businesses Registry.

Thank you,

A handwritten signature in blue ink, appearing to read "Jane Kim".

Jane Kim

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
GREAT AMERICAN MUSIC HALL		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
WILLIAM (BOZ) SCAGGS FRANK CAUFIELD		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
859 O'FARRELL ST. SAN FRANCISCO, CA. 94109		(415) 255-0333
		EMAIL:
		DENNIS@SLIMS-SF.COM
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
WWW.SLIMSPRESENTS.COM	GREAT AMERICAN MUSIC HALL	GREAT AMERICAN MUSIC HALL

APPLICANT'S NAME	
DENNIS JUAREZ	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
VICE-PRESIDENT, SECRETARY	
APPLICANT'S ADDRESS:	TELEPHONE:
333 11TH ST S.F. CA. 94103	(415) 255-0333
	EMAIL:
	DENNIS@SLIMS-SF.COM

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0358240	200201710101

OFFICIAL USE: Completed by OSE Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
SUPERVISOR JANE KIM	

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
859 O'FARRELL ST. SF. CA. 94109	94109	1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

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

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

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

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

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

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

Section Three:

Disclosure Statement.

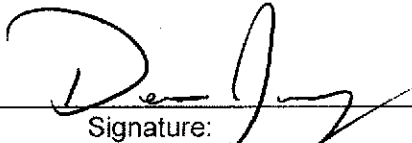
San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

DENNIS JUAREZ 4/28/17 
Name (Print): Date: Signature:

GREAT AMERICAN MUSIC HALL

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Voted #6 in the Best Clubs in America list by Rolling Stone magazine in 2013, San Francisco's oldest and grandest nightclub, the Great American Music Hall, carries guests back to an earlier, more elegant era, with its ornate balconies, soaring marble columns and elaborate ceiling frescoes. Long-time customers and newcomers alike feel at home in the 5,000-square-foot concert hall that symbolized renewal and optimism when it opened in 1907 during the period of rebuilding that followed the 1906 earthquake. Its interior was designed by a French architect. It was originally called Blanco's, after a notorious Barbary Coast house of prostitution.

In 1936, local favorite Sally Rand, known for her extravagant and elaborate fan dances and bubble dance acts, acquired the property and brought new life to the dark building. She called it the Music Box, and swanky city dwellers would dance the night away there for the next decade. After the end of World War II, the Music Box turned out its lights.

The building reopened in 1948 as a jazz club that reused the name Blanco's.

In the 1950s, the premises were taken over by members of the Moose Lodge. The venue went into an ignominious decline that hit bottom when the building was condemned by city building inspectors. A last-minute reprieve saved it from demolition, and the tarnished interior was revamped as a short-lived French restaurant named Charles (after the proprietor, Robert Charles).

In 1972, the venue was purchased by Tom Bradshaw. Newly refurbished and painted, the building was renamed the Great American Music Hall. Happy music lovers filled the hall once more.

Since then, the Great American Music Hall has hosted artists ranging from Duke Ellington, Sarah Vaughan and Count Basie to Van Morrison, the Grateful Dead, Arcade Fire, Patti Smith and Godspeed You! Black Emperor.

Today, a professional sound and lighting system, two full bars, a modern kitchen and a spacious oak dance floor help to blend contemporary quality with turn-of-the-century graciousness.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations for more than six months since it was established as Great American Music Hall in 1972.

c. Is the business a family-owned business? If so, give the generational history of the business.

Great American Music Hall is not a family-owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Great American Music Hall was opened in 1972 by Tom Bradshaw and Sam Duval. The club was purchased in 1992 by Kurt Brouwer. In May 2000, during the dot com boom, the club was purchased by music website Riffage.com and went to Diablo Management Group when Riffage ceased operations in December 2000.

Two year later, Great American Music Hall was purchased in 2002 by Big Billy Inc. (also owners of the club Slim's) from Diablo Management Group. At this point several minority owners came in including Warren Hellman, Nion McAvoy, Roger McNamee, Joe Tobin, Jonathan Nelson, William Hearst, Larry Brilliant, and several others. There is also a Board of Directors in which includes Dennis Juarez, Vice President and Secretary, and Dana Smith, President and Treasurer, who oversee the management of the venue.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

News articles documenting the existence of the business since 1972 are included in the application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building at 859 O'Farrell Street is considered a "Category A Property," indicating the presence of a historic resource. It is a contributor to the National and California Register-eligible Uptown Tenderloin Historic District. It was also identified on page 262 of the LGBTQ Historic Context Statement for its association with Lily Tomlin, who performed here.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

The Great American Music Hall is a longstanding fixture in the Tenderloin neighborhood. Because of its location in the neighborhood, many of the small business in the surrounding area benefit from having the venue in the area due to the nightly crowds attending shows. The venue also is dedicated to maintaining the block of O'Farrell Street and the adjacent alleyway by keeping it clear of garbage and refuse. The business also is not hesitant to lend out equipment to neighboring businesses such as Mitchell Brothers. The venue staff also patronizes local businesses by paying for parking spaces at adjacent buildings, and utilizing some of the late night restaurants and delis in the neighborhood.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

The Great American Music Hall is associated with many local events as well as industry events. The venue hosts a series of locally promoted shows with Shelby Ash (Country-Americana genre), Dr. Rock (Latin-based rock promoter), as well as larger festivals such as the Noise Pop Festival.

The venue also hosts a number of locally-oriented fundraisers for groups such as Bread and Roses, Huckleberry Youth, Little Kids Rock, Blue Bear School of Music, City of Hope, and the Mission Dolores Academy. Great American Music Hall has also hosted a number of memorials, some for major members of the music industry such as former Santana members Armando Peraza and Raul Rekow, as well as Chet Helms (Chet Fest) and others.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

As a major venue in San Francisco, Great American Music Hall has been referenced in innumerable publications over the years. In 2013, the venue was voted #6 Best Clubs in America by Rolling Stone Magazine. Other publications Great American Music Hall has been referenced in include: Pollstar, Consequence of Sound, Spin, SF Gate, The Bay Guardian, San Francisco Chronicle, Oakland Tribune, San Francisco Examiner, SF Weekly, and local radio and television stations KFOG, KPOO, and Live 105, KRON, KTVU, and ABC 7.

d. Is the business associated with a significant or historical person?

The most noteworthy person associated with Great American Music Hall is owner Boz Scaggs however, over the years the club has played host to many significant figures in the music and entertainment industry. Some of those names include: Duke Ellington, Sarah Vaughan, Count Basie, Van Morrison, the Grateful Dead, Arcade Fire, Patti Smith, Godspeed You! Black

Emperor, Prince, Vanessa Carlton, Cheap Trick and BB King. The Comedy Tonight series on PBS, which was filmed at Great American Music Hall also introduced large audiences to entertainment figures such as Robin Williams, Whoopi Goldberg and Steve Martin.

e. How does the business demonstrate its commitment to the community?

The Great American Music Hall has been a long-standing fixture in the Tenderloin community. Over the years it has hosted many events for the local community such as high school proms, bar mitzvahs, many of the aforementioned local fundraisers, as well as make the venue available for local artists to perform. The club also utilizes a number of local promoters who book local artists to shows giving them greater exposure and helping promote and expand the local music scene.

Also, as a business located in the Tenderloin, a notoriously gritty part of San Francisco, the club has always maintained the surrounding area by keeping it clean and providing a cultural space. The staff utilizes many local businesses in the area and has effectively become part of the character of the Tenderloin neighborhood.

f. Provide a description of the community the business serves.

The Great American Music Hall serves an extremely diverse community at its venue, with crowds ranging from all parts of the Bay Area as well as all ages. In a given week, Great American Music Hall can host an extremely wide variety of acts including bluegrass, country, pop, blues and singer-songwriter folks. Events at the Great American Music Hall are largely focused on the band/performer that is scheduled for the night and provide for a very diverse array of patrons from San Francisco and beyond.

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

The Great American Music Hall is located at 859 O'Farrell Street and was designed by French architect, originally as a restaurant called Blanco's Café. The location is part of the Uptown Tenderloin Historic District and was a popular entertainment spot known for its food, gambling, and "fancy women." After the Great Depression led to the closing of Blanco's, the space reopened as the Music Box in 1936 where burlesque performances and fan dances featuring Sally Rand were the main ticket until 1940 when the Music Box closed.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

The Great American Music Hall provides the Tenderloin community with a myriad of different services and is a key business in the Central Market/Tenderloin corridor. Aside from hosting shows, the Great American Music Hall also attracts patrons to other local businesses including Bread & Butter Deli, the AMC Parking Lot, Brenda's French Soul Food and The Phoenix Hotel,

where most of the bands performing at the venue stay. It is also a performance space that attracts musicians and bands nationally and internationally, as it is an extremely popular venue and nightclub. Without such a space, many touring artists would have to compete for limited space at other venues throughout the Bay Area. This type of venue that caters to such a diverse crowd can be seen as an invaluable asset to the Tenderloin community and San Francisco as a whole, as it provides performance space and gathering space for a myriad of different communities that otherwise might not have a place to convene.

CRITERION 3

a. Describe the business and the essential features that define its character.

Great American Music Hall is a performance space that attracts musicians and bands nationally and internationally, as it is an extremely popular venue and nightclub. In addition to bands, the space hosts burlesque, comedy and other performances. In 2013, the Great American Music Hall was named the sixth-best rock club in America in a Rolling Stone poll of artists and managers.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The Great American Music Hall's commitment to the performance community is part tradition part pragmatism. As a performance venue, Great American Music Hall is dedicated to maintaining the traditions of a classic music venue, however it also follows current music trends in order to attract new crowds and expand its portfolio of performers. The club has hosted over the years acts ranging from blues to bluegrass, punk, folk, pop, country, and jazz music. This healthy mix of performers ensures that the Great American Music Hall has a varied and diverse crowd, extending across various ages, genders and ethnicities, as well as provides a space for performers to display their talents, which is the definition of a true music venue.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The remarkable interior design came from an unlikely duo: a French architect who designed the building in 1907 and Chris Buckley, a political mover and shaker who wanted to erect a grand structure after the devastating 1906 earthquake. The result was Blanco's, characterized as one of the most popular entertainment spots during San Francisco's notorious Barbary Coast Era. The restaurant/bordello offered fine food, gambling and fast women right up until the dark days of the Great Depression in the 1930s.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

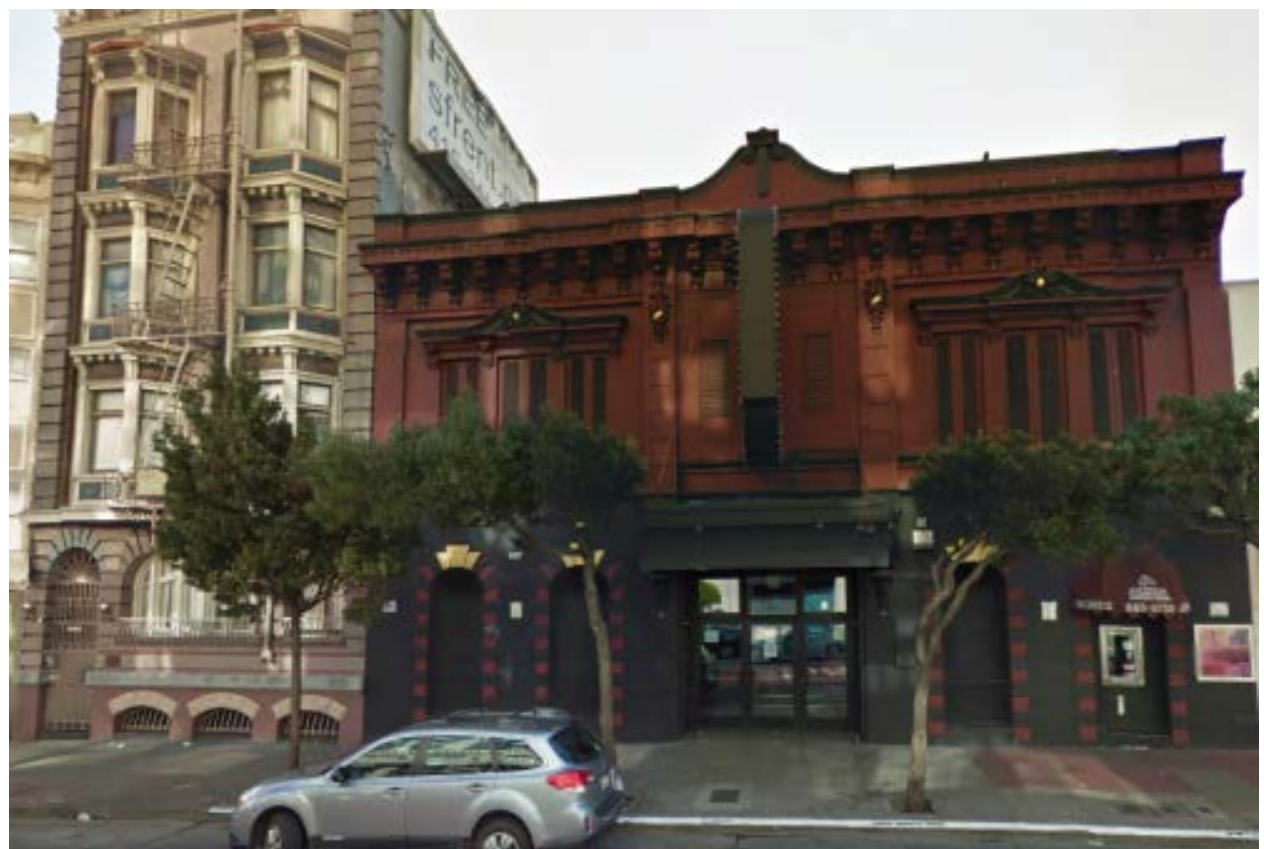
The Great American Music Hall has maintained the physical features and traditions that define the business as performance venue.













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The Great
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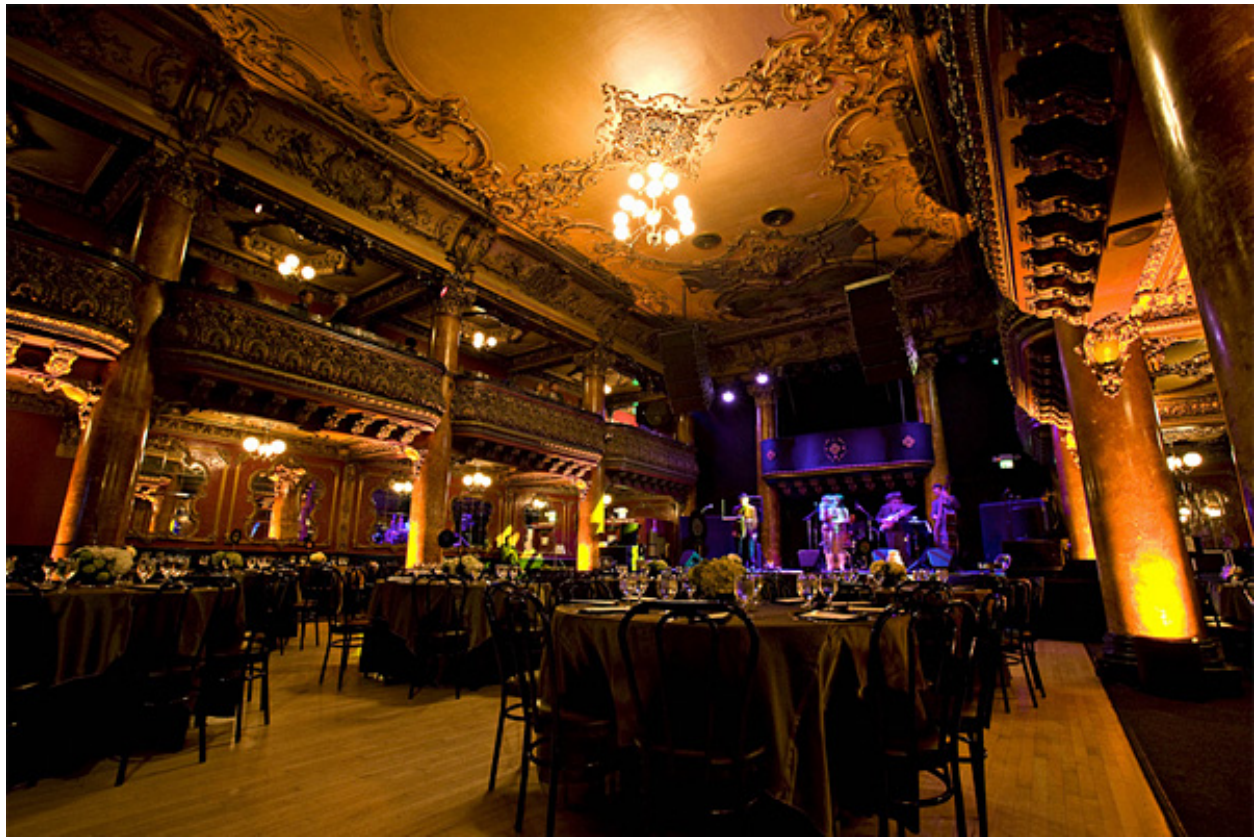
AMERICAN
MUSIC HALL
885-0750



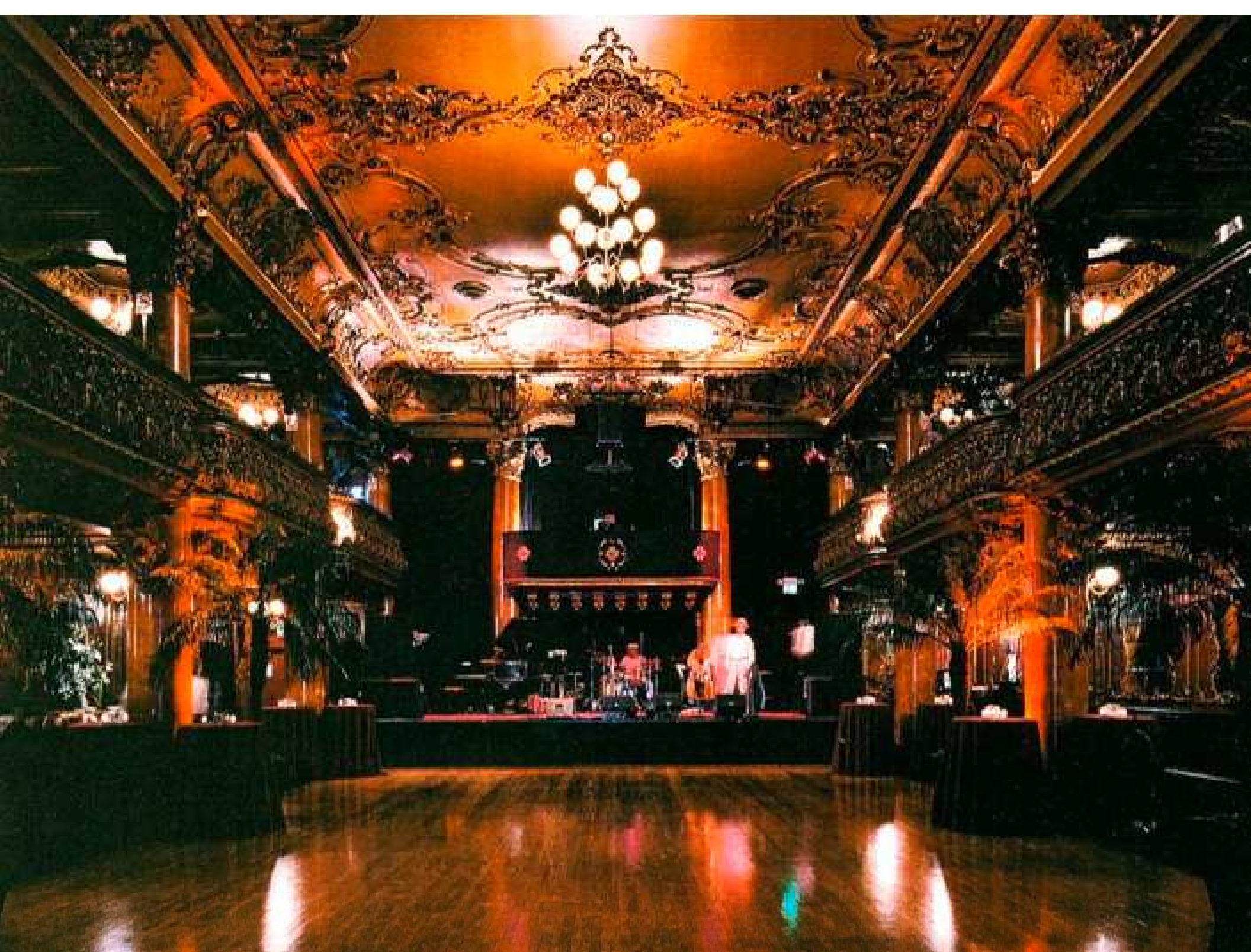


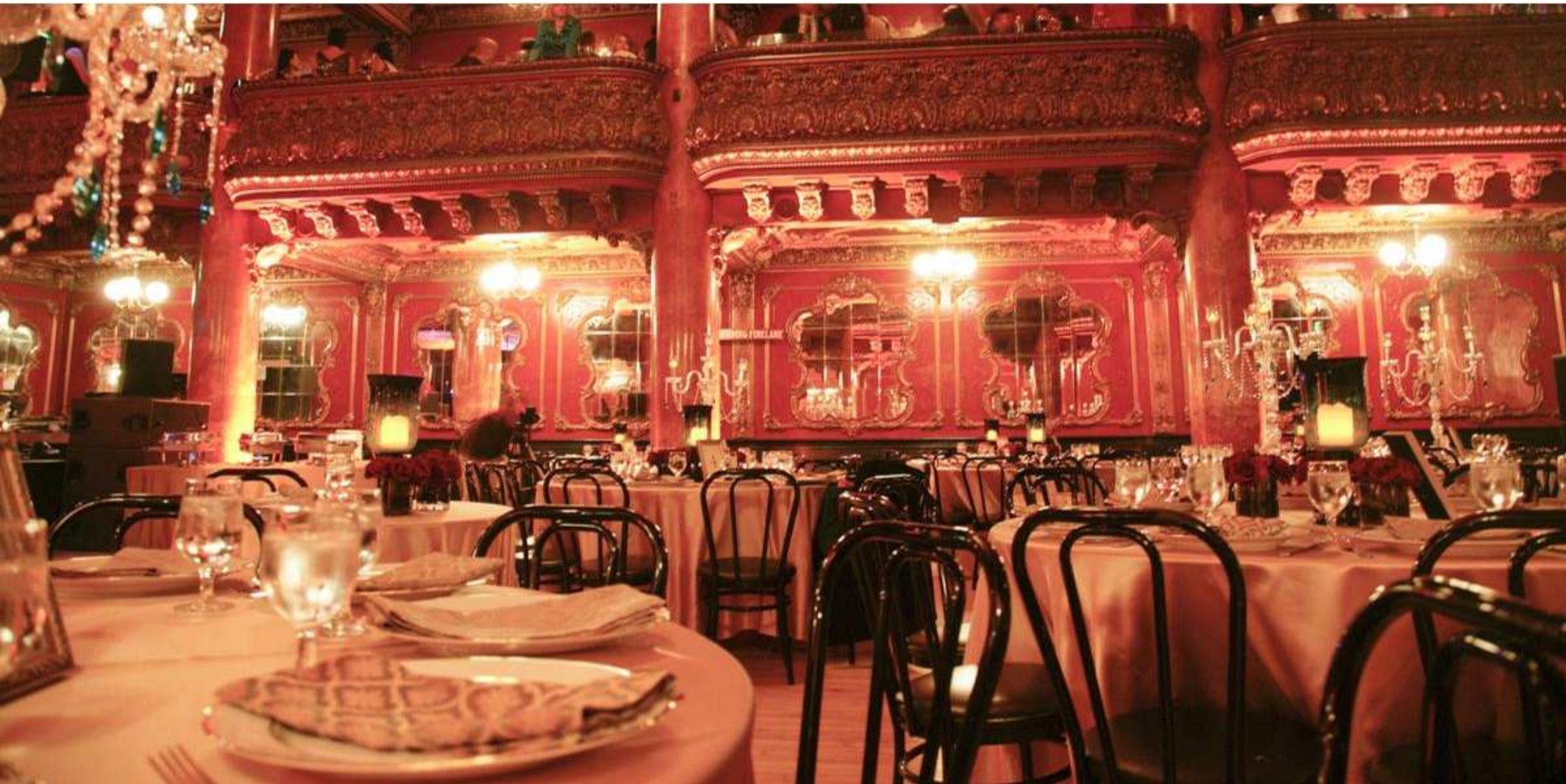




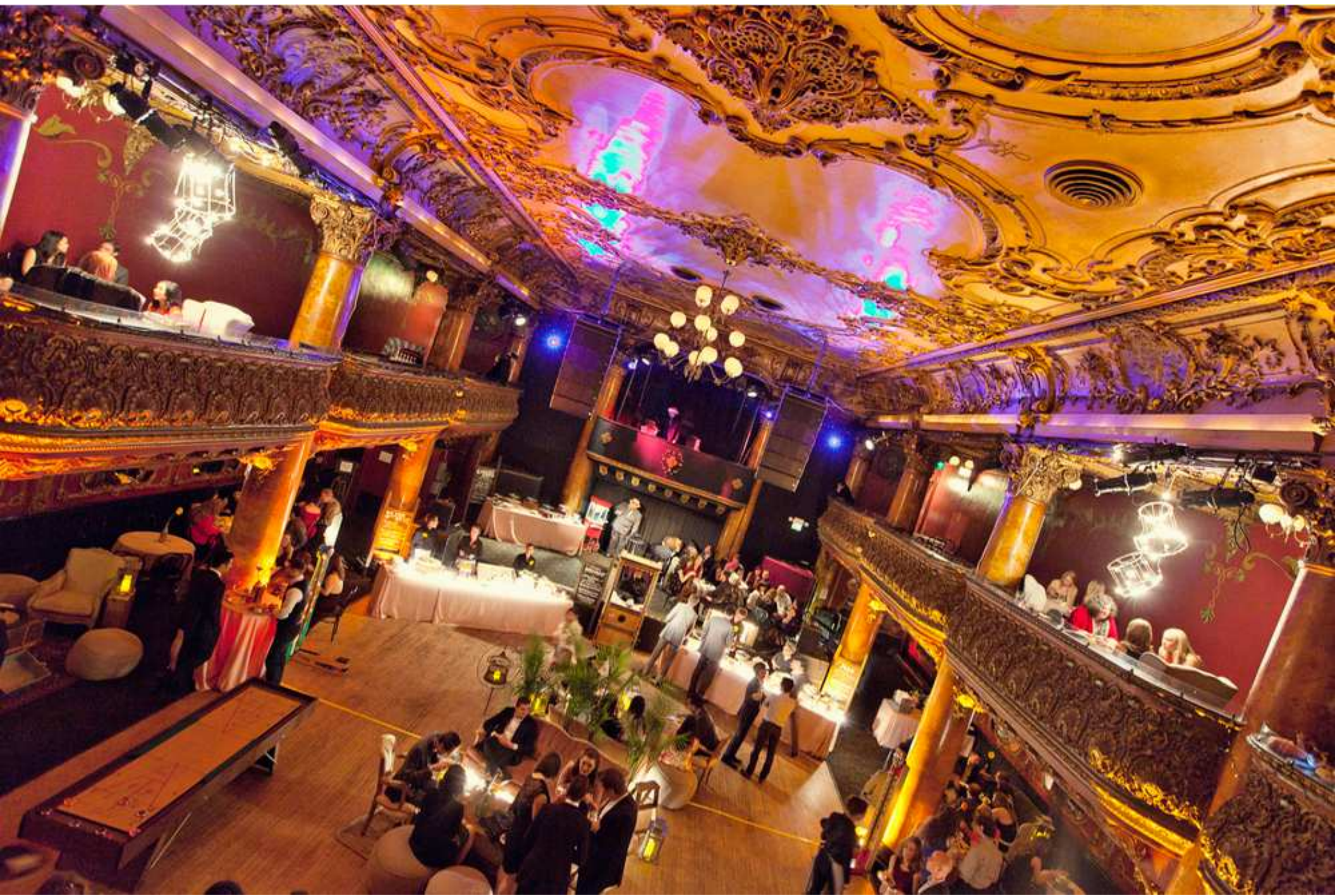


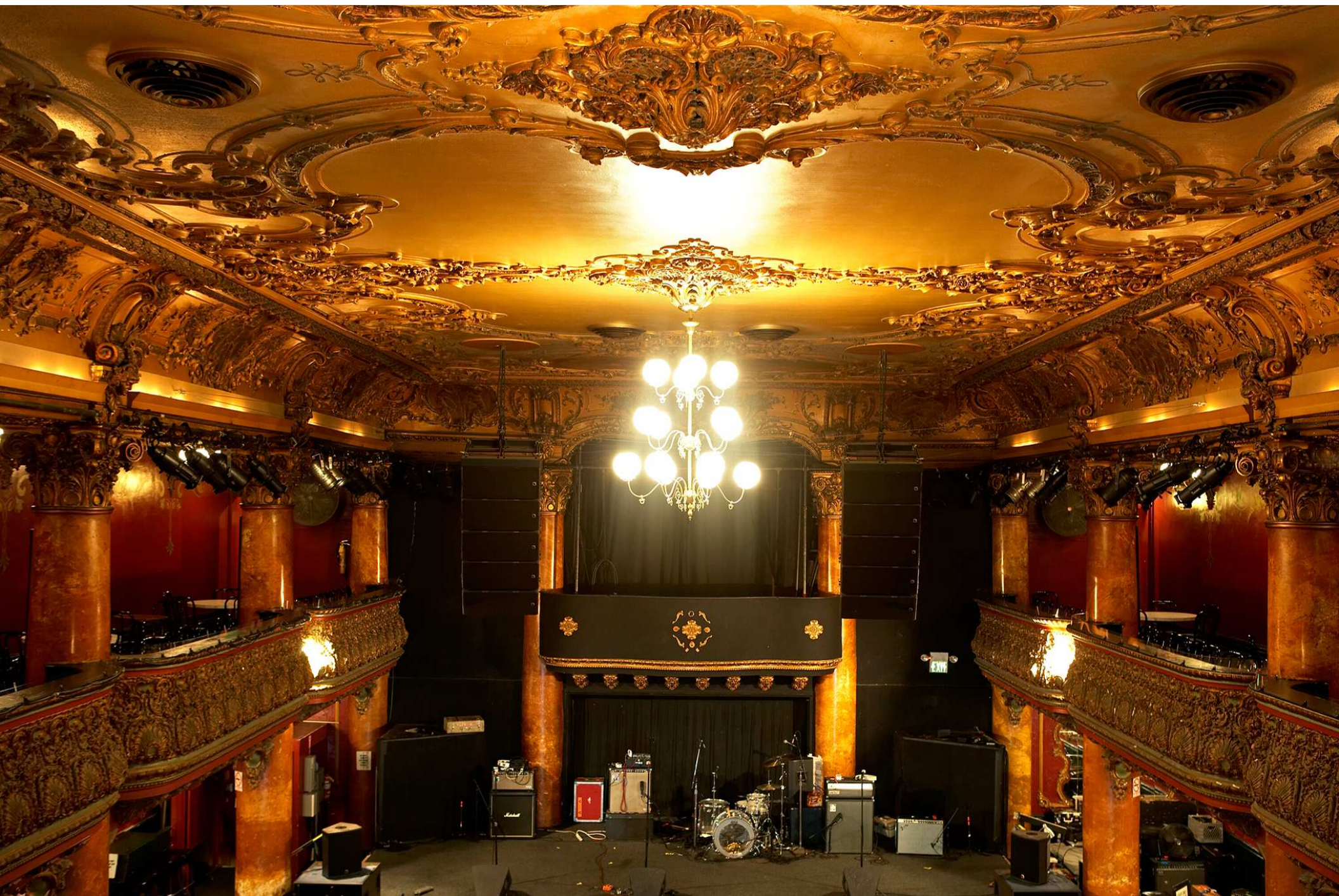


























859 ~~667~~ O'Farrell 717 15 2
 street address block number lot number summary
 Great American Theater Hall/Museum / 2 floors
 building type/use/number of floors landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of
 setting to building -2 -1 0 1 2 3 4 5

Importance as contribution
 to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 3 4 5

Richness/Excellence
 of detailing/decoration -2 -1 0 1 2 3 4 5

Unique visual
 feature of interest 0 1 2 3 4 5

Example of a rare or
 unusual style or design 0 1 2 3 4 5

Overall architectural
 quality -2 -1 0 1 2 3 4 5

PROPOSED FOR FURTHER INVESTIGATION

☒ CORNICE, PARAPET, APPENDAGE
 Importance of cornice
 to building design -2 -1 0 1 2 3 4 5

Cornice contribution
 to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION

Physical condition -2 -1 0 1 2 3 4 5

Paint/Material
 color -2 -1 0 1 2 3 4 5

REMODELING

Appropriateness
 of improvements -2 -1 0 1 2 3 4 5

1/10/75

date

Field Notes



photo

D-25

Review Notes

Junior League Listing

☐ text ☐ index ☐ file

☐ Northern California Guide

☐ Other Listing _____



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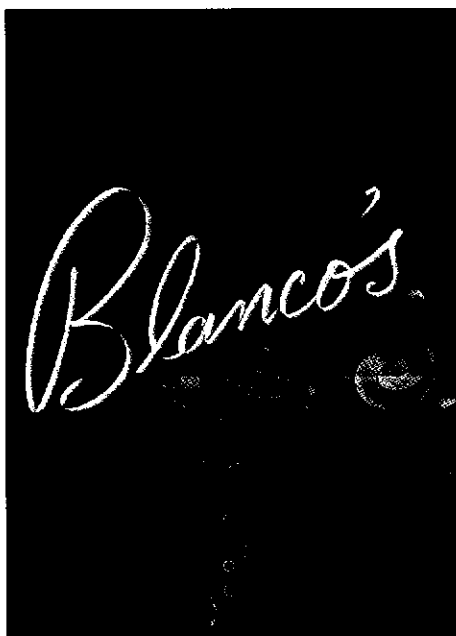
[TSDR](#) [ASSIGN Status](#) [ITAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	GREAT AMERICAN MUSIC HALL
Goods and Services	IC 041. US 107. G & S: entertainment services; namely, sponsoring, producing and presenting musical and comedy performances. FIRST USE: 19721100. FIRST USE IN COMMERCE: 19721100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74277745
Filing Date	May 20, 1992
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 1, 1992
Registration Number	1754294
Registration Date	February 23, 1993
Owner	(REGISTRANT) Great American Music Hall, Inc. CORPORATION CALIFORNIA 859 O'Farrell Street San Francisco CALIFORNIA 94109 (LAST LISTED OWNER) MUSIC HALL, LLC LIMITED LIABILITY COMPANY BY ASSIGNMENT CALIFORNIA 859 O'FARRELL STREET SAN FRANCISCO CALIFORNIA 94109
Assignment Recorded	ASSIGNMENT RECORDED
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MUSIC HALL" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121228.
Renewal	2ND RENEWAL 20121228

The Way We Were

Two decades ago, when The Great American Music Hall opened in an opulent, gilded dance hall in San Francisco's notorious Tenderloin District, it revived a giddy Barbary Coast tradition.



A paper trail chronicles the adventures of a pleasure palace. Photo above, rare view of Music Box patrons during a '30s performance; to the left, menu cover for Blanco's where patrons could buy fine French food and entertainment; pamphlet cover for the Music Box, a cabaret which replaced Blanco's; to the right, menu cover issued during the notorious fan twirling Sally Rand's reign at the Music Box.

Few buildings such as the great pleasure palace built in 1907 at 859 O'Farrell St. in San Francisco have remained so true to their nature. But this ornate \$250,000 interior (which has housed The Great American Music Hall since 1972) was built under the auspices of one of the original City heavyweights, "Blind Boss (Chris) Buckley," as a night club and has remained in continuous use (despite the Depression) for most of the century as an entertainment venue.

It opened during San Francisco's heady renaissance after the Quake, as a fashionable French restaurant-bordello called Blanco's. Blanco's built a somewhat genteel reputation for its uptown audiences, but, as one '30s chronicler from *The News* suggests, after hours it was open season. Barbary Coast types from the waterfront bars who included "table girls, hootchie-kootchie entertainers, toughs, drunks and other riffraff ... moved bodily up to the Tenderloin after 1 a.m. and frolicked until dawn. Up to that time, the uptown cafes and cabarets filled with tourists, beaux and their girls maintained a fair degree of order ... though anyone looking for a fight could find one pronto, at all hours." Legend has it that such uptown caravansaries as Blanco's even had discreet parlor, bedroom and bath suites for gentlemen to retire to. It's hard to find any suites today at The Great American Music Hall but Blanco's might have had a secret doorway to an adjacent building, recently uncovered after the 1989 quake.

Between the World Wars an enterprising danseuse named Sally Rand took hold of the club, now called The Music Box where a bevy of her skimpily dressed girls danced for a delirious audience. Miss Rand herself became famous for her finale, a fan-twirling dance, which she rendered in the buff. But when challenged in court by upright citizens, she claimed that her audience never saw a thing because "the Rand is faster than the eye."

After the War, the cabaret was reopened as Blanco's — a jazz club until the mid-'50s when it was occupied by Moose Lodge members. In '68 it had a brief run as restaurant Charles.

Sadly, the original baroque facade and entranceway detailed in 1906 by architect A.M. Edelman were altered to make way for an awning and marquee. But the grand hall, which in recent years has held the likes of Van Morrison, Duke Ellington, Joan Baez, Robin Williams and Etta James, still retains its splendor. When the houselights come up, the gilded, gaudy show still goes on. ★

— by Zahid Sardar





The Scandalous History Behind The Great American Music Hall

By
[Alyssa Pereira](#)
Mar 25, 2014

The space at 859 O'Farrell Street has a past ripened by prostitution, crooked politicians, jazz musicians, and a rather enterprising burlesque dancer—not that anyone would be surprised to hear that. San Francisco has never been short on colorful characters, and taking one look at the spiraling rococo influences and towering, gilded columns adorning the interior of the Great American, well, it's pretty obvious that this place enabled those sorts of scandalous visitors. These walls are surely holding on to *lots* of secrets.

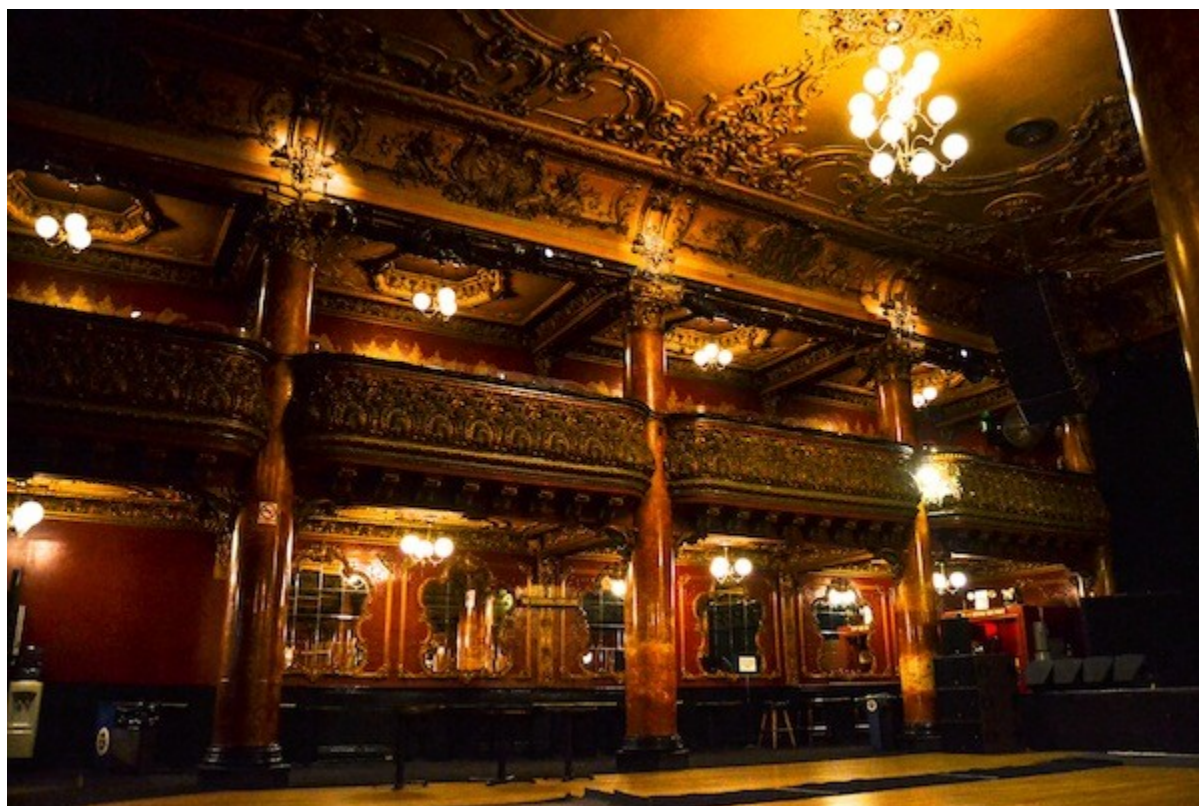


Photo by Alyssa Pereira

The Great American Music Hall's story began in 1907, when Chris "Blind Boss" Buckley, a crooked political organizer who manipulated the Democratic Party in San Francisco in the 1880s, opened it as Blanco's Café. Blanco's catered to the hedonistic whims of the developing metro—prostitution, gambling, and drinking—and the space's ornate balconies and embellished walls ensured its reception as an elegant bordello amidst the urban, post-earthquake roughage. They did, however, hold refined gatherings as well (supposedly).



Photo courtesy of the Great American Music Hall

Some years later, a spunky, bushy-tailed burlesque dancer calling herself Sally Rand (which was not her real name) bought the space and renamed it The Music Box. Though she was a businesswoman, Rand had been arrested several times *during* performances in San Francisco for lewdness (all of which were always thrown out in court).



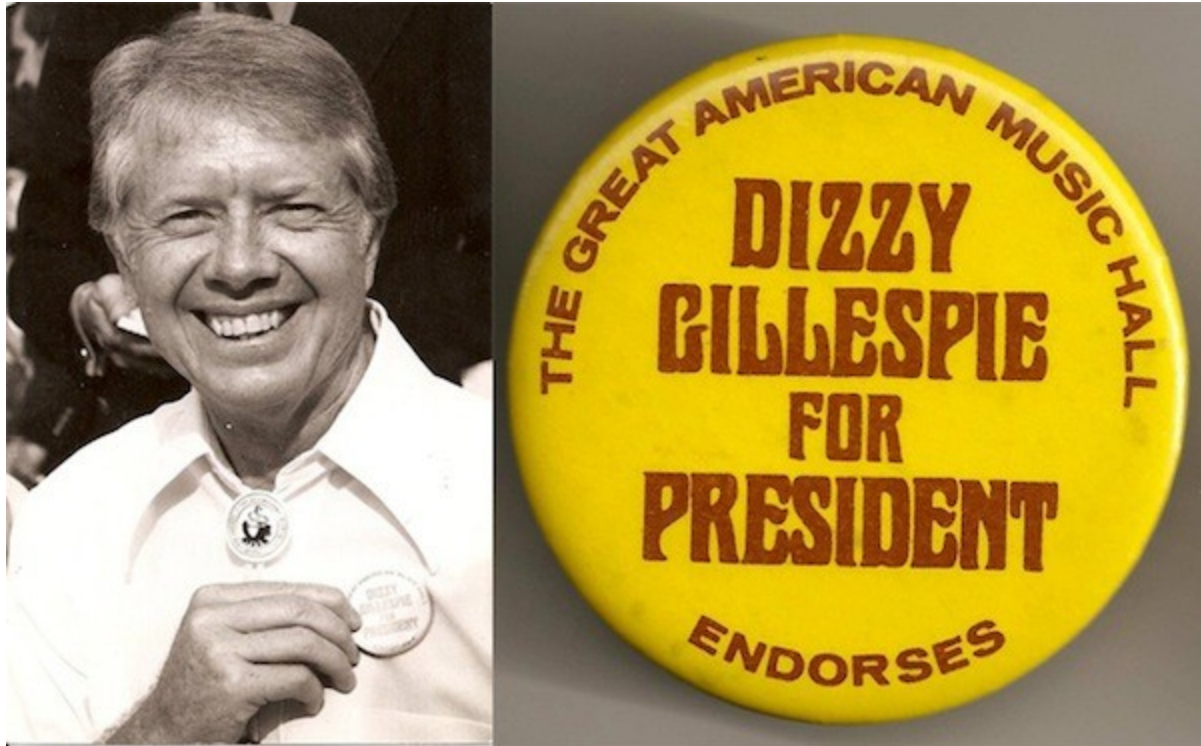
Image via FoundSF.org

She was brilliant, irreverent, and she clearly knew how to throw a good party. Eventually she sold the space, and in 1948, the club reopened as the sadly short-lived Blanco's Cotton Club, the city's first (relatively) desegregated venue and house of jazz, attracting acts like SF local and regular player Allen Smith.



Photo courtesy of the Great American Music Hall

The club was renovated and dubbed The Great American Music Hall in 1972, after a short stint as a French restaurant called Charles (you can even still make out the “C” in each corner of the main room’s ceiling to mark that time). Since then, it has housed everyone from Dizzy Gillespie to John Lee Hooker to Count Basie to upcoming acts, like the Black Lips and The Soft White Sixties. They have always catered to an eclectic pick of emerging acts, and the roster of past talent is so incredible, even Jimmy Carter was a fan.



Photos courtesy of the Great American Music Hall

Despite its long existence, the Great American Music Hall retains many of its original detailing: the two ceiling murals have never been retouched, for instance (though they've been cleaned since indoor smoking was banned), and the marquee outside the building has been around since long before the tech boom.



Photo courtesy of the Great American Music Hall

Stepping into the palatial, mildly haunted (allegedly by the Blind Boss himself) Great American is to revere the city's history and to continue to help preserve local music. Going to a show here is ensuring spaces like these continue to exist, and attending means you can take part in its history too.



Photo by Alyssa Pereira

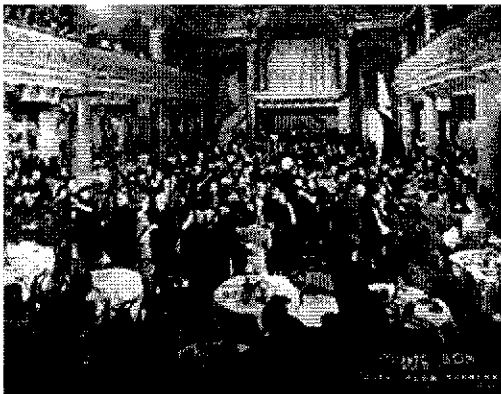
Want to visit the Great American Hall? Here are some things to remember, straight from one of the Hall's longest working employees: If you don't live in San Francisco, try to drive in (or potentially leave early to catch BART). The closest Parking Garage is at 1000 Van Ness Avenue at O'Farrell. If you are taking public transportation, take BART to the Montgomery station, and catch the 38 or 38L Geary outbound to Geary and Van Ness. You can browse their upcoming shows on their website—most shows cost between \$10-35 and finish around midnight. Take a look at the website's [information section](#), and check out their schedule of upcoming shows [right here](#). Don't forget to keep an eye out for the Blind Boss!

SFWEEKLY

No Re-Entry: The Ghosts at Great American Don't Have to Show You Their Damn Hand Stamps

By *Emma Silvers*

Tuesday, Oct 28 2014



*Photo courtesy of Slim's Presents
The Music Box in the 1930s*

San Francisco has always had its ghosts.

There's the legacy left behind by family man Charles Manson, of course, and the Zodiac Killer. If you grew up here, you may have been lucky enough to go on a field trip to Mission Dolores as a small child in the '90s and have your docent deliver a detailed examination of every aspect of the church's historical and cultural significance, followed by a curiously brief and vague explanation of the small graveyard out back full of tombstones bearing Native American names. Any questions, kids?

As of this writing, news is circulating in sad emoticon-filled Facebook posts that the Lexington Club, one of San Francisco's last standing lesbian bars, will soon be closing — joining Cafe du Nord, Esta Noche, and a slew of other homey, now-glorified neighborhood bars and venues that have fallen victim to a changing San Francisco, casualties in the ongoing rent explosion.

Claire Brouwer, an owner and general manager, swore to *SF Weekly* in 1999 that a ghost had triggered the security alarm, then picked up and moved her purse and briefcase while she was working alone early on a Sunday morning. That same year, she and other staff members decided to consult a psychic, who reported that there were 30 to 40 spirits who called the place home — including one who dreamed of being a rock star and was hanging around the GAMH to, you know, break into the biz.

One theory goes that construction happened so quickly after the earthquake and fire in 1906 that dead bodies were never recovered from the wreckage of the saloon that had previously stood there. A caretaker who lived in the building in the year prior to GAMH opening in its current form — around 1970, after 859 O'Farrell's short-lived stint as a French restaurant, which was eventually taken over by the feds and padlocked because of failure to pay taxes — was said to have slept in the dumbwaiter because he was so terrified of the voices and figures that appeared at night.

"We know it was a gentlemen's club of some kind with a secret entrance in the back for carriages to come in. Who knows what may have happened in that building?" says house manager Fred Barnes, whose eeriest story took place when he was downstairs after a show at about 3:30 in the morning. Certain that he was alone, he suddenly saw a man in a long blue coat walk out of one of the dressing rooms and toward the bathroom. "I watched him go down the hall for about eight seconds, and I remember thinking, 'Well, if this is a band member or something, I'm not going to confront them in the bathroom. So I waited a while, and eventually went in there — nobody at all.'"

Barnes doesn't sound quite as spooked as some of his colleagues. But when you're there late by yourself and you're the one who has to turn all the lights off and walk through the darkened room to leave — yeah, things feel a little unsettled. "Let alone the fact that when you get outside," he adds, "you're in the Tenderloin."

Then there are the Duke Ellington stories, most of which revolve around a storage space Ellington used as his dressing room during his April 1973 run at the club — the normal green room is only accessible by the stairway at the back, and on the advice of his doctor, the bandleader, then 74, was to avoid steep places where he might fall, says Brenkman, who's been behind the board at GAMH since 1972.

"[Ellington] was immediately booked for a return engagement the next year, but he died before the scheduled replay," he explains. "After that, people 'saw' or sensed his presence in that room several times. One employee said they saw his face in front of them when they first came into the club, but it turned out no one was actually there."

(He notes that Count Basie also used that room when, in his later years, he was using a motorized scooter. However, he says, "To my knowledge, the spirit of the Count has yet to make an appearance.")

Meanwhile, Brenkman laments that while he's heard all the stories in his 42 years and counting at GAMH, he hasn't had any run-ins with dead people himself.

<http://www.sfweekly.com/music/feature-music/the-great-american-music-hall/>

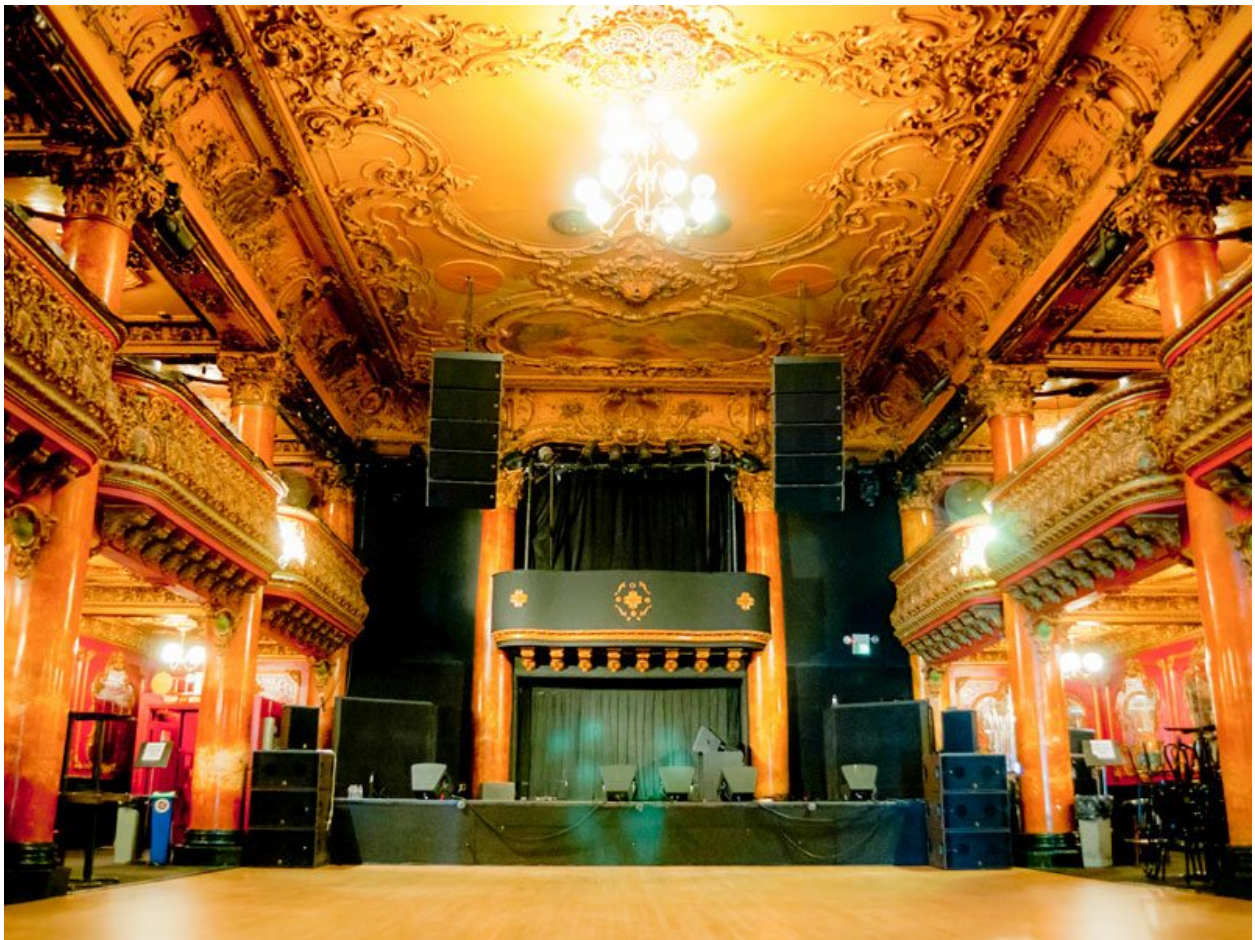
SF WEEKLY

The Great American Music Hall

Prostitutes, tax evasions, and the dotcom boom.

Jessie Schiewe

Wed Mar 15th, 2017 5:51pm



The molding and Italianate decor are all-original and in tip-top condition at Great American Music Hall. (Photo by Eric Pratt)

The Great American Music Hall has a long history of being what sound engineer Lee Brenkman calls “a fairly disreputable place.”

A crooked politician named Chris “Blind Boss” Buckley, who also owned the hotel next door, opened the venue in 1907. He named it Blanco’s after a notorious Barbary Coast bordello, and operated it as a gathering space for men looking to gamble, drink, hear live jazz, and hire prostitutes.

“It was a cafe for gentleman, which pretty much means the same thing as a gentleman’s club does now,” says Brenkman, who has worked at Great American since 1972. “If young gentlemen of means came in without a date, one could be provided and added to the check.”

In fact, in recent years, during a heavy-duty cleaning, wallpaper etchings of ancient women of Pompeii doing what Brenkman calls “the nasty” were found on the ceiling of an old smoking room.

The Hall’s next owner, Sally Rand, was as ribald as Buckley. A burlesque dancer made famous by her erotic feather and bubble routines, Rand renamed it the Music Box and performed her lascivious dances at the venue. Back then, the dance floor was recessed and there was a small platform elevated above the main stage with curved staircases on either end connecting to the floor. Rand would dance on top, the band would play on the main stage below her, and the chorus girls would fan out along the stairwells. There was also a secret lounge upstairs called the Blue Room, where you had to know someone to get in.

After World War II, the Hall changed hands a few times. For a while, it was a jazz venue called the Cotton Club that made what was then a groundbreaking decision to have a mixed-race house band. In the ’50s, it was a meeting house for the Loyal Order of Moose.

Things started to spice up in the ’60s, when a French restaurateur named Charles Robert bought the space. Already the owner of a restaurant near the Embarcadero that was named Charles, Robert had high ambitions for his second eatery, installing a wine cellar below ground and expanding the size of the kitchen to include a stove top big enough to make 50 gallons of soup stock at a time.

Robert was also intent on making his new restaurant as exclusive as possible. The business had an unlisted phone number, and you either had to personally know Robert or the head barman to make a reservation. Lamb, another focal point for Robert, was the only red meat on the menu.

“He believed that Americans didn’t eat enough lamb, and that they overcooked it when they did,” Brenkman says. “If you ordered it any other way than medium-rare, he’d throw you out.”

Robert’s reign ended when the government began investigating him for tax evasion, and he simply disappeared one day, never to return. The venue was shuttered, and eventually new owners bought it through an IRS auction. Years later, Brenkman says,

the Feds finally caught up with Robert, who, at the time, was working as a dishwasher at a casino in Tahoe.

Like its previous owners, the Hall's new owners wanted to run it as a jazz club, but the dwindling number of attendees who came soon forced them to broaden their musical scope. Folk singers and rock bands were added to the bill, and the venue was able to nab acts like Journey, B.B. King, and Van Morrison. Dozens of live albums were recorded there during that time, including the Grateful Dead's *One From the Vault*. A young Robin Williams also made some of his earliest stand-up comedy appearances there. Brenkman recalls seeing a cheetah on a leash during a private party in the '80s, and rabid concertgoers scaling fire escapes and breaking through the building's skylight to get into what they believed was a secret Grateful Dead show. (It was not.)



Picture 1 of 8

Tinted postcards from the days when Great American Music Hall was a gentleman's club called Blanco's.



Picture 2 of 8

The molding, detailing, and lighting fixtures at Great American are all original.

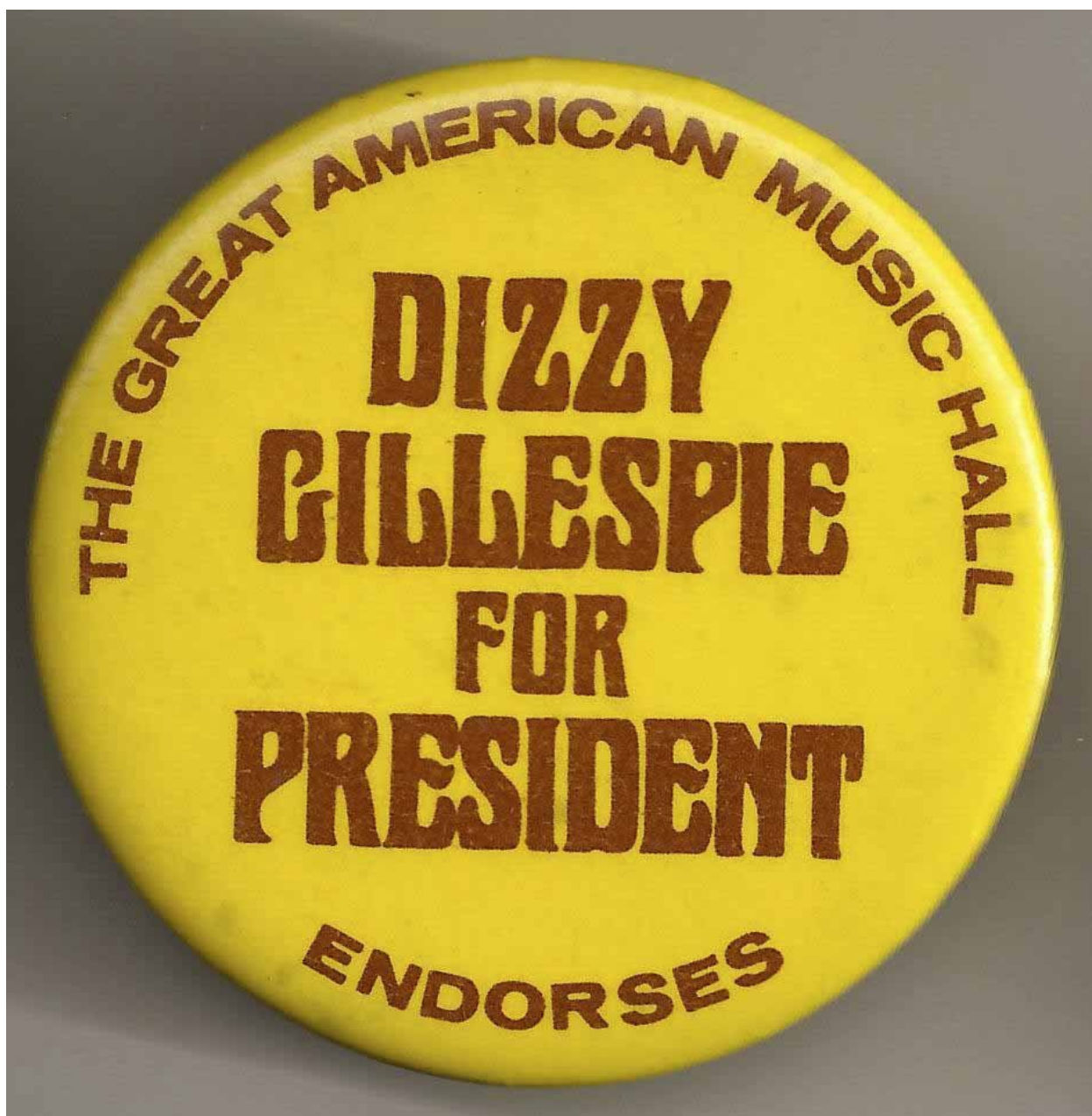


Picture 3 of 8

Charles Robert, a restaurateur who ran a French restaurant in the space in the '60s, added 'C's throughout the venue.



Picture 4 of 8
Vintage wallpaper found in the downstairs gambling room depicting turn-of-the-century San Francisco.



Picture 5 of 8

Dizzy Gillespie was a regular performer at Great American.



Picture 6 of 8

Lee Brenkman, Great American's longest-working employee who has been handling the venue's sound system since the early 1970s.



Picture 7 of 8

In the 20s and 30s, the Blue Room was a private club. Now it's Slim's offices.



Picture 8 of 8

When Sally Rand owned the venue (then called the Music Box), exotic, risqué performers of all ilk performed at the venue.

After a lengthy divorce and roughly three decades of running the place, the owners sold the venue in 2000 to a music startup called Riffage.com for a purported seven-figure sum. Thanks to the dotcom boom and Riffage's grandiose plans — which included starting a website, producing and streaming live shows, and forming a record label — the company ran through its money in a matter of months and went bankrupt.

Great American Music Hall wasn't on the market for long. Although House of Blues came and looked at the property, it was Slim's who eventually purchased it in 2002.

Today, its nefarious past is all but forgotten, and it is now a hub for indie outfits and singer-songwriters. Bands like The Black Lips, Arcade Fire, Bastille, and The Soft White Sixties have played there, as well as solo acts like FKA Twigs, Dev Hynes (of Blood Orange), and St. Vincent.

Other than that, little else has changed. The Blue Room is still there, although now it houses Slim's offices, and the murals on the ceiling and the outdoor marquee are still in their original condition. In fact, if you look closely enough, you can even still see the blue Cs that Charles Robert painted in the corners of the ballroom, way back when.

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-078
Business Name: Russian Hill Bookstore
Business Address: 2162 Polk Street
District: District 3
Applicant: Carol Spencer, Owner/Sole Proprietor
Nomination Date: March 9, 2017
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? ☒ Yes ☐ No

2225 Irving Street from 1974 to 1975 (1 year)
2161 Irving Street from 1975 to 2001 (26 years)
2230-2234 Polk Street from 1993 to 2017 (24 years)
2162 Polk Street from 2017 to Present (0 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? ☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

NOTES: In 1974, Sunset Bookstore opened at 2225 Irving Street. In 1993, Russian Hill Bookstore opened at 2234 Polk Street in partnership with Sunset Bookstore. The two stores were consolidated as one business called Russian Hill Bookstore under the sole proprietorship of Carol Spencer upon Russian Hill Bookstore's opening in 1993. Russian Hill's founding year is therefore 1974 as demonstrated by the Consolidated Seller's Permit in their Legacy Business Registry application.

DELIVERY DATE TO HPC: May 10, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

March 9, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

I am writing to nominate Russian Hill Bookstore for inclusion on the Legacy Business Registry.

Russian Hill Bookstore has provided books, cards and toys to San Francisco residents and visitors for over two decades. The owner, Carol Spencer, is a veteran in the book business with over 40 years in the industry. She opened her first shop, Sunset Bookstore, in 1974. Over the course of the next couple of decades it evolved into the Russian Hill Bookstore. The store has been at its present location since 1993. Equipped with a knowledgeable and service-oriented staff, Russian Hill Bookstore continues to be a destination stop for both locals and tourists. Located on upper Polk Street, Russian Hill Bookstore contributes to the communal atmosphere its neighbors have come to know and love.

Russian Hill Bookstore would benefit greatly from being listed on the Legacy Business Registry, and I am delighted to nominate it for inclusion.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
RUSSIAN HILL BOOKSTORE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
CAROL SPENCER		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2230-2234 POLK ST.		(415) 929-0997
SAN FRANCISCO, CA 94109		EMAIL:
		rssnhillb@pacbell.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.RUSSIANHILLBOOKSTORE.COM	FACEBOOK RUSSIAN-HILL-BOOKSTORE	RUSSIAN HILL BOOKSTORE

APPLICANT'S NAME	
CAROL SPENCER	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER - SOLE PROPRIETOR	
APPLICANT'S ADDRESS:	TELEPHONE:
2020 14th AVE.	(415) 305-5359
SAN FRANCISCO, CA 94114	EMAIL:
	BKSUNSET@PACBELL.NET

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0088338	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2225 IRVING ST.	94122	9/13/1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	9/13/1974 - 1975	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2161 IRVING ST. SAN FRANCISCO, CA	94122	Start: 1975 End: 7/31/2001

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2230-2234 POLK ST. SAN FRANCISCO, CA	94109	Start: 1993 End: PRESENT 2017

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2162 POLK ST. SAN FRANCISCO, CA		Start: 2017 End: PRESENT

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

CAROL Spencer 4/26/17 Carol
Name (Print): Date: Signature:

RUSSIAN HILL BOOKSTORE

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

On September 13, 1974, Sunset Bookstore opened at 2225 Irving Street at 23rd Avenue as a general used bookstore serving the Sunset District west of 19th Avenue. In 1993, as part of a plan to expand the neighborhood used bookstore model, Russian Hill Bookstore was opened at 2234 Polk Street in partnership with Sunset Bookstore. The two stores were consolidated as one business under the sole proprietorship of Carol Spencer upon Russian Hill Bookstore's opening in 1993.

The bookshops operated in their two neighborhoods concurrently until mid-2001, when Sunset Bookstore was closed and its inventory of used books and merchandise, as well as fixtures and staff, were merged with that of Russian Hill Bookstore, which continues to serve the Russian Hill/Polk Street neighborhood as the last remaining bookstore, new or used, in the area. The neighborhood used bookstore under Carol Spencer has been in continual operation for the past 42 years. Expectations are for continued operation into the future under the same neighborhood used bookstore model.

When Russian Hill was chosen as the second location for the neighborhood used bookstore by Carol Spencer in 1993, the corridor was brimming with bookstores: the classic/antiquarian Acorn Books, the famous occult and spiritual bookshop Fields Bookstore, Rooks and Beckords, a primarily paperback fiction store, a cookbook/coffee table discount store, and a number of other small bookshops. Today, Russian Hill Bookstore is the only bookstore remaining on Polk Street and one of the only used bookstores left in the greater north end of San Francisco. The closest bookstores are Books Inc. in the Opera Plaza and in the Marina District, City Lights in North Beach, and the San Francisco Public Library's used bookshop Reader's Bookstore. With the loss of over 10 bookstores in the Polk corridor since 2000, Russian Hill Bookstore is now the only used bookstore servicing Polk Gulch, Pacific Heights, Nob Hill, Russian Hill, Fisherman's Wharf, North Beach, Cow Hollow, and Telegraph Hill.

With rental prices for retail spaces in San Francisco continuing to rise, it has become impossible for an independent used bookstore to open from scratch, without the built-up inventory, recognition, and contacts accumulated over 42 years of business.

Russian Hill Bookstore's lease ends at its original 2234 Polk Street location in May of 2018, at which point the landlord will conduct a planned retrofit of the space, during which the shop will be unable to operate. Therefore, finding a new home for the bookstore is imperative. A new location one block from Russian Hill Bookstore's current location, at 2162 Polk Street, recently became available, and has been secured as the new location for Russian Hill Bookstore with a new 10 year lease to begin May 1, 2017. Our current landlord has been generous in his

flexibility of our lease-end date in order to facilitate the smoothest transition possible. With the new lease comes a significant increase in rent. A used bookstore in San Francisco operates on the slimmest of margins. Inclusion on the Legacy Business Registry will provide considerable assistance, enabling Russian Hill Bookstore to remain in business for many years to come.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations for more than six months.

c. Is the business a family-owned business? If so, give the generational history of the business.

Carol Spencer is the original owner and sole proprietor of Russian Hill Bookstore.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Russian Hill Bookstore is currently in a state of change. The original owner and sole proprietor since the business's inception in 1974, Carol Spencer, will retire in June 2017. Ms. Spencer will sell the business to two dedicated and tenured employees. With nearly 20 years of experience working at Russian Hill Bookstore between them, Benjamin Bellouin and Jessica Tsang, apprentices of Ms. Spencer, will uphold the legacy traditions instilled within Russian Hill Bookstore over the past 42 years. In a time when so many old bookshops are closing with the retirement of their long-time owners, it is rare to have successors familiar with the trade willing to extend the life of the business of a bookstore, with very limited financial gains.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The present location at 2234 Polk Street was built in 1913 in the Roman-Renaissance Revival Style. The building is considered a "Category B Building" by the Planning Department.

The new location at 2162 Polk Street is also considered a "Category B Building" by the Planning Department.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Every used bookstore is unique. Through the years, the individual book collection and atmosphere of a particular shop naturally takes on the personality of its neighborhood. It's difficult not to picture Russian Hill Bookstore when thinking of the Russian Hill neighborhood. In

many respects, with our focus on children's titles, art books and note cards, we have come to embody what it means to live in Russian Hill.

Russian Hill Bookstore has a reputation for carrying a large collection of distinctive and unusual book titles that most used bookstores have a tendency not to buy due to their slow turnover.

Over the years, we have developed a particular standing within the trade for our book collections in metaphysics/occult, Freemasonry, pulp paperbacks and art. We have numerous clients throughout the world who procure rare titles from two particular personal libraries that we acquired some years ago, whose collections are still being processed and placed on our shelves: the Orval Graves collection and the Henry C. Clausen collection. Orval Graves was a prominent and influential Rosicrucian and California Freemason based in the Bay Area. Henry C. Clausen was a lawyer, a former Assistant U.S. Attorney from San Francisco and the author of the Clausen Report, an 800-page report on the Army Board's Pearl Harbor investigation.

Two other personal libraries that we purchased recently from notable local personalities were from Doris Muscatine and Alan W. Jones. Doris Muscatine was a local author and pioneering chronicler of California's wine and food culture. Her books, which won many awards, include the classic "A Cook's Tour of San Francisco." Alan W. Jones was the Dean of Grace Cathedral in San Francisco from 1985 to 2009. A good portion of the spirituality and Christianity sections in our shop are currently stocked with titles from Alan Jones' personal collection."

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Over the years, Russian Hill Bookstore has made an effort to participate in community events when possible. Some recent events include the Russian Hill Neighborhood Association's Safety Fair, which was intended as a family friendly event with the participation of both the San Francisco Fire Department and San Francisco Police Department, and a book-release event for Veranda Magazine's latest title, *Veranda the Romance of Flowers*, where we worked directly with the publisher to provide copies for the event. We also worked closely with the wonderful Children's Librarian at the North Beach Branch of the Public Library, the Russian Hill Neighbor's Association, Jennifer Chambliss Bertman, who is a local and New York Times Best Selling Children's Book author, to host an author talk.

Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Owner Carol Spencer is referenced and cited in the trade publication "Book Scouting: How to Turn Your Love for Books into Profit" by Barbara L. Johnson, published by Prentice-Hall in 1981. The fictional bookstore, Hollister's, in Jennifer Chambliss Bertman's children's book series "The Book Scavenger," is based solely on Russian Hill Bookstore. Our bookshop was one of the first bookstores to be highlighted on the used book trade website ABE.com in their 2016 feature of independent used bookstores from around the world.

d. Is the business associated with a significant or historical person?

Local author Herbert Gold is a regular customer of ours, and we have visited his apartment in Russian Hill on several occasions to buy books from his personal library to resell at our shop. A few years ago, actor David Strathairn visited our shop searching for books on how to raise

llamas. New York Times bestselling children's book author Jennifer Chambliss Bertman, author of the San Francisco based series "The Book Scavenger," was a regular customer of ours, and within her Scavenger series the bookshop, Hollister's, which plays a pivotal role in the story's narrative, was based on Russian Hill Bookstore. Our shelves are populated with rare titles from the book collections purchased from the libraries of influential local personalities Orval Graves, Henry C. Clausen and Carl Djerassi. Adah Bakalinsky, author of the popular local guidebook "Stairway Walks in San Francisco," is another regular customer. Adah comes in often to sign a stack of her books that we keep near the counter, and to purchase the occasional greeting card.

e. How does the business demonstrate its commitment to the community?

Used books are purchased from the people of San Francisco who bring them in to sell over the counter, or make an appointment for a house call. Russian Hill Bookstore is one of the few bookstores left that still make house calls. It is a necessary service for the elderly, as well as a service toward the preservation of the libraries and book collections of San Francisco's citizens.

It is these books and libraries that we are buying today, and those books collected over the past 42 years of business in San Francisco (many of which still line our shelves), that embody Russian Hill Bookstore's strongest legacy to the city. These books are the intellectual ashes of their previous owners, and by extension the intellectual ashes of San Francisco itself. These ashes rest at Russian Hill Bookstore, waiting to be picked up and scattered among a new generation.

f. Provide a description of the community the business serves.

Bookstores have always been a part of the intellectual infrastructure of a community. They are a community center and gathering place for its neighbors and tourists. Every neighborhood should have at least one independent bookstore. Over the past year not a day has gone by without numerous people expressing their concern and support for the future of Russian Hill Bookstore. We provide books and staff for special events organized by the Russian Hill Neighbors Association, and organize board game nights for the community. In a recently released book for young readers titled "The Book Scavenger" by Jennifer Chambliss Bertman, the used bookstore in San Francisco frequented by the main characters is based on Russian Hill Bookstore. We are a destination spot for book lovers and note card buyers, generating business for the many restaurants and bars that share our neighborhood. We have watched children grow up and bring their own children into our store. The bookshop has even hosted a wedding for a couple who met between our shelves. In many respects, we believe that Russian Hill Bookstore is the heart of the greater Polk/Russian Hill/Nob Hill area, reminding San Franciscans and tourists of what San Francisco once was, and what it can still be.

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

The present location at 2234 Polk Street was built in 1913 in the Roman-Renaissance Revival Style. This building, as well as the new location at 2162 Polk Street, is considered a "Category B Building" by the Planning Department.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Russian Hill Bookstore is the only bookstore remaining on Polk Street and one of the only used bookstores left in the greater north end of San Francisco. As used bookstores are quickly becoming a relic of the past, those that remain increasingly become destination spots for tourists and locals. The loss of Russian Hill Bookstore would negatively affect the other small businesses and restaurants in the neighborhood should those book seeking tourists no longer have a point of reference found in Russian Hill to dictate their journey.

With our collection of note cards, journals, board games, children's toys, stationary, calendars, gift wrap, etc., we have become a reliable staple for the community as a one-stop shop for gifts and everyday items. There is no other local business that offers the same variety, and Russian Hill Bookstore's closure would force local residents to travel outside of their neighborhood to procure everyday necessities.

CRITERION 3

a. Describe the business and the essential features that define its character.

Like its mother store in the Sunset, Russian Hill Bookstore was opened with the intention to blend seamlessly into its neighborhood. The business model for each location was the same: an inventory of curated and hand-picked used books bought from and sold to the people who live in the neighborhood, and the greater San Francisco area. The shop is continuously modified to meet the needs of its neighbors, and to act as a gathering place for the exchange of ideas, small business, and that particular nostalgia one feels when entering a used bookstore. Russian Hill Bookstore, with its general used books, new books in classics and best-sellers, antiquarian and rare books, children's books and toys, the largest and most varied note card collection in the Bay Area, calendars, board games, journals, gift wrap, etc., is the type of general store that meets the daily needs of the community, but which is rapidly becoming extinct.

Russian Hill Bookstore is also well known for having the largest, most varied and unique collection of notecards in the Bay Area. Notecards were first introduced at Sunset Bookstore, where at the time they were exclusively blank cards and postcards by classic photographers and illustrators. At Russian Hill, the notecard selection significantly expanded. We carry over 500 individual card lines, the majority of which are from small, local artists and printers, providing a market space for the city's small note card and merchandise businesses. Our theory is that there is a close relationship between the recorded thoughts found in the books that line our shelves, and the potential thoughts that will fill our blank notecards. Russian Hill Bookstore is an interactive store committed to the written word, whether it be printed between the covers of books or hand-written by the community.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

As it has always been, and as it will be at its new location, Russian Hill Bookstore remains that classic and vintage used bookstore that an older generation once took for granted, but that has now become an uncommon beacon of nostalgia. It is designed to look and operate the same as its 1970s mother store, Sunset Bookstore. Tall pine bookshelves line the walls nine feet high,

with the top shelves holding antique sets and mammoth bindings. Ladders and library stools are scattered around the store, and the classic discount book bin rests out front. Rare and antique editions are kept in locked cabinets or tucked safely behind the front counter. The original stocking of spine out single copy books is done, as the shelves hold a maximum number of titles, similar to old library stacks. Comic books, vintage sheet music, old black-and-white photographs, cookbooks, genre fiction, history, science, philosophy, religion, one of the largest art book collections in the Bay Area, a large collection of books on Freemasonry, metaphysics and occult, etc. all can be found at Russian Hill Bookstore.

How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

We continue to use the same tall oak bookshelves that have been with Russian Hill Bookstore since its inception in 1993, with many of the fixtures and shelves coming over from Sunset Bookstore upon that shop's closing, and dating back to 1974 – including our discount book bin that rests outside the shop. The new location at 2162 Polk occupies a space with a beautifully exposed, vaulted wooden beam ceiling. At our new location, we plan to have a mural painted on our book bin and one interior wall, to be produced by several local artists.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.

Documentation to Support Claims of Historical Narrative

Bookstore Map Legend

1. Alexander Book Company – 50 2nd St.

Expansive bookstore, sells exclusively new books.

2. Argonaut Vintage Books – 786 Sutter St.

Bookstore dedicated to Western American history, featuring rare photos, maps & reference volumes.
Sells Antiquarian used books.

3. Books Inc. - 2251 Chestnut St.

Local chain bookstore, sells exclusively new books and sidelines.

4. Books Inc. - 601 Van Ness Ave

Local chain bookstore, sells exclusively new books and sidelines.

5. Book Passage – Ferry Building Marketplace

Bookstore featuring new copies of books, also hosts many community events and classes.

6. Booksmith – 1644 Haight St.

Bookstore and event space, carries exclusively new copies.

7. Browser Books – 2195 Fillmore St.

Bookshop, sells new copies only, carries a broad selections of literary genres.

8. Chronicle Books – 165 4th Ave in the Metreon

Modern Bookstore, sells only new books published by Chronicle Books.

9. Chronicle Books – 1846 Union St.

Modern Bookstore, sells only new books published by Chronicle Books.

10. City Lights Bookstore – 261 Columbus Ave

Historic Bookstore, sells exclusively new books, specializes in Beat-era roots, poetry & mainstream books.

11. Forest Books – 1748 Buchanan St.

Bookshop selling new & used books spanning modern fiction, world literature & Eastern religions.

12. The Green Apple Bookstore – 506 Clement St.

Expansive bookstore carrying a wide selection of literary genres, and music. Sells both new and used copies.

13. Kayo Books – 814 Post St.

By appointment only. Sells vintage pulp fiction & nonfiction, including rare & out-of-print titles.

14. Kinokuniya Bookstore – 1581 Webster St.

Japanese-based retailer known for its collection of Asian books & magazines, plus DVDs & stationery.
Sells exclusively new copies.

15. Louie Bros Bookstore - 54 Washington St.

Chinese language book and magazine store, carries new copies only.

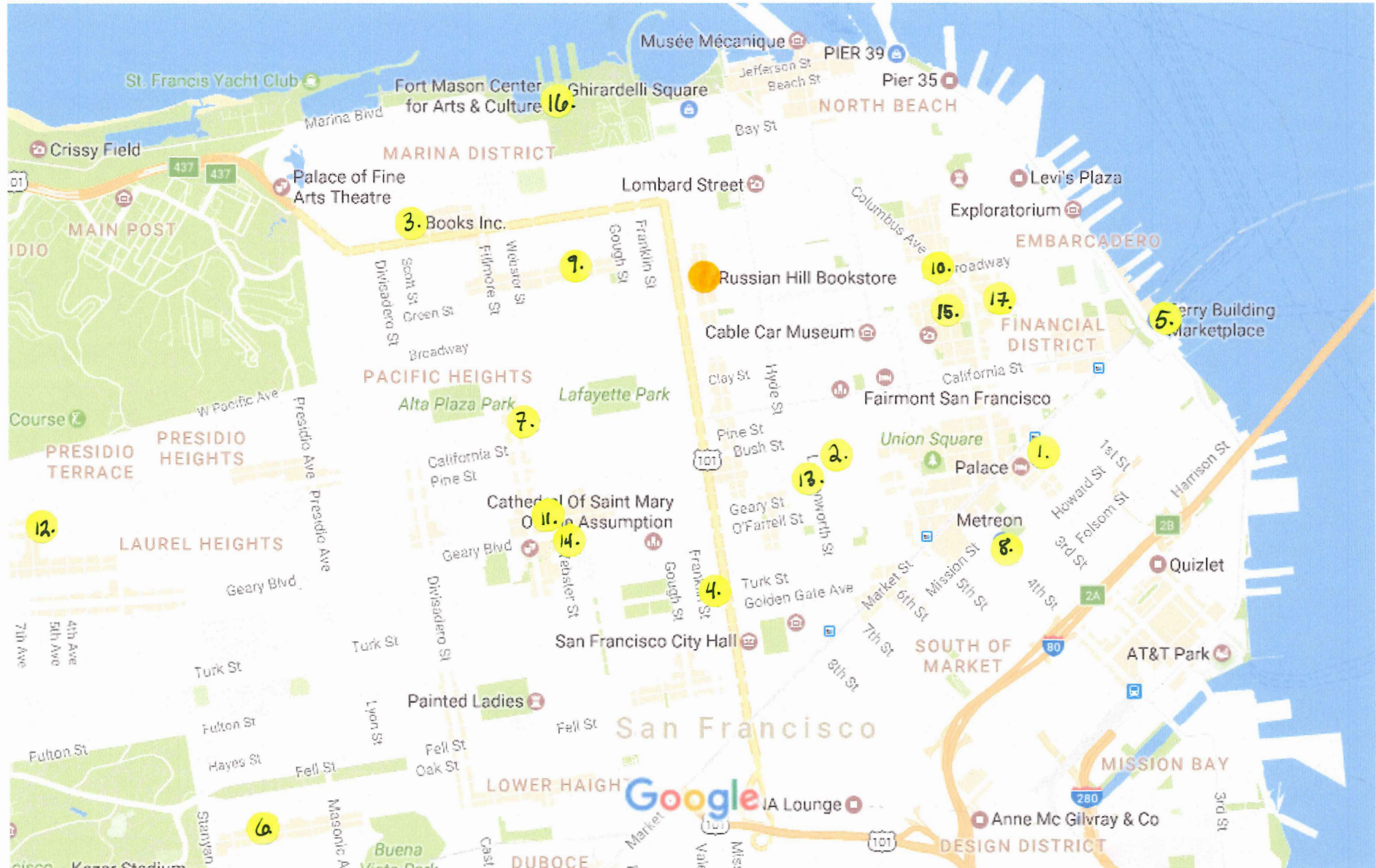
16. Reader's Bookstore - Landmark Building C. Fort Mason Center

Non-Profit Used Bookstore run by the Friends of the San Francisco Public Library.

17. William Stout Architectural Books - 804 Montgomery St

Specialty Bookstore stocking predominately new copies of architecture and design books.

Google Maps All Bookstores



Used Bookstore Map Legend

1. Argonaut Vintage Books – 786 Sutter St.

Bookstore dedicated to Western American history, featuring rare photos, maps & reference volumes.
Sells Antiquarian used books.

2. Forest Books – 1748 Buchanan St.

Bookshop selling new & used books spanning modern fiction, world literature & Eastern religions.

3. The Green Apple Bookstore – 506 Clement St.

Expansive bookstore carrying a wide selection of literary genres, and music. Sells both new and used copies.

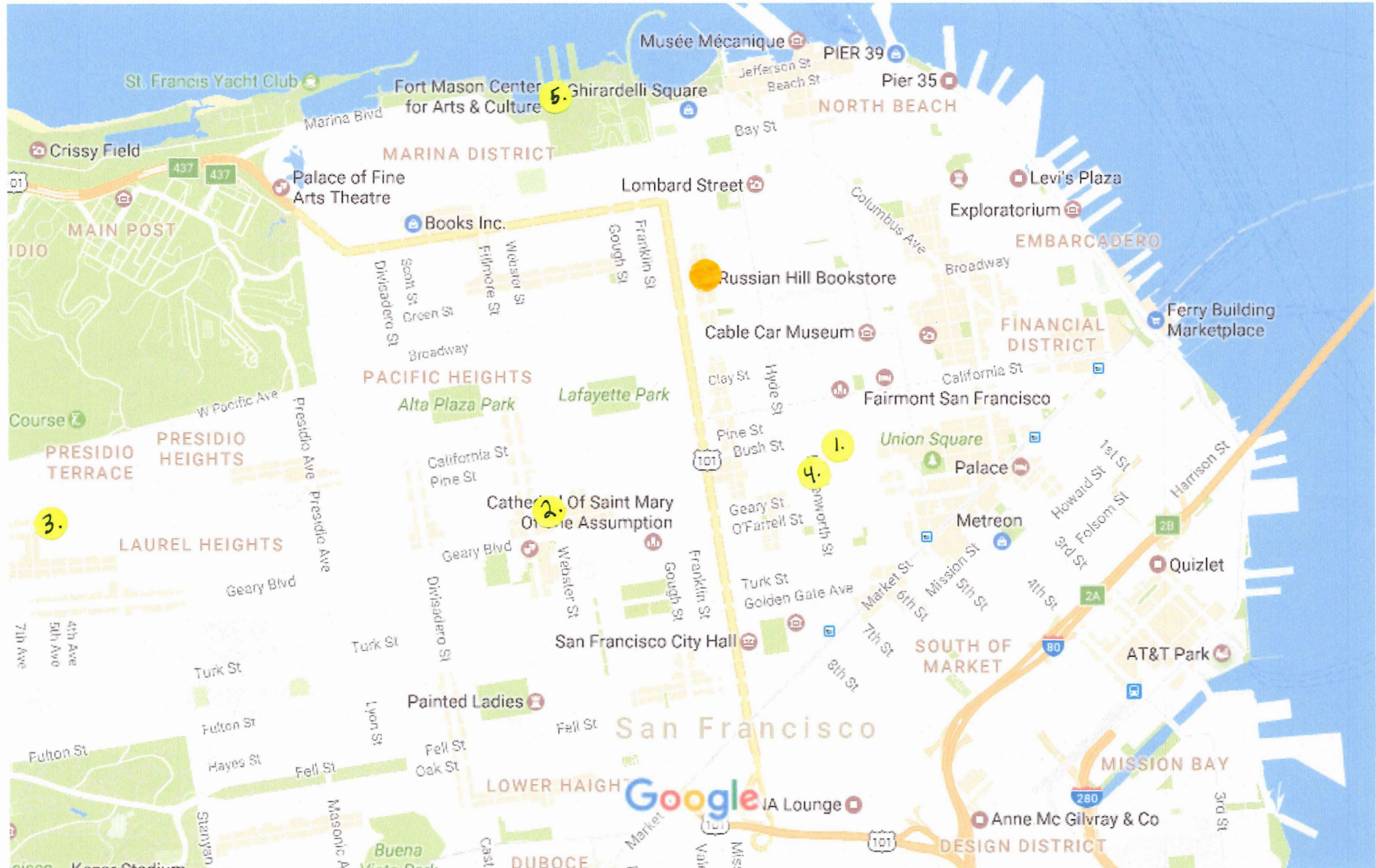
4. Kayo Books – 814 Post St.

By appointment only. Sells vintage pulp fiction & nonfiction, including rare & out-of-print titles.

5. Reader's Bookstore - Landmark Building C. Fort Mason Center

Non-Profit Used Bookstore run by the Friends of the San Francisco Public Library

Google Maps Used Bookstores



San Francisco Neighborhood Map



Above map demonstrates the different neighborhood boundaries of the North Eastern portion of San Francisco. The black stars on the map denote the used bookshops mentioned in the previous map as follows:

- ★ Argonaut Vintage Books at 786 Sutter St.
- ★ Forest Books at 1748 Buchanan St.
- ★ Kayo Books at 814 Post St.
- ★ Reader's Bookstore at Fort Mason Center
- ★ Russian Hill Bookstore at 2234 Polk St.

Section Five:

Supplemental Historical Documents

- **Historic Legal Documents**
- **Photographs**
- **Ephemera & Memorabilia**

CALIFORNIA STATE BOARD OF EQUALIZATION

CONSOLIDATED SELLER'S PERMIT



CONSOLIDATED ACCOUNT NUMBER

9/1/1974 SR X BH 19-635331

RUSSIAN HILL BOOKSTORE
CAROL A. SPENCER
2234 POLK STREET
SAN FRANCISCO, CA 94109

THIS PERMIT DOES NOT

AUTHORIZE RETAIL SALES

IS HEREBY AUTHORIZED PURSUANT TO RULES AND REGULATIONS OF THE BOARD
TO FILE CONSOLIDATED SALES AND USE TAX RETURNS UNDER THE ABOVE
CONSOLIDATED ACCOUNT NUMBER.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS,
OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES
OWED BY THE NEW OPERATOR OF THE BUSINESS.

FOR GENERAL TAX QUESTIONS PLEASE TELEPHONE OUR INFORMATION CENTER AT 1-800-400-7115.

BOE-442-M REV. 10 (6-00)

A MESSAGE TO OUR NEW PERMIT HOLDER

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at www.boe.ca.gov
- Visiting a district office
- Attending a Basic Sales and Use Tax Law Class offered at one of our district offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Information Center at 800-400-7115

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. Conversely, you have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer;

- You have the right to seek reimbursement of the tax from your customer
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the Board
- You are responsible for following the regulations set forth by the Board

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a Board representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, officer, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a Board office, or giving it to a Board representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate office for help by calling toll-free, 888-324-2798 or 916-324-2798. Their fax number is 916-323-3319.


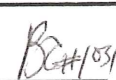
Please post this permit at the address for which it was issued and at a location visible to your customers.

THE STATE BOARD OF EQUALIZATION
Sales and Use Tax Department

POLICE DEPARTMENT PERMIT

CITY AND COUNTY OF SAN FRANCISCO
STATE OF CALIFORNIA

FILE - PERMITS

Permit number 079572	Date granted 03/30/93 AMENDED: SEP 28 1994
TYPE OF PERMIT SECOND HAND DEALER	
Permission is hereby granted to NAME(S) Carol S. Martucci	
LOCATION 2230-2234 Polk Street, S.F. 94109	
BUSINESS NAME "RUSSIAN HILL BOOKSTORE"	
This permit is valid for the person, activity, and location herein designated for the <input type="checkbox"/> DAY <input type="checkbox"/> QUARTER <input checked="" type="checkbox"/> YEAR	
Unless revoked or suspended by the Chief of Police during a current year/quarter or unless the permit is valid only for a specified time, it shall be deemed that application for a renewal has been made at the end of each year/quarter and the application granted under the same conditions, limitations and obligations as originally imposed.	
INSTRUCTIONS TO PERMITTEES: (References on reverse side) You are required to allow any police officer to inspect your premises (Municipal Code, Sec. 81). You may not transfer this permit to another person or allow him to conduct a separate business at a different location than that described on this permit (Municipal Code, Sec. 77). NOTE ANY CHANGE IN OWNERSHIP OR THE ADDRESS OF THE PERMIT HOLDER REQUIRES THAT A NEW APPLICATION BE FILED WITHIN 10 DAYS OF THE DATE OF CHANGE. FAILURE TO CONDUCT YOUR BUSINESS IN CONFORMITY WITH THESE REGULATIONS MAY SUBJECT YOU TO A CRIMINAL CITATION AND REVOCATION OF YOUR PERMIT.	
Pertinent information regarding this permit: STIPULATIONS: 1) Not valid for the sale of any used merchandise with serial numbers, unless accompanied by a Second Hand Dealer-State Permit. 2) No merchandise is to be displayed on the sidewalk.	
This permit is accepted subject to all legal obligations and requirements and to the conditions set forth above.,	Issued by  Chief of Police
Signature of Permittee:	CHIEF OF POLICE 

Registered Business L...

This dataset includes the



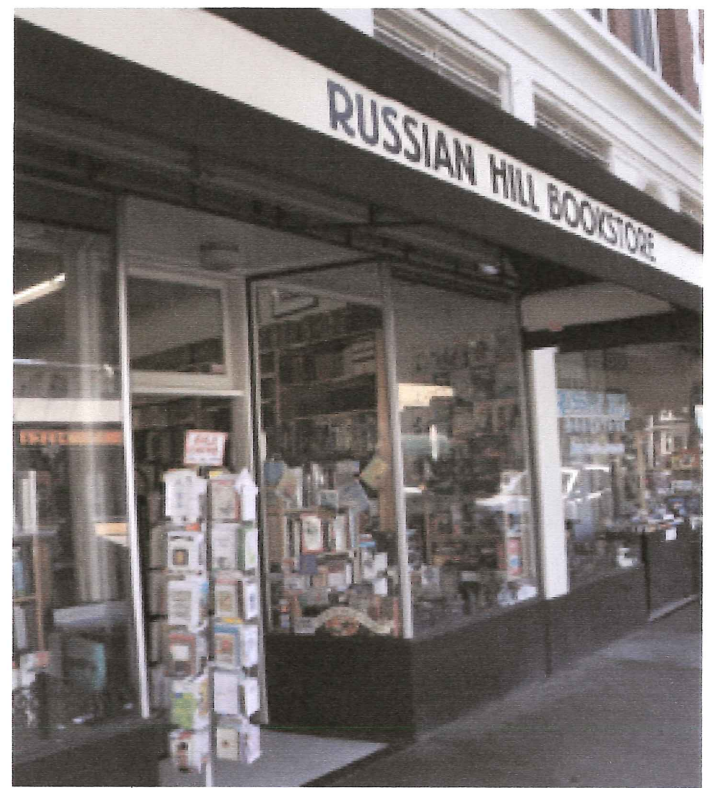
Location Id	0088338-02-001	Mail Zipcode	94109
Business Account Number	0088338	Mail State	CA
Ownership Name	Spencer Carol	NAICS Code	4400-4599
DBA Name	Russian Hill Bookstore	NAICS Code Description	Retail Trade
Street Address	2234 Polk St	Parking Tax	
City	San Francisco	Transient Occupancy Tax	
State	CA	LIC Code	P52
Source Zipcode	94109	LIC Code Description	
Business Start Date	01/01/1975	State 2nd Hand Dealer Jewelry/clothg/furn/books	
Business End Date		Supervisor District	3
Location Start Date	03/01/1993	Neighborhoods - Analysis Boundaries	Russian Hill
Location End Date			
Mail Address	2234 Polk St	Business Corridor	
Mail City	San Francisco	Business Location	(37.797396°,-122.422085°)

Exterior Photos of Russian Hill Bookstore



Above photos show the original awning signs and logo printed across shop windows.

Exterior Photos of Russian Hill Bookstore

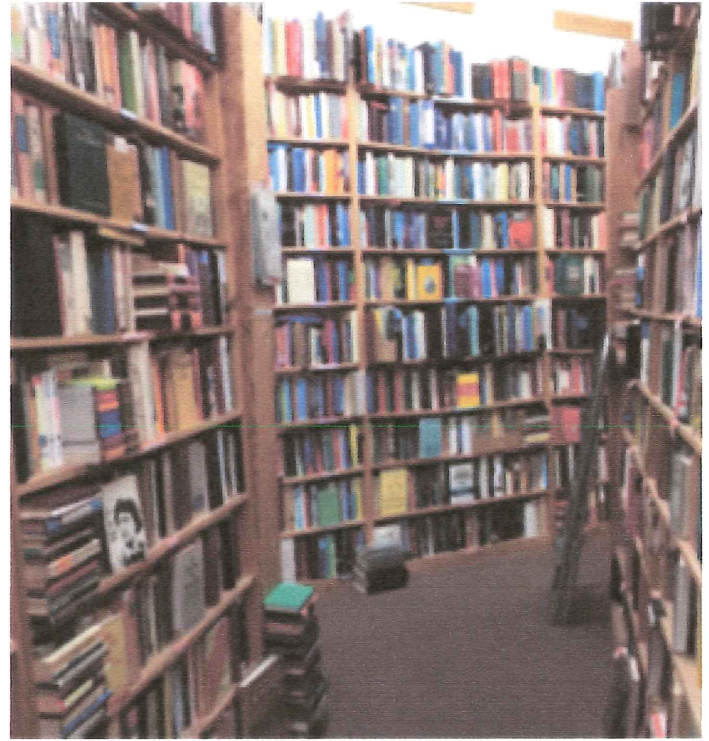
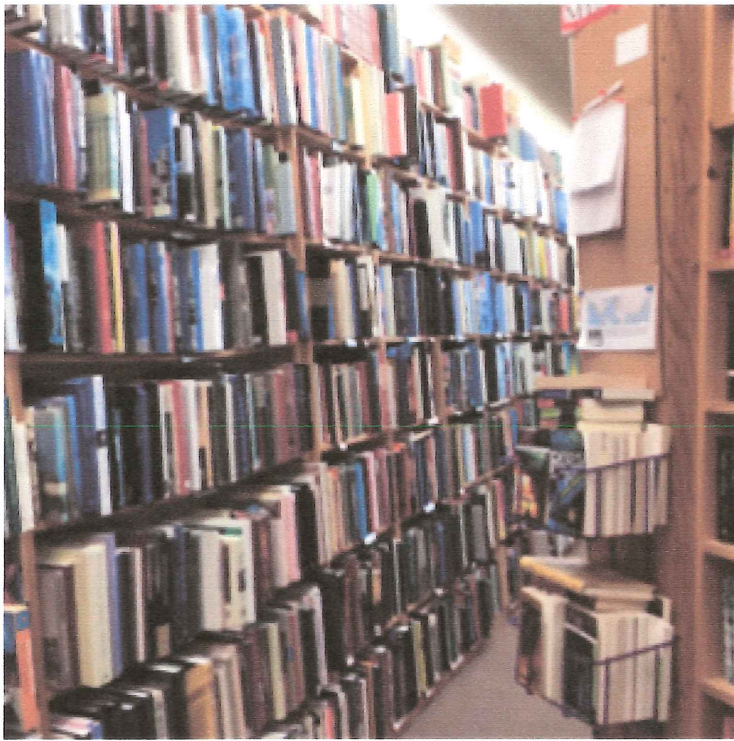


Above photos demonstrate current awning signage, logo printed across shop windows, and classic sale book bin.

Interior Photos of Russian Hill Bookstore

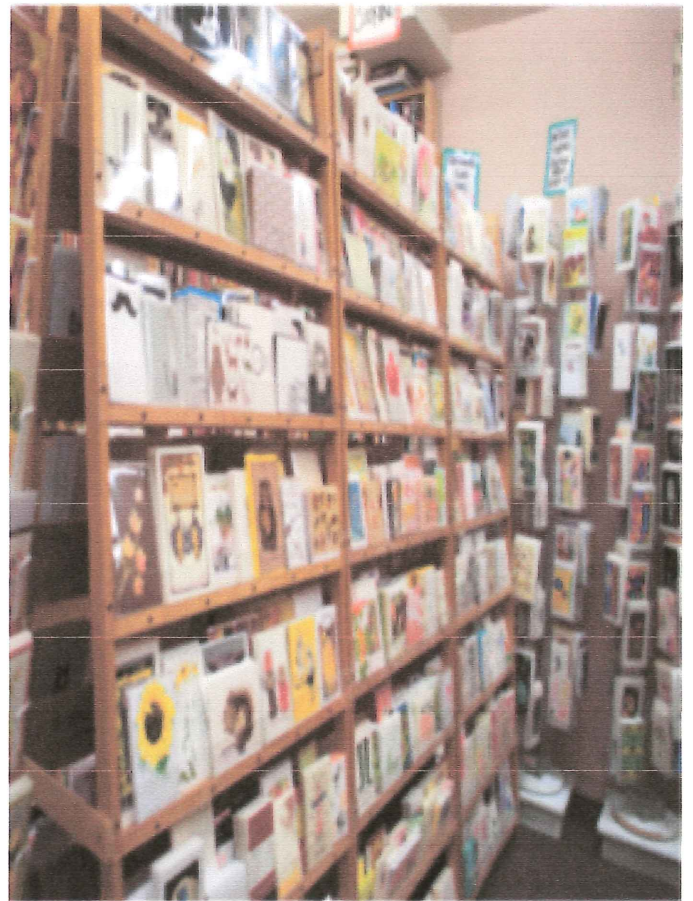
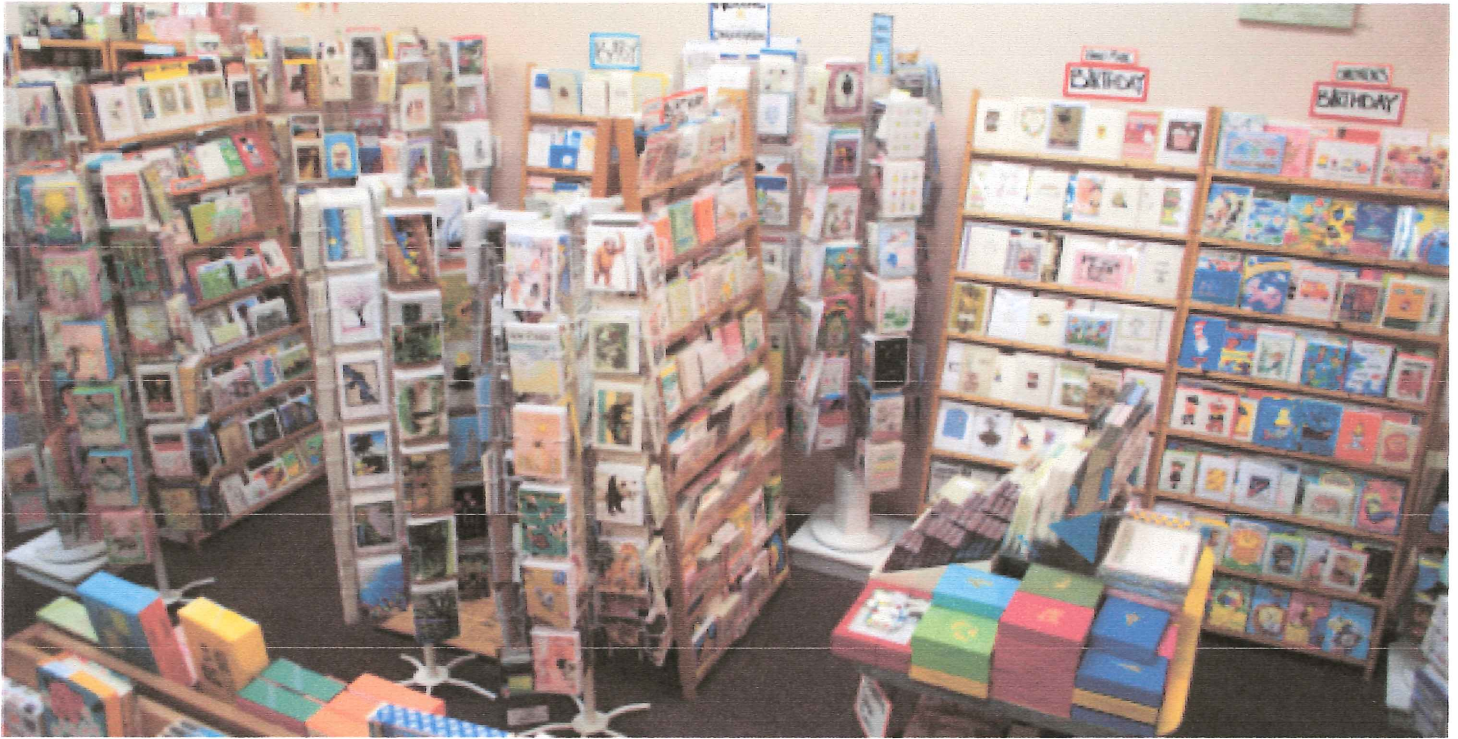


Interior Photos of Russian Hill Bookstore



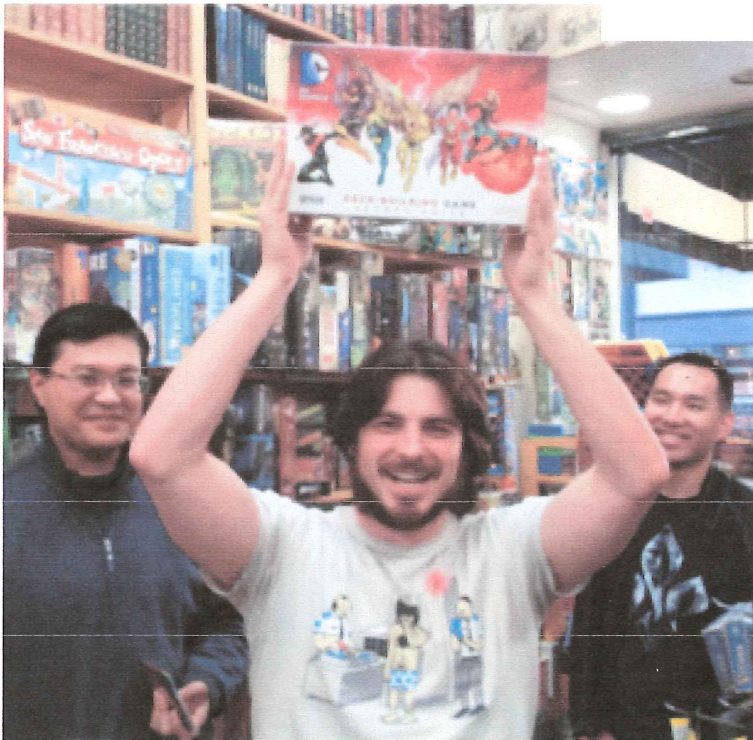
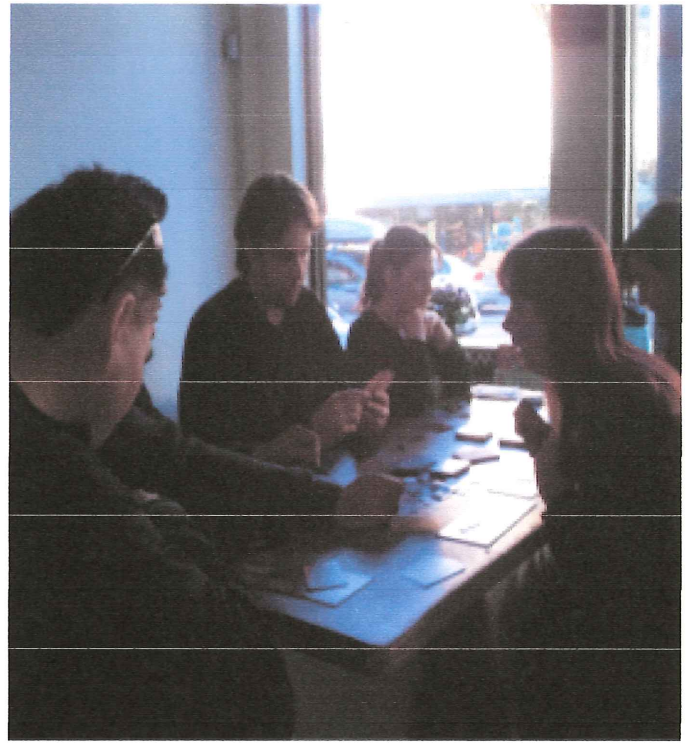
Above photos demonstrate the tall pine bookshelves, spine out single copy stocking, and ladders. genres featured are Art, Literature, Comic Books and Graphic Novels, and the Antiquarian titles above our counter.

Notecard Selection



Above photos show approximately half of our total selection of single notecards. In addition, we offer many styles of boxed notes.

Weekly Board Game Nights



Above photos showcase our long-standing tradition of weekly board game nights. Our staff partners with local cafes and bars for room to hold our game nights in hopes of bringing our community together. Occasionally, we will host events with prizes for our guests.





RUSSIAN HILL BOOKSTORE











ANTIQUE STYLE MAPS

15"

14" x 27 1/2"

USA

EUROPE

BRITISH ISLES

ITALY

EUROPE

FRANCE

WORLD



GET WELL

SMILE

BLANK
BOXED CARDS

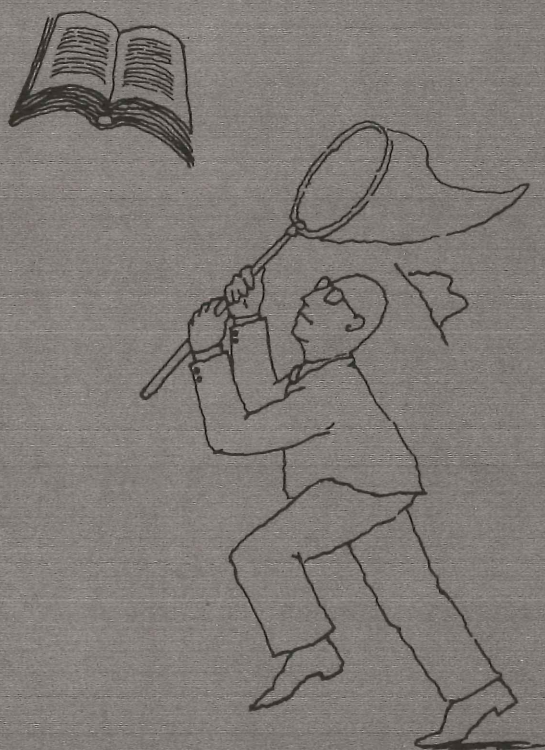
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BARBARA L. JOHNSON

BookScouting

*How to Turn Your Love for
Books into Profit*



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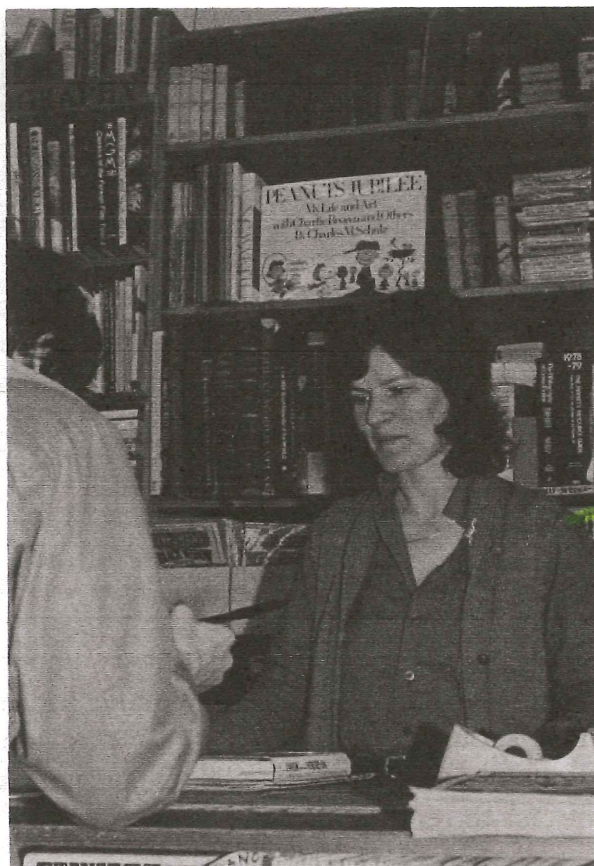
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Working in a used-book shop, waiting on trade, seeing what people buy are the best ways to learn pricing and what will sell.

hours poring over dusty boxes of books, prowling streets in search of garage sales, and going to junkshops trying to track down salable volumes. Book scouts talk to people about the books they are trying to sell, and they listen to the want lists of books that people are

Subject: Community photos!
From: Emily Harrold <emilyharrold@gmail.com>
Date: 3/8/2017 11:46 PM
To: Russian Hill Bookstore <rssnhllb@pacbell.net>



Photos of staff, Russian Hill Neighbors, Children's Librarian from the North Beach Branch, and local author at an event to celebrate her debut San Francisco children's book.



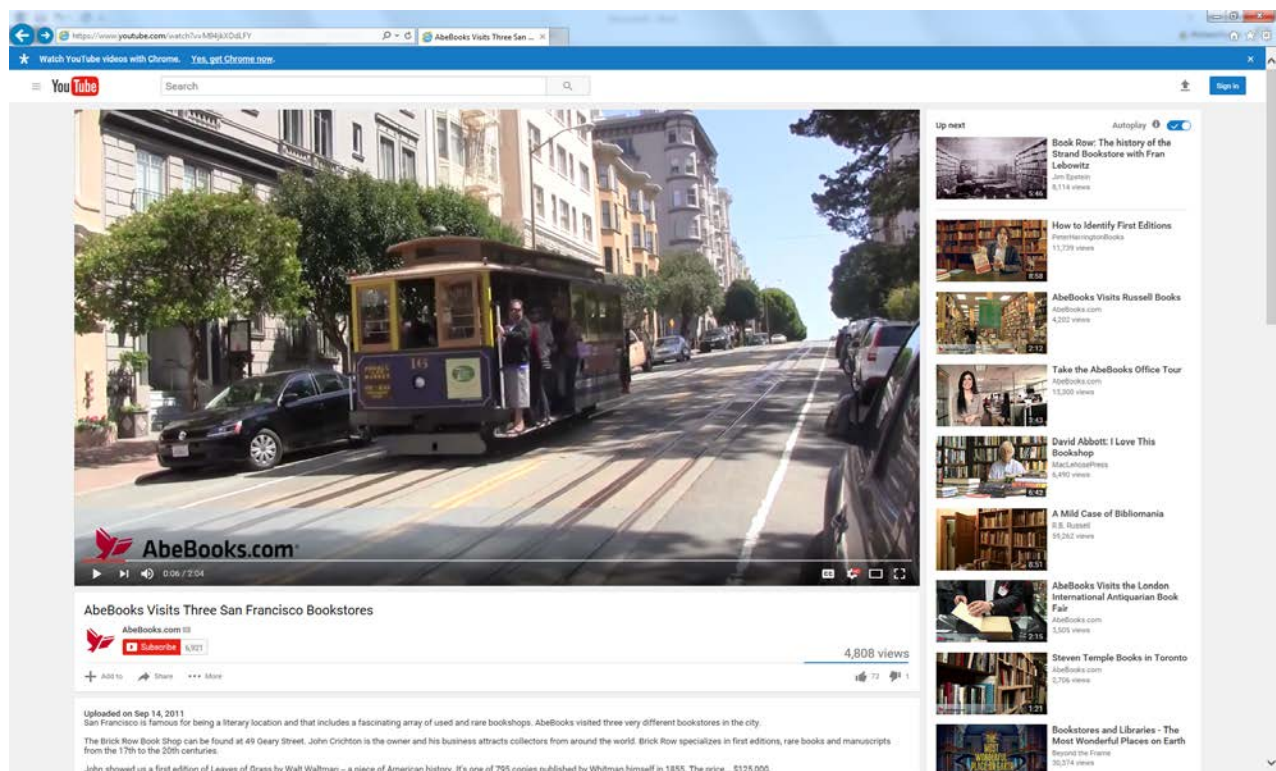
Staff representing the bookstore at the local fire and safety event hosted by the Russia Hill Neighbor's Association at Helen Wills Park on Broadway at Cerkin.



AbeBooks Visits Three San Francisco Bookstores



<https://youtu.be/M94jkXOdLFY>



Uploaded on Sep 14, 2011

San Francisco is famous for being a literary location and that includes a fascinating array of used and rare bookshops. AbeBooks visited three very different bookstores in the city.

The Brick Row Book Shop can be found at 49 Geary Street. John Crichton is the owner and his business attracts collectors from around the world. Brick Row specializes in first editions, rare books and manuscripts from the 17th to the 20th centuries.

John showed us a first edition of Leaves of Grass by Walt Whitman -- a piece of American history. It's one of 795 copies published by Whitman himself in 1855. The price... \$125,000.

He also displayed a letter written by a young John Steinbeck. It contains the line "I am collecting rejection slips from various magazines. I suppose that is part of the trail which one who wishes to write, must travel."

Search the Brick Row's books: <http://bit.ly/qOrJVf>

Next up is the Argonaut Book Shop on Sutter Street in the financial district. Like Brick Row, this shop has a long, long heritage. The Haines family has run this business since 1941. The Argonaut Bookshop specializes in books about history of California and the American West as well as Exploration and ephemera. It's a classic rare bookshop with unexpected gems on every shelf. Prices vary from affordable out of print books to rare first editions with four figure price-tags.

Search the Argonaut Book Shop's books: <http://bit.ly/oES1d7>

Our third recommendation is the Russian Hill Bookstore owned by Carol Spencer. It's a general used bookstore and buzzes with customers and has as a strong community feel. Carol, who has been selling books since the 1970s, offers books covering every genre from pulp paperbacks from the 1950s to cookbooks and modern bestsellers. She's a familiar face to booklovers in this part of town.

Staff are knowledgeable and friendly, and if you are searching for the quintessential American used bookshop then the Russian Hill Bookstore is it.

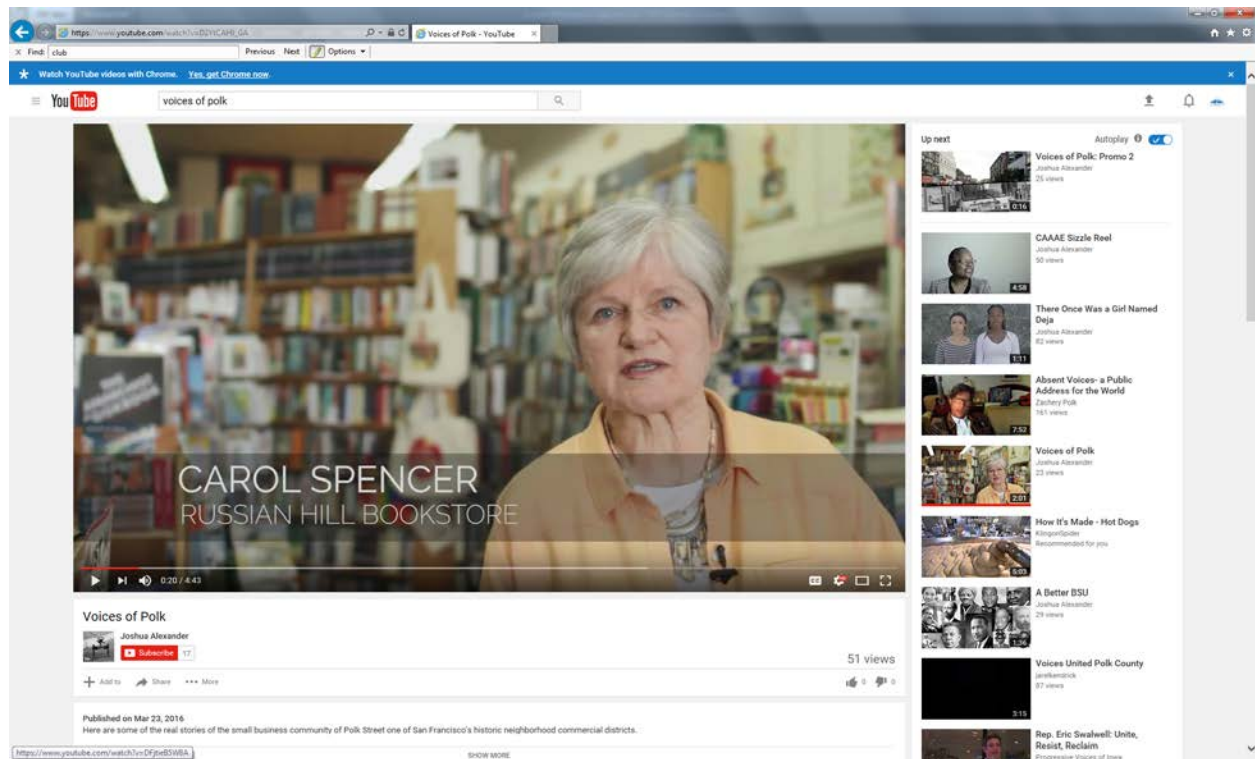
Search the Russian Hill Bookstore's books: <http://bit.ly/ooC5ii>

Visit AbeBooks.com to find books from these three booksellers: <http://www.abebooks.com/>



Voices of Polk Street

<https://www.youtube.com/watch?v=ArX8HL48OtA>



Published on Mar 23, 2016

Here are some of the real stories of the small business community of Polk Street one of San Francisco's historic neighborhood commercial districts.

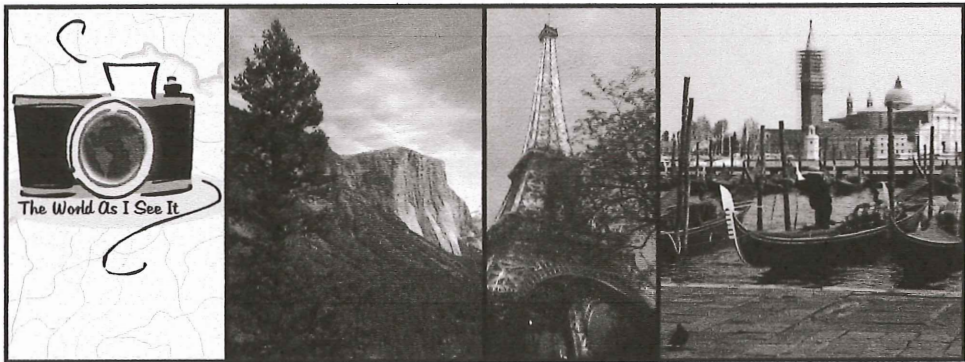
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 2

Best Bookshops on the West Coast

BY STEPHANIE · PUBLISHED MAY 18, 2014 · UPDATED APRIL 8, 2015

“Books are the quietest and most constant of friends; they are the most

NEXT STORY

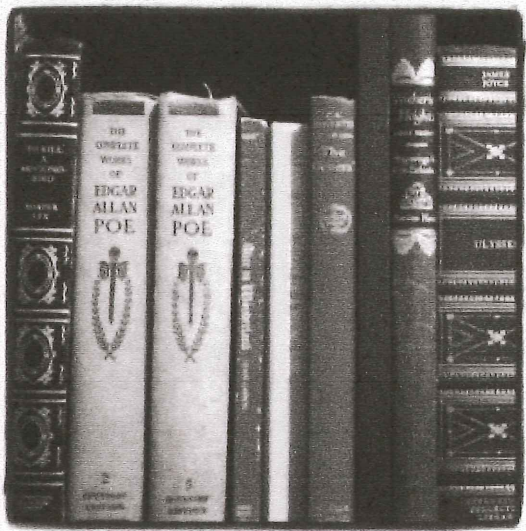
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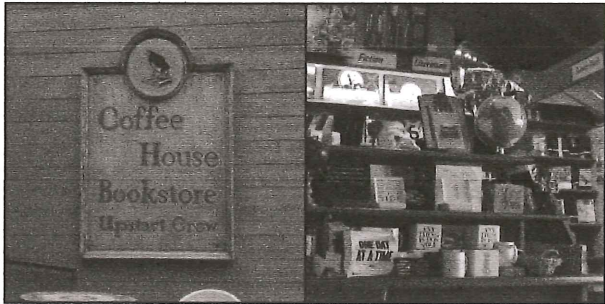
< Writer Wednesdays – Lance Leuven

GET GREAT TRAVEL READS SENT TO YOU VIA EMAIL

*accessible and wisest of counselors, and
the most patient of teachers." ~ Charles
William Eliot*



As like many of those who have a passion for writing I also am a serious reader, but like any smart traveler I'm always trying to save my pennies for the next adventure, so where does my love for reading and my thriftiness lead me? It leads me threw the doors of many used bookshops in search of everything from the classics to mysteries and travelogues to wildlife tales. So, it's no surprise that on my US West Coast Adventure I was in search of some great reads and found some of the **Best Bookshops on the West Coast.**



San Diego's Upstart Crow Bookstore &

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THE GAL BEHIND THE BLOG



Hey there, I'm Stephanie and am the Canadian gal behind The World As I See It. I have a passion for travel, wildlife and the great outdoors! Through my blog I will take you along on my journey exploring my own backyard of Ontario to cities around the globe. I hope you will be inspired to get out and explore!

TRANSLATE

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THEWORLDASISEEIT

The World As I See...
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Coffeehouse

Located in San Diego’s Seaport Village, Upstart Crow is bookstore, café and gift shop. The “Upstart Crow” is in reference to a nasty nickname given to William Shakespeare by a fellow begrudging playwright. I loved the artsy atmosphere with its quirky tables and differing chairs (like out of an Alice in Wonderland Mad Hatter Tea party), there’s always something magical when surrounded by books, a cool vibe and a latte to stir the creative juices. Upstart Crow also has Shakespeare open readings, Open Mic Poetry, a Book Club and live music by local musicians every Saturday night.

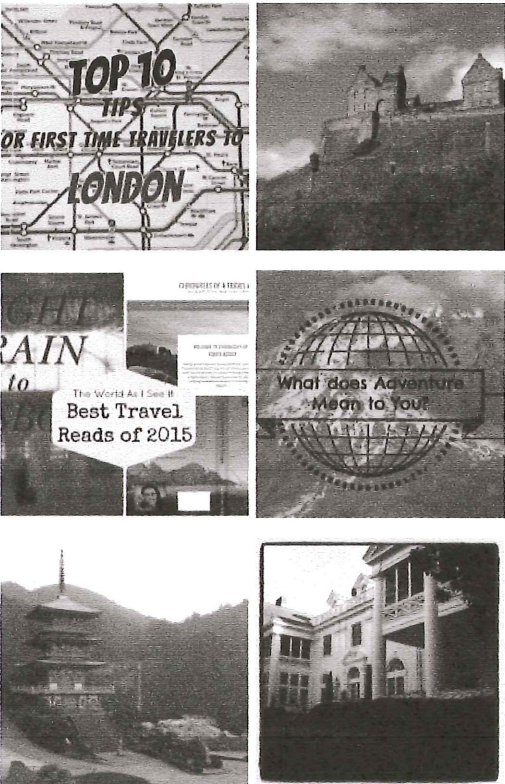


San Francisco’s Russian Hill Bookstore

Located on lively Polk street, Russian Hill Bookstore is the epitome of the classic used bookstore but with added bonuses like a fantastic array of gifts and stationary and new local books. Opened for over 20 years this little gem with floor to ceiling books is also known as the best card store in San Francisco.



MOST LIKED POSTS

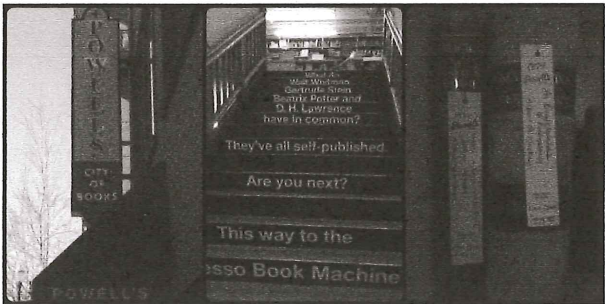


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San Francisco's **The Booksmith**

Located in the eccentric neighbourhood of Haight and Ashbury, The Booksmith is a funky bookstore full of character. From the quirky staff to the colourful chalk art work signs for every theme and genre of books, you'll be pleasantly distracted. The Booksmith is approaching its 30 year mark and is one busy place that has strong community ties. With over 200 events every year, in store and offsite, from book swaps to hosting great authors and even a literary game night – The Booksmith has something for everyone and will surly entertain.




Portland's **Powell's City of Books**

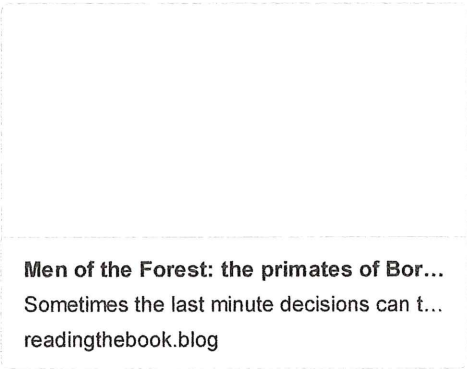
While in Portland I knew I had to visit the World famous Powell's City of Books but I had no idea of just how large and truly spectacular it really was. At four levels high and covering an entire city block Powell's is a book lovers dream world, with over a million new, used and rare books to lay your

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@Reading_TheBook

* NEW BLOG POST * Men of the Forest: the primates of Borneo readingthebook.blog/2017/02/26/men...



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 **Stephanie Mayo**
@LadyoftheZoos

What does Adventure mean to You?
ow.ly/DmtkW #adventure #travel
#WeekendWanderlust



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Stephanie Mayo Retweeted

 **Canada**
@ExploreCanada

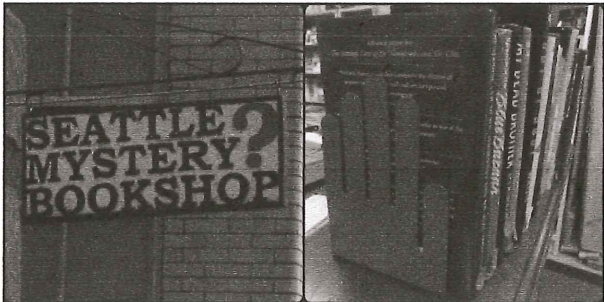
With its narrow streets, Old @quebecregion is an ideal neighbourhood to discover by foot! 📷: zengwish via IG. #ExploreCanada
#QuebecRegion



paws on. With over 40 years in the books, Powell's is a hub of activity with shoppers, browsers and café loungers. A must is a visit to the Rare Book Room on level 3 where you'll find old and out-of-print books and many with a hefty price tag. But it's the antiquated atmosphere that's amazing, shut off from the rest of the store, surrounded by classic bookshelves in what feels like an iconic author's, like Ernest Hemingway's, home library from decades past, you can not help but slow your pace and hold you breath and explore the wonder of these old text.



*Their oldest book is *De Bello Judaica* (*The Jewish War*) by Flavius Josephus and was printed in 1480 – with a price tag of \$12,500



Seattle's Mystery Bookshop

Seattle's Mystery Bookshop is by far the best mystery bookshop I've ever encountered! I was greeted by two lovely and charming ladies (one with a hankering to always read the ending first – of which she is doggedly working on breaking) who truly have a passion for all things mystery! Seattle's Mystery Bookshop has been around for nearly 25 years and was one of

The World As I See It

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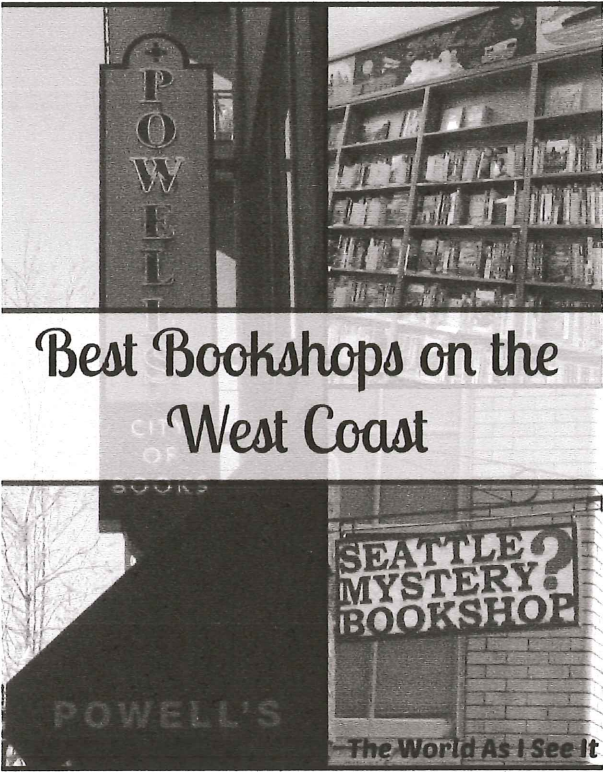
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To search type and hit enter

many used bookshops in Seattle. I loved how they took their decorating of the shop from out of a mystery novel with blood-red tablecloths, fake blood pools and droplets on the floor, bloody handprints on the windows and even in the form of bookends. With an extensive website, entertaining and chuckle worthy blog, and author events and book signings Seattle's Mystery Bookshop take the mystery out of where to shop!

- Twitter
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- Pinterest
- Email
- StumbleUpon

Bookshops to coffeehouses and a side of mystery, I found my fair share of the Best Bookshops on the West Coast and am glad to have found some new favourites, many heavy souvenirs and will always be on the look out for the next good read!



What's your favourite bookshop?

Our blog has moved to a new site. Check it out!

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Bay Area Fun Food Fitness



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Best Bookstores for Kids in San Francisco

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📖 posted in: Books, Fun, San Francisco | 👤 0



Reading is an activity that is fun for all ages and a delight for parents to share with their children. Few gifts in life will have as lasting or beneficial impact as instilling in young minds a love of books and a thirst for learning. Plus few places are as cozy as a bookstore on a cold winter day or a respite from the sun on a hot summer day. Here are a few of our favorites that children and adults alike can enjoy together.

Books Inc.

Marina

Address: 3515 California Street, San Francisco

Phone: (415) 221-3666

Hours: Daily 9am – 7pm

Little tips: Kids events include Pajama Party Storytime (first Wednesday of the month) and numerous story times weekly

Other locations: Books Inc. also has locations in The Castro (2275 Market Street) and in the Marina (2251 Chestnut Street)

This charming bookshop is located in the Laurel Village section of Pacific Heights and boasts an excellent variety of new children’s books. The children’s section is a comfortable place to curl up and read with your children, and helpful staff is always on-hand to offer suggestions and aid in searches. In the unlikely event they don’t have a specific title you are searching for already on-hand, it can be ordered with ease for pickup onsite a later date.

Green Apple Books

Inner Richmond

Address: 506 Clement Street, San Francisco

Phone: (415) 387-2272

Hours: Daily from 10am – 10:30pm

Little tips: Kid friendly book reviews and kid sized seating

This independent bookstore’s mammoth selection of new and used books is meticulously organized by genre and presented over two sprawling floors. Tucked at the back of the store is a sizeable children’s area, in which all holdings are neatly organized alphabetically and by subject in both the new and used sections for easy searching. Carefully hand-drawn pictures and kid-friendly reviews by Green Apple staff adorn the shelves and add to the boundless charm of this wonderful store. Size-appropriate seating for children makes this a truly perfect space for little readers to peruse and enjoy the world through the wonder of books.

Green Apple Books on the Park

Inner Sunset

Address: 1231 9th Avenue, San Francisco

Phone: (415) 742-5833

Hours: Daily from 10am – 10pm

Little tips: Metered parking only

Located in the Inner Sunset, Green Apple Books on the Park (sister store to Green Apple on Clement Street) was first opened in August of 2014. This enchanting new and used bookshop has a whimsically designed and comprehensively stocked children’s section with loads of seating and books for all ages. After working up an appetite stocking up on books, consider heading across the street to the very family friendly Park Chow restaurant for lunch or dinner.

Reader’s Bookstore

Marina

Address: Building C, Room 165, Fort Mason Center, San Francisco

Phone: (415) 771-1076

Hours: Daily from 9:30am – 5:30pm

Little tips: High quality used books; all proceeds benefit the Friends of the Public Library

Run by the Friends of the San Francisco Public Library, The Reader’s Bookstore specializes in high quality used books, DVDs, and music at very reasonable prices. The children’s section is inviting and includes kid-sized chairs for little readers to cozy up and read in or be read to. There is also a small wooden house that doubles as shelving for picture books, which young ones enjoy crawling into with their books. A large percentage of the wares here are in as-new condition and the entire store is clean and neatly organized. Since all books are donated you never know quite what you

will find, but are certain to have a lovely time looking. After loading up on wonderful new books, amble over to the adjoining Goody Café for home baked goods, salads, and a warming cup of tea.

Russian Hill Bookstore

Russian Hill
Address: 2234 Polk Street, San Francisco
Phone: (415) 929-0997
Hours: Daily from 10am – 10pm
Little tips: Metered parking only

Established more than 20 years ago, the Russian Hill Bookstore carries new and used books and contains a relatively small but very mighty children’s section. In addition to a first-rate assortment of books for all ages, this star of a bookstore carries a splendid selection of toys and games too. Russian Hill Books’ location ensures that there is no shortage of places to stop in for lunch or coffee, including Blue Barn and Saint Frank Coffee.

Guest Blogger Natasha Babaian is a writer and photographer whose work has appeared in Insight Guides and Berlitz travel guides and Cape Life magazine. She lives in San Francisco with her husband and children. <http://www.nomadcamera.com>.

Photo Credit: Natasha Babaian

Books Inc, bookstores, Green Apple Books, Green Apple Books on the Park, kids, kids books, Reader’s Bookstore, reading, Russian Hill Bookstore, San Francisco

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SFGATE<http://www.sfgate.com/news/article/Top-20-Bay-Area-independent-bookstores-5867224.php>

Top 20 Bay Area independent bookstores

By Seung Y. Lee Published 1:47 pm, Monday, November 3, 2014

From Moe's in Berkeley to City Lights in San Francisco, bookstores in the Bay Area have played an invaluable part in forging our local literary spirit. Even in the age of the decline of independent bookstores, many still stand strong, thanks to local grassroots support.

We've compiled 20 of the top bookstores that every Bay Area native and newcomer must check out. It may not be a complete census of the high-quality bookstores in the Bay Area, but it serves as a starting point for any book lovers preparing to make a literary pilgrimage.

1. Aardvark Books

Located in San Francisco's Castro neighborhood, Aardvark Books might be the quintessential Bay Area independent bookstore: narrow hallways with towering bookshelves on both sides, an incredible array of affordable used and new books, devoted staff, and yes, even a cat. (*227 Church St., San Francisco*)

2. A Great Good Place for Books

A Great Good Place for Books might have to rebrand itself as A Great Good Place for Books *and* People. Thanks to a friendly, sociable staff and owner, this small bookstore in Oakland's Montclair district is a great place to visit if you're looking for some good company. (*6120 La Salle Ave., Oakland. www.ggpbooks.com*)

3. Alley Cat Books

Alley Cat Books in San Francisco's Mission District embraces the neighborhood's Latino roots by selling books in both English and Spanish. (*3036 24th St., San Francisco. www.alleycatbookshop.com*)

4. Bird & Beckett Books & Records

Bird & Beckett Books & Records in San Francisco's Glen Park is not your traditional quiet, quaint independent bookstore. With live music performances and poetry readings, there's much vitality in this small bookstore. (653 Chenery St., San Francisco. www.bird-beckett.com)

5. Black Oak Books

Once located in North Berkeley, Black Oak Books relocated westward to San Pablo Avenue in 2009. Taking over what used to be a nightclub, the new Black Oak Books building has 30 percent more space than the old building. (2618 San Pablo Ave., Berkeley. www.blackoakbooks.com)

6. Builders Booksource

If you're a builder, architect, gardener, landscaper, designer, etc., visit Builders Booksource, a Berkeley bookstore catering to people with an interest in visual art or architecture. (1817 Fourth St., Berkeley. www.buildersbooksource.com/cgi-bin/booksite/index.html)

7. Christopher's Books

Christopher's Books is the neighborhood bookstore for San Francisco's Potrero Hill residents. Opened in 1991, Christopher's is a quaint emporium that continues to charm old and new customers, locals and visitors alike. (1400 18th St., San Francisco. christophersbooks.com)

8. City Lights

There's no bookstore in the Bay Area more famous than City Lights. As the bookstore that helped publish Allen Ginsberg's magnum opus, "Howl," City Lights is a literary landmark in San Francisco. (261 Columbus Ave., San Francisco. www.citylights.com)

9. Dog Eared Books

On the corner of 20th and Valencia streets in San Francisco, Dog Eared Books is a

tiny Mission bookstore that's been a local favorite since 1992. (*900 Valencia St., San Francisco. www.dogearedbooks.com*)

10. Green Apple Books

Green Apple Books perennially ranks as one of the best bookstores in San Francisco by other outlets and blogs. If you visit, make sure to check out the library-like second floor. They've recently opened a second outlet in the Inner Sunset. (*506 Clement St. and 1231 Ninth Ave., San Francisco greenapplebooks.com*)

11. Isotope Comics

If you've ever visited Isotope Comics in San Francisco's Hayes Valley, you've probably encountered the bookstore's owner, James Sime. Known for his passion for comic books, and eye-catching suits, Sime elevates Isotope as one of the most memorable Bay Area bookstores. (*326 Fell St., San Francisco. www.isotopecomics.com*)

12. Kayo Books

Kayo Books is more than just a regular bookstore: It's a mini-museum, preserving the ethos of pulp fiction, sci-fi, sleaze and pop-culture genres from the 1960s and 1970s. (*814 Post St., San Francisco. www.kayobooks.com*)

13. Linden Tree Books

Linden Tree Books in Los Altos is a must-visit for anyone with little kids. With a plethora of children's books, the bookstore can provide a fun family experience for all age groups. (*265 State St., Los Altos. www.lindentreebooks.com*)

14. Moe's Books

Forever memorialized in the movie "The Graduate," Moe's Books in Berkeley is a historic institution on storied Telegraph Avenue. Moe's provides four floors of books from every genre. (*2476 Telegraph Ave., Berkeley. www.moesbooks.com*)

15. Book Passage

Book Passage has not one but two stores — one in Marin and one in San Francisco — and not only stocks its shelves with great books, but brings in many authors for readings. (*Book Passage Marin, 51 Tamal Vista Blvd., Corte Madera; Book Passage San Francisco, Ferry Building, San Francisco. www.bookpassage.com*)

16. Mrs. Dalloway's

Tucked away in Berkeley's Elmwood, Mrs. Dalloway's bookstore sells many varieties of books, most notably in garden arts. (*2904 College Ave., Berkeley. www.mrsdalloways.com*)

17. Point Reyes Books

Located in Point Reyes Station, Point Reyes Books has plenty of small-town charm and hosts various community events. (*11315 State Route 1, Point Reyes Station. www.ptreyesbooks.com*)

18. Revolution Books

Berkeley wouldn't be Berkeley without some Marxist literature, would it? Revolution Books keeps alive the spirit of the '60s. (*2425 Channing Way, Berkeley. www.revolutionbooks.org*)

19. Russian Hill Bookstore

Russian Hill Bookstore is not only a great visit for its selection of books, but the Polk Street bookstore also sells a wide range of gift cards, stationery and board games, too. (*2234 Polk St., San Francisco. www.russianhillbookstore.com*)

20. Valhalla Books

The exterior facade of Valhalla Books won't impress the casual pedestrian, but once inside, the Mission District bookstore displays an eclectic range of used and new fiction. (*2141 Mission St., San Francisco.*)

Seung Y. Lee is a San Francisco Chronicle staff writer. E-mail:

New Neighbors



Bookworm's delight

Meet the crew at the new Russian Hill Bookstore: standing Carol Leone, Richard Martucci and Carol Martucci; sitting are John Bauman and Sheri Dean. This latest endeavor of Carol and Richard Martucci is now open at 2234 Polk. Carol is a 19 year veteran of the book trade. The bookstore features a wide array of new and used fiction titles with special emphasis on arts & crafts, history, outdoor, religion and cooking books. Custom orders on request. The bookstore also carries a large selection of unusual and handmade cards. It's open every day until 9pm. Call them at 929-0997.

NOBXRUSSIAN

A blog about the neighborhoods of Nob & Russian Hill in San Francisco

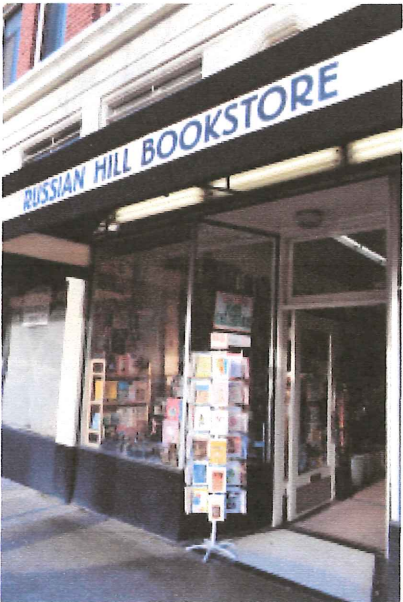
Spotlight: Russian Hill Bookstore

Posted on [March 19, 2012](#) | [Leave a comment](#)

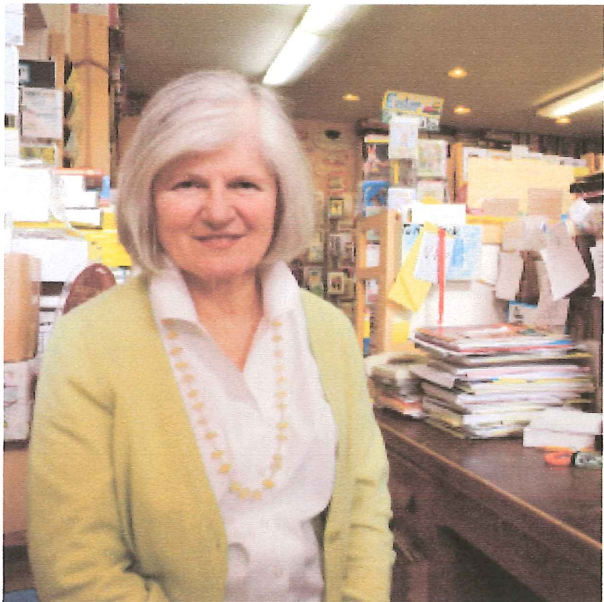
When walking down Polk Street in the popular Russian Hill neighborhood you may stumble upon the treasure of the Russian Hill Bookstore. Known for its broad range of used books and their plentiful greeting cards, there is always something unique to find inside. Located in a prime location the small business owner shares her business secrets of success in the busy city of San Francisco.

“Carol always has just what I need and if not she is always able to get me what I want. I have been coming here for 11 years already and I absolutely love working with her!” said long time customer Barbara P.

Russian Hill Bookstore owner Carol Spencer has been in the used bookstore business since 1974. Her vast knowledge of used books and experience has managed to keep her business alive while others around her have failed. She uses her Master’s degree in Psychology and Theology to connect to her customers on a personal level and provide them with the best customer service.



Located at 2234 Polk Street



Owner Carol Spencer

Businesswoman

With some simple rules to follow she has managed to change careers and became an entrepreneur. Following her success in her first small business venture she opened another store in the trendy locale of Russian Hill. In her busy little store you can find her huddled by her desk answering multiple phone calls from repeat customers or getting information for the next estate sale. Being the owner of a small business is very time consuming and on this Monday afternoon I was able to catch a glimpse of her busy life of being a businesswoman on the go. She sits down and talks about her business strategies and how she fights the use of new technology and the mighty Kindle.

“Carol is amazing with how she is able to connect with her large customer base. She really cares about them and strives to meet their needs. I’m really happy to be here,” said part-time employee Jessica Tsang who has worked with Spencer for the past two years.

Spencer has two full-time employees and four part-time employees who work around the clock with her. She describes them as her family since she works closely along side them day after day and they’re all helping to run her business.

With her own methods of madness Spencer explains how she gets books for her store. The traditional ways of business are people coming in to sell or trade their books, estate sales and “scouting” which is going to antique shops or other bookstores in another city and buying what they can’t sell in their market and making a profit in your market. San Francisco has an immense population so Spencer can sell better than small town stores. She also uses garage and library sales to add to her collection.

Although she collects many new books she rarely accepts donations since they generally do not produce much value to her. Spencer makes it a fact that she does not use online databases like Ebay to check the value of a book but goes off of experience when purchasing. Russian Hill Bookstore does offer books for sale online.

She recommends used bookstore owners to know what subjects they carry, to know your boundaries, know what you are selling and always look at the condition, how often you’ve seen the book and the profit you can make.

From Banks to Bookstores

Born and raised in Illinois, Spencer got her first taste of a small business from her family. Her father had a small radio business and would eventually grow into the television business. Spencer recalls how she would spend a lot of time there and how her father’s shop had the first televisions for sale in her hometown.

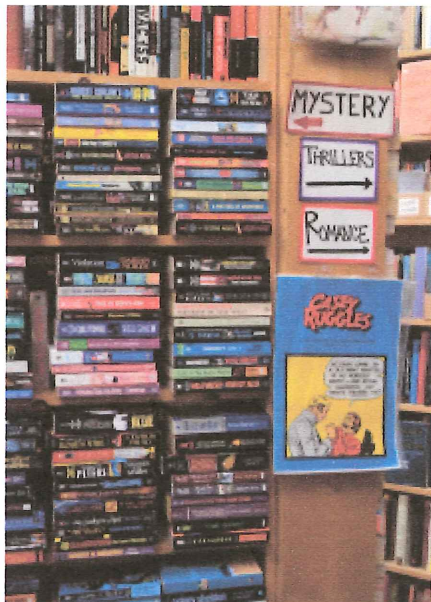
Spencer worked in downtown San Francisco in the bank scene as a Systems Analyst in the early 60s. Having arrived fresh from Illinois she married her college boyfriend and accepted an opportunity to see California. One of her college professors offered the newlyweds if they wanted to drive his spare car to California since he was moving there. The anthropology professor had recently accepted a job at San Francisco State University and was moving that summer. They jumped at the opportunity and drove in 1961 to San Francisco and never looked back.

Having recently quit her job downtown to finish her Bachelor’s Degree she decided to look into another business. It had been two years since she left the banking business and she wanted to try something new. A few of her friends had bookstores and suggested she try her luck with books. **In 1974 she opened Sunset**



Children's Section

Bookstore in the Sunset district in San Francisco with her husband. With great success at her Sunset store she moved onto the idea of opening at another location and started looking.



Different genres available at RHB

Russian Hill Bookstore

Spencer’s second store opened in 1993 in the Russian Hill District. She initially picked Russian Hill because of the foot traffic and the bookstores nearby. Back before she opened the bookstore industry was a little different. People would go to specific neighborhoods and walk around from bookstore to bookstore depending on their specialties. Certain stores specialized in paperbacks while other ranged from science fiction to classical literature. People walked around depending on what they wanted.

“It was a completely different kind of retail environment at that time,” explained Spencer. Yet she chose to stick to the general used bookstore idea. Her original bookstore in the Sunset District was directed towards families and children’s books. Originally she knew she was not going to handle both stores since it was a lot to manage two small businesses. She decided then that Russian Hill Bookstore would become her main store. She closed Sunset Bookstore in 2001

and redirected her focus to her latest adventure.

Running two bookstores didn’t come easy. A year after the opening the travel agency next door closed and Spencer was able to rent it and expand her bookstore. Her family moved into RHB and lived in the back behind the shelves. She recalls her son always complaining about cleaning up.

“Nathan hated comics. Back then we used to sell comics so his job would be to clean and straighten them up. He would yell ‘I hate comics!’ but I always told him that was going to pay for his college education,” laughed Spencer. Her son would go on to become an engineer after he hung around Radioshack after school.

Russian Hill Bookstore also caters to all ages. The biggest event of the year would be Christmas where half of the front store on the right side is filled with boxed sets of holiday cards, toys and books for the occasion. There is also a Clean-Out Sale in January to clear some inventory and make room for new material.

Bookstore Evolution

Spencer credits her main success to her idea of “writer’s eye” where books begin the image and then come the words. One of the main reasons she picked greeting cards were for the images. She believes images provoke emotions and words. By the greeting cards being blank the writer was able to let the images speak to them and help them write whatever they wanted.



Then comes the Kindle. Spencer describes reading as being too one-dimensional. She states that Kindles are too plain and don't let you enjoy the book.

Going through new books from an estate sale

“One of the selling points of books is the cover art. The illustrations that go with the words. You lose all that with a Kindle.”

Spencer goes on to say she will never buy one since books are more than just words. The illustrations are an expansion of words. They help you focus and solidify your words. As technology advances so does the evolution of books. With smart phones and tablets like the iPad coming out people are losing themselves to technology versus the soft paperback book in your hand. She hopes to keep in business by not subjecting to technology but simply showcasing the cover art and the original reason people like books so much: for the imagination.

“If I ever decide to retire and close RHB [Russian Hill Bookstore] it would not be just a regular store closing but a community bookstore that serves the area. I think about the 6 employees losing their jobs, another small business closing but also the community losing a bookstore. A lot of people depend on me.”

From the tourists walking down Polk Street to the regulars who come in for a new piece to add to their collection, Russian Hill Bookstore is a vital part of community.

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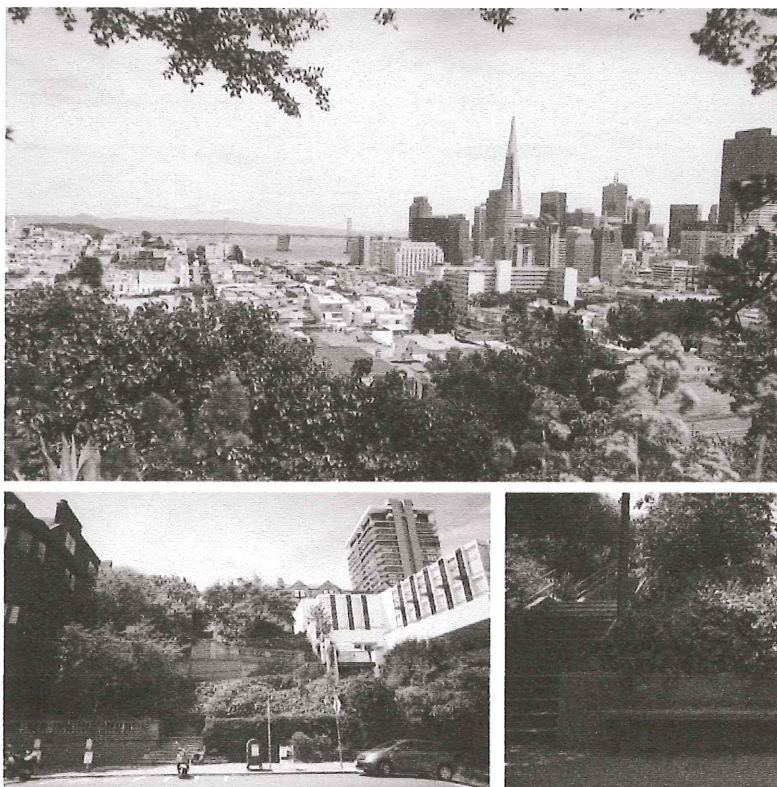
Why I Love Living In Russian Hill — The Bold Italic — San Francisco

By *Melissa Chandler*



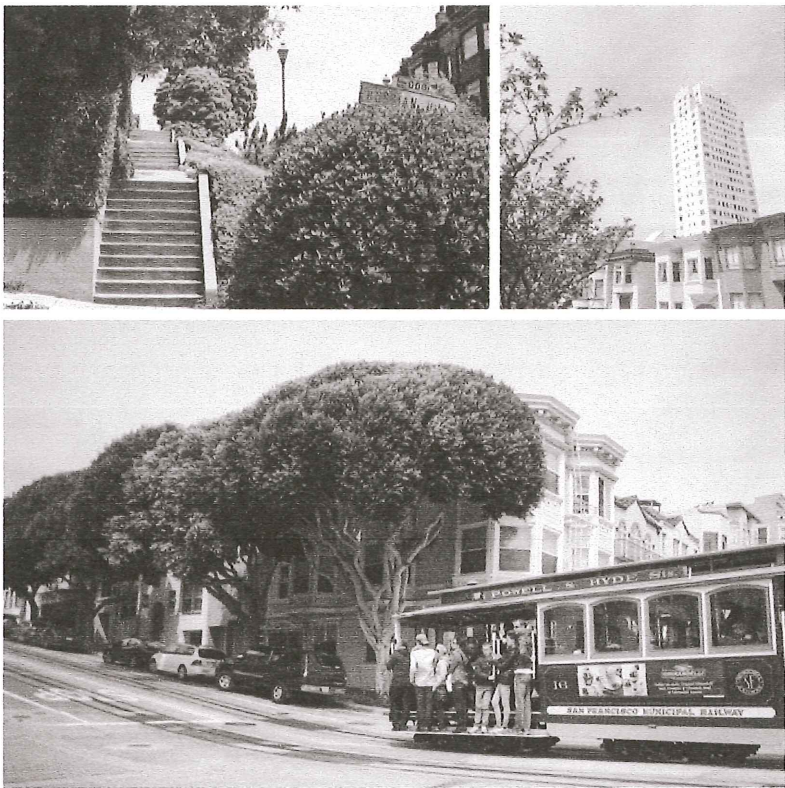
Russian Hill is a neighborhood with that rare advantage of being tucked away, yet central to almost everything. I feel lucky that from where I live I can walk to Union Square, the Marina, Pacific Heights, Aquatic Park, Chinatown, or North Beach in about 15 minutes. This is also a neighborhood that eludes stereotypes. If the Mission = hipsters, the Marina = yuppies, SOMA = techies, and the Haight = hippies, Russian Hill is just a bunch of great people coming together to eat free pizza on Monday nights at Robberbarron.

On a sunny day there's nothing better than trekking up Leavenworth or Jones, where, upon cresting the hill, all steepness is immediately forgiven as you're hit with the sweeping blue of the Bay and some of the best views around of Alcatraz and Coit Tower. If you haven't taken a coffee, a blanket, and a book to the little patch of grass known as Ina Coolbrith Park at Taylor and Vallejo, please remedy this oversight immediately. The view from the park is amazing, and though it's teeny-tiny, there will be room for you. Every time I've headed up there to get in some reading and sunbathing, I've had it mostly to myself. Maybe visitors are too distracted by the hidden steps and lush gardens leading down to North Beach.

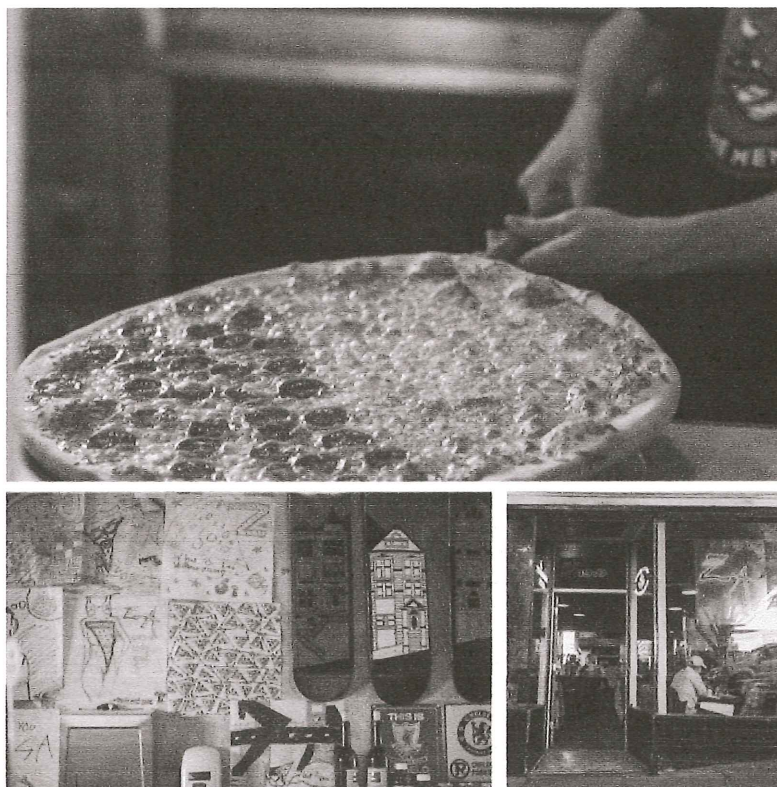


I sometimes wonder if everyone has a favorite signature neighborhood noise. In Russian Hill, I love dropping off to the rumbling of the cable cars on Hyde Street, a block down the hill from my apartment.

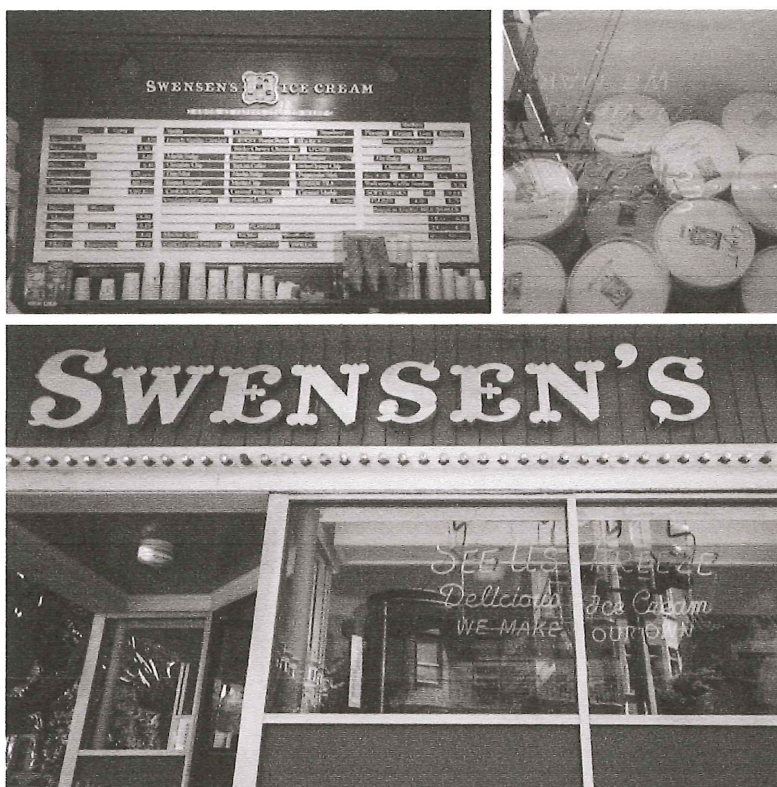
Speaking of Hyde, if sushi, pizza, and ice cream are the keys to happiness, this street has eternal bliss dialed within a one-block radius. Elephant Sushi at Hyde and Green is among the best I've had in the city. Try the sizzling mango sea bass. It arrives at your table foil-wrapped and lit with blue flames! Intimate and hip, this is a great date spot.



Nearby is Za Pizza, which wins hands down for most charming pizza spot in the city. It's small and warm, and the tables are usually occupied by families with kids. You can have a beer at the bar and catch a game on TV with your perfect New York-style cornmeal crust slice. The owners, Buzz and Brooks, filled me in on the deets of the house a block away at 29 Russell, where Neal and Carolyn Cassady lived, and where Jack Kerouac shacked up in the attic for a few months while he wrote *Visions of Cody*.

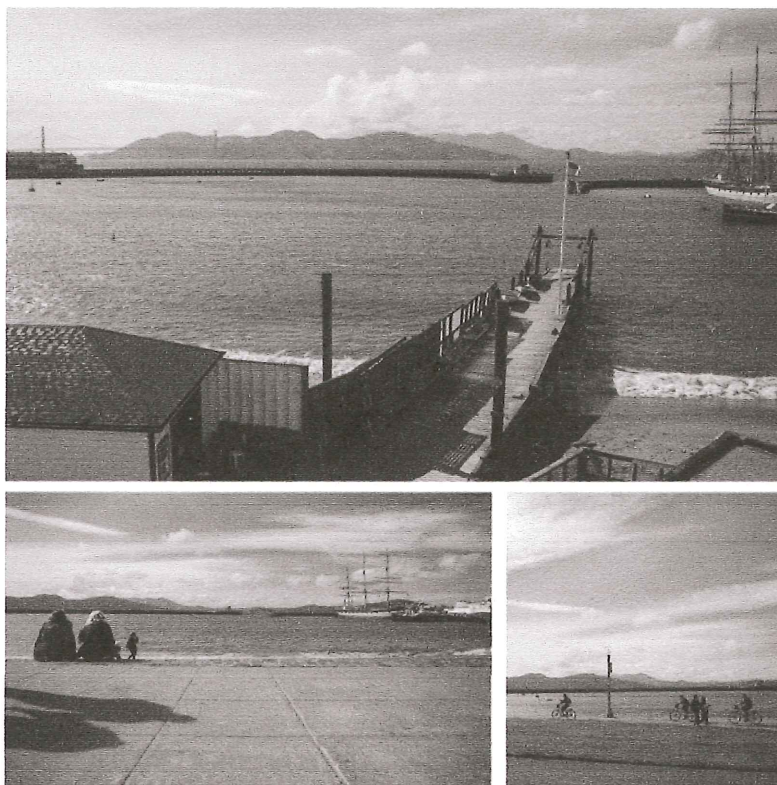


After checking out the Beat crash pad, head over to Swensen's at Union and Hyde and eat ice cream like it's 1949. I recommend a scoop of banana with a scoop of chocolate peanut butter. This location is nearly 70 years old, and it's the very first Swensen's, which went on to become an international franchise.

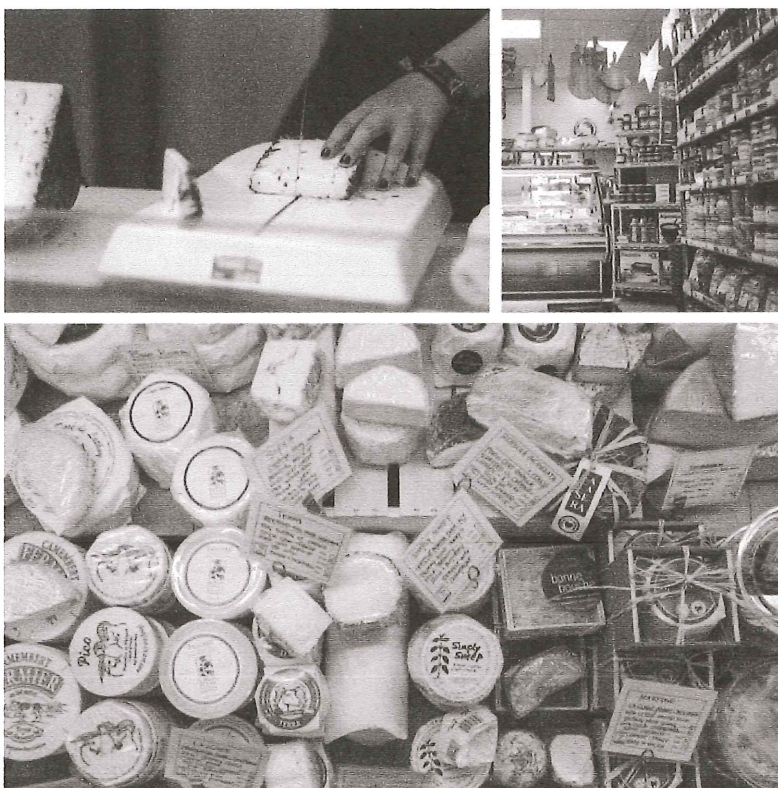


When it's time to burn off the ice cream, here's my favorite jogging route: up and over the hill on Leavenworth, past Lombard (where you'll see tourists with cameras at all hours, which is oddly comforting), and down to Aquatic Park, along the water. Do some zigzagging up and down the concrete bleachers to mix it up a little, then head onto the Municipal Pier. It's the perfect spot to stop for a rest and check out the boats, and to watch the Dolphin Club members swimming tirelessly in the Bay (most without wetsuits—my heroes.)

This particular part of the waterfront amazes me. Backed up against Ghirardelli Square you'd think it would be tourist central, but it hardly ever is (unless the Blue Angels are in town). The bleachers and the path next to the beach have a serene, dreamy quality, as if, in just this one pocket of the city, time has been slowed down by half. When it's time to run back, the hills are without mercy, but this is our cross to bear as San Franciscans. And what Russian Hill lacks in level running routes, it more than makes up for in great views. Not to mention that being a runner here gives you the gift of nice calves.



I've been in Russian Hill for four years now, and I don't think I can ever leave. I was tempted to say that this neighborhood has stolen my heart, but if you want cheesiness, you're better off checking out Cheese Plus at Pacific and Polk. It has everything you will ever want to bring on a picnic for the rest of your life. If you're not in a shopping mood, visit the window counter around the side, where you can order a coffee or a sandwich from the sidewalk and sit down at one of the outdoor tables.



Then wander down the street and leaf through used poetry and cookbooks at the **Russian Hill Bookstore** at Polk and Green. A visit to the neighborhood wouldn't be complete without a stop at Nick's Crispy Tacos, where the food is okay but the strip club-like décor of the lounge is classic, quirky San Francisco. Wind down your evening at a candlelit table in the back of Cresta's Twenty Two Eleven Club, our neighborhood's version of Cheers, where the bartenders are always up for a chat, and they make the best hot brandies on cold nights. See you there!



Check out more neighborhoods that we covered in our “Why I Love ...” series [here](#).

SFGATE <http://www.sfgate.com/living/article/A-hill-I-call-my-home-6375736.php>

Russian Hill: A hill I call my home

By Julie Balise and SFGate Updated 4:00 am, Friday, July 10, 2015

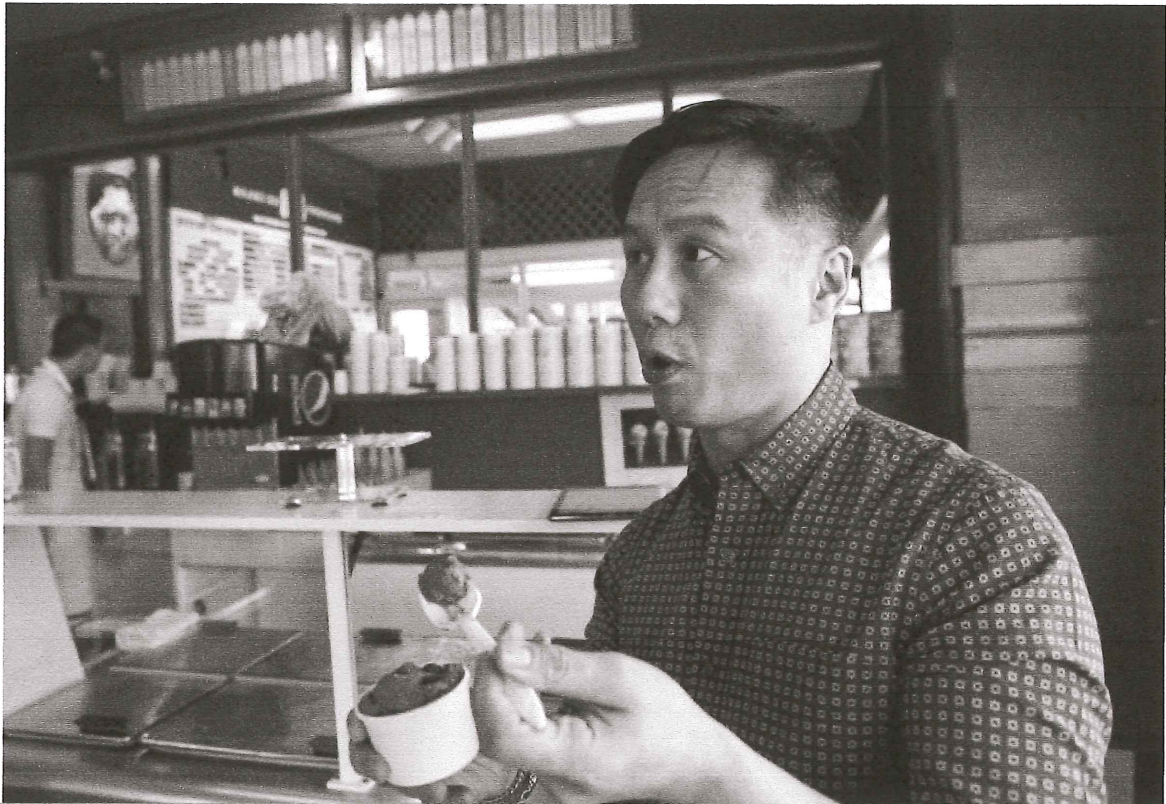


IMAGE 11 OF 18

Swensen's Ice Cream has served delicious desserts at the corner of Hyde and Union since 1948. Customers have a tough choice to make, between the flavors (like thin mint and blueberry cobbler) and sundae styles. Actor BD Wong talks about memories of visiting Swensen's Ice Cream on May 7, 2014. [less](#)

EDITOR'S NOTE: This is the fourth installment of an occasional series focusing on the livability of Bay Area communities and neighborhoods.

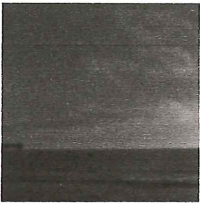
Russian Hill is a summit I'm happy to call my home.

It's a beautiful neighborhood, with tree-lined streets and gorgeous, colorful homes. Since moving to Russian Hill a year ago, I've never managed to walk around the neighborhood without noticing the incredible views of the surrounding city and bay.

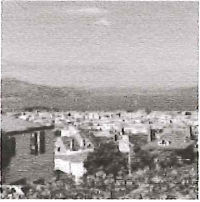
Look one way, you'll see Coit Tower; look another and you'll find the Golden Gate Bridge.

Tourists know Russian Hill for the wonderfully windy Lombard Street. It's worth seeing the block between Hyde and Leavenworth streets at least once, but visitors should beware the crowds, cars and selfie sticks that are sometime unpredictable. (Hint: Don't make this intersection part of your hills running route.) Lombard Street looked especially lovely during a recent visit.


MY NEIGHBORHOOD



Would you want to live in Pacifica?



Why the Marina is amazing — despite what you've heard



Why I think Berkeley is the best place to live in the Bay Area

Stay in Russian Hill a little while and you'll notice the shops, restaurants and energy around Polk Street. You can pick up a toy, treat or outfit for your pup at Bow Wow Meow, buy a book or two from **Russian Hill Bookstore**, or stock your fridge with organic goodies from Real Food Company -- but don't expect to meet a tight budget.

If you're keeping that fridge empty for whatever reason, you'll have no problem finding food and drink for all parts of your day on Polk Street. Cafe options include

The Brew, Saint Frank Coffee, Peet's Coffee & Tea and Starbucks. If you're more the tea type, DavidsTea is a few steps away.

Breakfast is quick and easy from The Bagelry (expect lines on weekends) and there are plenty of places serving a more leisurely brunch. Throughout the day, you'll enjoy options like burgers, pizza, empanadas, French and Thai cuisine on Polk Street. Nick's Crispy Tacos cuts prices for Taco Tuesdays, but I'm drawn to the cash-only eatery on quieter evenings. Grab a bottle of wine from one of Russian Hill's many shops, or explore the bar scene, which includes newcomer House Rules, Green

Sports Bar, Bullitt and Buccaneer.

With all the activity and options, Russian Hill can feel like a smaller version of the Marina District. Polk Street wakes up around 9 a.m. and stays active for the rest of the day, especially on weekends. If this buzz is too much for you, head up the hill two blocks to Hyde Street. Some of the neighborhood's finest dining is here. There's also the cable car line.

One of the first sounds I hear every day is the cable car bell. The Hyde Street line passes less than a block from my house, taking tourists and locals alike from downtown to Ghirardelli Square. During the summer, you'll hear the fog horn at all hours of the night. And when the Giants win the World Series, you hear honking horns and cheering on Polk Street.

Outdoor enthusiasts may be saddened to find that Russian Hill doesn't have any huge parks. Instead, the neighborhood is full of hidden gems, like Macondray Lane, where you can find peace from the noisy city. The Alice Marble Tennis Courts provide an incredible view of the city and bay, while giving tennis and basketball players a place to work out. (Walking uphill to the court is a workout by itself.) At the top of Vallejo Street, there's a small park overlooking North Beach and Chinatown.

Russian Hill's location in the city is perfect. Runners are about a mile from Fort Mason and two miles from Marina Green, depending on their starting point. Hungry residents will find more options than they need if they continue down Polk and Hyde streets toward Nob Hill, or take a turn toward the Marina or Chinatown. Hill aficionados have easy access to Telegraph Hill and Nob Hill. And tourists, you know Ghirardelli Square and Fisherman's Wharf are nearby.

My journey through San Francisco is just beginning, and there's no place I'd rather start my days than Russian Hill.

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MY JOURNEY

AN EXPLORATION OF LIFE AND LOVE

RUSSIAN HILL BOOKSTORE

July 13, 2015

If you know me or been reading my blog for any period of time, you know I love bookstores. When I was in California, I dropped in on Chronicle Books and got to talking with one of the employees. We talked about all sorts of things, books, bookstores, book sales, used books... the works. And it was she who suggested I visit the [Russian Hill Bookstore](#). It's located on Polk Street just a few stores down from Saint Frank Coffee.

What I loved about Russian Hill Bookstore was that it was quintessentially San Franciscan. It carried a wide variety of books and had just a quirky, laid back kind of feel. It was pretty busy for a weekday afternoon. I bought a few cards from their generous section of letterpress cards. This is the kind of place where I'd curl up on the floor and read in one of their cozy corners.



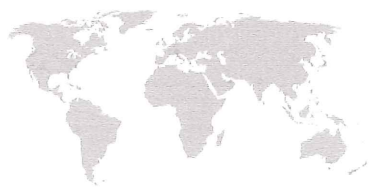
Hi. I'm Meg,
photographer & traveler.

I'm based in San Francisco & New
York and currently live in
Birmingham, Al.

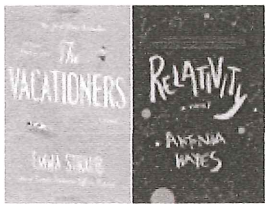
I love life, and I love love.

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MY TRAVELS

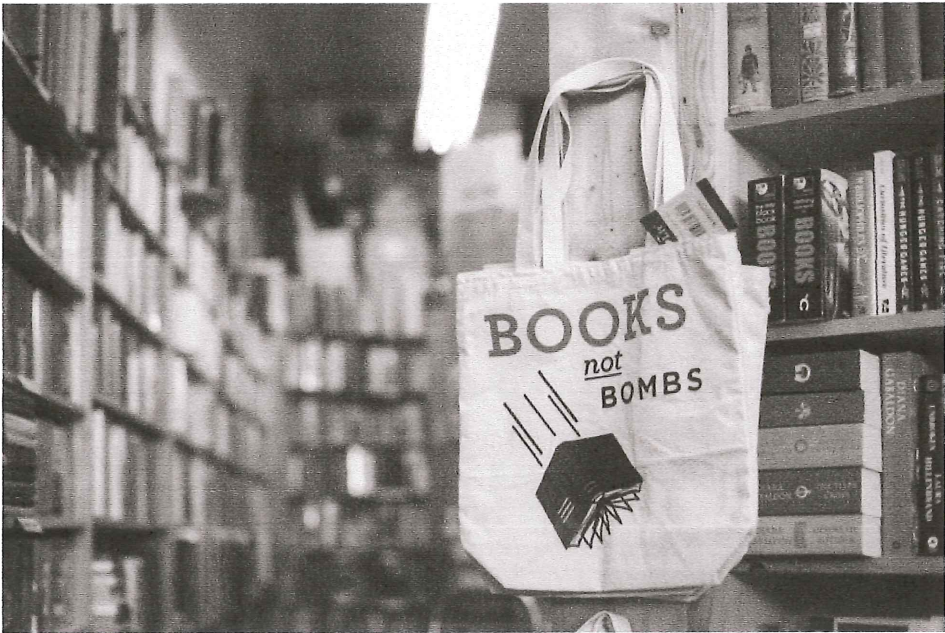


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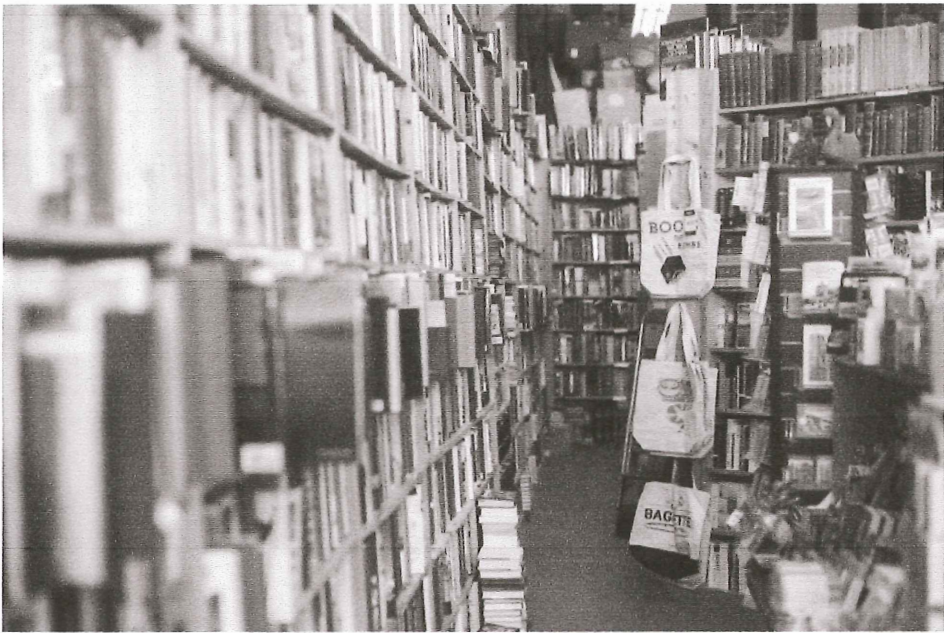
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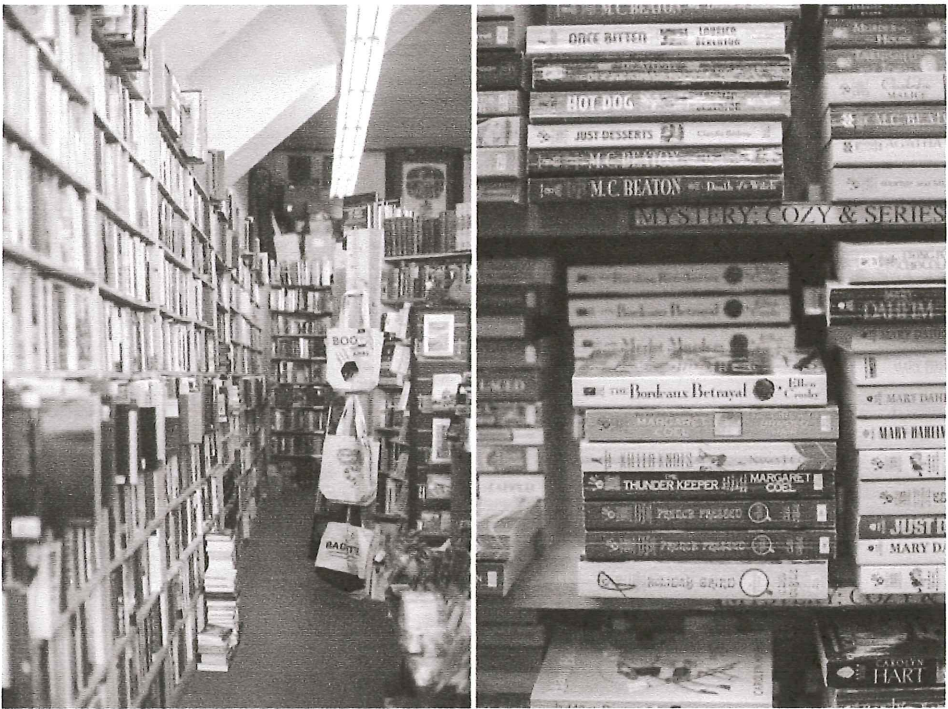


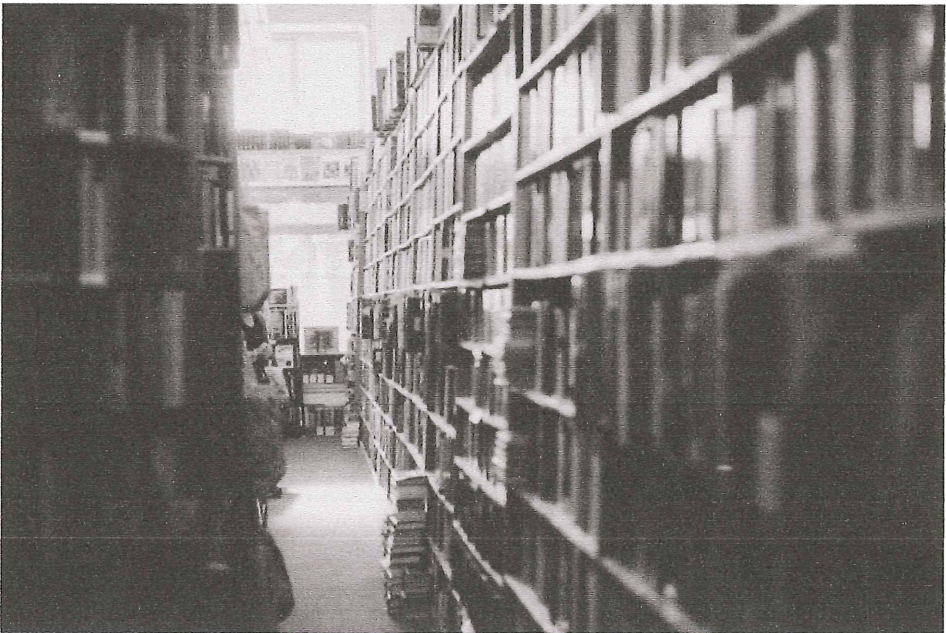












Russian Hill Bookstore, 2234-2230 Polk Street, San Francisco. April 15, 2015 | Canon 5d markii 50mm 1.2L

 Comment

 Stateside

 Bookstore, San Francisco

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San Francisco's Russian Hill Bookstore – Loved by Locals and Tourists



A sign in the window of the Russian Hill Bookstore

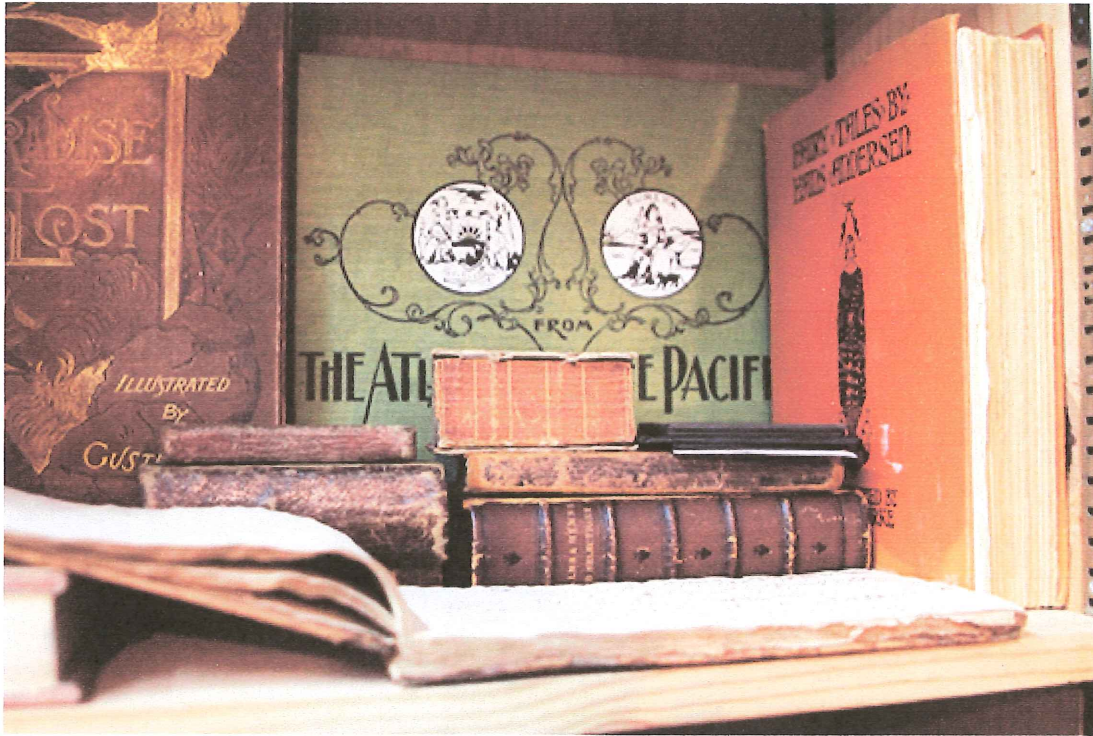
The Russian Hill district of San Francisco is a quirky area full of artists and creative types, and the [Russian Hill Bookstore](#) is a key part of that community.

Owned by Carol Spencer, who has been selling books for almost 40 years, the business can be found on Polk Street in the west side of the Russian Hill neighborhood. Late night book browsing is possible here as the store stays open from 10am to 10pm daily. There's usually a mix of tourists and locals perusing the shelves.

The neighborhood is one of San Francisco's oldest and dates back to 1806 when Russian ships regularly docked in San Francisco Bay.

It's a genuine community-based used bookstore with a fantastic selection of vintage paperbacks, including some remarkable pulp. You'll find lots of cookbooks, modern bestsellers and books about San Francisco. There is also a large selection on cards, journals, calendars, board games and gifts suitable for bookish types. This isn't a large bookshop but Carol makes every inch count and you won't be short of inspiration when you walk through the door.

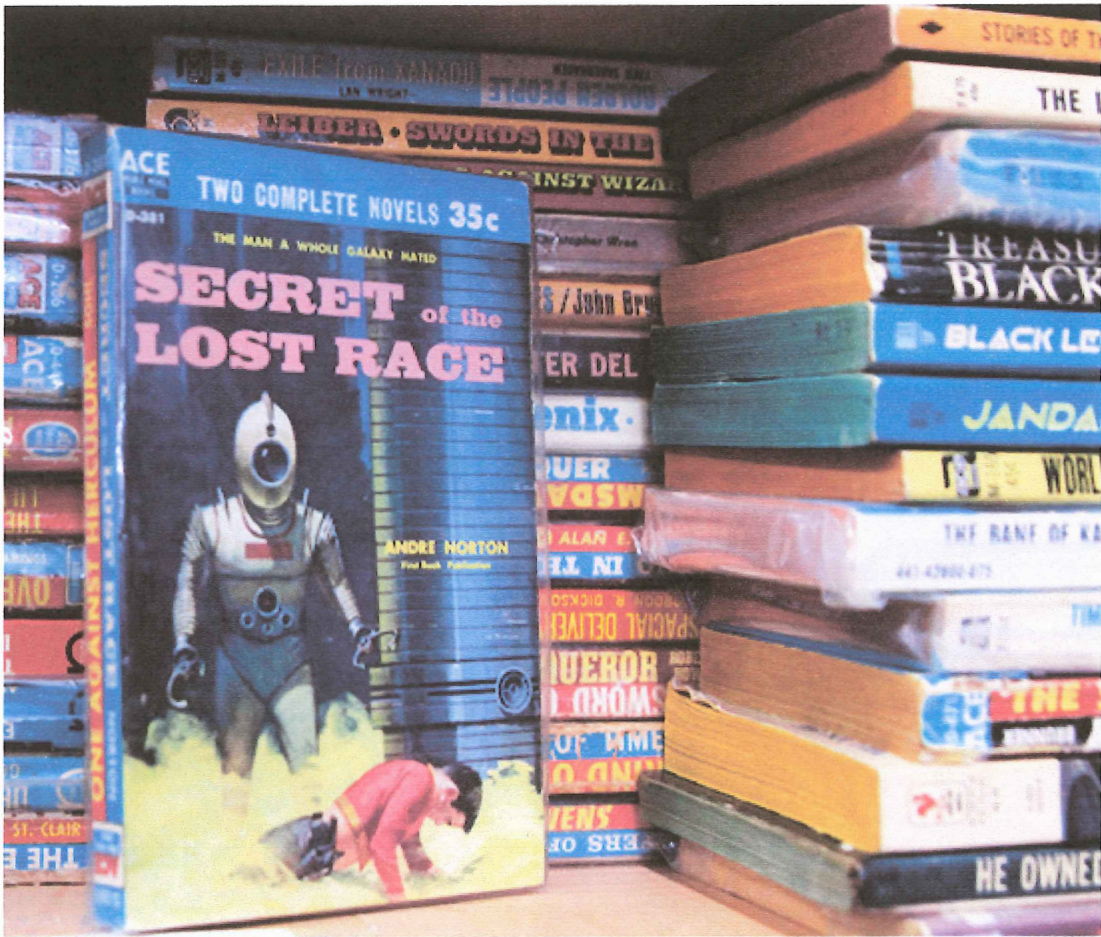
[Browse their books.](#)



Russian Hill offers many rare books



Carol Spencer and Benjamin Bellouin from Russian Hill



Vintage paperbacks abound like this Ace Double

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[bookstores](#)



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3 Responses to "San Francisco's Russian Hill Bookstore – Loved by Locals and Tourists"

- 1.

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Notes from a retired librarian on a mission

Don't get me wrong. It's not that I'm not on board with the whole ebook thing. I'm nothing quite like a bookstore with its neatly arranged shelves of books and art and suggested reading. I especially enjoy discovering small, independent bookstores and report back on as many of these gems as I can. That is my focus, but there is real pleasure in books or reading. Hope you enjoy my blog and come back often.

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- Brief Book Reviews
- My Favorites

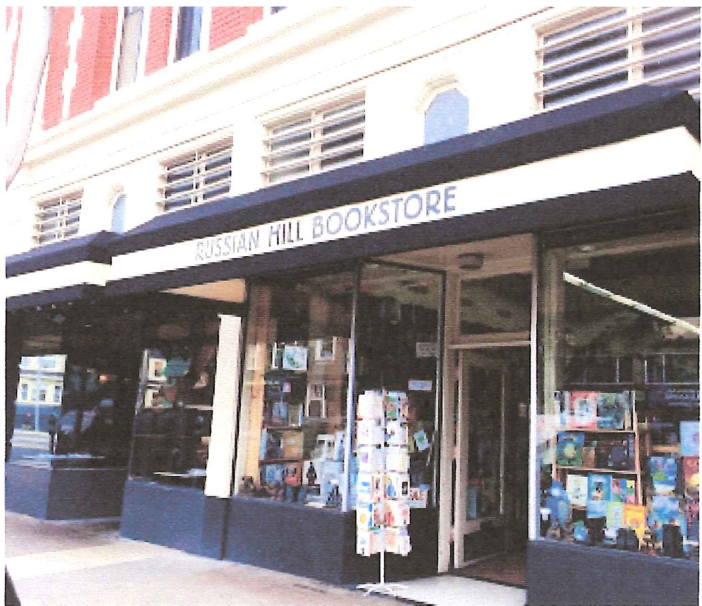
Monday, March 20, 2017

An Easy Walk

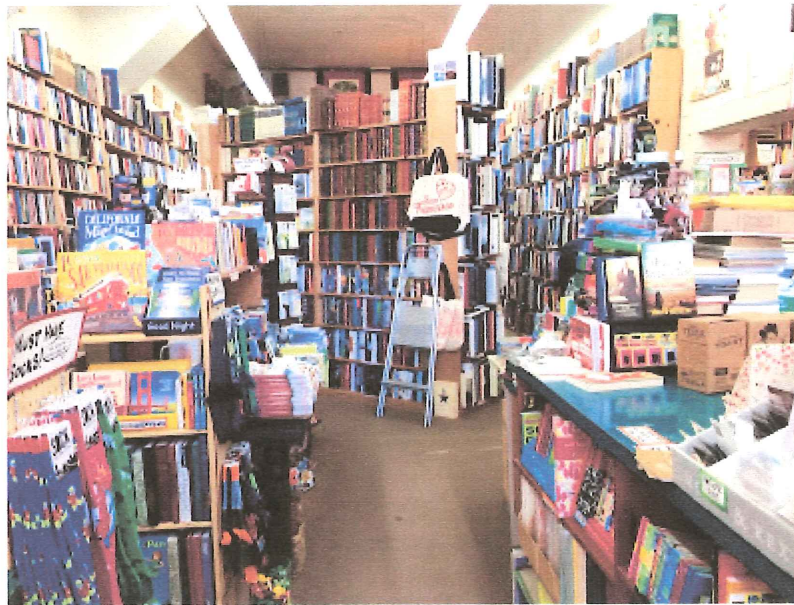
Russian Hill Bookstore

2234 Polk Street
San Francisco, CA 94109
415-929-0997
russianhillbookstore.com

There's nothing quite like visiting a bookstore that has been on my bucket list for several years. (See [previous post](#).) Likewise, there's nothing quite like discovering a charming bookstore completely new to me. After my tour of San Francisco's City Lights, I still had plenty of sunny afternoon left for exploration and, according to Google, plenty of time to visit Russian Hill Bookstore.



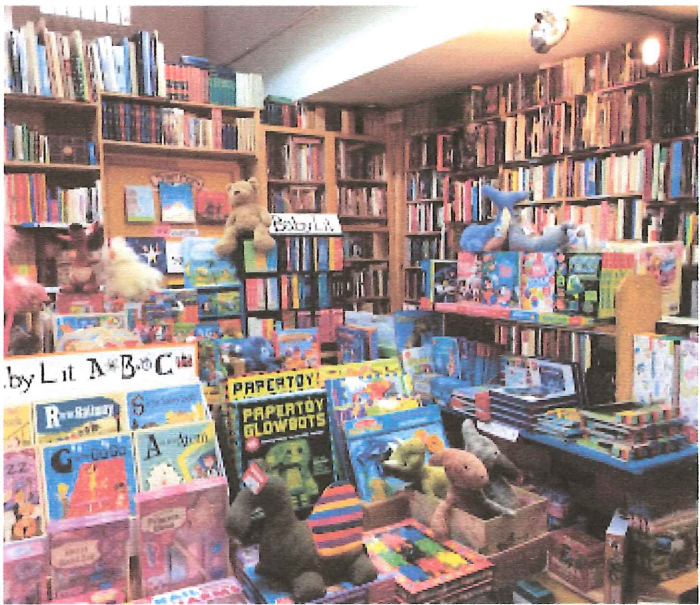
possibilities. I settled on one that judging by the map looked to be an easy walk, and went to Russian Hill Bookstore. I was enjoying a pleasant stroll through a section of Chinatown . . . and then . . . suddenly before me loomed the all-too-obvious inspiration for the name, Russian Hill. To call this a steep slope would be rather like calling *War and Peace* just a book. San Francisco natives, I'm sure, would chuckle, but bear in mind I am from Michigan. We have beautiful sand dunes and maybe some ski hills with some severe pitch, but not sidewalks. With no end in sight!! Nevertheless, I pressed on in firm belief that the cross street I needed was just a couple of blocks away. Five blocks later I encountered an even steeper portion of this "hill," so steep in fact that the sidewalk became a stair case. That's right. A sidewalk of steps! Ready to meet the challenge, I continued on, thinking that this bookstore had better be worth such bodily aggravation.



Fortunately, after a few blocks of sidewalk stair case, the terrain leveled out and the walk was smooth again from there. Fortunately also, I am happy to report that Russian Hill Bookstore was indeed worth the climb. A rack of greeting cards on the sidewalk in front of the establishment beckoned me inside with the suggestion that this store would be considerably different from the one I had just left.

Different indeed! Russian Hill boasts new and used books of all types as well as greeting cards, gifts, and a large selection of board games. Then there are the book bags, candles, scarves, tea towels, stationery items, and even old sheet music, not to mention stuffed animals and toys accenting the overflowing children's room. Leaving no bookshelf unadorned, this shop is loaded with fun from floor to ceiling.

Owner and lover of books since childhood, Carol Spencer readily filled me in on the history of this delightful shop. In the bookstore business since 1974, Carol opened this part of the store in 1993 in a space that once was a flower shop. A year later the business expanded into a former travel agency next door when Russian Hill's card and gift area was added.

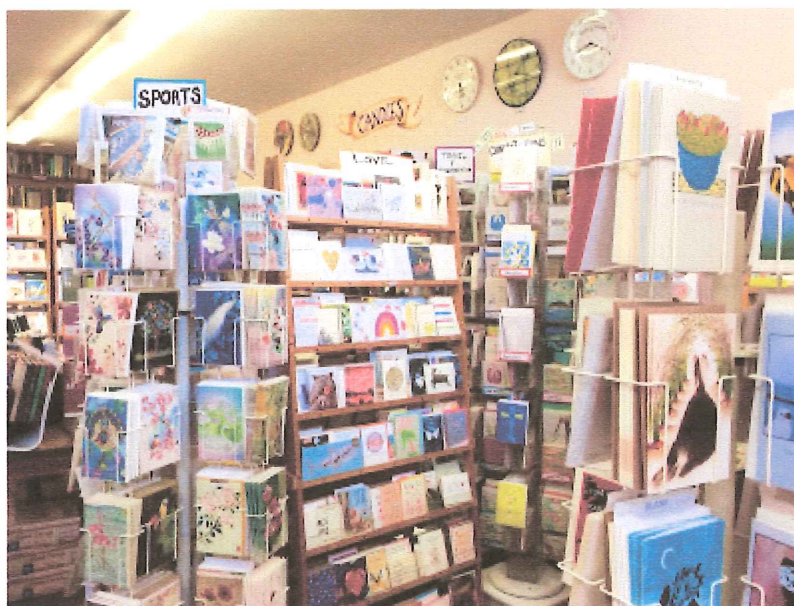


Store owner, Carol Spenser

With so many unique and unusual items, I found this store to be a browser's paradise. I unearthed an abundance of gifts for friends and family members, and kept finding more and more things I had to have. I finally had to stop

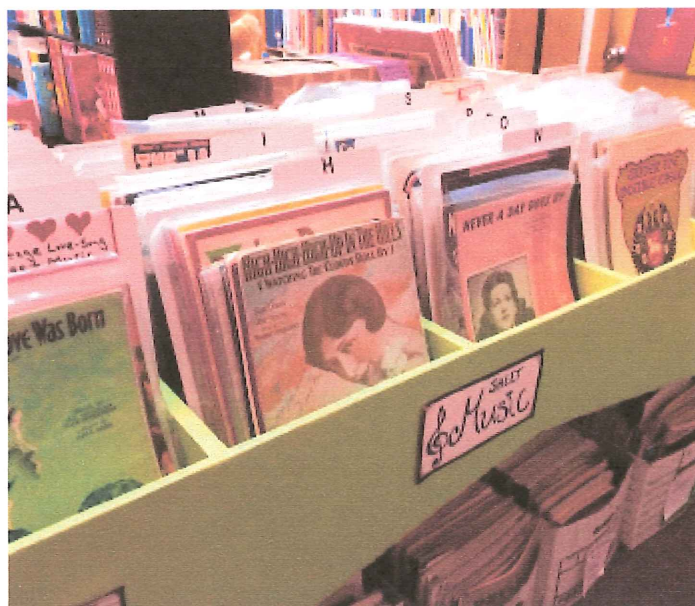


myself when the grim reality of overloading my luggage to get my purchases back home dawned on me.



Russian Hill Bookst
heralded for its won
selection of cards for
occasions, and the t
my visit could not h
been better. A few d
later, my husband a
would be celebratin
28th anniversary, ar
found the perfect ca
give him (along with
quirky pairs of socks
unique beer glass).
fun stuff, so little ro
the suitcase.

It would be easy to spend several hours talking to Carol and perusing the books and things in this remarkable store. Easy that is if I hadn't had such an arduous journey getting here in the first place, a journey I peacefully reflected upon while enjoying an Uber ride back to my hotel after a demanding walk, well worth the effort.



Posted by [M Redd](#) at [2:09 PM](#)

Reactions: like (0) interesting (0) cool (0) meh (0)



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Legacy Business Application

for

Russian Hill Bookstore

Letters of Support

Russian Hill Community Association

1166 Green St. San Francisco, CA 94109 510-928-8243 rhcasf.com

April 14, 2017

Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, 94102

Re: Russian Hill Bookstore – An ideal Legacy Business

Gentlepeople:

The Russian Hill Bookstore makes an essential contribution to our community and is extraordinarily well-deserving of “Legacy Business” status.

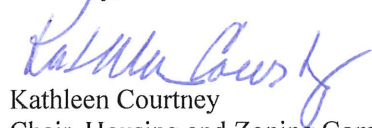
The Russian Hill Bookstore is a gathering place, a browsing place, a place for children and adults of all ages. The Bookstore is the source of a broad range of cards and stationary, unique gift ideas and, of course, shelves and shelves of books. It holds a special place in our community for all that it offers – interesting and unusual gift ideas as well as a welcoming place to simply scan the shelves.

The Russian Hill Bookstore is a well-known site – “I’ll meet you at the Bookstore” is a frequently heard exchange between neighbors.

The Russian Hill Bookstore is a linchpin for our community – one of those unique establishments that both define the community as well as support it.

We urge that the Russian Hill Bookstore be designated a Legacy Business and that it continues to serve the community that loves and enjoys it for generations to come.

Cordially,



Kathleen Courtney
Chair, Housing and Zoning Committee

Cc: Jamie Cherry, Jeff Cheney, Russian Hill Community Association; Robyn Tucker, Pacific Avenue Neighborhood Association

From: Julie Enright
Sent: Monday, April 10, 2017 3:05 PM
To: SFOSB (ECN) <sfosb@sfgov.org>
Subject: Russian Hill Bookstore - Legacy Business Applicant

Hi there,

I've lived in San Francisco for only 11 years now, but I am a die-hard customer of RHB. Very sadly, we've seen so many San Francisco bookstores forced to close their doors and I think it's terribly important to recognize the small businesses that make San Francisco and its neighborhoods so unique and wonderful.

Almost any gift I give to friends, co-workers or family typically comes from RHB. Their selection and attention to detail in their little shop is truly special. It's a labyrinth of history, knowledge and fun. I just wanted to convey my affection for this shop and hope it's considered in your decision making for their Legacy Application.

"A book is a gift you can open again and again." -Garrison Keillor

Sincerely,
Julie Enright

March 8, 2017

To Whom It May Concern:

My husband and I live in the Russian Hill neighborhood, two blocks from the Russian Hill Bookstore. We are both retired college professors who love having an independent bookstore where we can browse and buy all kinds of wonderful books, from extremely scholarly works to thrillers. We have come to depend on our little bookstore as part of our life here, an oasis of intelligent, cultured volumes. My husband got his doctorate at UC Berkeley and always wanted to come back to the Bay Area when we retired, so when we were looking for a place to live, we chose this neighborhood because of Polk Street and the Russian Hill Bookstore.

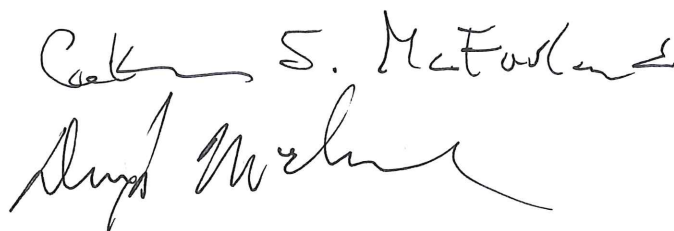
Because of the very well-read staff who stock the store, my husband and I are able to find exactly what we want, even books in his very esoteric field, which includes Renaissance, Latin, and Greek literature. To us the bookstore is the heart of our little village here, a place we visit almost everyday. Russian Hill Books is where we buy not only books in our fields, but books for our grandchildren in the fabulous children's section, and birthday cards for our large family. We can even bring in used books which the wonderful folks at the store will take as credit toward a used paperback mystery.

It is establishments such as Russian Hill books that deepen the cultural life of San Francisco, the most European American city. Independent bookstores are disappearing all over America. We must nurture ours. It is part of what makes this city so livable, so exciting, and so joyful.

Please consider Russian Hill Books as a Legacy establishment. It is a wonderful, friendly, learned little shop full of beauty and humanity, and San Francisco would be a lesser place without it.

Thank you,

Catherine and Douglas McFarland

The block contains two handwritten signatures. The top signature is "Catherine S. McFarland" written in a cursive script. The bottom signature is "Doug McFarland" also in a cursive script.

Subject: Support for Russian Hill Bookstore Legacy Status

From: [REDACTED]

Date: 3/9/2017 2:21 PM

To: rssnhllb@pacbell.net

To: Office of Small Business
Legacy Business Registration Application
From: Ian Maddison
[REDACTED] Hyde Street
SF, CA. 94109
Re: Russian Hill Bookstore

My name is Ian Maddison and I live with my wife and two young daughters at [REDACTED] Hyde Street in Russian Hill. I have lived in the same apartment for the past 11 years. I am also the Treasurer of Russian Hill Neighbors, the largest neighborhood organization in the north east portion of the city. I recently became aware of Russian Hill Bookstore applying for Legacy Business status. Though the business may not necessarily have the standard tenure required for such status, I feel strongly the type of business very much should be a factor to consider. Book stores are increasingly scarce and I fear my daughters may grow up without the ability to walk into a book store. Russian Hill Bookstore is a treasure and if Legacy Status can help the business stay in our neighborhood even one more year, then I fully support your department granting the request. Please help maintain the unique opportunity of having a book store in this neighborhood. Thank you for your attention to this matter.

Sincerely,

Ian Maddison
[REDACTED]
[REDACTED]

Doris J. Mehler
[REDACTED] Broadway # [REDACTED]
San Francisco, CA 94109

March 10, 2017

Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Application for Legacy Business status by Russian Hill Bookstore

I am pleased to hear from 'Russian Hill Neighbors' that Russian Hill Bookstore applied for Legacy Business status. I strongly support giving them this award.

I have lived on Russian Hill since 1974 and have been frequenting this lovely old bookstore regularly over the many years. I have found many little treasures there!

I would like to additionally express that I feel it is not only ethical but also smart to support local Small Businesses rather than letting the Big Box stores move in, take over, and destroy the local business infrastructure that has served our community so well for so long. What is gained by that? If the businesses are locally owned rather than by a big corporation in another state, the City benefits also, as more of our tax dollars stay in our community – and the community keeps its diversity.

We want to support our local neighborhood businesses, particularly those like Russian Hill Book Store which has added much charm and color to our great City and been good to and for us!

Sincerely,

Doris J. Mehler
Russian Hill Resident

To those at Russian Hill Bookstore,

I am writing to voice my support for Russian Hill Bookstore achieving Legacy Business status based on my personal experience as a patron for nearly a decade. I've spent the last nine years shopping at the bookstore and appreciate so many things about it. In particular, the greeting card selection is unparalleled. I send several cards a month, and I can't imagine finding anything comparable anywhere else!

They also stock a fantastic assortment of books that appeals to many genres. The selection of local authors and SF history books is truly impressive, and my family has so enjoyed all the interesting treasures we've bought over the years. Plus, being able to shop unique small gifts and board games on Polk Street has come in handy countless times.

Russian Hill Bookstore is both nostalgic and a breath of fresh air in the neighborhood. It enriches our community by offering a wide selection of unique, clever items. It also showcases local talent and offers dozens of affordable books in their sale bin. I can confidently say Russian Hill Bookstore is an immense asset to our neighborhood, and I would be happy to see them earn the Legacy Business status.

--

anné jude anderson

[digital portfolio](#)

[annejude.com](#)

March 20, 2017

Office of Small Business
City Hall
San Francisco, CA

Re: Russian Hill Bookstore

To whom it may concern:

I want to add my support and praise for the **Russian Hill Book Store** on 2230 Polk Street. This is a real gem in our neighborhood. It is a great source for both new and used books in addition to being a terrific place for greeting cards. The staff is knowledgeable and friendly.

Most important- it is a local store with warm people who love books and share that feeling with their neighbors. It was here when I moved to the city and really adds to the local and unique feel of this slice of Polk Street. It is a cultural landmark of our neighborhood.

If it were to leave and be replaced by another Nail Salon or Bar, that would be a real loss to those of us on Russian Hill.

Please visit this store and see for yourself what an asset it is to the community.

Thank you,

A handwritten signature in cursive script that reads "Stan Adler".

Stan Adler
[REDACTED] Jones Street
San Francisco, CA 94109

March 23, 2017

Office of Small Business
City Hall
San Francisco, CA

Re: Russian Hill Bookstore

To whom it may concern:

I'm writing in support of Legacy Business status for the **Russian Hill Book Store** on 2230 Polk Street. This bookstore is a real treasure in our neighborhood. It is a wonderful resource, offering both new and used books, not to mention the best greeting cards in the city! The staff is knowledgeable and friendly.

Most important: it is a local store with character and charm, where people who love books can experience a sense of community and connect with their neighbors. It surely contributes to the local and unique feel of this slice of Polk Street. It is a cultural landmark in our neighborhood.

If it were to leave and be replaced by another nail salon or bar, that would be a real loss to those of us on Russian Hill.

Please visit this store and see for yourself what an asset it is to the community.

Thank you,

Lynn Jacobs
[REDACTED] Jones Street
San Francisco, CA 94109

April 5, 2017

To Whom It May Concern:

My name is Claudia Kraehe, and I am writing in support of Russian Hill Bookstore receiving landmark status.

As a Senior Move Manager here in San Francisco, I have seen firsthand how important the Russian Hill Bookstore is to the community. Part of my work involves helping seniors who are moving from their homes of possibly 50 years due to the death of a loved one or financial or health issues. Some of these people are booklovers whose books are extensions of their souls, and giving them up represents an immense loss. When they learn that Ms. Spencer and her staff will come to their home to look at their book collection, they are relieved and delighted that at least some of their books will have a very special home. The fact that Ms. Spencer will pay for their books provides a boost to them at a time when they are spending a lot of money to move. While the circumstances leading to these seniors having to move cannot be helped, their situation is mitigated in being able to pass along their treasures to Russian Hill Bookstore, a place where some of them have shopped for years.

I truly appreciate the respect that Ms. Spencer and her staff show my clients in difficult times. Their gentle entry into seniors' homes, sometimes when there has been a death, is more akin to a ministry than that of a vendor.

On other occasions, when I have been in the store, I have seen a diverse clientele, from individuals who are well off to people who are homeless in there selling books. Each person has always been treated with dignity and courtesy.

Russian Hill Bookstore is one of those institutions that make me want to wave the San Francisco flag, and I urge landmark status for the store.

Respectfully,

Claudia Kraehe

Step By Step Downsizing

[REDACTED]
[REDACTED]

April 5, 2017

To Whom This May Come:

I've just heard that the Russian Hill Bookstore at 2234 Polk Street is applying for Landmark Status, and I'm writing in support of this effort. Russian Hill Bookstore is, in my opinion, an anchor business on Polk Street. It has long been a refuge for book lovers who choose to browse and discover something unexpected, and it is the best card shop in San Francisco, bar none! With its long business hours, Russian Hill sets a neighborly tone for Polk Street and encourages foot traffic which also benefits other businesses in this area.

At a time when more and more bookstores are closing and more businesses in general are succumbing to skyrocketing rents, we need places like Russian Hill Bookstore to support civic life in San Francisco.

With Best Wishes for Success,

Chris McMonigle
[REDACTED] Jones Street
SF, CA

April 6, 2017

To Whom It May Concern,

Please grant Russian Hill Books heritage status!

I have been patronizing this unique neighborhood establishment for almost four decades now, purchasing special cards and gifts that can be found nowhere else and that have brought joy to many friends and family members over the years. Not to mention, the pleasure of browsing in the friendly, helpful environment offered by Carol Spencer and her staff.

San Francisco (and me!), in recent times, has been enduring too much change too quickly and often for reasons that do not benefit long-time residents nor consider the quality of life for future residents. A balance between the old and the new is necessary to promote the health and well-being of a city and those who love it.

That is why I was delighted when we passed the heritage status initiative—a true visionary plan, no less so than the wise and powerful visions that created Golden Gate Park or saved the last two cable car lines or brought back the air fog horns.

And what would San Francisco be without these and other singular, marvelous attributes that make up its soul?

And make no mistake about it: San Francisco has a soul.

And Russian Hill Books is an indispensable part of that soul.

I look forward to Russian Hill Books being part of my neighborhood for a long time to come.

Sincerely,

Lorraine Grassano

Retired Park Ranger, San Francisco Recreation and Parks Department

████ Sacramento Street #██, ██████████

Sally Whitehead
[REDACTED] Vallejo St. # [REDACTED]
San Francisco, CA 94123

April 6, 2017

RE: Russian Hill Bookstore, 2234 Polk Street

To Whom It May Concern:

I moved into the Russian Hill neighborhood 5 years ago. One of the great places on Polk Street has always been the Russian Hill Bookstore. Always inviting, this is a place that not only sells books of all kinds, but is an integral part of the community.

Books new or used can be perused, even a collection of bargain used books in a bin outside the store. The staff has been wonderful in accepting and paying me for many books I no longer needed. They even visit people's homes to evaluate large collections of potential used books.

The bookstore also has an extensive collection of greeting cards for every imaginable and unimaginable situation, beautiful handmade cards and many that cannot be found elsewhere.

Bookstores are becoming an endangered species these days. It would be a shame if this wonderful bookstore would have to close due to rising rent costs. It has been for a long time and I hope will continue to be a valuable fixture to the neighborhood and city.

Russian Hill Bookstore is worthy of every kind of support from the city to keep it the gem that it is, serving our community so well.

Sincerely,

Sally Whitehead

Subject: In Support of Russian Hill Bookstore

From: Libby Klitsch [REDACTED]

Date: 4/7/2017 7:18 PM

To: rssnhllb@pacbell.net

Hello!

I have lived in Russian Hill for over 20 years with my husband. We both love this store and shop there often. It is a neighborhood gem! The proprietors keep the inventory of cards unique and plentiful – the best in the city. We have purchased most of our greeting cards there, but also find them a great resource for calendars, books, journals and gifts. They also have a great children's section.

I hope they can will stay a staple of Polk Street for generations to come!

Sincerely,

Libby Klitsch

Green Street
San Francisco, CA

Subject: Thank You -- and Of course, I endorse your application!
From: mbkrieger [REDACTED]
Date: 4/9/2017 9:47 PM
To: rssnhllb@pacbell.net

Dear Russian Hill Bookstore-- Owners and Employees

I have lived in Russian Hill for over 40 years and one component that makes this neighborhood so wonderful is it's bookstore, Russian Hill Bookstore, that carries such a wide and eclectic selection of books, learning tools, games, gifts and cards-- and other inventory that enrich the lives of everyone who visits and lives in this vicinity. I want this store to stay, grow and prosper as it serves and reaches young people as they raise their families and teach their children the everlasting value of books and reading. This retail establishment is an integral part of San Francisco and its application should be honored and approved!

Thank you for listening!

Sincerely,

Myra Krieger
[REDACTED] Green Street
San Francisco, CA 94109
[REDACTED]
[REDACTED]

Subject: Legacy Business Letter

From: John Belongie [REDACTED]

Date: 4/12/2017 8:32 PM

To: Carol Spencer <rssnhllb@pacbell.net>

To whom it may concern:

I'm writing today to provide my support in determining that Russian Hill Bookstore is both a cultural and historic treasure to the city of San Francisco and ask you to grant them Legacy Business status for the city. Russian Hill Bookstore is a historical destination as important as the other historic attractions of the city. Quality independent bookstores are cultural lifeblood to any city and yet they are becoming quite rare. At a time when many independent bookstores have not survived the last few decades it is important that we work to preserve the legacy of a true independent community bookstore. Not only does Russian Hill Bookstore contain a massive selection of rare and unusual books, it is unique in that it is the finest quality used bookstore for many miles. Russian Hill Bookstore continues to provide the city with it's wonderful selection, quality items, and knowledgeable and friendly staff. For those interested in literature and history I know of no other bookstore in the city which compares to the history, experience, and charm of Russian Hill Bookstore.

Sincerely,

John Belongié

Transmutation Publishing

Subject: endorsement for legacy business status

From: "Rosemary Lucier" [REDACTED]

Date: 4/13/2017 6:58 PM

To: <rssnhllb@pacbell.net>

Sir:

I strongly recommend Russian Hill Bookstore for legacy business status.

Since it opened over 20 years ago, it's been an integral part of the Polk St community. Its owners actively support and promote local activities. It provides unique merchandise that attracts shoppers to the street which benefits the other local merchants.

As the neighborhood and Polk Street shops have evolved over the years, the Russian Hill Bookstore has continued to stand out as a go-to destination for both neighbors and visitors.

Please count me in as a supporter of its legacy business status.

Thank you,
Rosemary Lucier

Subject: support for legacy business status

From: "Dennis Graves" [REDACTED]

Date: 4/15/2017 10:52 AM

To: <rssnhllb@pacbell.net>

Dear Sir:

I highly endorse legacy business status for the Russian Hill Bookstore.

Most businesses on our north side of Polk Street have come and gone over the years. The Russian Hill Bookstore has been the almost only constant. It provides affordable merchandise, an excellent selection of adult and children's books, and stimulating children's puzzles and games. The proprietors actively support neighborhood and merchant events.

Every shopping neighborhood needs businesses that demonstrate community spirit and outreach. Russian Hill Bookstore does just this. Please recognize it as a legacy business,

Thank you,
Dennis Graves

████ Vallejo St
San Francisco, CA
94109
April 14, 2017

Russian Hill Bookstore has been an important part of our family's life since it opened on Polk Street in the '90s. We go there regularly. I remember when our son was about 12, and it was his father's birthday. He rushed over to Russian Hill and brought back a book for his father on a dark December night. It is a good place to linger, and to look for and find good reading, good gifts, and good stationaries. There is no other place like it on the street. It is so important to our neighborhood.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jean Balibrera". The signature is fluid and cursive, with the first name "Jean" written in a larger, more prominent script than the last name "Balibrera".

Jean Balibrera

Subject: Supporting Russian Hill Bookstore

From: "Machtay, Henry" [REDACTED]

Date: 4/15/2017 4:06 PM

To: rssnhllb@pacbell.net

To whom it may concern:

Russian Hill Bookstore is an important part of my on-foot commute to and from work each day. I teach at Galileo HS and live just south of Broadway.

I've gone to Russian Hill looking for a specific book. I've also gone there when I've needed to buy gifts (my friends would prefer books or documents). Thanks to Russian Hill, I rediscovered the game Diplomacy — it had been an important part of my time as a high schooler, and I've now enjoyed a number of games with friends here in San Francisco.

This store deserves landmark status. And the Russian Hill neighborhood needs some of our longtime businesses grandfathered in. The next time there's an economic downturn, my neighborhood will be overloaded with empty storefronts (places that used to be neighborhood staples, but are now overpriced restaurants).

thank you,
Henry Machtay
94109

Hank Machtay
Media Arts, Galileo Academy, SF

"Behind every classroom misbehavior is a story. If you knew the stories, nine times out of ten they would break your heart."

Subject: Russian Hill Bookstore

From: Josh Rosenthal [REDACTED]

Date: 4/15/2017 11:00 PM

To: "Rssnhllb@pacbell.net" <Rssnhllb@pacbell.net>

To SF offices of Small Business :

I am a resident of Russian Hill.

The Russian Hill Bookstore is the most important legacy business on Polk Street. Every community needs a bookstore, and the closest used and new bookstores are NOT close - you have to venture deep into North Beach or Fort Mason to find one.

This store is not only a core part of our community - it ranks as one of the best used bookstores in San Francisco. The California-centric titles, the first-editions, the comprehensive sections for all genres, the signed books - where are you going to find this type of inventory in SF ? I would add that there are also very few bookstores or toy stores for children. This store has a nice selection of both. If you've walked around our neighborhood lately, there are tons of little kids and strollers now. These kids and their parents need a place to buy this merchandise - someplace in the real world, instead of Amazon !

I urge whomever it is that decides on such matters to preserve this Russian Hill institution. Not just for our community, but for the city as a whole.

There are very few businesses I would care to write about in these terms. Russian Hill Bookstores is one of them.

Thank you,

Josh Rosenthal

Peter Vliet
[REDACTED] Jackson Street
San Francisco, CA 94133
[REDACTED]
[REDACTED]

San Francisco Office of Small Business
San Francisco, CA

18 April 2017

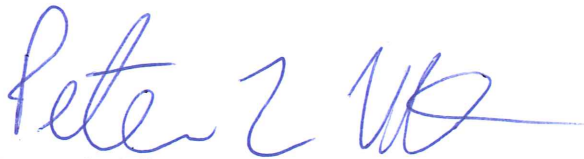
To Whom It May Concern:

Whenever I visit a new city, there are two ways I can find my bearings: by enjoying local food and drink, and by checking out the nearest local bookstore. Both of these places, I have found, will nourish one's soul, but this day in age it is much easier to find purveyors of refreshment and fare for the body than for the mind. While it is easy to rue this new reality, a silver lining can be found in that it has impelled the best neighborhood bookstores to shine as indispensable constituents of a strong community. Russian Hill Bookstore is one such bookstore.

I moved to San Francisco almost two years ago and was, for a short time, content with the city's many tourist 'must-dos' and pleasant strolling routes. But as anyone who has been a newcomer knows, familiar and popular sights are only amusing for so long before loneliness sets in. One day during a ramble up Polk Street the SF fog seemed to miraculously open up, beaming a ray of light on a cart of dollar books out front of a storefront- the surest sign of a used book store. There, at the Russian Hill Bookstore, I found old friends like Tolstoy, Whitman, Ellison, and Rilke. The weekend hours melted away as I browsed titles new and used, contemporary and old, and felt at home once more.

San Francisco is home to world class local independent bookstores, some of which are more heralded than Russian Hill Bookstore. However, Russian Hill is the type of neighborhood bookstore that provides a modicum of stability and identity to Russian Hill and the Polk Street shopping district, and such distinctiveness between neighborhoods is one of the great vestiges of San Francisco in this era of rapid change in the city. I strongly encourage you to consider Russian Hill Bookstore for Legacy Business Status.

Sincerely,


Peter L. Vliet

Letter of Support for Russian Hill Bookstore

April 16, 2017

The City of San Francisco Office of Small Business

City Hall, Room 110, 1 Dr. Carlton B. Goodlett Place, San Francisco, 94102

To whom it may concern:

I am writing to you because I believe that the Russian Hill Bookstore at 2234 Polk St. San Francisco, CA 94109 should be added to the City of San Francisco Legacy Business Registry.

Given the current state of society where virtually everything is available to us with the press of a button using our mobile phones, many small businesses that previously primarily served our needs are becoming obsolete. What we often forget is that these small businesses do not just solely provide us with goods to purchase, but they also positively contribute to the neighborhoods they serve in so many different and crucial ways. They add charm to our neighborhoods, they attract more people and families, they attract more businesses, and overall they directly impact the wellbeing of the community. When there are more businesses like Russian Hill Bookstore, the entire community thrives.

In the current climate where technology plays a heavy role in all of our lives, it is now more than ever important to protect the small businesses that make San Francisco uniquely San Francisco. The Russian Hill Bookstore is one of the great businesses in the Russian Hill neighborhood; there just is not anything else like it in this area. I personally love visiting this area on weekends. I love the thriving community on Polk Street and that the liveliness attracts just about everyone - from the elderly to families to the youth. The area has so much to offer from small cafes, local groceries, restaurants, and of course, The Russian Hill Bookstore. The Russian Hill Bookstore is one of my favorite businesses in this area. It offers a large and unique selection of new and used books and even holds community events like board game nights. This bookstore makes books, knowledge, imagination, creativity accessible to anyone and everyone. I know I am not alone in saying that I love being able to come in on a Sunday afternoon after having lunch at a neighboring restaurant with my cup of coffee to read and discover new books. It adds so much value to my life that Amazon.com could never add.

It would be a tragedy to see this small business be pushed out by big money and the ever rising costs of operating in the city. It would be so sad to see the Russian Hill neighborhood lose another one of its valuable small businesses. Without businesses like the Russian Hill Bookstore, San Francisco would lose its charm, character, and most importantly, its history. We do not need yet another cookie-cutter big business franchise, we need to preserve our unique and historical small businesses. It is so important that we support and protect this bookstore. They are paramount to the health of our neighborhoods and the San Francisco community.

Sincerely,

SF Local Resident,

Monica To

██████ Polk St.

San Francisco, CA 94102

Letter of Support

April 16th, 2017

Dear Office of Small Business,

My name is Tim Wu, and I am writing this letter to show my support for the Russian Hill Bookstore at 2234 Polk St. for its application to be added to the Legacy Business Registry of San Francisco. I want to first talk about what the Russian Hill Bookstore means to me, and then afterwards talk about why the bookstore is an important part of the neighborhood.

Russian Hill Bookstore to me is a place of creativity, discovery, imagination, and wonder. The Russian Hill neighborhood is one of my favorite places to go on weekends, and I like to walk into the bookstore on weekend afternoons to wander the shelves, looking for something new that I haven't seen before. My favorite part of the Russian Hill Bookstore is that its selection is so unique, and because of that I am bound to find something I haven't seen before. I talk specifically about the store's collection of history and philosophy books, which I consider to be one of the most profound and voluminous in San Francisco.

The Russian Hill Bookstore's collection of history and philosophy books is special to me on two dimensions: one, that the books carried are written during assorted time periods and not just all written in the present, and two, that the books are not all mass market books with a degree of popularity, and instead some are obscure or even scholarly books. The first factor is important because I want to avoid the bias of books only written in the present as reflecting solely the bias of the current times. The second factor is important because I like seeing books that I don't commonly see but nonetheless have a lot of signal. Discovering these types of obscure books is difficult at a mass online marketplace like Amazon because of the sheer volume of selection and the ranking of results. I like going to local bookstores like Russian Hill Bookstore to aid in the discovery of these types of books. Russian Hill Bookstore's selection is unique to me in this respect because it offers books in subject areas, especially history, that I don't see elsewhere in San Francisco.

I now want to turn to why I think the Russian Hill Bookstore is an important part of the neighborhood. When I visit a neighborhood, I always feel that the local bookstore reflects the interests of the people that live in that neighborhood. When I visit Russian Hill Bookstore, I get the feeling that people in the neighborhood have an appreciation for history and philosophy based on its selection. But not just the selection of the books themselves, but the mere existence of a bookstore in a neighborhood signals to me that the neighborhood values learning, knowledge, and curiosity, which I believe are positive values that produce more educated citizens and human beings. I feel that the loss of such an asset to the neighborhood is a great cause for sadness. Furthermore, the existence of the Russian Hill Bookstore not only reflects the current interests of the community but also can impact the interests of future generations of the community by promoting reading, curiosity, and love for learning. I feel that we should preserve these positive values and promulgate them to future generations.

For the above reasons, I hope that you will consider adding Russian Hill Bookstore to the Legacy Business Registry.

Sincerely,
Tim Wu
[REDACTED] Polk St
San Francisco, CA 94102

Subject: In favor of Legacy Business Status for Russian Hill Bookstore

From: Rachel Markowitz [REDACTED]

Date: 4/26/2017 11:17 AM

To: "RSSNHLLB@pacbell.net" <RSSNHLLB@pacbell.net>

Dear Russian Hill Bookstore,

We are so glad you are pursuing Legacy Business Status in San Francisco. You are totally deserving of it. Your bookstore is one of our favorite businesses in the whole city, a friendly, homey place devoted to upholding the used-bookstore tradition as well as offering a unique selection of merchandise.

We have lived in the neighborhood for over twenty years, and we have browsed your store for as long, whether to buy from your amazing greeting card collection, your wonderful used and new book collections, and your great selection of gifts (writing tablets, toys, puzzles, etc.). Now that we have kids, we love to visit your kids' alcove, where the toy box and books keep our little ones entertained while we look around.

In this rapidly changing city, long-lived independently owned businesses like Russian Hill Books help retain the character, charm, and community vibe of the neighborhood. We strongly recommend that the city grants you Legacy Business Status.

Sincerely yours,

Rachel Markowitz and Family

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-087
Business Name: Shanti Project
Business Address: 730 Polk Street, 3rd Floor
District: District 6
Applicant: Kaushik Roy, Executive Director
Nomination Date: May 8, 2017
Nominated By: Supervisor Jane Kim

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

No address from 1975 to 1983 (9 years)
 890 Hayes Street from 1983 to 1988 (5 years)
 525 Howard Street from 1988 to 1994 (6 years)
 1546 Market Street from 1995 to 1998 (3 years)
 730 Polk Street, 3rd Floor from 1998 to Present (19 years)
 3170 23rd Street from 2015 to Present (2 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: Although Shanti Project was incorporated in 1975 per the Articles of Incorporation, which, for nonprofit organizations, is normally used as the starting year with regard to Legacy Business Registry applications, the starting year of Shanti Project is reported as 1974. Shanti Project was founded in 1974, and this year is referenced throughout the news articles and documentation provided.

DELIVERY DATE TO HPC: May 10, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM
金貞妍

May 8, 2017

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Regina:

I would like to formally nominate the Shanti Project (Shanti), one of San Francisco's oldest community-based caregiving non-profits, for San Francisco's Legacy Business Registry. Dr. Charles Garfield, Ph.D, the first mental health professional at UCSF Medical School's Cancer Ward, founded Shanti in 1974 with his experience in clinical work with cancer patients. Dr. Garfield believed no one should have to face cancer or any terminal/life-threatening illness alone, and that well-trained volunteers could provide ongoing one-on-one psychosocial and practical support. His innovative vision has become one of the first ever volunteer organizations to work directly with terminally-ill patients, and a model for similar organizations all across the world.

As far back as the late 1970s, Dr. Garfield received requests from his medical colleagues at UCSF for Shanti to support individuals from the gay community that were exhibiting cancer-like symptoms. This "mysterious cancer" was later named GRID and eventually became known as the HIV/AIDS epidemic in June of 1981. Shanti was uniquely positioned to meet the challenges of this devastating epidemic, and led some of the earliest responses, locally, nationally and internationally and offered compassion to the first wave of people diagnosed with AIDS. In the words of one former San Francisco Mayor, "San Francisco would not be what it is today if Shanti wasn't here at the beginning of the AIDS epidemic. It just wouldn't." In fact, Shanti was specifically acknowledged and thanked during the first U.S. Presidential address on AIDS in 1987 for its leadership in the earliest years of the epidemic and the French and British governments requested Shanti to conduct the first international trainings on how to work with and support people with AIDS.

After exclusively supporting people with HIV/AIDS for two decades, Shanti expanded its services in 2000, launching a breast cancer program to augment hospital-based care and reduce the barriers that underserved women face accessing, maintaining and completing treatment. This program, with support from the City and our office, expanded in 2015 to offer its services to all women diagnosed with any kind of cancer, making it the most comprehensive nonprofit service of its kind.



JANE KIM
金貞妍

Today, Shanti serves over 2,000 San Franciscans annually, approximately 90% of whom are living on incomes less than twice the federal poverty line. This figure represents recent programmatic initiatives for people living with Hepatitis-C, our isolated aging LGBTQ community, and residents of Potrero Hill public housing.

Also, in 2015 Shanti facilitated a merger with another historic San Francisco nonprofit, PAWS (Pets Are Wonderful Support) which would have closed its doors due to financial struggles. PAWS is San Francisco's only dedicated effort to keeping homebound, disabled, elderly or very sick residents together with their companion animals, who often represent their only family or a consistent source of love and compassion that these vulnerable individuals need.

Today, over 50 passionate staff and 700 dedicated volunteers make up Shanti's 43-year legacy of supporting some of our most vulnerable residents. For many long-time San Franciscans, Shanti defines what "compassionate care" truly means, I offer my whole-hearted endorsement for the Legacy Business Registry.

A handwritten signature in blue ink, consisting of a stylized 'J' followed by a series of loops and a horizontal line.

Jane Kim

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Shanti Project		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Executive Director, Kaushik Roy & Shanti Board of Directors, Chair Connie Norton		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
730 Polk Street, 3rd Floor San Francisco, CA 94109		((415))674-4722
		EMAIL:
		kroy@shanti.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.shanti.org	https://www.facebook.com/ShantiProject/	https://www.yelp.com/biz/shanti-san-francisco?osq=shanti+project

APPLICANT'S NAME		
Kaushik Roy	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
Executive Director		
APPLICANT'S ADDRESS:		TELEPHONE:
730 Polk Street, 3rd Floor San Francisco, CA		(415)674-4722
		EMAIL:
		kroy@shanti.org
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0376788		

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Jane Kim	

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
890 Hayes Street	94117	1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1983-1988	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
525 Howard Street	94105	Start: 1988
		End: 1994

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1546 Market Street	94102	Start: 1995
		End: 1998

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
730 Polk Street, 3rd Floor	94109	Start: 1998
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3170 23rd Street	94110	Start: 2015
		End: Present

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Kaushik Roy

5/5/2017

Name (Print):

Date:

Signature:

Shanti Project

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Dr. Charles Garfield was inspired to form the nonprofit organization The Shanti Project (Shanti) in 1974 as a result of his clinical work with cancer patients at the UCSF Cancer Research Ward. Dr. Garfield believed that no one should have to face cancer or any terminal/life-threatening illness alone. Dr. Charles Garfield developed the Shanti Model of Peer Support™ and desired to bring this effective model to more people in need. The Shanti Project was incorporated on August 21, 1975.

The word “shanti” means “inner peace,” which is most fitting given Shanti’s purpose to ease the burdens and improve the well-being of people in difficult life situations. Dr. Garfield realized that selected volunteers who completed intensive training could provide effective psychosocial support to people facing serious illnesses. Shanti was one of the first-ever volunteer agencies to work with terminally ill clients and eventually became the connection between tens of thousands of people facing life-threatening illnesses and volunteers who offered emotional support, peer counseling and helping hands.

The first Shanti peer support volunteers were trained in 1974 to be a consistent and compassionate presence at the bedside of patients in the UCSF cancer ward, under the leadership of Dr. Garfield. In 1980, as the cancer ward began to fill with people who were diagnosed with what we now know to be AIDS-related opportunistic infections, Dr. Garfield and Shanti turned its focus to caring for people who were, in those days, *dying* of AIDS. In the context of a nascent and incomplete understanding of the virus, an extremely high death rate, and a lack of resources for people living with HIV/AIDS, Shanti was at the forefront, with UCSF, SFGH and grassroots AIDS activists, in developing the “San Francisco model” of care for people diagnosed with HIV. This model took into account that the primary patient population contracting HIV (gay men) were already the target of significant discrimination and were struggling with serious socio-economic issues in addition to their HIV. Thus the model emphasized building relationships, providing wrap-around care (including health and social services), and collaborating closely with clinic and community partners to broaden and strengthen the care continuum. Today, Shanti continues to serve over 1,000 clients with HIV annually.

In 1983, Shanti Project opened its first independent location at 890 Hayes Street in San Francisco. Shanti continued to expand through the 1980s to keep up with the growing need of support services during the AIDS crisis. With 70 staff members and over 650 volunteers, Shanti moved to 525 Howard Street to accommodate this growth in 1988. In 1995, Shanti moved to Tenderloin on Market Street in an effort to be closer to our highest need clients, and in 1998, Shanti found a permanent home in the Project Open Hand building at 730 Polk Street.

In 2000, the San Francisco Department of Public Health noted the increase of women with breast cancer and the lack of services available to them. Shanti was approached to consider starting a new program for underserved breast cancer patients. Thus, in 2001, with an initial federal grant secured by then-Congresswoman Nancy Pelosi, Shanti expanded its services by launching its LifeLines Breast Cancer Program. In late 2015, with increased support from Mayor Ed Lee and the Board of Supervisors, the program expanded to serve women diagnosed with any type of cancer. Known today as the Margot Murphy Women’s Cancer Program, the program serves over 600 women and continues to augment hospital-based care and reduce the barriers that underserved women face accessing, maintaining and completing treatment.

In 2015, another historic San Francisco nonprofit, Pets Are Wonderful Support (PAWS), merged into Shanti to ensure its long-term sustainability. PAWS is San Francisco's only program dedicated to keeping homebound, disabled and very sick individuals together with their companion animals, and as a part of Shanti, will support over 700 clients and their pets in 2017. Other recent service expansions include Shanti's LGBT Aging and Ability Support Network (LAASN) program, which helps marginalized LGBT senior clients reduce isolation, and Shanti's partnership with HOPESF and BRIDGE Housing to provide support services to the residents of Potrero Hill during reconstruction of its public housing. In total, over 2,500 clients receive services from Shanti, through the dedicated efforts of more than 50 staff members and over 700 volunteers.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Shanti has continuously provided vital services to clients since 1974.

c. Is the business a family-owned business? If so, give the generational history of the business. – Not Applicable.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business. – Not Applicable

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership. -Not Applicable.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

Shanti's main office is located at 730 Polk Street in the Project Open Hand building in the Tenderloin. This building was previously owned by the Sierra Club and has been designated a category "A" property by the Planning Department. 730 Polk is next to the Historic Uptown Tenderloin district. The building is also located on the edge of the Little Saigon neighborhood which is two blocks of almost 80% Vietnamese owned businesses.

After merging with PAWS in 2015, Shanti acquired a building in the Mission neighborhood at 3170 23rd Street. Shanti continues to offer support services at both locations.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Shanti Project was one of the first organizations in the world to respond to the AIDS crisis of the 1980s. This was a defining moment in San Francisco's history and Shanti was at the forefront, working with the community and the City to respond to the epidemic. During these devastating times, Shanti shared its model of compassionate care all across the world, teaching other communities how to support and be of service to others without judgement or fear. In fact, at the request of the French and British governments, Shanti facilitated the first-ever international trainings on how to work with and care for people with AIDS.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

The AIDS epidemic is inextricably linked to the history of San Francisco, it was a time of fear, pain and grief. However, it was also a time when a community pulled together and showed the world how to heal, support and love each other. In 1981, Shanti volunteers, who had been working with cancer patients since 1974, made the decision to solely focus their support services on clients with this mysterious illness some called “gay cancer”. This was before people even knew if/how AIDS was transmitted. Shanti began the first peer support group on November 1, 1981 for San Franciscans with AIDS, and for nearly four decades, Shanti has seen the faces of people living with HIV/AIDS in San Francisco expand to include other groups that have their own experiences of discrimination, such as recent immigrants, people struggling with substance abuse, victims of domestic violence, the wider LGBT community, seniors, adults with other disabilities and co-morbid conditions and people of color.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

President Reagan gave the first U.S. Presidential Address on AIDS in 1987 and specifically thanked Shanti and its volunteers:

You know, it's been said that when the night is darkest, we see the stars. And there have been some shining moment through this horrible AIDS epidemic...For example, last year 450 volunteers from the Shanti Project provided 130,000 hours of emotional and practical support to 87 percent of San Francisco's AIDS patients. That kind of compassion has been duplicated all over the country, and it symbolizes the best tradition is caring. And I encourage Americans to follow that example and volunteer to help their fellow citizens who have AIDS.
(emphasis added)

Shanti's early work with people living with HIV/AIDS (PLWH) is documented in the acclaimed 2011 film, *We Were Here*. Shanti is also referenced in multiple books on the AIDS crisis in San Francisco such as:

- *And the Band Played On*; by Randy Shilts, 1987
- *Sometimes My Heart Goes Numb: Love and Caregiving in the Time of AIDS*; by Charles Garfield, 1995
- *God Doesn't Make Trash*; by Barbara Rose Brooker, 2001

Shanti has also been referenced in a variety of news stories across the country including:

- The New York Times: *Ward 5B: A Model of Care for AIDS*; by Katherine Bishop, December 14, 1985
- The San Francisco Chronicle: *Between the Lines – Shanti Pioneer Spotlights Caregivers*; by Patricia Holt, December 31, 1995
- Beyond Chron: *35th Anniversary of Historic SF Community Organization*; by Randy Allgiaer, November 25, 2008
- Los Angeles Times: *Movie Review: 'We Were Here'*; by Kenneth Turan, September 16, 2011

d. Is the business associated with a significant or historical person?

As the first-ever mental health professional at the UCSF Medical School Cancer Ward, Dr. Charles Garfield founded Shanti in 1974. For over forty years, he has pioneered the development of service oriented volunteer organizations and the training of volunteers in a wide variety of applications. In 1981, Dr. Garfield

was named National Activist of the Year—one of America’s highest awards to individuals making voluntary contributions in public service for his work with Shanti and for originating the Shanti Mode of Peer Support™. Dr. Garfield still serves as Clinical Professor of Psychology in the Department of Psychiatry at UCSF.

e. How does the business demonstrate its commitment to the community?

Since its inception, Shanti’s defining mission was to be of service to the community. As we have grown, Shanti has sharpened its skills in tailoring and adapting its services to diverse populations. For example, services that were once rendered to mostly English-speaking gay men during the AIDS crisis were modified to meet the needs of underserved breast cancer patients with low-English proficiency and with their own experiences of stigma, loss of identity and shame related to their illness. Our ability to translate our model across populations has come to the attention of other providers whose target populations have limited access to social support.

Shanti has been an active participant and ally in the LGBTQ community since the beginning of the AIDS epidemic, yet Shanti’s contribution to San Francisco extends well beyond the LGBTQ community. Over the years, Shanti has trained more than 20,000 volunteers – LGBTQ and straight – in its peer model of support, and those volunteers have volunteered over 3 million hours of caregiving. Since its inception, Shanti’s services have conservatively touched the lives of many tens of thousands of San Franciscans.

f. Provide a description of the community the business serves.

Even though Shanti has had several locations over the years, Shanti has been located in the Tenderloin neighborhood for the past 20 years. Shanti works with a large number of LGBTQ clients, monolingual immigrants, and clients that are living well below the federal poverty line with a significant concentration located in the Tenderloin neighborhood.

Since moving into the Project Open Hand building in 1998, Project Open Hand, Shanti and API Wellness have and has become an integral part of the safety net services in the poorest neighborhood in San Francisco. Located just a few blocks from SF City Hall, 730 Polk Street is a community hub that provides one-stop access to a vast array of health and wellness services offered by three highly-collaborative nonprofits.

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

730 Polk Street was previously owned by the Sierra Club before being purchased by Project Open Hand in the late 90s and has been designated a category “A” property by the Planning Department. A category “A” property indicates that the building fits the definition of “historical resource” as defined by the CEQA guidelines.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Shanti no longer existed, more than 2,500 vulnerable San Franciscans — the vast majority of whom live with life-threatening or terminal illnesses — would find themselves without crucial safety net services. Most of our clients are very low-income and are marginalized and underserved, which makes Shanti’s services part of their fragile safety net. Often, they are one economic or health problem away from losing their housing, transportation, and/or food. All of Shanti’s programs are provided free of charge to all individuals that seek out our help. Without our services, many of these clients would struggle to access treatment, fill out paperwork, schedule appointments, communicate with their doctor, access educational materials, get to medical appointments, or receive emotional support.

CRITERION 3

a. Describe the business and the essential features that define its character.

Shanti's focus on one-to-one peer support provided by trained volunteers became a new standard in the care of the terminally ill. The method gained first national and then international attention. In 1979, after a talk in Milan, Italy, Shanti began an international training effort; soon nearly 300 organizations around the world began to employ the Shanti peer support model.

At Shanti, the traditions that define the organization are exemplified through its mission and values. They inform the agency's work and are prominently featured on Shanti's website. The crux of Shanti's work is the Model of Peer Support. Shanti defines a "peer" as "someone with whom we share a basic humanity; someone with whom we are equals." Since all people share universal human experiences, we are all "peers." The Shanti Model of Peer Support™ is built on the values of mutual respect, positive regard, empowerment of the client, genuineness, acceptance of difference, empathy and the intention to be of service.

As the founder and primary provider of this highly successful model over the past four decades, Shanti's organizational capacity to deliver support services is unparalleled. Our core competencies have been shaped by the provision of these services to diverse populations, and our staffing plan and infrastructure are strategically designed to ensure the ongoing success of these services for the growing number of people who are at risk of severe isolation.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

All Shanti staff and Peer Support Volunteers are required to complete Shanti's 24-hour Volunteer Peer Support training. This training includes multiple opportunities to practice active listening skills, as well as modules focused on enhancing trainees' awareness and comfort level with psycho-social issues, loss and grief, harm reduction, non-judgmental peer counseling, clinical issues, cultural humility and more.

Shanti continues to train over 120 new Peer Support Volunteers each year. Each volunteer is matched one-on-one with a client and makes a 6-month minimum commitment to provide weekly in-home emotional support and practical assistance to their matched clients. We value our Peer Support volunteers and understand the impact they have on our clients as well as the community. Our success demonstrates that Shanti's integrated care navigation/peer support model is not only programmatically effective, but also translatable across diverse populations coping with stigma, isolation and health-risking conditions. As such, Shanti's services have been consistent and dependable, and are recognized by the community as a reliable source of long-term care.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Shanti's main residence is in the Project Open Hand building at 730 Polk Street in San Francisco. In 1998, Project Open Hand ran a successful \$7.5 million capital campaign to restore the building to its original 1922 luster. In the early 2000s, Project Open Hand added solar panels on its roof, making it one of the first "green" buildings in the Tenderloin.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership. – Not Applicable

SEAL OF THE STATE OF CALIFORNIA



OFFICE OF THE SECRETARY OF STATE

I, **MARCH FONG EU**, Secretary of State of the State of California, hereby certify:

That the annexed transcript has been compared with the **RECORD** on file in this office, of which it purports to be a copy, and that same is full, true and correct.

IN WITNESS WHEREOF, I execute
this certificate and affix the Great
Seal of the State of California this

AUG 21 1975



March Fong Eu
Secretary of State

752588

ARTICLES OF INCORPORATION
OF
SHANTI PROJECT

**ENDORSED
FILED**
In the office of the Secretary of State
of the State of California
AUG 21 1975
MARCH FONG EU, Secretary of State
Irene Keeler
Deputy

I

The name of this corporation shall be SHANTI PROJECT.

II

The purposes for which this corporation is formed are:

(a) The specific and primary purposes are to operate an educational counseling program for professional training of medical, nursing, mental health professionals and the clergy on issues related to the psychological care of the dying and their families and to further operate directly with the community to those persons and their families who are faced with life threatening illness.

(b) The general purposes and powers are to have and exercise all rights and powers conferred on non-profit corporations under the laws of California, including the power to contract, rent, buy or sell personal or real property, provided, however, that this corporation shall not, except to any insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the primary purposes of this corporation.

(c) No substantial part of the activities of this corporation shall consist of carrying on propaganda or otherwise attempting to influence legislation and the corporation shall not participate or intervene in any political campaign (including

the publishing or distribution of statements) on behalf of any candidate for public office.

III

This corporation is organized pursuant to the general non-profit corporation law of the State of California. This corporation does not contemplate pecuniary gain or profit to members thereof and it is organized for non-profit purposes.

IV

The principal office for transaction of business of this corporation is located in the County of Alameda, State of California.

V

The general management of the affairs of this corporation shall be under the control, supervision and direction of the Board of Directors. The names and address of persons who are to act in the capacity of Directors until the selection of their successors are:

Charles A. Garfield, Ph.D.

27 Los Didos
Orinda, California 94563

Rachel Clark

1137 Colusa
Berkeley, California 94707

Cheryl Duncan

1850 Shrader Street
San Francisco, California 94117

VI

The authorized number and qualification of members of the corporation, the different classes of membership, if any, the property, voting and other rights and privileges of members and their liability to dues and assessments and the method of collection thereof shall be as set forth in the By-Laws.

VII

The property of this corporation is irrevocably dedicated to charitable and educational purposes and no part of the net income or assets of this organization shall ever enure to the benefit of any director, officer or member thereof or to the benefit of any private individual. Upon the dissolution or winding up of the corporation, its assets remaining after payment of or provisions for payment of all debts and liabilities of this corporation shall be distributed to a non-profit fund, foundation or corporation which is organized and operated exclusively for charitable or educational purposes and which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code. If this corporation holds any assets in trust or a corporation is formed for charitable purposes, such assets shall be disposed of in such manner as may be directed by decree of Superior Court of the County in which the corporation has its principal office, upon petition therefor by the Attorney General or by a person concerned in the liquidation in a proceeding to which the Attorney General is a party.

IN WITNESS WHEREOF, the undersigned have executed these
Article of Incorporation this 12 day of August, 1975.

Charles A. Garfield
CHARLES A. GARFIELD

Rachel Clark
RACHEL CLARK

Cheryl Duncan
CHERYL DUNCAN

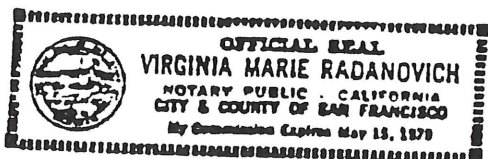
STATE OF CALIFORNIA

COUNTY OF San Francisco SS.

On this 12 day of August, 1975, before
me Virginia Marie Radanovich, a Notary Public for
the State of California, personall appeared Charles A. Garfield,
Rachel Clark and Cheryl Duncan,
known to me to be the persons whose names are subscribed to the
within Article of Incorporation, and acknowledged to me that they
executed the same.

Virginia Marie Radanovich
NOTARY PUBLIC

[NOTARY SEAL]



Shanti Project Locations



Shanti Project Tenderloin Location, Project Open Hand Building
730 Polk Street, San Francisco CA



Shanti Project Mission Location
3170 23rd Street, San Francisco CA

Shanti Project Locations



Shanti Project Tenderloin Location, Project Open Hand Building
730 Polk Street, San Francisco CA



Shanti Project Mission Location
3170 23rd Street, San Francisco CA

Shanti Project Tenderloin 730 Polk Street



Tenderloin front of building



Tenderloin front of building

Shanti Project Tenderloin 730 Polk Street



Tenderloin location Polk & Ellis cross street



Tenderloin location from Ellis Street

Shanti Project Tenderloin 730 Polk Street



Tenderloin location from Willow Street



Shanti sign at Tenderloin location

Shanti Project Tenderloin 730 Polk Street



Tenderloin entrance



Tenderloin Drop-In Center for Clients

Shanti Project Tenderloin 730 Polk Street



Tenderloin Activities Desk which provides free tickets to concerts, museums and experiences to clients



Tenderloin HIV Services Office

Shanti Project Tenderloin
730 Polk Street



Tenderloin Women's Cancer Program Office



Tenderloin Director's Offices

Shanti Project Tenderloin 730 Polk Street



Tenderloin Conference Room



Tenderloin Conference Room set up for free Client Massage therapy

Shanti Project Tenderloin 730 Polk Street



Tenderloin Conference Room Map of San Francisco demonstrating Shanti clients throughout the city



Tenderloin Conference Room Map of San Francisco demonstrating the concentration of Shanti clients in the Tenderloin

Shanti Project Mission
3170 23rd Street



Shanti Mission Office on 23rd Street



Shanti & PAWS signs at Mission location

Shanti Project Mission

3170 23rd Street



Mission location lobby



Mission location lobby with major donor signage

Shanti Project Mission 3170 23rd Street



PAWS & LAASN Desks at Mission Location

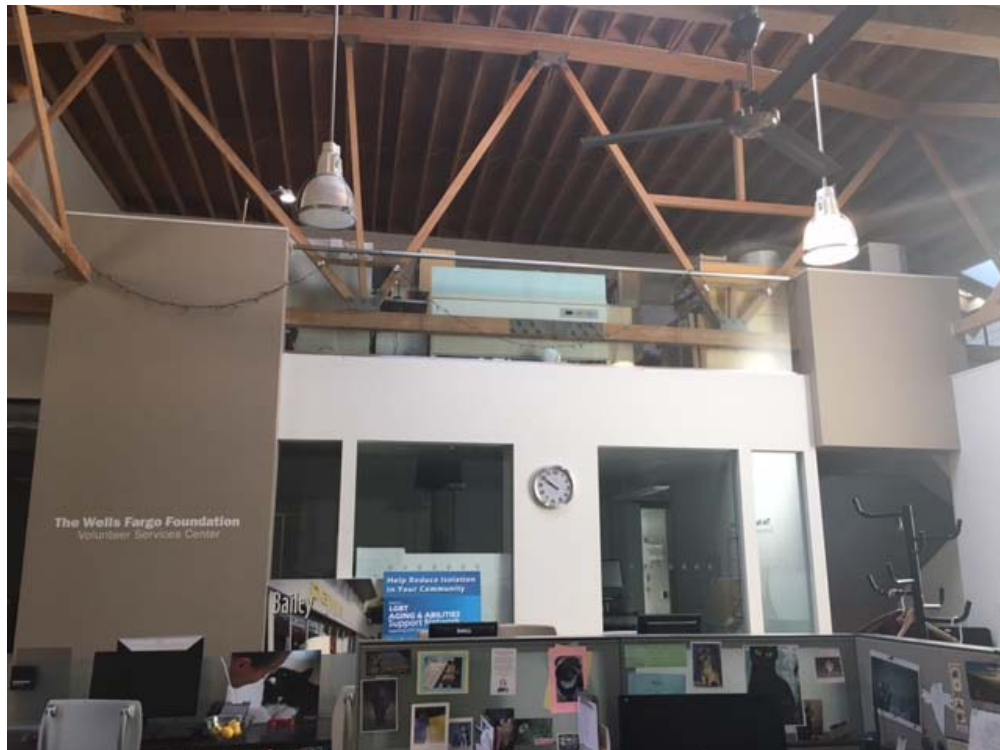


PAWS & LAASN Desks at Mission Location

Shanti Project Mission 3170 23rd Street

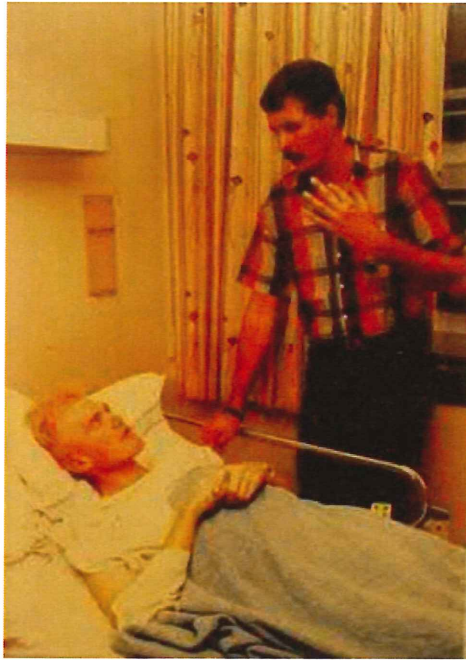


View from balcony at Mission location



View of balcony at Mission location

Shanti Project Historical Pictures from San Francisco General Hospital



Shanti counselor Ed Wolf works with a patient (1983). Photo courtesy of the San Francisco History Center, SF Public Library.



A photos of Linda Maxey, Director of Shanti Unit in Ward 5A, and Ed Brophy, 5A's first Shanti Counselor (1984). Photo courtesy of the San Francisco History Center, SF Public Library.

Historical Pictures of Volunteers and Staff



Shanti Project Volunteers after a training in the 1980s

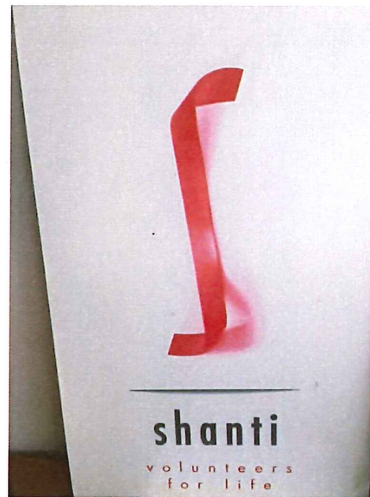


Shanti Project Staff 1988 in front of 525 Howard Street Location

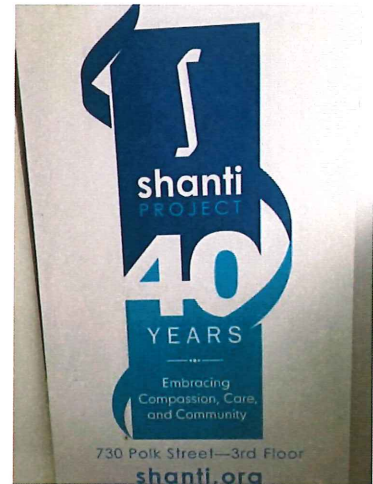
Shanti Signs through the years



(1988 - 1995)



(1995 - 2013)



(2014 - 2016)



Today



ECLIPSE™

The Shanti Project Newsletter

Winter, 1985

The Unfolding of a Day on Ward 5B

By Ed Brophy

[Editor's Note: Ed Brophy is one of seven Shanti staff counselors who works with persons with AIDS and their loved ones at San Francisco General Hospital. Opening himself to pain, grief and joy is an everyday occurrence for Ed. In the following article, Ed gives us an idea of what his days are like on 5B, the special ward for persons with AIDS at General.]

11:00 a.m.

I arrive on Ward 5B after being off for several days. I joke briefly with the nurses on duty and seek out the charge nurse for a report. Steve gives me an update on each patient's medical and emotional status. I go to the Shanti office and read the notes written by my fellow Shanti co-workers. This clarifies what issues have arisen and have been addressed since I was last here.

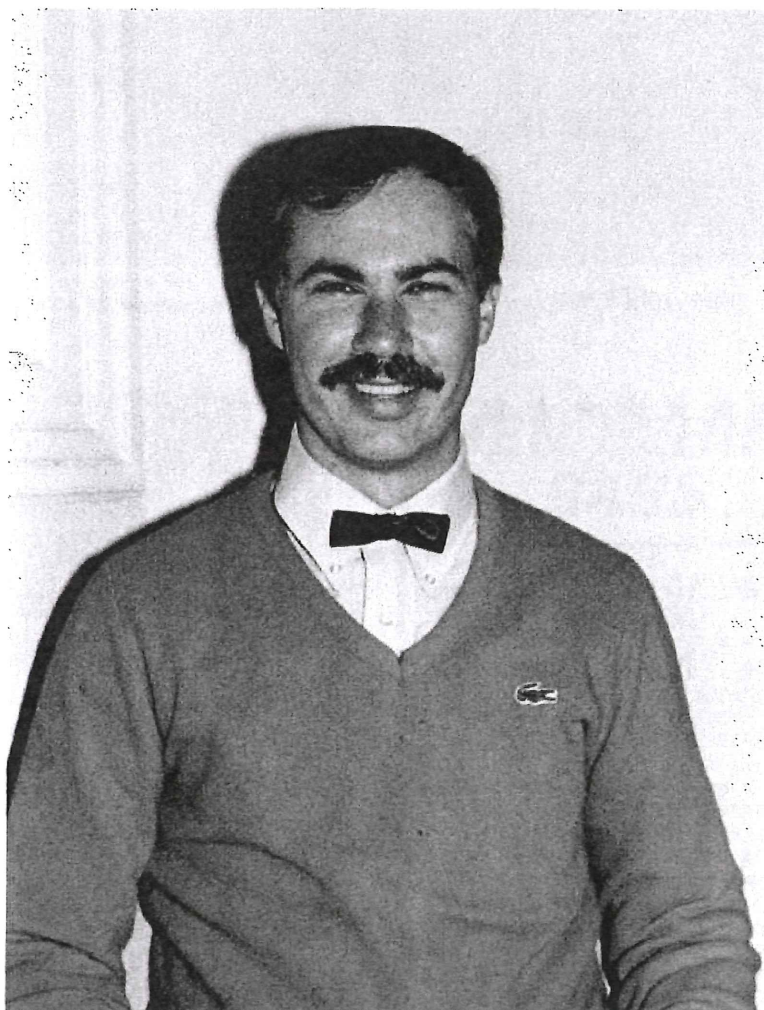
There are 12 beds on 5B and they are all filled. There are 10 additional AIDS patients to be seen on other floors.

11:30 a.m.

I decide to check in first with Fred. He is being treated for Pneumocystis Carinni Pneumonia (PCP), a protozoan infection that affects the lungs. Fred is a bright and gentle 24 year old who experienced serious medical symptoms for 18 months prior to being diagnosed with AIDS. Fred complains of his lack of appetite and stomach problems. Nausea is often a common side-effect to the medications used

(Continued on Page 2)

HOUR BY HOUR



Ed Brophy, Shanti Staff Counselor at San Francisco General Hospital.



ECLIPSE™

The Shanti Project Newsletter

Published by Shanti Project for the friends, volunteers and staff of Shanti Project, 390 Hayes Street, San Francisco, CA 94117; 415/558-9644. Shanti Project is a contract agency of the San Francisco Department of Public Health.

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WINTER 1985 NEWSLETTER

Managing Editors:

Jim Rulon, Jim Geary

Contributing Writers:

Kevin Conduff, Joe Bender, Flo

Elyon, Ed Brophy, Jim Geary

Graphics and Layout:

Kevyn Lutton

Distribution:

Christopher Couzens

Printing by:

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Shanti is a Sanskrit word meaning "inner peace."

The Shanti Project logo is an eclipse, a circle within a square. The circle portrays the inner world of the mind. The square conveys the solid reality of earth and body. United, they indicate the wholeness of the human being.

An eclipse is the passage from light to darkness and the return to light. For Shanti Project, it represents the changes brought about by illness and death, the darkness that can fall upon people experiencing these events, and the light that can follow in the wake of helpers who bring love and caring.

Denny Thompson, Coming Attractions Communication Service, created the logo.

(Continued from Page 1)

for PCP but Fred's doctors are concerned that there may be another problem, such as an ulcer or lesion. They have scheduled Fred for an endoscopy (insertion of tube into the intestines for observation). Fred is quite anxious about undergoing this diagnostic procedure. I ask Fred what he would find helpful and I offer to do a neck massage or a visualization. He accepts the offer of a neck massage.

Fred also talks about the arrival of his parents yesterday. He had been anxious about their reaction but he found their presence reassuring. Fred expects his parents to return later this afternoon. I tell Fred I would be very happy to meet them and help address their questions and concerns. Fred wishes to rest for awhile so I agree to return later before he leaves for his endoscopy.

12:00 Noon

I visit Barry next. He's had two previous stays on 5B, once for treatment for PCP and once for a transfusion. We grew close during his first month-long admission and Barry feels like an old friend. He's been having headaches and he's worried about what's causing them. He's concerned that it may be cryptococcal meningitis. I sit by his bed, and he talks about his fears. He cries briefly and then quickly reverts to joking. He asks me for a back massage and he tells me about his trip to New Orleans last month. We agree to go up on the sunroof tomorrow if it's warm.

12:30 p.m.

The lunch trays have arrived. I decide to visit Gary, who's being treated for toxoplasmosis, a neurological infection which can affect mental capacities. Gary has been having trouble verbalizing. Gary greets me with his eyes and nods "yes" when I ask him if he wants help with his lunch. I wonder to myself if he's depressed. His lack of mobility must be a blow to such an active man. He acknowledges his sadness and frustration at losing some of his ability to care for himself. I let him know he's still a worthwhile person no matter what his capability of taking care of himself. He shows me some of his photography work. I help him with more of his lunch and then head for the cafeteria.

1:30 p.m.

After lunch I return a call from Laura, who is the first year medical resident taking care of Fred who I saw earlier. She has agreed to meet with Fred's parents later this afternoon and she would like me

to join her in that meeting. We agree to meet ahead of time to coordinate our approach to the family. The pain of family members, friends and lovers is very real and their needs for support and information can sometimes go unmet.

1:45 p.m.

I walk into Allen's room and touch his foot in greeting. He talks about his struggle with daily fevers and night sweats. His doctors have been unable to determine the source of his infection. He stayed on the cooling blanket most of the night and had a blood sample taken at 2:00 a.m. when his fever reached 103. He's exhausted, yet wants me to stay awhile. He talks about his anger and frustration and about his medical situation.

Allen has been using relaxation tapes every day and finds them helpful. I support him in his pursuit of stress-reduction methods. I do a 20 minute guided visualization with Allen and incorporate an image of cooling blue light. At the end of the session Allen sighs and looks at me with his big blue eyes. Allen talks about his feeling of being responsible for his fevers and illness. He relays how his friends "keep telling me if I change my attitude, I'll get better." He adds, "But I guess there is only so much I can do." I encourage him to let himself off the hook on feeling so responsible for his present situation. I feel I'm challenging Allen's views on the role of a positive attitude, but Allen responds well to this idea.

2:30 p.m.

I knock softly on Bob's closed door. I hadn't met him yet and I take in a slow breath as I wonder how he's reacting to being in the hospital. I find him to be friendly, scared and nervous, though eager to talk. Bob was admitted last night with shortness of breath and fevers. The bronscopy this morning confirmed the diagnosis of pneumocystis. Bob's first words were that he was more concerned for his mother than for himself. It was clear that he was in shock, yet becoming aware of how the diagnosis was going to change his life. We talked for a long time about how to tell his friends and family. Bob said he feared he might die but wanted to make the best of every moment he had. When I gave him a good-bye hug, he clung to me for a long time and thanked me for listening. I tell Bob how awed I am by his strength and ability to face what is happening.

I feel a lump in my throat as I leave and I feel sad that this
(Cont. Page 4)

TO FLO WITH LOVE

[EDITOR'S NOTE: Flo Elyon began her involvement with the Shanti Project in January of 1981 as a client. In attempts to give back to the Project the support she was given, she became a volunteer counselor. In March of 1982 she was elected by the volunteer body as Chair of the Board of Directors on which she served for over a year. In June of 1983 she became a member of the staff serving as Volunteer Coordinator.

Both as a board and staff member Flo has deeply touched the lives of those with whom she worked. She is deeply loved by us and we will miss her. However, we are happy that she has made the decision to further her growth by moving to Sri Lanka to continue studying meditation at a Buddhist monastery. We look forward to her return.

When asked to write about her involvement in Shanti, Flo submitted the following words of gratitude.]

As I lie awake in the most quiet hour of the night, searching through my treasure box of Shanti memories and experiences for something to share with you, what is most heartfelt in this moment is my deep gratitude. A gratitude that will last through the years. For the whole fabric of my being has been profoundly affected, and you will all remain as important threads among the many threads of a lifetime.

I honor and express my deep appreciation:

--to my parents Sidney and Phyllis and my sister Joyce for bringing me into this world with love and caring; whose deaths first brought me to the Shanti Project;

--to the many friends who helped me live through and heal from that period of intense grief, and who have become my new family;

--to Stephen and Andrea Levine who taught me about keeping my heart open in hell, and finding a path to my inner being;

--to Jim Geary for his continuous encouragement and faith in me, and for his joy and laughter;



Flo Elyon, retired. All of us at Shanti wish you well and look forward to your return.

--to Bobby Reynolds for his unconditional love and unparalleled contribution to people with AIDS;

--to the many clients I've worked with, learned from and been inspired by, for trusting me with their innermost feelings and sharing their journey with me;

--to the volunteers, staff and board of the Shanti Project for their remarkable work and their love, friendship and support.

--to all of you for your courage and commitment to go beyond your fears, to expand your personal boundaries, and bring such love into the hearts of so many people.

May you be filled with and surrounded by love and peace.

Flo



MEN BEHIND BARS

Men Behind Bars, a variety show and musical revue featuring San Francisco bartenders will be a benefit for Shanti Project and the San Francisco Band Foundation this year on President's holiday weekend. Three shows are scheduled; Sunday February 17th at 8:00 p.m., Monday, February 18th at 2:00 p.m. and Monday February 18th at 8:00 p.m. Tickets are \$12 and can be purchased at Headlines on Polk or Castro Streets in San Francisco. Men Behind Bars will be performed at the Victoria Theater at 2961 16th Street (between Mission and South Van Ness) and promises to be as entertaining and well received as last year's show.

A special Shanti thanks to Jim Cvitanich and Mark Abramson, producers of the benefit.

(Hour by Hour, Cont. from Page 2)

disease has stricken another vibrant man just beginning to settle into a career, home and relationship. As I wash my hands, I try to let go of these feelings. I consciously relax my body and take some deep breaths.

3:20 p.m.

I decide to see Don briefly. He's recovering well from his PCP and will be discharged soon. I was with him when he was first diagnosed and helped him deal with his intense anxiety. He now likes to regale me with stories of his days in Hollywood as a costume designer. He's an older man, with a sharp mind and a campy sense of humor. This has endeared him to all the staff. Being with him certainly lifts my spirits. He pokes fun at the hospital routine and complains about the uncomfortableness of his bed.

3:45 p.m.

It is time for my meeting with Fred's parents, Harry and Eloise. They are fundamentalist Christians from Arkansas, who clearly love their son but express some strong feelings around Fred's lifestyle. They are angry that Fred won't see a minister and are trying to cover up their anger to Fred. Laura and I encourage them to share their feelings with Fred as he probably is picking up their anger and wonders what it's about. Harry and Eloise do not want to share their feelings with Fred out of fear of upsetting him. They vent their anger and frustration to Laura and me. We empathize with and validate their pain and anger. We then focus on his present medical situation. Laura feels that Fred will recover from the PCP, and expresses her puzzlement over what is causing his stomach problem.

4:30 p.m.

I decide to return to Fred's room as he's due to leave for his test. He has decided to refuse the endoscopy. I support his right to make those choices around these diagnostic and treatment procedures. Laura joins the discussion and Fred explains his decision to her. Laura seems somewhat surprised but accepts Fred's decision.

4:45 p.m.

As I walk down the hallway thinking about the past hour, I see Tom being wheeled on a gurney to his room. He is just returning from U.C. Hospital where he is undergoing radiation treatment. I help his nurse get him back in bed. He complains about the bumpy ride in the ambulance and the wait in a chilly corridor for his treatment. He's angry, yet is still hopeful

that the radiation will help reduce his Kaposi's sarcoma (KS) lesions. I validate his anger and his hope. He's tired and wants some icewater and a foot massage. As I massage his feet, he talks about his career as a gourmet chef. Even through his tiredness, Tom manages to joke about the hospital food.

5:15 p.m.

I decide to go into the conference room for a short break. Five minutes later, Sam, a former patient, arrives. He looks great and has gained 25 pounds since he was treated for PCP six months ago. He's here to see Peter, who is a newly diagnosed patient and who wants to meet another PWA who is doing well. I introduce Sam to Peter and leave the two of them to talk.

5:30 p.m.

I return to the Shanti office to write up notes on my interactions with people I have seen so far. I look over my list of patients and decide to see Bill.

6:00 p.m.

Bill is sitting up drawing when I enter his room. Just yesterday he was experiencing some strong

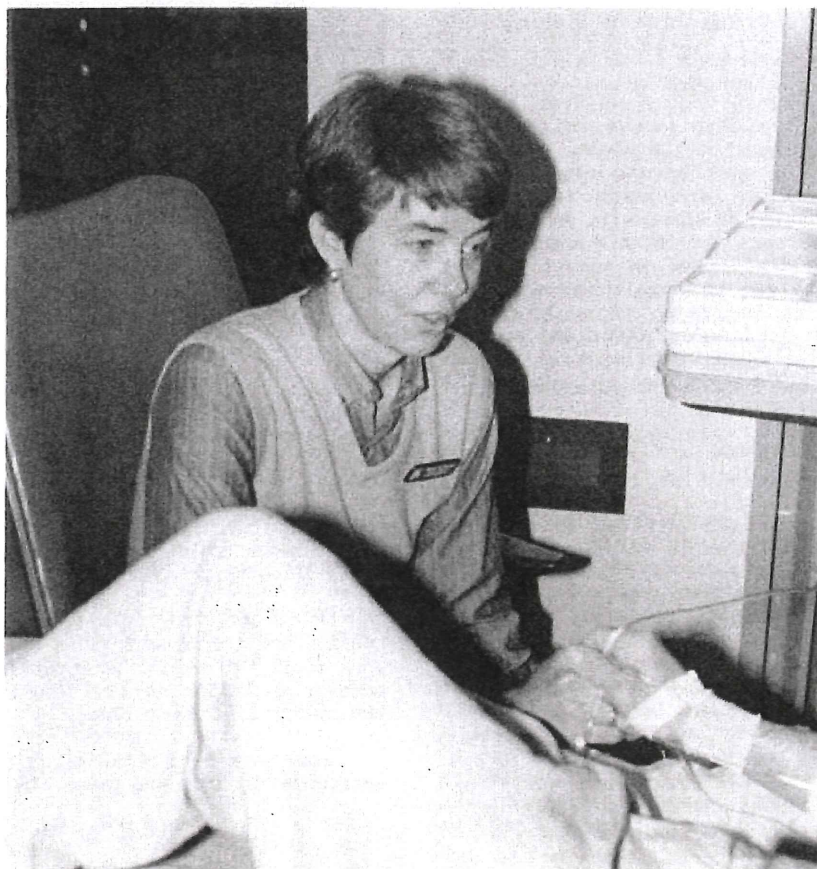
reactions to the chemotherapy he received for his lymphatic cancer. Bill is a tall, handsome, and confident man. He's struggling with allowing himself to shed tears over the incredible outpouring of love he's been receiving from his friends, lover and the staff of 5B. He is very proud of his identity as a man and he is making some changes in his image of what it means to be a man. He cries as he tells me about his lover's support and then apologizes. I tell him there is no need to apologize.

6:50 p.m.

I complete my remaining paperwork and decide to poke my head into Eric and David's room to say goodbye. I promise to see them tomorrow. They're doing well and are due to be discharged soon.

There is never any typical day on 5B. In the midst of our day we try to stay open to what Shanti has taught us, the communication of love which is often beyond words. It has been a privilege to share in the lives of everyone I have met today and I feel a mixture of sadness and joy as I leave the doors of the hospital.

oooooooooooooooooooooooooooo



Sarah McPherson, one of seven Shanti staff counselors at San Francisco General Hospital offers emotional support to a person with AIDS on Ward 5B.

BROTHERLY LOVE

By Joe Bender and Kevin Conduff

As Shanti volunteers in the Practical Support Program, we are often awed at the expression of love between a person with AIDS and their loved ones. This is the story of two brothers. One, Mark, who had AIDS; the other, Don, who did everything he could to save his brother's life. To see Don go beyond his own sense of limits and do the extraordinary things that Mark needed and wanted during his illness filled us with wonder and admiration.

When Mark was diagnosed with AIDS, he immediately began a thorough, sometimes frantic quest to find out everything he could about what he might do to improve his health. After much research and consultation with his physician, he decided to go to Mexico to find out more about a dietary treatment that had been used to treat cancer patients. Mark spent 30 days in Mexico learning the theory and practical application of the special diet, which was designed to cleanse, and thus heal the body.

When Mark returned, he was steadily becoming weaker. His physician, while not wildly enthusiastic about the special diet, gave his blessing to its trial.

Although Mark was ready to begin the diet, he was not physically capable of the incredibly demanding regimen required to prepare the food called for. After a week, Mark realized he could not manage and called his brother Don, who lived on the East Coast. Don, who was settled into a good job and comfortable home, quit his job, flew to San Francisco and "took over."

Don had known for some time that Mark was gay. He didn't, however, know anything about AIDS. Immediately, Don immersed himself in learning everything he could about AIDS so that he could help his brother regain his health.

For a couple of months Don tried to manage Mark's diet on his own. While the diet sounds simple (an 8 oz. glass of juice every hour on the hour from 8:00 a.m. to 8:00 p.m.), the preparation of the juice took extraordinary measures.

There were three kinds of juice; apple/carrot, green vegetable and raw baby calves liver. All vegetables and fruits had to be

organically grown and the calves liver fresh within three days. The shopping alone was a nightmare for Don.

Vegetables had to be purchased, washed in tap water, washed a second time in distilled water, put in a blender, wrapped in gauze and put in a press to extract the few precious drops of liquid for juice. It took literally pounds of Romaine lettuce to make eight liquid ounces and three refrigerators to hold a weeks supply of fresh organic produce. Three pounds of calves liver were required to make one glass of juice. Don was overwhelmed by the tasks. On top of laundry, cleaning and taking care of Mark's other needs, Don simply couldn't shop, wash, blend and squeeze fast enough. At the suggestion of some of Mark's friends who had been assisting Don as they could, Don called Shanti for help.



Randy, a Shanti Practical Support Program coordinator, put us in touch with Don who immediately put us to work. We began helping out twice a week for several hours at a time. Don continued to do the shopping and a significant amount of the food preparation. We were his helpers. We would wash, rinse, blend, wrap, press and squeeze for hours.

Don had everything superbly organized. The system he had worked out in the kitchen was a science. Each utensil had a certain spot and there was a specific way each task needed to be performed in order to conform to the specifications of the diet. Mark believed that each of these steps he had learned in Mexico were crucial and Don accepted Mark's beliefs without questioning. We accepted them too, and remember thinking more than once, "God forbid that this man should relapse because we didn't rinse something".

Don was so loving and protective of Mark. We were there three times before we were invited to take Mark's tray into his room. His bedroom was the inner sanctum, the holy of holies. You had to remove your shoes before going in because Don was afraid dust would aggravate Mark's lungs, which were weakened by pneumonia.

It wasn't long before Don's trust in us grew and we began to spend more time with Mark. We would bring Mark his favorite weekly papers and he would question us about where we had gone that weekend. He wanted to know what restaurants we had eaten at, what movies were playing and what was happening in the community. This time spent with him helped to ease his sense of isolation.

We were concerned about both Mark and Don. Everything that could be done for Mark was being done and yet he still was getting weaker and weaker. Don, at first, refused himself any time away from Mark and the herculean task of taking care of him. As time progressed, however, we were able to persuade Don to get out of the house a little. He treated us like family and we became equally fond of him. Occasionally, he would bring a girlfriend home for introductions and coffee. Most of these informal gatherings passed uneventfully, but one unfortunate woman walked into the kitchen just after we had ever so slightly overloaded the press with raw baby calves liver. The press had blown up under the pressure and just as Don and his date walked in, we were scraping little red bits and pieces of mangled calves liver from our hair as the rest dripped from the ceiling. It was not a pretty picture. Don quickly escorted her through the kitchen to the back porch to show her the three refrigerators full of organic veggies. She never seemed to recover from the whole thing. We didn't see her again.

After several months of the special diet, it became evident that Mark was not benefiting from it and he decided to abandon it. We felt a mixture of sadness and relief. Sadness that the diet had not done what Mark had hoped and apprehension that there were not any other viable alternatives. We also felt relieved that Don's load would be lessened. Don stayed on, looking after Mark and his needs. He would bathe him,

(Cont. on Page 6)

Honoring Another's Truth

By Jim Geary

Something I have always highly regarded in Shanti has been its views and approach in working with the spiritual beliefs of both its volunteers and clients. In essence, Shanti volunteers are taught to honor the religious beliefs of their clients and to work on client issues within the client's belief system. For example, if a client fears hell, yet the volunteer's belief system doesn't include a hell concept, our volunteer's counseling approach might include encouraging the client to express his or her fear of eternal damnation and feelings of guilt. Exploring how within the client's belief system he or she could seek forgiveness and attain peace may follow. Another example might involve a client who doesn't believe in an afterlife and a volunteer who has a strong belief in reincarnation. In this situation, the volunteer's goal does not become "saving" the client from a belief system but to accept the client's belief as chosen and true for the individual. If the client desires to explore any issues relevant to his or her beliefs, then the volunteer may help to provide that avenue.

In the last ten years there has been much written about death and dying. Much of it has centered around life after death and the "positive transformative" experience that dying offers us. I have observed how the dying process only recently hidden is now sought by those who feel that they will gain something from participating in it. I readily admit that my own self development is a principal motivation for my doing this work. I feel many volunteers enter this work to gain a fuller knowledge of themselves, to confront their own fear of death, and in hope of capturing the essence of life's purpose. This in itself is well and good. The problem results when volunteers' expectations of the experience deprive them of simply experiencing what is.

I have found that in my work with clients my own spiritual beliefs are immensely helpful. I feel my spiritual beliefs help prevent burnout while allowing me to open to suffering; it follows that if our beliefs give us balance, then our clients, benefit by how we manifest our truths. However, we need not share our beliefs verbally for our clients to be benefited.

Letting go of any agenda as to where our clients should be spiritually allows us to enter our client's world without expectations and judgment. From this place effective communication follows.

In regards to my own changing spiritual beliefs, I had a very painful yet growthful experience two years ago. At that time, I witnessed the physically painful and disfiguring death of a client. I had known Jerry for about six months and we had built a close friendship. I spent much of the last 48 hours of his life by his bedside and witnessed his immense physical deterioration and opened to his total lack of understanding as to why this was happening to him.

After his death I experienced much rage and aimed much of it at myself. I felt stupid for having believed in a compassionate God that could allow such incredible suffering. I ripped up my "holy pictures" and told my friends that I no longer believed in anything. Fortunately, although my friends were concerned, they didn't try to rescue me, or attempt to rebuild my shattered belief systems, or to argue philosophical and/or spiritual perspectives. Instead my friends heard my hurt, and validated that it was understandable that by opening to such suffering my beliefs would be challenged. They gave me permission to let go of my beliefs and begin anew. My friends still maintained their belief in a loving God but their belief did not prevent them from opening to and even learning from my experience.

The total acceptance that my friends gave me to feel this void was exactly what I needed. For, in retrospect, that experience has strengthened my belief -- not in a God outside of myself but of a power within. A power within me which can open to incredible suffering and not pull away. What I had wanted was a God outside of myself that would not allow suffering. Yet, what I found after painful months of soul searching was the extraordinary ability within us to look into the face of suffering, of what is, and despite God's seeming inaccessibility and lack of caring, for us to remain accessible, loving and willing to continue caring.

I am committed to maintaining the integrity of honoring our clients' beliefs at Shanti. I have

observed how other projects serving persons with life-threatening illness struggle with these issues sometimes erring by attempting to present death in a particular light. I feel this not only narrows the clientele they are able to serve but also narrows those serving. Imposing our own beliefs prevents us from entering an experience in which essence and gifts are borne by laying aside any preconceived ideas and opening unconditionally to another's truth.

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Love, Cont. from Page 5

feed him, read to him and talk to him by the hour. As Mark worsened, it became more difficult for all of us to see his pain.

Our role as Shanti Practical Support volunteers changed also. Instead of helping in the kitchen, we visited weekly to see Mark and Don and to clean the two story Victorian house that was their home.

Mark died on Labor Day, 10 months after Don arrived to care for him. At the funeral, we were treated like family -- hugged appreciatively and lovingly. Mark had lived long enough for his father to arrive and say goodbye. His Aunt Edna and Uncle Carl were there to share their grief and to be with Don.

Don told us that he was going to miss Mark but was relieved that he wasn't going to hurt anymore. As he was talking to us, we were both thinking of how much he had left back East to be there for Mark and how very much Mark had loved him.

Mark is at rest now and Don has the peace that comes from knowing you were there for someone. Their brotherly bond inspired us and we feel privileged to have been part of this remarkable family and to have shared in their love.



The Shanti Staff provides support to 250 Shanti emotional and practical support volunteers as well as direct services to persons with AIDS and their loved ones. Pictured above: (L.to R., standing) Stan Roberts, Residence Manager; Charles Herrington, Office Manager; Bev Flynn, Asst. Finance Manager; Jim Rulon, Public Affairs Officer; Rik Isensee, Clinical Consultant; Daniel Brewer, Van Driver; Bea Tracy, Clinical Coordinator; Steve Lessure, Practical Support Coordinator; Michael Fiorentino, Residence Program Secretary; Linda Maxey, Counseling Coordinator (SFGH); Helen Schietinger, Director AIDS Residence Program; Paul Shearer, Counselor (SFGH); (L.to R. center) Jim Geary, Executive Director; Jan Boddie, Counselor (SFGH); Andrew Lewallen, Volunteer Coordinator; Robin Johnson, Volunteer Coordinator; Randy Chelsey, Practical Support Coordinator; (L.to R. front) Ed Brophy, Counselor (SFGH); Andy Bowlds, Information and Referral Receptionist; Flo Elyon, Volunteer Coordinator; Jess Randall, Finance Manager; Christopher Couzens, Office Operations Assistant. Staff members not pictured are Daniel Barnes and Sarah McPherson, staff counselors at San Francisco General Hospital.

The Shanti Project, a volunteer-based organization, welcomes financial contributions from those who appreciate our efforts and want to help. Please send your tax-deductible donation to the Shanti Project, 890 Hayes St., San Francisco, CA 94117.

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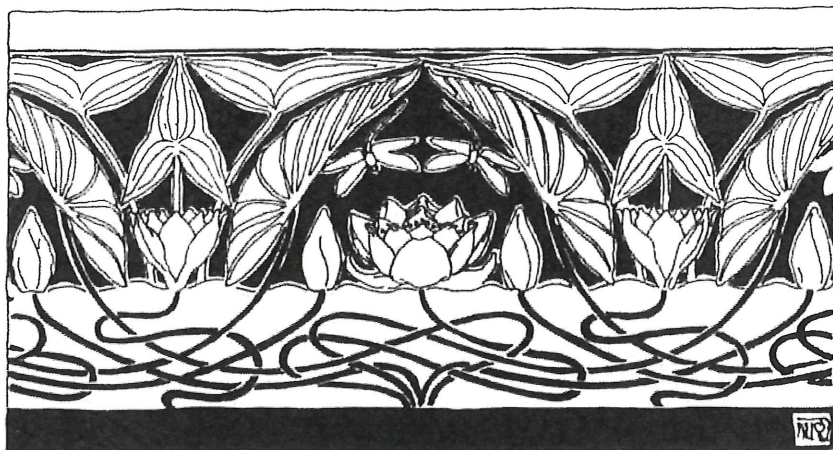
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SHANTI VIDEOTAPES

The Shanti Project is proud to announce the availability of our complete volunteer training program on videotape. Videotapes of the training program can be used by any group wishing to start an organization to provide volunteer counseling to people with AIDS, their loved ones and friends. These training materials are designed to be used both as a resource by the organizers of a new group and in the training of volunteer counselors.

For more information about the Shanti training videotapes, call the Shanti Project office at 415/558-9644.

The New York Times

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December 14, 1985

WARD 5B: A MODEL OF CARE FOR AIDS

By KATHERINE BISHOP

SAN FRANCISCO, Dec. 13— Even sitting exhausted in a chair in his room at San Francisco General Hospital, John Lere can still talk about how he likes to raid the communal refrigerator at night. Talking between breaths from an oxygen mask, he likes to joke that his primary care nurse, Charles Cloniger, is "like having Mom at home."

This is Mr. Lere's third stay at the hospital since he was diagnosed as having AIDS a year ago. And he has come to a conclusion about his hospital care. "I'd stay home and die if I couldn't come here," he said, referring to the Special Care Unit at San Francisco General Hospital.

Model Unit for AIDS Patients

The unit is believed to be the only one in the country designed especially for the care of AIDS patients. Known within the hospital and the larger community as 5B, for its location on the fifth floor, the unit and its companion outpatient clinic, Ward 86, represent the unusual response by this city's health care workers to acquired immune deficiency syndrome.

The usually fatal disease, which so far is incurable, has ravaged homosexuals here, giving San Francisco the highest number of AIDS cases per capita in the nation. The city is second only to New York City in the number of diagnosed cases.

Health experts say that AIDS, which ravages the body's immune system, is transmitted by contaminated blood or semen. Groups at highest risk are homosexual men and hemophiliacs; 97 percent of the AIDS patients at San Francisco General are homosexual.

For health care workers, 5B represents a victory over their own fears of the disease. It also forces them to focus on their feelings about homosexuality and their role in caring for a group of patients who will most surely die.

Importance of Emotions

"You feel a lot of anger seeing young people cut down," said the head nurse, Alison Moed. "But there is such a sense of love and basic human sharing here. It's a place where a disease has brought out the best in people."

Dr. Julie Gerberding, now the chief medical resident at San Francisco General, was an intern when the first patient with what has come to be known as AIDS was admitted in 1981. The patient was admitted

with Kaposi's sarcoma, a cancer of the lining of the capillaries that is now commonly associated with AIDS. Back then, the case was treated simply as an unusual cancer, Dr. Gerberding said.

A year later, when she returned for her residency, Dr. Gerberding learned how to recognize AIDS and that it was an infectious disease. But health experts knew little about how the disease was transmitted, and that lack of information touched off a variety of feelings, ranging from concern to paranoia.

Cliff Morrison, a nurse who was assigned as the hospital's AIDS coordinator, said that San Francisco General initially isolated AIDS patients in rooms throughout the hospital with little direct care from a fearful staff.

Fears of 'Leper Colony'

Mr. Morrison, now the assistant director of nursing, said he originally opposed the idea of a separate ward for the AIDS patients, fearing it would be treated like a "leper colony" or "quarantine area" within the hospital.

But as the numbers of AIDS cases climbed into the hundreds in 1983, it became clear that San Francisco General, as the city's public hospital, would have to find a way to consolidate its resources for caring for patients. Mr. Morrison undertook to set up 5B as a model ward.

The staff members were recruited from a group who volunteered to work in the ward. In two years only two staff members have left, a much lower number than hospital wards normally experience, Miss Moed said.

Coordination was arranged with community support groups, including hospices for the dying and the Shanti Project, which provides volunteers for counseling, running errands and doing chores and also provides housing in eight centers around the city to assist patients when they leave the hospital. More volunteers came from among the city's homosexuals.

As in the rest of the hospital, a family member or "significant other," such as a lover or close friend, is allowed to spend the night in a patient's room on a cot. The staff also tries to be prepared for the first visit by patients' parents, some learning for the first time that a son was homosexual.

Staff Members Are Studied

The staff members have become the subject of a study to learn more about the transmission of the disease. Dr. Gerberding is the chief investigator for the study, which is looking at more than 300 people who work in the AIDS ward or who have experienced a possible exposure to the virus, either from breaking the skin with a needle that had been used on a patient or from an accidental splash of a patient's body fluids into an open wound.

"Health care workers have more exposure to AIDS than anyone in the world," Dr. Gerberding said. In 18 months of evaluation, no health care worker who was not already in a high risk group for the disease, such as homosexual men, has been found to have antibodies that signal exposure to the virus. Her findings echo those from the Federal Centers for Disease Control in Atlanta.

"We don't treat the AIDS patients any different than other patients," Dr. Gerberding said. "Those who feel strong enough can move about the hospital and even eat at the cafeteria. Only those with weeping skin lesions or other contagious diseases are confined to their rooms. The staff does not normally wear protective gear unless the patients has a bad cough or they are handling patient's body fluids. Those are extreme precautions."

Knowing that they cannot heal their patients has focused the staff's efforts on the day-to-day needs of their patients, Miss Moed said. "There are a lot of ways in which we are impotent," she said. "We can't save them, we can't reverse the process and we can't mollify some of the terrible manifestations of the disease."

In such a situation, she said, "being sure that the patients have good care becomes a way of empowering ourselves."

Photo of John Lere being attended to by Charles Cloniger at San Francisco General Hospital (NYT/Terrence McCarthy); Photo of Dr. Julie Gerberding (NYT)

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SFGATE <http://www.sfgate.com/books/article/BETWEEN-THE-LINES-Shanti-Pioneer-Spotlights-3017163.php>

BETWEEN THE LINES -- Shanti Pioneer Spotlights Caregivers

Patricia Holt Published 4:00 am, Sunday, December 31, 1995

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Today Charles Garfield is famous across the country as the founder of San Francisco's much-duplicated Shanti Project, one of the first community-based HIV/AIDS health-care organizations and the model for programs that have trained thousands of volunteers throughout the world.

Garfield interviews 20 of these "exemplary caregivers" in *SOMETIMES MY HEART GOES NUMB: Love and Caregiving in a Time of AIDS* (Jossey-Bass; 316 pages; \$22), and on a recent visit to *The Chronicle* he talked about the story behind the book -- the hugely informal and seemingly impossible launch of Shanti at a cancer ward at San Francisco's University of California Medical Center 20 years ago.

"I was a post-doc student doing research on cancer patients when the clinical director of the institute asked me to, as he put it, 'take charge of the psycho-social needs of our patients.' This was rather visionary of him because until then there had never been a full-time faculty member from the mental health disciplines on the staff, and unless you were suicidal or seriously depressed, nobody thought you needed attention.

"I agreed with him that psychological care was needed, but I remember looking down the hallway of a 40-bed unit in this acute-care facility and asking, 'All of them?' Oh, yes, he said, 'and the nurses' stress level is high, so you need to lead some support groups for them, and the interns on a case-by-case basis as well.' The university was not about to supply any financial help, and the only other model I knew or had even heard about was a volunteer base." Garfield had already made some important personal discoveries as a psychologist who specialized in helping cancer patients cope with the daily challenges of survival. While many medical professionals believed -- and some still believe -- That such caregiving is "basically hand-holding," Garfield insisted that emotional support by trained caregivers was an essential component of both psychological and physical well-being. "I started calling former students, former patients who had gone into remission, family members who had seen how counseling worked and wanted to give something back, even colleagues in the nursing and mental health professions who might have been exhausted by their jobs but I hoped would be willing to take on the same caretaker-patient relationship as volunteers.

"My naivete was so obvious in retrospect. There was no literature in the medical journals to fall back on when psychiatrists and physicians told me that volunteer work as I envisioned it couldn't be done. All I could say was that for millennia, this is what families and neighbors have been doing and that without it people have had to suffer in silence.

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"At the same time, the premise of the program turned out to be true, which is that you can teach counseling skills to 'regular folks' -- not (to handle) psychopathology of a serious nature but ways to deal with the 'normal' stresses of somebody facing a life-threatening illness. Bearing witness to another person's situation is one of the highest acts of love. Just being there at a time when the most catastrophic thing is happening to a person and listening to that person's story is extremely therapeutic. That can be taught to anybody. You don't need to be a therapist to learn it."

The simplicity and purity of this idea has seen Shanti through its worst times -- financial scandal nearly ruined Shanti San Francisco a few years ago -- and its most expansive: Since the AIDS crisis hit, hundreds of similar groups have sprung up all over the country.

Today Garfield is a clinical professor of psychology at UCSF. His interest in caregivers led him to create a support group for long-term volunteers called Full Circle and to write "Sometimes My Heart Goes Numb."

The book takes us into the HEArts and minds of AIDS caregivers, whom he calls (following Carl Jung's model) "wounded healers," people who have "learned a great deal from their own pain" and who recognize themselves in the patients they serve.

Here is Jacinta, a Roman Catholic nun with a long-term neurological disability who takes as much courage and counsel from her AIDS clients as she gives to them. Here is Eric, a gay man enduring homophobia while trying to help overmedicating doctors understand the AIDS phenomenon of "accumulated grief." And here is Tom, a physician who "counts among his resources 'the doctor within the patient.'"

To see the world of AIDS through the lens of these sensitive and eloquent caregivers is to understand the unique lifeline, never articulated before, that can be shared by doctors and patients, clients and caregivers, readers and volunteers.

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President Reagan's amfAR Speech

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This is the text of a speech, written by [Landon Parvin](#), for President Reagan to deliver at a dinner honoring the American Foundation for AIDS Research (amfAR). The president had been [invited](#) by the actress Elizabeth Taylor, amfAR's national chairman, to deliver the speech, which was only his second major speech on AIDS.

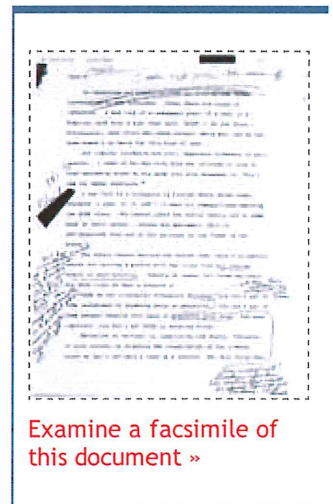
May 31, 1987

Dr. Silverman, Elizabeth, Don Ross, award winners, ladies and gentlemen, I hope Elizabeth won't mind, but some years ago when I was doing a television show, "General Electric Theater," part of my work required visiting the General Electric plants, 139 of them, and meeting all the employees.

And knowing better than to have a canned speech for them, I would go and suggest that they might ask questions. And every place I went, the first question was "Is Elizabeth Taylor really that pretty?" And being the soul of honesty, I would say, "You bet."

But you know, fundraisers always remind me of one of my favorite but most well-worn stories. I've been telling it for years, so if you've heard it, please indulge me. A man had just been elected chairman of his community's annual charity drive. And he went over all the records, and he noticed something about one individual in town, a very wealthy man. And so, he paid a call on him, introduced himself as to what he was doing, and he said, "Our records show that you have never contributed anything to our charity." And the man said, "Well, do your records show that I also have a brother who, as the result of a disabling accident, is permanently disabled and cannot provide for himself? Do your records show that I have an invalid mother and a widowed sister with several small children and no father to support them?" And the chairman, a little abashed and embarrassed, said, "Well, no, our records don't show that." The man said, "Well, I don't give anything to them. Why should I give something to you?"

Well, I do want to thank each of you for giving to the fight against AIDS. And I want to thank the American Foundation for AIDS Research and our award recipients for their contributions, as well. I'm especially pleased a member of the administration is one of tonight's recipients. Dr. [C. Everett] Koop is what every surgeon general should be. He's an honest man, a good doctor, and an advocate for the public health. I also want to thank other doctors and



Examine a facsimile of this document »

researchers who aren't here tonight. Those individuals showed genuine courage in the early days of the disease when we didn't know how AIDS was spreading its death. They took personal risks for medical knowledge and for their patients' well being, and that deserves our gratitude and recognition.

I want to talk tonight about the disease that has brought us all together. It has been talked about, and I'm going to continue. The poet W.H. Auden said that true men of action in our times are not the politicians and statesmen but the scientists. I believe that's especially true when it comes to the AIDS epidemic. Those of us in government can educate our citizens about the dangers. We can encourage safe behavior. We can test to determine how widespread the virus is. We can do any number of things. But only medical science can ever truly defeat AIDS. We've made remarkable progress, as you've heard, already. To think we didn't even know we had a disease until June of 1981, when five cases appeared in California. The AIDS virus itself was discovered in 1984. The blood test became available in 1985. A treatment drug, AZT, has been brought to market in record time, and others are coming. Work on a vaccine is now underway in many laboratories, as you've been told.

In addition to all the private and corporate research underway here at home and around the world, this fiscal year the federal government plans to spend \$317 million on AIDS research and \$766 million overall. Next year we intend to spend 30 percent more on research: \$413 million out of \$1 billion overall. Spending on AIDS has been one of the fastest growing parts of the budget, and, ladies and gentlemen, it deserves to be. We're also tearing down the regulatory barriers so as to move AIDS from the pharmaceutical laboratory to the marketplace as quickly as possible. It makes no sense, and in fact it's cruel, to keep the hope of new drugs from dying patients. And I don't blame those who are out marching and protesting to get AIDS drugs released before the I's were -- or the T's were crossed and the I's were dotted. I sympathize with them, and we'll supply help and hope as quickly as we can.

Science is clearly capable of breathtaking advances, but it's not capable of miracles. Because of AIDS long incubation period, it'll take years to know if a vaccine works. These tests require time, and this is a problem money cannot overcome. We will not have a vaccine on the market until the mid- to late 1990s, at best. Since we don't have a cure for the disease and we don't have a vaccine against it, the question is how do we deal with it in the meantime. How do we protect the citizens of this nation, and where do we start? For one thing, it's absolutely essential that the American people understand the nature and the extent of the AIDS problem. And it's important that federal and state governments do the same.

I recently announced my intention to create a national commission on AIDS because of the consequences of this disease on our society. We need some comprehensive answers. What can we do to defend Americans not infected with the virus? How can we best care for those who are ill and dying? How do we deal with a disease that may swamp our health care system? The commission will help crystallize America's best ideas on how to deal with the AIDS crisis. We know some things already: the cold statistics. But I'm not going to read you gruesome facts on how many thousands have died or most certainly will die. I'm not going to break down the numbers and categories of those we've lost, because I don't want Americans to think AIDS simply affects only certain groups. AIDS affects all of us.

What our citizens must know is this: America faces a disease that is fatal and spreading. And this calls for urgency, not panic. It calls for compassion, not blame. And it calls for understanding, not ignorance. It's also important that America not reject those who have the disease, but care for them with dignity and kindness. Final judgment is up to God; our part is to ease the suffering and to find a cure. This is a battle against disease, not against our fellow Americans. We mustn't allow those with the AIDS virus to suffer discrimination. I agree with Secretary of Education Bennett: We must firmly oppose discrimination against those who have AIDS. We must prevent the persecution, through ignorance or malice, of our fellow citizens.

As dangerous and deadly as AIDS is, many of the fears surrounding it are unfounded. These fears are based on ignorance. I was told of a newspaper photo of a baby in a hospital crib with a sign that said, "AIDS -- Do Not Touch." Fortunately, that photo was taken several years ago, and we now know there's no basis for this kind of fear. But similar incidents are still happening elsewhere in this country. I read of one man with AIDS who returned to work to find anonymous notes on his desk with such messages as, "Don't use our water fountain." I was told of a situation in Florida where 3 young brothers -- ages 10, 9, and 7 -- were all hemophiliacs carrying the AIDS virus. The pastor asked the entire family not to come back to their church. Ladies and gentlemen, this is old-fashioned fear, and it has no place in the home of the brave.

The Public Health Service has stated that there's no medical reason for barring a person with the virus from any routine school or work activity. There's no reason for those who carry the AIDS virus to wear a scarlet A. AIDS is not a casually contagious disease. We're still learning about how AIDS is transmitted, but experts tell us you don't get it from telephones or swimming pools or drinking fountains. You don't get it from shaking hands or sitting on a bus or anywhere else, for that matter. And most important, you don't get AIDS by donating blood. Education is critical to clearing up the fears. Education is also crucial to stopping the transmission of the disease. Since we don't yet have a cure or a vaccine, the only thing that can halt the spread of AIDS right now is a change in the behavior of those Americans who are at risk.

As I've said before, the Federal role is to provide scientific, factual information. Corporations can help get the information out, so can community and religious groups, and of course so can the schools, with guidance from the parents and with the commitment, I hope, that AIDS education or any aspect of sex education will not be value-neutral. A dean of St. Paul's Cathedral in London once said: "The aim of education is the knowledge not of facts, but of values." Well, that's not too far off. Education is knowing how to adapt, to grow, to understand ourselves and the world around us. And values are how we guide ourselves through the decisions of life. How we behave sexually is one of those decisions. As Surgeon General Koop has pointed out, if children are taught their own worth, we can expect them to treat themselves and others with greater respect. And wherever you have self-respect and mutual respect, you don't have drug abuse and sexual promiscuity, which of course are the two major causes of AIDS. Nancy, too, has found from her work that self-esteem is the best defense against drug abuse.

Now, we know there will be those who will go right ahead. So, yes, after there is a moral base, then you can discuss preventives and other scientific measures. And there's another aspect of teaching values that needs to be mentioned here. As individuals, we have a moral obligation not to endanger others, and that can mean endangering others with a gun, with a car, or with a virus. If a person has reason to believe that he or she may be a carrier, that person has a moral duty to be tested for AIDS; human decency requires it. And the reason is very simple: Innocent people are being infected by this virus, and some of them are going to acquire AIDS and die.

Let me tell you a story about innocent, unknowing people. A doctor in a rural county in Kentucky treated a woman who caught the AIDS virus from her husband, who was an IV-drug user. They later got divorced, neither knowing that they were infected. They remarried other people, and now one of them has already transmitted the disease to her new husband. Just as most individuals don't know they carry the virus, no one knows to what extent the virus has infected our entire society. AIDS is surreptitiously spreading throughout our population, and yet we have no accurate measure of its scope. It's time we knew exactly what we were facing, and that's why I support some routine testing.

I've asked the Department of Health and Human Services to determine as soon as possible the extent to which the AIDS virus has penetrated our society and to predict its future

dimensions. I've also asked HHS to add the AIDS virus to the list of contagious diseases for which immigrants and aliens seeking permanent residence in the United States can be denied entry.

They are presently denied entry for other contagious diseases. I've asked the Department of Justice to plan for testing all federal prisoners, as looking into ways to protect uninfected inmates and their families. In addition, I've asked for a review of other federal responsibilities, such as veterans hospitals, to see if testing might be appropriate in those areas. This is in addition to the testing already underway in our military and foreign service.

Now let me turn to what the states can do. Some are already at work. While recognizing the individual's choice, I encourage states to offer routine testing for those who seek marriage licenses and for those who visit sexually transmitted disease or drug abuse clinics. And I encourage states to require routine testing in state and local prisons. Not only will testing give us more information on which to make decisions, but in the case of marriage licenses, it might prevent at least some babies from being born with AIDS. And anyone who knows how viciously AIDS attacks the body cannot object to this humane consideration. I should think that everyone getting married would want to be tested.

You know, it's been said that when the night is darkest, we see the stars. And there have been some shining moments throughout this horrible AIDS epidemic. I'm talking about all those volunteers across the country who've ministered to the sick and the helpless. For example, last year about 450 volunteers from the Shanti Project provided 130,000 hours of emotional and practical support for 87 percent of San Francisco's AIDS patients. That kind of compassion has been duplicated all over the country, and it symbolizes the best tradition of caring. And I encourage Americans to follow that example and volunteer to help their fellow citizens who have AIDS.

In closing, let me read to you something I saw in the paper that also embodies the American spirit. It's something that a young man with AIDS recently said. He said: "While I do accept death, I think the fight for life is important, and I'm going to fight the disease with every breath I have." Ladies and gentlemen, so must we. Thank you.

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35TH ANNIVERSARY OF HISTORIC SF COMMUNITY ORGANIZATION ([HTTP://WWW.BEYONDCHRON.ORG/35TH-ANNIVERSARY-OF-HISTORIC-SF-COMMUNITY-ORGANIZATION/](http://www.beyondchron.org/35th-anniversary-of-historic-sf-community-organization/))

by Randy Allgaier on November 25, 2008



In 1974, Shanti was founded by Dr. Charles Garfield to provide emotional support for people with life-threatening illnesses in the San Francisco Bay Area. The project's focus on one-to-one peer support provided by trained volunteers became a new standard in the care of the terminally ill. The method gained first national and then international attention. In 1979, after a talk in Milan, Italy, Shanti began an international training effort; soon nearly 300 organizations around the world began to employ the Shanti Model of Peer Support.

In 1981, when the first cases of AIDS first appeared in San Francisco, Shanti added them to their caseload. In the following year, Shanti provided the first ever international trainings on AIDS care (Italy, France & Holland). In 1984, recognizing the exponential growth of the AIDS epidemic, Shanti changed its mission from serving individuals with any terminal illness to providing services solely for those with AIDS and their loved ones. Shanti quickly became a leader and key component in San Francisco's community-based response to AIDS. New programs were created and existing programs were changed to fit the needs expressed by people with AIDS (PWAs): to assist them with leading productive and independent lives, out of hospitals and in their communities, and reducing their cost for care. Shanti had become the city's heart—it became synonymous with compassion.

In 1988 I became a Shanti volunteer, later serving on its board and although I left the organization's board in 1996, I continue to feel a kinship with the organization and its unique role in our community. For me Shanti has been the heart and soul of the community's response to HIV/AIDS.

My association with Shanti was during the bleakest years of the HIV/AIDS epidemic in San Francisco. In 1994 I had the honor of co-chairing Shanti's 20th anniversary gala. In preparation for remarks I made that night, I did some research and the results were staggering- Between 1974 and 1994 Shanti trained over 7000 volunteers who provided over 2 million hours of peer counseling and practical assistance. The impact that these volunteers made on San Francisco was profound and the legacy continues today with more dedicated volunteers being trained every year to provide peer support to people facing a life with HIV/AIDS and to women living with breast cancer through its Lifelines program.

In the late 1980's and early 1990's, Shanti was vital to people who were dying, but as HIV/AIDS treatments evolved and people living with HIV/AIDS, like me, saw the possibility of a longer life, Shanti's support focused on enhancing quality of life and providing long-term hope and stability.

Today, Shanti helps people live—to find quality in their lives and to remain healthy. In addition to HIV Services and the Lifelines program for women living with breast cancer, Shanti's L.I.F.E.® program provides innovative health services based on mind-body medicine to people living with HIV/AIDS, breast cancer, and HIV-Hepatitis C co-infection.

Shanti has gone through many transitions in its 35 year history—but that means that the organization is responsive to the needs of the community as those needs change. It is not always easy to adapt to an environment constantly changing with shifting priorities and increased challenges in funding, but it is essential. Shanti has been an example of adaptation with resilience and passion and it is a critical component of San Francisco's system of care it is, after all, our heart.

To commence Shanti's 35th year and to honor of World AIDS Day, Shanti will be hosting a reception at 111 Minna Gallery on December 1st beginning at 5:30 p.m. To purchase tickets please visit www.brownpapertickets.com/events/49069 (<http://www.brownpapertickets.com/events/49069>) or contact Mindy Schweitzer at (415) 674-4712.

To leave feedback, go to feedback@beyondchron.org ([mailto:feedback@beyondchron.org?Subject=35th Anniversary of Historic SF Community Organization](mailto:feedback@beyondchron.org?Subject=35th%20Anniversary%20of%20Historic%20SF%20Community%20Organization))

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Movie review: 'We Were Here'

'We Were Here' is a moving documentary of how the AIDS epidemic devastated and transformed San Francisco's gay community.

September 16, 2011 | By Kenneth Turan, Los Angeles Times Film Critic

"We Were Here" shows that a situation you think you know can be something you haven't known at all. That is the surprise, and the power, of this unexpected film.

An extraordinarily moving examination of how the AIDS epidemic both devastated and transformed San Francisco's gay community, this clear-eyed and soulful documentary brings us inside the contagion in a way that is so intimate, so personal, you feel like you're hearing about these catastrophic events for the first time.

It's not surprising that "We Were Here" comes from producer-director David Weissman and editor/co-director Bill Weber, the team responsible for 2002's "The Cockettes," one of the few documentaries about San Francisco in the deliriously countercultural 1960s that allows you to experience what it felt like to be there.

Rather than bring in a wide variety of experts, "We Were Here" has chosen to extensively interview a handful of exceptionally candid and articulate survivors, four men and a woman who experienced the crisis and, sometimes alone among all their friends, lived to tell the tale.

Death is always present in their stories, "an avalanche of death" in artist Daniel Goldstein's words, death to such a staggering extent that the film feels like a real life "Contagion," albeit one filled with much more heart and soul than Hollywood epics can manage.

For as much as the devastation, what "We Were Here" also emphasizes is the way San Francisco's gay community rose to the challenge, turning itself from a group singled out for its hedonism to one celebrated for its tenacious will to survive and a breadth of compassion that surprised everyone involved.

"It happened in this targeted community of people who were disenfranchised and separated from their families," says AIDS counselor Ed Wolf. "And a whole group of other people stepped up and became their families."

"We Were Here" starts not with the bad times but with the Castro Street-centered party atmosphere that began in the mid-1970s. The film's subjects, which include florist Guy Clark, political activist Paul Boneberg and nurse Eileen Glutzer in addition to Goldstein and Wolf, are delighted to reminisce about how good the good times really were.

Then, in 1981, came the first hints of an end to paradise. Wolf remembers seeing a small hand-lettered sign in the window of a Castro pharmacy that accompanied Polaroids of a man with big purple splotches on his body. "Watch out guys," he remembers the sign reading, "there's something out there."

In fact, the film tells us, the virus that causes AIDS had likely arrived in San Francisco in 1976 and had already infected 20% of the gay population there by 1981, a rate that rose to 50% by the time a test for the disease was in use.

"We Were Here" follows the entire course of the contagion, from its beginnings as a mysterious "gay cancer" to how 15,548 people in the city came to die before the disease was brought under control in the mid-1990s. We hear story after flabbergasting story, about research projects where no one survived, about passionate kisses at death's door, about a father more upset that his son was gay than that he was dying. "I don't need to be here," Goldstein says, recounting his suicidal state after a particularly horrifying experience. "I thought I was going to lose my mind."

By contrast Wolf, who admits to going against the stereotype by being a gay man who "was terrible at anonymous sex," found his vocation when the epidemic started and joined the Shanti Project, which provided human-services assistance to people with AIDS. "My way of being with gay men," he says, still not believing it, "suddenly was perfect."

Because of the nature of the story it tells, "We Were Here" can be difficult to watch at times. Photographs and movie footage of the infected and the dying make it clear exactly how ruthless the disease could be.

Yet experiencing that despair also allows us to understand how remarkable the resilience of the San Francisco community was. We hear from Boneberg about political activism by dying people, determined to help those still alive, and about the resolve of nurse Glutzer. "I didn't choose it, it chose me," she remembers explaining to her mother. "I couldn't turn my back to it."

Because of the selflessness so much illness brought out in so many people, "We Were Here" is easily more heartening than depressing, more uplifting than wrenching. "How did I get through it?" Goldstein asks rhetorically. "I don't know, you just do it. It's not heroic." Viewers of this enriching film will likely differ about that.

kenneth.turan@latimes.com

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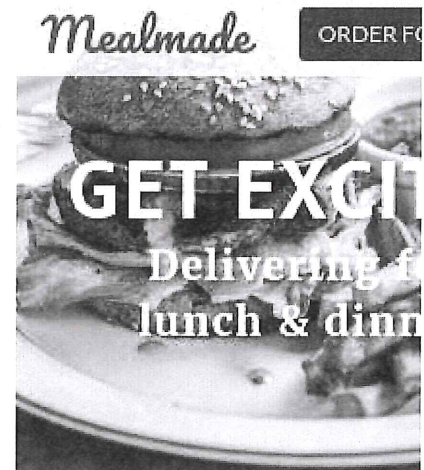

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The 1980s

- 1980** – The Old Crow on Market Street, which opened in 1935, closes. Though it claims to have been the oldest gay bar in the City at the time, the Gangway, which opened in 1910 and remains open today, makes a strong claim to that honor.
- April 24, 1980** – San Francisco resident Ken Horne is the first person in the United States to officially be recognized to have a disease that would later be named Acquired Immune Deficiency Syndrome (AIDS), although research would later link previous mysterious deaths dating back to the 1950s in Africa and and 1960s in the U.S. to the disease.





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- **October 1980** – The Sisters of Perpetual Indulgence hold their first fundraiser, a bingo game and salsa dance. The event is a success, aided in part by a positive mention in Herb Caen's column in the *San Francisco Chronicle*.
- **1981** – Mary C. Morgan becomes the first openly gay or lesbian judge in America when she is appointed by California Governor Jerry Brown to the San Francisco Municipal Court. The Midnight Sun moves from 506 Castro Street around the corner to 4067 Market Street and becomes what's believed to be the country's first gay video bar.
- **November 1, 1981** – The Shanti Project organizes the first peer support group for San Franciscans diagnosed with what would later be called AIDS.
- **December 1981** – AIDS "poster boy" Bobbi Campbell posts in the display window of Star Pharmacy on the corner of 18th and Castro notices about a "gay cancer" spreading through the City. Star Pharmacy is acquired by Walgreen's in 1985.
- **April 1, 1982** – The San Francisco AIDS Foundation is founded to respond to the AIDS crisis, opening their first office at 520 Castro Street.
- **August 28 to September 2, 1982** – The first Gay Games, the world's largest sporting and cultural event organized by, and specifically for lesbian, gay, bisexual, and transgender (LGBT) athletes, is held in San Francisco. Tina Turner performs at the opening ceremonies. The games were initially called the Gay Olympics but an injunction less than three weeks before the games began forced them to change the name.
- **October 8, 1983** – The first AIDS Candlelight Vigil/Rally is held in San Francisco. It is the first time people with AIDS publicly demonstrate in the City.
- **May 1984** – The City finally settles with the Elephant Walk for \$139,500 for damages caused by police during the White Night Riots.
- **September 1984** – The first Folsom Street Fair is held. Originally intended to showcase the fairly industrial neighborhood as a viable place to live, the presence of leathermen due to the proximity of so many gay leather bars quickly turns it into what is now the largest leather and fetish event in the world.



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- **October 9, 1984** – Dr. Mervyn Silverman, San Francisco's Public Health Director, closes 14 of San Francisco's bathhouses in response to the AIDS crisis.
- **July 1985** – The first Up Your Alley Fair is held at Ringold Alley.
- **October 1, 1985** – Ruth Brinker, after discovering a neighbor with AIDS died of malnutrition, opens Project Open Hand to deliver meals to people with AIDS.
- **November 17, 1985** – Cleve Jones conceives of the AIDS Memorial Quilt as a portable memorial of people who have died of AIDS.
- **1986** – Buzzby's, once the most popular gay bar in the Polk, closes. FeBe's, which helped establish the Miracle Mile along Folsom Street, also closes.
- **October 1, 1986** – Cleve Jones creates the first panel of the AIDS Memorial Quilt in memory of his friend Marvin Feldman.
- **1987** – The Stud moves from Folsom Street to 9th and Harrison. Gays call it "the New Stud" for many years.
- **June 1987** – The NAMES Project Foundation is formally created to manage and care for the ever-growing AIDS Memorial Quilt.
- **July 1987** – More than 6,000 walkers raise \$667,000 in the first AIDS Walk San Francisco in Golden Gate Park. The Up Your Alley Fair is moved to Dore Alley.
- **November 1, 1988** – San Francisco forms what will become the largest needle exchange program in the country to help stop the spread of HIV among intravenous drug users.
- **December 16, 1988** – Sylvester dies of AIDS-related complications in his Castro home on Collingwood Avenue.
- **1989** – Maud's Study, which was the City's oldest lesbian bar, closes.
- **October 6, 1989** – In response to a small, peaceful ACT UP protest, more than 200 police officers descend on the Castro in riot gear in what is later called the Castro Sweep, declaring the neighborhood to be a no-assembly zone, and sweeping pedestrians off of the streets. More than 50 people are arrested, many of them clubbed and injured by police

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queens Elizabeth Taylor Emperor

Norton **gay bars** George

Moscone Gertrude Stein

Halloween Harry Hay

Harvey Milk HIV &

AIDS Imperial Court James Baldwin

Jane Addams **Jose Sarria** Keith

Haring Mark Leno marriage equality

Mattachine Society **memorials**

New York City Oscar Wilde Phyllis Lyon

Rainbow Honor

Walk Randy Shilts San Francisco

Mayor SF Board of Supervisors

SOMA Tennessee Williams Twin Peaks

Tavern Virginia Woolf Yukio Mishima



CITY AND COUNTY OF SAN FRANCISCO

AWARD
of MERIT

to

Shanti Project Volunteers

IN RECOGNITION OF

OUTSTANDING
PUBLIC SERVICE

ON BEHALF OF THE PEOPLE
OF SAN FRANCISCO



Dianne Feinstein
Mayor

September 19, 1983
Date

CITY AND COUNTY OF SAN FRANCISCO

AWARD *of* MERIT

to

Residential Program Volunteers

IN RECOGNITION OF

OUTSTANDING PUBLIC SERVICE

ON BEHALF OF THE PEOPLE
OF SAN FRANCISCO



Dianne Feinstein

Mayor

September 19, 1983

Date

Proclamation

City and County of San Francisco



WHEREAS: San Francisco is proud to RECOGNIZE, HONOR, and COMMEND the **Shanti Project Volunteers** on the occasion of a picnic in appreciation of their generous and invaluable contributions to the fight against AIDS on September 8, 1990; and

WHEREAS: San Francisco is pleased to call attention to the **Shanti Volunteers** peerless record of achievement, compassion, and their selfless example of dedication, character, and commitment to assisting People living with AIDS; and

WHEREAS: San Francisco is proud to SALUTE the **Shanti Volunteers** for so proudly representing the spirit our City; now

THEREFORE, BE IT RESOLVED THAT I, Art Agnos, Mayor of the City and County of San Francisco, do hereby in Recognition and Honor of their dedication and hard work, proclaim September 8 1990 as ...

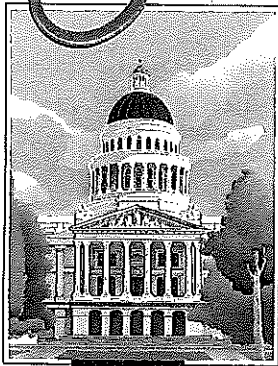
SHANTI VOLUNTEERS DAY IN SAN FRANCISCO



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.


Art Agnos
Mayor

Assembly



R E S O L U T I O N

By the Honorable Willie L. Brown, Jr.
Speaker of the Assembly; Relative to commending

SHANTI PROJECT

WHEREAS, San Francisco is proud to recognize and congratulate Shanti Project on the celebration of its twentieth anniversary and upon the relocation of its offices to its new home on Market Street near the Civic Center; and

WHEREAS, Shanti Project was established in 1974 to provide support services to people with life-threatening illness, and since the beginning of the AIDS epidemic, it has provided vital services to many thousands of San Franciscans and their loved ones as they struggle with HIV disease; and


WHEREAS, Shanti Project's programs and the dedication and commitment of its volunteers and staff have enhanced the quality of life for people with AIDS, minimizing the need for hospitalization and thus reducing the cost of care; and

WHEREAS, Shanti Project has served as a model for care providers around the world; now, therefore, be it

RESOLVED BY SPEAKER OF THE ASSEMBLY WILLIE L. BROWN, JR., That Shanti Project be commended on the celebration of its twentieth anniversary, applauded for the vital role that it has played in enhancing the quality of life of people with AIDS, and extended sincere best wishes for its continued success in the future.

Members Resolution No. 1112

Dated this 20th day of June, 1994


Honorable Willie L. Brown, Jr.
Speaker of the Assembly



Proclamation

City and County of San Francisco



Whereas the City and County of San Francisco is proud to recognize and congratulate **Shanti Project** on the occasion of its twentieth anniversary, and upon the relocation of its offices to its new home on Market Street near the Civic Center; and

Whereas Shanti Project began in 1974 to provide support services to people with life-threatening illness, and has, since the beginning of the AIDS epidemic, provided vital services to many thousands of San Franciscans and their loved ones as they struggle with HIV disease; and

Whereas Shanti Project's programs and the dedication and commitment of its volunteers and staff have enhanced the quality of life for people with AIDS, minimized the need for hospitalization thus reducing the cost of care, and have served as models for care providers around the world; now

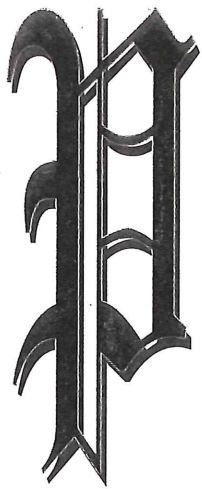
Therefore Be It Resolved That I, Frank M. Jordan, Mayor of the City and County of San Francisco, do hereby honor and commend Shanti Project on its twentieth Anniversary, and proclaim June 28th 1994 as...

SHANTI PROJECT DAY in San Francisco



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Frank M. Jordan
Frank M. Jordan
Mayor



Proclamation

City and County of San Francisco

WHEREAS, founded in 1974 by Dr. Charles Garfield, Shanti has been at the forefront of a growing national movement to enhance the quality of life for persons living with life-threatening or chronic illnesses by providing volunteer-based emotional and practical support; and

WHEREAS, *shanti* is a Sanskrit word meaning "inner peace" or "tranquility," and it is an appropriate name since all of Shanti's direct service and educational programs are aimed at easing the burdens and improving the well-being of people in difficult life situations; and

WHEREAS, the mission of Shanti is to enhance the quality of life, health, and well-being of people living with life-threatening illnesses, including Breast Cancer and HIV/AIDS through its training and consultation programs including the L.I.F.E. Institute, LifeLines Breast Cancer Program, and HIV/AIDS Services; and

WHEREAS, the key to the success of Shanti's mission is the *Shanti Model of Peer Support*, which is both a philosophy and a set of techniques that are used throughout their work; and

WHEREAS, 35 years later Shanti continues to expand programs to help people living with serious illnesses; now

THEREFORE BE IT RESOLVED, that I, Gavin Newsom, Mayor of the City and County of San Francisco, in celebration of 35 years of committed and compassionate service to our City, do hereby proclaim November 10, 2009 as...

SHANTI DAY

In San Francisco!



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Gavin Newsom
Mayor

BARBARA BOXER
CALIFORNIA

COMMITTEES:
COMMERCE, SCIENCE,
AND TRANSPORTATION
ENVIRONMENT
AND PUBLIC WORKS
FOREIGN RELATIONS

United States Senate

HART SENATE OFFICE BUILDING
SUITE 112
WASHINGTON, DC 20510-0505
(202) 224-3553
<http://boxer.senate.gov/contact>

November 10, 2009

Shanti
730 Polk Street
San Francisco, CA 94109

Dear Friends:

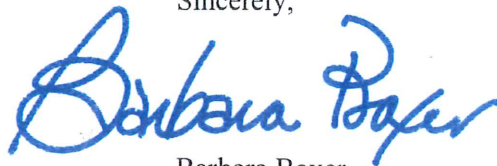
I send my warmest greetings as you gather to celebrate Shanti's 35th Anniversary. I am proud to be serving on the Honorary Committee for tonight's event. I only wish that I could join you in person.

Shanti was founded in 1974 at the University of San Francisco Medical School's Cancer Ward by Dr. Charles Garfield. As the first community-based agency in the United States to respond to HIV/AIDS, Shanti has been at the forefront of providing volunteer-based compassionate care since the beginning of the epidemic. In 2001, Shanti began serving individuals with breast cancer. Today, Shanti provides care navigation services, in-home emotional and practical support, and health education outreach programs for San Francisco residents living with HIV, AIDS, and/or breast cancer. Shanti serves 2,000 San Franciscans yearly, and has engaged over 15,000 volunteers in the Bay Area, who have given more than 3 million hours of their time.

In the United States Senate, I am continuing to work for better healthcare for all Americans and to end the devastating consequences of HIV/AIDS and breast cancer. I've worked to increase funding for better research, treatment and prevention for both diseases, and I am proud to be your partner in this effort. Earlier this year, I introduced the Breast Cancer Patient Protection Act, which will help to ensure women who undergo invasive treatment for breast cancer receive appropriate treatment and reasonable in-patient care. You can count on me to work to pass this important legislation.

I hope you have an inspiring evening. I applaud the outstanding accomplishments of Shanti's dedicated staff and volunteers. I wish you much continued success in the years to come.

Sincerely,



Barbara Boxer
United States Senator

1700 MONTGOMERY STREET
SUITE 240
SAN FRANCISCO, CA 94111
(415) 403-0100

312 NORTH SPRING STREET
SUITE 1748
LOS ANGELES, CA 90012
(213) 894-5000

501 J STREET
SUITE 7-600
SACRAMENTO, CA 95814
(916) 448-2787

2500 TULARE STREET
SUITE 5290
FRESNO, CA 93721
(559) 497-5109

600 B STREET
SUITE 2240
SAN DIEGO, CA 92101
(619) 239-3884

201 NORTH E STREET
SUITE 210
SAN BERNARDINO, CA 92401
(909) 888-8525



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-082
Business Name: Spectacles of Union Square
Business Address: 177 Maiden Lane
District: District 3
Applicant: Kevin Hershey, Owner
Nomination Date: April 17, 2017
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

177 Maiden Lane from 1972 to Present (45 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: May 10, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

April 17, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

It is my honor and privilege to nominate Spectacles of Union Square for inclusion on the Legacy Business Registry.

Spectacles of Union Square is a San Francisco institution, renowned throughout the United States and Europe. It is located on historic Maiden Lane and has been in business at its current location, 177 Maiden Lane, since 1972. A true "mom and pop shop," it is a family-run business that specializes in fine craftsmanship; an old fashioned optical store that manufactures everything on-site.

Spectacles of Union Square would benefit greatly from being added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
SPECTACLES OF UNION SQUARE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
KEVIN HERSHEY		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
177 MAIDEN LANE	(415) 781-8576	
SAN FRANCISCO CA 94108	EMAIL:	
	SPESOFUNIONSQUARE@ATT.NET	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
SPECTACLES-SF.COM	Spectacles of Union Sq.	Spectacles of Union Square

APPLICANT'S NAME	
KEVIN HERSHEY	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
177 MAIDEN LN	(370) 467-1606
SAN FRANCISCO CA 94108	EMAIL:
	KHERSHEY@SBGLOBAL.NET

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0385715	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	4-21-17

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
177 Maiden Lane	94108	1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1972 to Present	

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

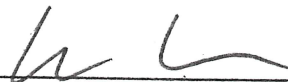
- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of 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.

KEVIN HERSHEY

Name (Print):

12-27-16

Date:



Signature:

SPECTACLES OF UNION SQUARE

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Spectacles of Union Square a San Francisco institution. It is renowned throughout the entire city and performs eyeglass repairs for guest at some of the city's finest hotels. (i.e. The Fairmont, The Ritz Carlton, The Four Seasons, The Mark Hopkins, Campton Place, etc.) It is located on historic Maiden Lane and has been in business at its current location, 177 Maiden Lane, since 1972.

Before moving to Maiden Lane, Spectacles of Union Square was The Milton Optical Company. It was owned by Milton and Dorothy "Dor" Rhine and was located at 133 Geary #330. Upon its relocation to the Lane, Milton changed the storefront's name to Spectacles of Union Square, no doubt taking inspiration from The Union Square Lounge which formerly occupied 177 Maiden Lane.

Spectacles has had three owners in its long history, the first being Milton Rhine, who was an eye doctor and one of three Rhine brothers to have practices in the Bay Area. Milton's brother Ernie had a store on Market Street and his other brother, name unknown, had a store in Berkeley. The brothers' father was also in the industry and owned Shane Michael Eyewear. The second owner was Horst Goos, who previously worked as Rhine's lab technician through the 1970s. He became the owner in 1977. I, Kevin Hershey, am the third and current owner of the business since 1997. Like Horst Goos, prior to owning the business I was the lab technician.

Over the years I have become a sort of unofficial captain of the Lane, knowing its history and answering questions for tourists. Many of the questions I have answered are "Which building is the Frank Lloyd Wright building?" or "Where was the pet store from The Birds?" I've entertained many people from around the world that met at the Iron Horse or had a drink there when they were docked during WWII. I even had a woman from England bring me a matchbook from The Union Square Lounge, finding me from the address. She even shed a tear of joy because the reason for her pilgrimage was to visit the address where her grandparents met just after the war.

My store is an old fashioned optical store that manufactures everything on-site. We are known as THE place to have hard/tricky jobs done. We are a mom-and-pop store and among the last of a bygone era of artisan craftsmanship. We have a great loyal following that literally spans the

globe. Unfortunately, being a mom-and-pop store, business cannot grow as fast as rents in San Francisco have.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

None.

c. Is the business a family-owned business? If so, give the generational history of the business.

Spectacles is currently family owned by the owner, Kevin Hershey. He is the sole proprietor and lives in Oakland, California. It is the only location and the business have never been a chain. It was first owned by Milton Rhine, then Horst Goos, and now Kevin Hershey.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The business was originally owned by Milton Rhine. He opened Spectacles of Union Square on Maiden Lane in 1972. Prior to opening Spectacles, he owned and ran the Milton Optical Company on Geary St. Horst Goos owned the store from the 1977 to 1997. Kevin Hershey took over ownership in 1997.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

In the application "packet" I have enclosed some Maiden Lane Association documents from 1979 and 1982 and an invoice for a piece of lab equipment from 1979. Unfortunately, when the building was earthquake retrofitted I threw away boxes of the stores history. I was fortunate to find the little documentation that I did.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building is a pre-earthquake common brick building that was once a brothel. The original first floor is now the basement level. The whole original first floor was backfilled after the 1906 earthquake. The building is on the state registry as a historic building and is a category 1 historic landmark.

Prior to being an optical store, the address 177 Maiden Lane was home to The Union Square Lounge. It was featured in the 1962 movie Days of Wine and Roses starring Jack Lemmon and

Lee Remick. In the movie, there is a scene where Jack Lemmon strolls up the lane, looks at his reflection in the window of the lounge and sees a drunk. That is when he decides to get sober and attend Alcoholics Anonymous.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Spectacles is known nationwide to all industry old timers as "that store on Maiden Lane." It is the oldest optical store in San Francisco and definitely one the oldest in the country. We've filled prescriptions for many professional athletes that have visited the Bay Area. We've provided services for actors, musicians, comedians, and politicians. We are in a premiere location and sell the high end goods they desire. We repair or fill their lenses in a time frame that works for their busy lifestyles. Iconic images of men and their glasses, weather its Wilkes Bashford's blue lenses (a Spectacles creation) or Elvis Costello's personal favorite frame over the last 10 years, (Spectacles house brand, Archie Brower) I'd say that we've made contributions to our industry both locally and internationally.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

If you strolled down Maiden lane in the 1970's, you'd first pass by Spectacles and then you'd pass by two former businesses of major historical importance. First you would walk by the pet store from Alfred Hitchcock's 1963 thriller The Birds. This movie was filmed primarily in the Petaluma and Bodega Bay areas but the movie opens with happy shoppers on Maiden Lane! The next business that you'd stroll passed would be the Iron Horse. In the 50's, 60's, and 1970's The Iron Horse was the place to be seen in San Francisco. Joe DiMaggio often occupied the corner booth and on many nights Sinatra, Sammy Davis, and Dean Martin could be seen late into the night.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Enclosed in our information "packet" you will notice the SF Chronicle image of Elvis Costello wearing his signature Archie Brower Alden frame (manufactured by Spectacles) at the Hardly Strictly Bluegrass festival and Billionaire Jim Clark, one of the founders of Netscape, on the cover of Fortune magazine wearing Fred eyewear made by current owner Kevin Hershey only months before the picture was taken.

d. Is the business associated with a significant or historical person?

Elvis Costello (known for his glasses), Malcolm McDowell, Charlotte Schultz, Nancy Pelosi, Clint Reilly, Author Joel Selvin, Danielle Steel, Jeanette Etheridge, and Wilkes Bashford (deceased)

are some of Spectacles regular customers. Dame Edna, Steve Miller, Billy Gibbons, Joe Montana, Barry Zito, Diana Krall, Peter Magowan, Courtney Love, Molly Ringwald, and countless professional athletes are some of the people that I've sold glasses to since I took over in 1997.

e. How does the business demonstrate its commitment to the community?

Our commitment to the community would be, simply, that we are here every day to service the Bay Area and Northern California. Our loyal customers come from surrounding areas as far as Fresno and Redding. Over the years many people have switched to cheaper alternatives such as Lens Crafters or Costco, but they still come to Kevin to have everything filled or repaired properly. Spectacles is the "international" repair facility to which many of the hotels in Union Square and surrounding areas send its customers with optical emergencies to us. Spectacles also does all repairs for Cartier and other Union Square boutiques that sell eyewear. The store has also been involved in many neighborhood associations such as the now defunct Maiden Lane Association. Enclosed in our information "packet" you will find an association letter dated July 26, 1982 that talks about the installation of the gates of Maiden Lane. The gates have absolutely become part of the image of the lane.

f. Provide a description of the community the business serves.

Union Square is one of the highest end shopping districts in the country and Spectacles has been serving the customers who shop here since 1972. We also service the needs of patients all across Northern California. Because our shop can repair and provide a one hour lens service, we are recommended to many locals and tourists for these services.

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

The building is a pre-1906 earthquake common brick building. Its basement level was the original 1st floor levels of the street were backfilled after the earthquake. It was also a brothel.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the community were to lose Spectacles, it would be losing a San Francisco institution that manufactures optical eyewear, has an on-site laboratory that can fill prescriptions up to a minus 9 (legally blind!) in an hour, and complicated repairs and adjustments. Kevin routinely does tasks for people that other stores say can't be done such as soldering metal frames, cutting lenses from a broken frame into a new frame or simply straightening a metal frame, that looks as though it's been tied in a knot, back to its proper shape and fit. Again, local doctors will send patients to us if they don't feel that their lab can do the job properly and local optical stores will send repairs and adjustments to us if it is beyond their skill level.

CRITERION 3

a. Describe the business and the essential features that define its character.

Spectacles of Union Square is an old fashioned optical store that has its own laboratory on site and does one-hour prescription glasses. We are able to repair almost anything. The owner studied under master optician Horst Goos. For years we have been known as "the" place in Northern California for hard to fit prescriptions and custom lenses. We sell frames dating back to the 1800s. At Spectacles you can buy vintage eyewear, designer brands, frames made from wood, frames made from horn, and one of a kind hand-made pieces. But ultimately, our Lab and ability to do custom jobs and fill hard to fit prescriptions is what we hang our hat on.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The business carries on its defining tradition by having the owner/operator in the office almost every day. The store is still a \$1,000,000 store, which is amazing for an optical boutique of its size. However, with rents being some of the highest in the country and suffering through four years of Union Square construction, it's been tough. Neighbors on both sides of us have left due to high rents. The occupancy on Maiden Lane is at its lowest in the 20 plus years that I've worked on the lane. The construction has absolutely devastated Union Square, that's a fact, but the world has also went through an "adjustment" if you will. E-tail has caught up with retail. Too many things are easily accessed on the internet and it has hurt many retail industries but Spectacles is different. We provide a service that has to be done in person. A trade cannot be done over the internet.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

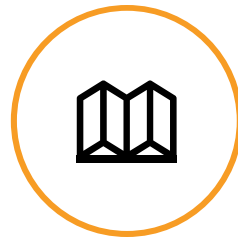
The only special features maintained would be the building's exterior. It is a common brick, two story building, and the facade has been relatively unchanged other than the windows.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The building/business has been an optical store for over 30 years. The same craft has been curated for its duration.

san francisco's largest selection of **boutique brands & authentic vintage eyewear**

177 maiden lane, san francisco



DIRECTIONS

spectacles of union square san francisco

Spectacles, located on San Francisco's historic Maiden Lane since 1959, has always been more concerned with precision and accuracy than the latest fads and gimmicks. Three generations ago, in 1932, the owners family opened their first wholesale lab in Detroit. Sisters Isabel and Rae were two of the first females in the optical industry. The family has continued to run prescription labs and manufacture eyeglass frames ever since. Owner Kevin Hershey studied under master optician Horst Goos until he took over the lab in 1996. For over 70 years their main concern has always been quality over quantity. Spectacles in-house lab specializes in custom rimless mountings and uses tried and true products such as Varilux and Carl Zeiss lenses. At Spectacles you can find everything from Cartier to unused vintage eyewear.



san francisco eyeglass prescription lab

"I feel fortunate to have been trained by an old European optician/labman. Like myself, Horst had come out of the lab to eventually own the store. He taught me all that he knew about making prescription lenses on outdated antiquated equipment and consequently I had to master the trade and learn to manually perform task that one would never need to know when using modern equipment. In our industry, lens technology has become so over marketed that we lose sight of the fact that ultimately a human still has to take a measurement and in most cases, a completely different human has to take that information and process it accurately. At my store it is all done in-house. We've been making prescription glasses under this very same roof for almost 60 years. I've been hanging around Maiden Lane for over 20 years now and we've always been known as the San Francisco Prescription Eyewear Destination. I am honored to be able to keep these family owned traditions alive and sell what we feel are quality brands and more importantly, make a pair of glasses the right way. I am never more in my element than when knocking out a stack of jobs, repairing an old frame, and helping someone see better, all at the same time!"

-Kevin Hershey, Owner



OPTICIANS

spectacles
177 Malden Lane

DIPTYQUE

GINA
KHAN
SALON

MIX

sale

Spectacles

177 Maiden Lane

OPTICIANS



Spectacles

177 Maiden Lane

OPTICIANS











Cartier



Cartier





PLEASE SEATBELT WHEN
BY AIRCRAFT FOR
SAFETY AND
COMFORT



SPECTACLES

OF UNION SQUARE

san francisco's finest collection of unique eyewear
we accept flex dollars

177 Maiden Lane
spectacles-sf.com



"WARNING"
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SPECTACLES

of Union Square

177 Maiden Lane, San Francisco 94108



Dalebook

'America's Got Talent' tour opens in Oakland **C2**

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Monday, October 4, 2010 | Section C ★★★★★

MUSIC



Photos by Liz Hafalia / The Chronicle

Elvis Costello caused major pedestrian gridlock during his set on the Star Stage at San Francisco's free annual bluegrass festival in Golden Gate Park.

Trial

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Netscape
founder Jim Clark,
atop his latest
computing innovation,
the 155-foot cutter *Hyperion*.

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AGANA, GUAM USA 96910

July 20, 1982

Spectacles of Union Square
177 Maiden Lane
San Francisco, California 94108

Dear Sirs:

During my recent visit to San Francisco you made a beautiful pair of glasses for me. Unfortunately I cannot see out of these glasses. You very kindly checked the prescription against my broken glasses and found them to be different. An offer was made to replace the lens for an additional \$50.00. My plane for Guam was leaving the next day and I was unable to reach anyone there to advise me. Subsequently I have checked my extra glasses here and to my amazement they are all different!! Dr. Yamashita has left Guam for Honolulu permanently. The eye clinic that made the glasses will give me, hopefully, the correct prescription.

I plan to return to San Francisco on August 10th, within a day or two I will come in and leave my glasses and correct prescription for the agreed lens replacement.

Dr. Batoyon, a close personal friend, finds my frames absolutely smashing and she would like a pair exactly like mine. She will be in San Francisco in early August and it is permissible to let her have a pair of the same frames. I would ask that you extend to her the same excellent service and courtesy that I enjoyed.

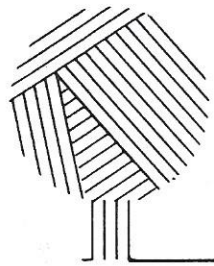
Thank you again.

Sincerely,



DONNA B. TANSEY

DBT:jmb



MAIDEN LANE ASSOCIATION

July 26, 1982

Horst Goos
Spectacles of Union Square
177 Maiden Lane
San Francisco, CA 94108

Dear Horst,

With this letter I wish to introduce you to the Maiden Lane Association, its Board of Directors, and invite you to join the Association and help us accomplish some of our goals.

The Maiden Lane Association is a tenant-owner group and we are responsible for maintaining and promoting Maiden Lane for the benefit of its members and the public. Since May 1982 the current Board has accomplished the following:

- * The two blocks of Maiden Lane are swept and washed down three times a week by a maintenance crew hired by the Maiden Lane Association.
- * Closure poles have been ordered and should be installed by August 15, 1982. These are attractive self-locking poles which shall be placed across all four intersections during the closure hours of 11:00 a.m. - 4:00 p.m. Monday thru Saturday.

Both of the above were NOT special assessment items. Further beautification projects, such as lighting fixtures and planters are being planned. However, in order to continue to provide these services and improvements on the Lane, we need to reach our membership goal of 50.

We notice that you did not join the Association during our recent Membership Drive. WE NEED YOUR SUPPORT! Won't you please send in your signed application today together with your check for your 1982-1983 membership dues?

We look forward to hearing from you.

Sincerely,

John Kukulica

JJK/pr

Enclosures

8 Mill Lane,
Fulwood,
Preston
Lancashire
England
PR2 3HD

26th September 2009

Dear Kevin,

In August, I came from England to find Union Square Lounge that my father had visited during the 1950's whilst he was in the Royal Navy. I left you a packet of matches that my father had kept, which I came across when he passed away in May this year.

I want to say many, many thanks for the conversation we had regarding the history of Maiden Lane and your recommendation to watch - Days of Wine and Roses- where I saw the "kerb"!! and the window of Union Square Lounge. The film in itself was enjoyable, though rather sad and gave a very profound insight into the culture of alcoholism.

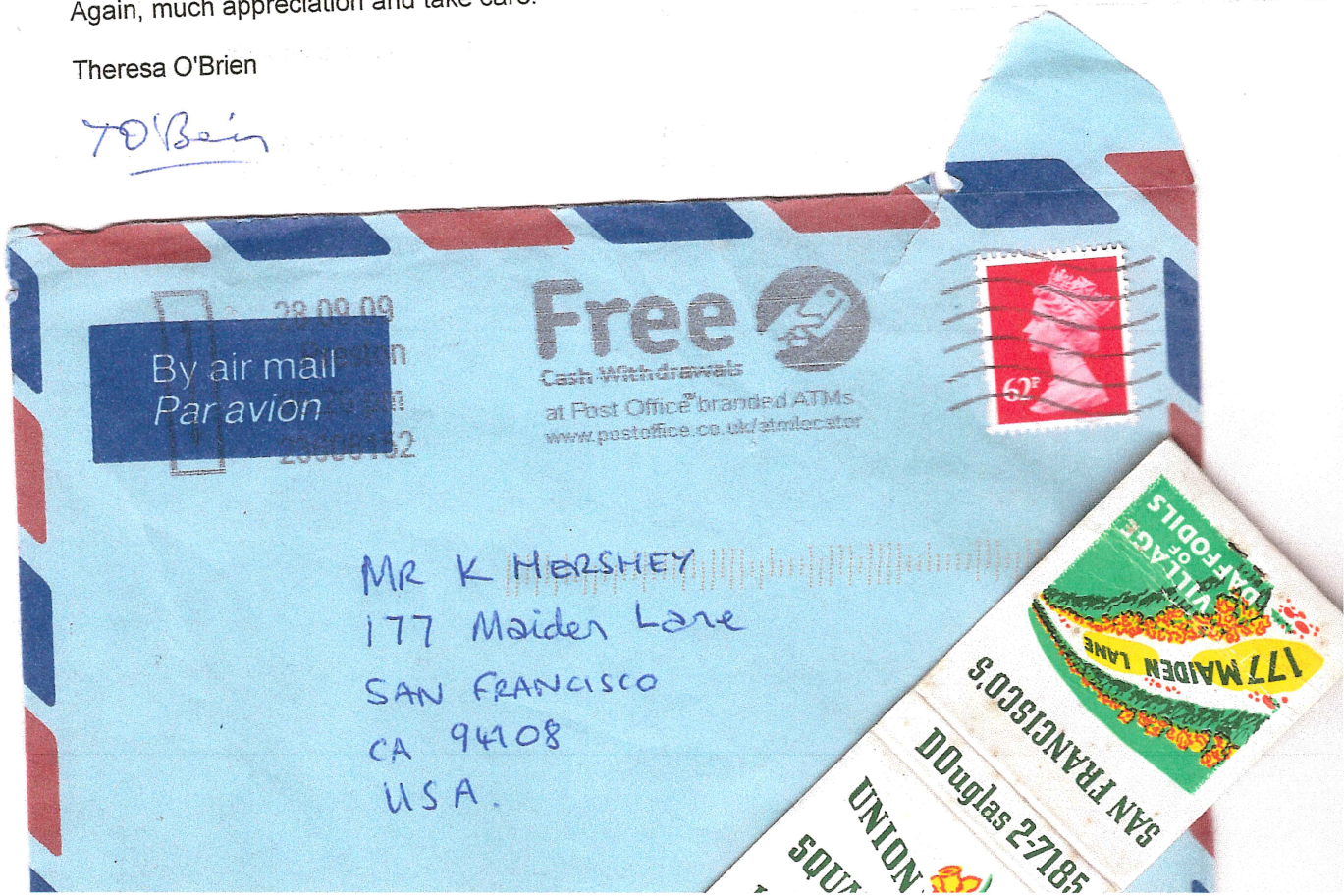
All this helped me tremendously throughout my grieving process and I cannot thank you enough for your kindness and patience in spending the time talking to me during your working hours.

By the way, I think SF is a fantastic place and I thoroughly enjoyed my month in California, however, I think I prefer the lush, green landscape of England but with more of your glorious sunshine!

Again, much appreciation and take care.

Theresa O'Brien

TO Beir



SPECTACLES' VINTAGE-INSPIRED LINE DELIGHTS

by [Babe Scanlon](#) | September 27, 2012 10:30 am | in [Culture](#) | [0 Comments](#)



I've always known [Spectacles](#) on Maiden Lane in Union Square for their vintage glasses, but now I'm excited about their house brand [Archie Brower](#). The owner, Kevin Hershey, travels Europe every year searching out vintage stock from small glasses shops. Then he reworks his best finds into the Archie Brower line.

The latest style (shown above) comes in the most amazing colors: black, blue, green, pink, tortoiseshell, you name it (Andrea, also above, is wearing the green ones). Some of them even have rhinestones. And as far as high quality, beautiful glasses go, they're reasonably priced. The frames I'm going to buy are only \$275, now I just need to decide between blue, pink, or green. Archie Brower makes men's and women's frames (I got so overly excited about the woman's glasses that I forgot to take pictures of the men's, whoops).

In addition to Archie Brower and other high quality modern lines, Spectacles carries vintage frames from the 1930's through the 1970's. This results in the most interesting and varied selection of frames I've seen in the Bay Area. The staff at Spectacles makes trying on frames fun and they each have great style. They've picked out most of my favorite glasses for me, including the vintage, gold with pearls sunglasses I'm wearing in the picture above.

One vintage frame I'm obsessed with right now is a huge 70's men's frame that makes anyone look like they're about to land the space shuttle. They look hideous on me so Kevin won't let me buy them. I keep telling him that I'm not trying to look attractive but rather, unapproachably insane. Still though, it's obvious he just can't stomach anyone leaving Spectacles looking repellant.