



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: APRIL 5, 2017

Filing Date: March 8, 2017
Case No.: 2017-002865LBR
Business Name: Elbo Room
Business Address: 647 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3576/062
Applicant: Erik Cantu, Owner
647 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

The Elbo Room is a well-loved neighborhood bar in the Mission District with significant ties to the LGBTQ community and history in San Francisco. The history of the Elbo Room goes back to Amelia's, one of the first lesbian bars to open in the United States. Founded in 1978 by Rikki Streicher, a recognized leader in the San Francisco LGBTQ movement and co-founder of the International Gay Games, Amelia's was a popular place on Valencia Street for lesbians to gather and socialize and featured such activities as dancing and hosted a number of community events. Amelia's also served surrounding lesbian-owned and -oriented businesses including: Old Wives Tale (a bookstore), Osento (a female-only bathhouse), and the Women's Building (a non-profit organization). Throughout its time as Amelia's the bar played a significant role as a gathering space for the LGBTQ community in the Mission District.

In 1991, Rikki Streicher partnered with a former employee and bar manager, Dennis Ring, and together they renamed the bar Elbo Room. Operating as Elbo Room, the bar has continued its longstanding tradition of being a welcoming place for visitors, residents, local organizations and groups, and surrounding businesses to gather, socialize, celebrate, listen to live music, and host various events. Elbo Room has been a vital business to the Mission District community for the past 26 years and for an additional 13 years as Amelia's. It has remained a constant reminder and supporter of LGBTQ history and community within the Mission District and has hosted numerous events in partnership with various organizations including a bi-monthly Saturday Night Soul Party and various annual events to celebrate the literary community such as "Lit Quake," "Literary Death Match," and "Muni Diaries." The bar has also recently hosted benefits for those affected by the fires at 22nd and Mission streets and in Bernal Heights near 29th Street.

Elbo Room has become a neighborhood tradition that is loved by all and welcomes everyone to enjoy and utilize its space(s). It continues to honor its LGBTQ roots by participating in the annual Pride Parade and transforming Elbo Room back to Amelia's to acknowledge Rikki Streicher and her impact on the neighborhood. Though the Elbo Room is less than 30 years old, it has become a significant aspect of the Mission District's once prominent LGBTQ community, continuing traditions and passing down legacies that began with Amelia's, and prides itself in its welcoming, fun, neighborhood-driven atmosphere. The Elbo Room faces a significant risk of displacement as the building is undergoing plans to be converted into a condominium project. As a result, the business is actively looking for a new location that can support the bar and its live music stage.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

Amelia's was founded in 1978 and renamed as the Elbo Room in 1991.

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

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

- i. Although the Elbo Room has operated for 26 years, it has held significant ties to LGBTQ history and community for the previous 13 years as Amelia's.
- ii. The Elbo Room has contributed to the Mission District and LGBTQ community's history and identity primarily as the location of one of the first lesbian bars to open in the United States and also as a well-loved neighborhood business that has continually supported its patrons and the local community.
- iii. The Elbo Room is committed to maintaining the physical features and traditions that define its role as an important gathering space for residents, visitors and surrounding businesses to listen to live music, socialize and celebrate the rich history of the business.

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

The business is strongly associated with LGBTQ history in San Francisco and with the tradition of offering a welcoming space for patrons to gather, listen to music, and company.

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

The 1915 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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?*

The However, Amelia's, which was the name of the bar prior to Elbo Room, is mentioned in the *Citywide Historic Context Statement for LGBTQ History in San Francisco*.

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

Yes. The business has been cited in numerous publications including: SF Bay Times 9/1/2016, "Rainbow Honor Walk Salutes New Honorees and Amelia's Lesbian bar," by Dennis McMillan; Mission Mission, 6/30/2010, "With Pride Over, Amelia's Turns Back into the Elbo Room," by Andrew Sarkarati.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 647 Valencia Street

Recommended by Applicant

- Live music stage
- Vital traditions of hosting roughly 300 annual music shows, events for the LGBTQ community, celebrations of the literary community, and benefits for local causes
- Annual tradition of replacing the "Elbo Room" sign with "Amelia's" during the Pride Parade

Additional Recommended by Staff

- Location in the Mission District
- Multiple spaces and levels for people to gather and for live musical performances
- Signage for "Elbo Room" and "Amelia's"
- Space for live musical performances
- Historic bar at the first floor
- Booth layout at the first floor

Filing Date: March 8, 2017
Case No.: 2017-002868LBR
Business Name: Long Boat Jewelry
Business Address: 754 Grant Avenue
Zoning: CVR (Chinatown-Visitor Retail)/
50-N Height and Bulk District
Block/Lot: 0226/040
Applicant: Rosita Young, Owner
754 Grant Avenue
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Long Boat Jewelry is a family-owned and –operated Chinatown business offering custom-made and imported jewelry from Hong Kong since 1981. Founded by Rosita Young, Long Boat Jewelry has become an integral part of the Chinatown community, providing a wide variety of unique and authentic products imported directly from Hong Kong. Rosita Young moved to the United States from Taiwan in 1970 and worked for a financial company for some time before opening a restaurant in Redwood City in 1978. While working at her restaurant, Rosita was approached by a friend who convinced her to go into the jewelry business. Rosita eventually closed her restaurant and began working in the wholesale jewelry business with her friend, traveling throughout the country to display jewelry. She eventually established a jewelry retail business so that she could be close to home and could begin to gain a customer base and name recognition.

In 1981, Long Boat Jewelry was opened and became an official retail location in the Chinatown neighborhood, originally at 881 Grant Avenue. The shop moved to a larger location at 754 Grant Avenue two years later. The business has remained consistently busy as it is located along the main commercial corridor of Chinatown and has become an integral part of the community as the corridor is largely defined by a dense concentration of markets and shops selling Asian products. Long Boat Jewelry is part of this community, bringing a unique and authentic array of jewelry stock from Hong Kong. Most businesses along Grant Ave and surrounding streets are owned and operated by families of Asian immigrants, all arriving to San Francisco over the past 30 or more years. Long Boat has made a commitment to remaining as part of the Grant Avenue and will continue to be an asset to the Asian family-owned and –operated businesses that make up the cultural fabric of Chinatown.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1981

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

Yes, Long Boat Jewelry qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Long Boat Jewelry has operated for 36 years.
- ii. Long Boat Jewelry has contributed to the Chinatown community's history and identity by operating continuously for 35 years as a family-owned and family-operated business along Chinatown's main commercial corridor with surrounding businesses that are owned and operated by families of Asian immigrants, maintaining a strong community of familial businesses. The business has contributed to this community through its traditional business model, providing imported and custom-made jewelry to residents and visitors of the Chinatown neighborhood. Long Boat Jewelry has become an integral part of Chinatown, continuing the long-standing traditions of the jewelry industry.
- iii. Long Boat Jewelry is committed to maintaining the physical features or traditions that define its presence as a traditional but unique, family-owned and operated retail and wholesale jewelry shop.

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

The business is associated with the art of custom made and imported jewelry.

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

The 1907 property is considered a "Category A Property" as it is located within the California and National Register eligible Chinatown Historic District.

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

The property is within the identified-eligible California and National Register Chinatown Historic 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.?*

The business has not been cited in published literature, newspapers, journals, etc.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 754 Grant Avenue

Recommended by Applicant

- Statues of Chinese warriors above the front awning
- Mural at residential floors depicting Chinese warriors against a blue-green background
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store
- Location along Grant Avenue in Chinatown

- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom-made pieces

Filing Date: March 8, 2017
Case No.: 2017-002876LBR
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
Zoning: NCD (Union Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0531/008
Applicant: Aldis Perrin Butler Jr., Owner
1944 Union Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Perry's San Francisco is a local family-owned and -operated restaurant and bar in the Cow Hollow neighborhood that was founded at 1944 Union Street in 1969 by Mr. Perry Butler, a 26-year-old advertising executive with a dream of opening his own restaurant. After relocating to San Francisco from New York, he established Perry's as a recreation of the unique energy of the neighborhood saloons in New York City's Upper East Side. Opened during the height of the hippie scene in San Francisco, Perry's became an instant success and has become one of the city's most popular gathering spots. The Victorian setting of Perry's provides a level of comfort and coziness to its patrons with its wood-paneled and memorabilia clad walls that highlight significant San Francisco moments. Perry's eventually opened up three additional locations: Perry's SFO, Perry's on the Embarcadero, and Perry's at the Design Center. However, Perry's San Francisco on Union Street is the only location being considered for designation as a Legacy Business.

Perry's mantra has always been "Good Food, Good Drinks and Good People," and this mantra has become the basis of its business model – offering a great selection of American dishes, paired with house-made cocktails, and a cozy and intimate space for the neighborhood to come together. The restaurant serves and welcomes the greater cross section of San Franciscans in the Cow Hollow neighborhood including singles, families with young children, older individuals, and visitors. It has been frequented by local sports figures and politicians over the years and has become a center of community activity in Cow Hollow through its continued traditions of hosting community parties, donating hundreds of gift cards to local charitable institutions, and by hosting an annual golf tournament at Harding Park to benefit the Make a Wish Foundation.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1969

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

Yes, Perry's San Francisco qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Perry's San Francisco has operated for 48 years.
- ii. Perry's San Francisco has contributed to the Cow Hollow community's history and identity by bringing a unique New York saloon-inspired restaurant that has, since its opening, become an anchor and a neighborhood gathering place that brings multiple generations of locals and tourists together to enjoy one another's company. Additionally, the business continues to be involved in the community through donations, hosting events, and continually offering itself as a place for members of the community as well as visitors to gather.
- iii. Perry's San Francisco is committed to maintaining the physical features or traditions that define its place as a culinary institution and important neighborhood gathering place in the Cow Hollow neighborhood.

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

The business is associated with the tradition of being a neighborhood restaurant and bar offering American-influenced dishes.

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

No. The 1900 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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. The business has been cited in numerous publications including but not limited to: SF Gate, 8/20/2009, "Perry's celebrates 40 years in S.F.," by Cindy Lee; The New Fillmore, "The Last Great Saloonlord," by Chris Barnett; Marin Independent Journal, 8/15/2014, "Barry Tompkins' Out of My Mind: Birthday wishes to the best kind of friend."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1944 Union Street

Recommended by Applicant

- Cozy atmosphere
- Blue and white checked tablecloths
- Hexagon tiled floor
- Wood-paneled memorabilia clad walls
- Menu of American classics, good drinks and warm, personable service and an attractive, comfortable environment
- Tradition of offering a friendly atmosphere and outstanding service

Additional Recommended by Staff

- Projecting signage along Union Street
- Outdoor seating area
- Location on Union Street

Filing Date: March 8, 2017
Case No.: 2017-002879LBR
Business Name: San Francisco Eagle Bar ("The Eagle")
Business Address: 398 12th Street
Zoning: WMUG (WSOMA Mixed Use-General)/
55-X Height and Bulk District
Block/Lot: 3522/014
Applicant: Mike Leon, Owner/Manager
398 12th Street
San Francisco, CA 94103
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

San Francisco Eagle Bar, "The Eagle," is a local bar and community gathering space in the South of Market neighborhood with significant ties to San Francisco's LGBTQ community and history and the AIDS epidemic. Founded in 1981, shortly before the AIDS crisis began in San Francisco, The Eagle quickly became a cornerstone of the SOMA leather community. Original founders Bob Damron and Jay Levine created a large, open-space, leather-themed bar for those in the surrounding community to gather and socialize that would soon become embedded in San Francisco's gay culture, serving a wide spectrum of people including: leather enthusiasts, bikers, drag queens, and the transgender community.

Between 1981 and 1998, during the height of the AIDS crisis, The Eagle lost at least 22 employees and countless family and friends to the disease. This significant loss led bar manager Terry Thompson to raise funds to help the rapidly growing number of AIDS patients. Over an 11 year period, Thompson raised over \$5 million for various AIDS charities and named it the AIDS Emergency Fund (AEF). In 1998, the bar was sold to John Gardiner and Joe Banks, owners of the Hole in the Wall Saloon on 8th Street at Folsom. The sale included the condition that the bar continue to have the name "Eagle" in it, and so it was renamed "The Eagle Tavern." The Eagle was briefly closed between June 2011 and March 2013 because owners John Gardiner and Joe Banks directed their attention to the Hole in the Wall Saloon. In August 2012, the business was taken over by Alex Montiel and Mike Leon, who were able to rebuild the main bar and upgrade the property entirely to be brought up to code. The Eagle reopened for business in March 2013 and the new owners have kept the spirit of the bar alive and have carried on the community work that has been the legacy of the bar for over 35 years.

Some of the events that The Eagle hosts include the Sunday Beer Bust benefitting nonprofits, Thursday Night Live, featuring live local, national and international bands, and various benefits for the SF AIDS Foundation among others that have become classic fundraisers in the SOMA bar scene. The Eagle continues to be a popular venue to host events raising money for AIDS charities and other organizations as well as provide a welcoming place for the San Francisco LGBTQ community to gather. The Eagle has become a fixture in the SOMA community and remains a community-oriented bar.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1981

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

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

- i. The Eagle has operated for 36 years.
 - ii. The Eagle has contributed to the South of Market community's history and identity through its deeply rooted history in the LGBTQ and SOMA communities, through its presence as a supporter for those who have lost their lives to or are struggling with AIDS, and through its physical space as a welcoming and comforting place for members of the community to gather.
 - iii. The Eagle is committed to maintaining the physical features or traditions that define its role as an important place in the history of the LGBTQ and Leather communities within the South of Market neighborhood.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the leather culture of the SOMA neighborhood and with the tradition of hosting and providing space for community events and gatherings to benefit and promote LGBTQ history and other community and neighborhood organizations and causes.

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

The 1906 property is located within the identified-eligible Western SOMA Light Industrial and Residential Historic district. Additionally, the property has been previously evaluated through the South of Market Area Historic Resource Survey and was determined to be "Category a – Historic Resource Present."

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

The property is within the identified-eligible Western SOMA Light Industrial and Residential Historic 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. The business has been cited in numerous publications including but not limited to: KQED News, 8/29/2012, "Eagle Tavern, Iconic Gay Bar, to Reopen," by Jon Brooks; NBC Bay Area, 2/13/2015, "San Francisco LGBTQ Leather Bar, SF Eagle, Submits Plans for Public Plaza," by Tamara Palmer; Hoodline, 9/22/2015, "Eagle Plaza Scores \$1.5M to Create Leather-Themed Public Open Space."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 398 12th Street

Recommended by Applicant

- Location at the corner of 12th Street and Harrison
- Large open space format
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red)
- Large outdoor patio
- Vaulted wood ceiling
- 28-foot long bar (with 2 additional bars on the patio and back bar)
- Interior and exterior performance stages
- Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust
- Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community

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

The Department has received no public input or letters of support for these applications at the date of this report.

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 the above businesses 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

SC: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 5, 2017

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Case No.: 2017-002865LBR
Business Name: Elbo Room
Business Address: 647 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3576/062
Applicant: Erik Cantu, Owner
647 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ELBO ROOM, CURRENTLY LOCATED AT 647 VALENCIA STREET (BLOCK/LOT 3576/062).

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 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business is at significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on April 5, 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 Elbo Room qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 Elbo Room

Location (if applicable)

- 647 Valencia Street

Physical Features or Traditions that Define the Business

- Live music stage
- Vital traditions of hosting roughly 300 annual music shows, events for the LGBTQ community, celebrations of the literary community, and benefits for local causes
- Annual tradition of replacing the "Elbo Room" sign with "Amelia's" during the Pride Parade
- Location in the Mission District
- Multiple spaces and levels for people to gather and for live musical performances
- Signage for "Elbo Room" and "Amelia's"
- Space for live musical performances
- Historic bar at the first floor
- Booth layout at the first floor

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 2017-002865LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 5, 2017

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Case No.: 2017-002868LBR
Business Name: Long Boat Jewelry
Business Address: 754 Grant Avenue
Zoning: CVR (Chinatown-Visitor Retail)/
50-N Height and Bulk District
Block/Lot: 0226/040
Applicant: Rosita Young, Owner
754 Grant Avenue
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LONG BOAT JEWELRY, CURRENTLY LOCATED AT 754 GRANT AVENUE (BLOCK/LOT 0226/040).

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 Chinatown neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on April 5, 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 Long Boat Jewelry 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 Long Boat Jewelry

Location (if applicable)

- 754 Grant Avenue

Physical Features or Traditions that Define the Business

- Statues of Chinese warriors above the front awning
- Mural at residential floors depicting Chinese warriors against a blue-green background
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store
- Location along Grant Avenue in Chinatown
- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom-made pieces

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 2017-002868LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 5, 2017

Case No.: 2017-002876LBR
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
Zoning: NCD (Union Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0531/008
Applicant: Aldis Perrin Butler Jr., Owner
1944 Union Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PERRY'S SAN FRANCISCO, CURRENTLY LOCATED AT 1944 UNION STREET (BLOCK/LOT 0531/008).

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 Cow Hollow neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on April 5, 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 Perry's San Francisco 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 Perry's San Francisco.

Location (if applicable)

- 1944 Union Street

Physical Features or Traditions that Define the Business

- Cozy atmosphere
- Blue and white checked tablecloths
- Hexagon tiled floor
- Wood-paneled memorabilia clad walls
- Menu of American classics, good drinks and warm, personable service and an attractive, comfortable environment
- Tradition of offering a friendly atmosphere and outstanding service
- Projecting signage along Union Street
- Outdoor seating area
- Location on Union Street

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 2017-002876LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 5, 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.: 2017-002879LBR
Business Name: San Francisco Eagle Bar ("The Eagle")
Business Address: 398 12th Street
Zoning: WMUG (WSOMA Mixed Use-General)/
55-X Height and Bulk District
Block/Lot: 3522/014
Applicant: Mike Leon, Owner/Manager
398 12th Street
San Francisco, CA 94103
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO EAGLE BAR ("THE EAGLE"), CURRENTLY LOCATED AT 398 12TH STREET (BLOCK/LOT 3522/014).

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 South of Market neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on April 5, 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 Eagle 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 Eagle

Location (if applicable)

- 398 12th Street

Physical Features or Traditions that Define the Business

- Location at the corner of 12th Street and Harrison
- Large open space format
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red)
- Large outdoor patio
- Vaulted wood ceiling
- 28-foot long bar (with 2 additional bars on the patio and back bar)
- Interior and exterior performance stages
- Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust
- Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community

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 2017-002879LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.

Jonas P. Ionin

Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-072
Business Name: Elbo Room
Business Address: 647 Valencia Street
District: District 9
Applicant: Erik Cantu, Owner
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen

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

647 Valencia Street from 1991 to Present (26 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

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: Elbo Room is being displaced due to development of the building that houses the business. The owners of Elbo Room are working diligently to move the business to a new location that can support the bar and its live music stage.

DELIVERY DATE TO HPC: March 8, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

March 6, 2017

RE: Nomination of Elbo Room

Dear Mr. Kurylo:

It is with great pleasure that I nominate to the Legacy Business Registry – Elbo Room, a neighborhood bar in the Mission located at 645-647 Valencia Street. Elbo Room has existed as a neighborhood bar in its current location for 39 years, and 26 years under its current name.

Formerly known as Amelia's and founded by Rikki Streicher, a recognized leader in the San Francisco LGBT movement, the bar was a popular disco bar for lesbians from 1978 to 1991. In 1991, Rikki and her new business partner Dennis Ring renamed the bar Elbo Room. However, every year during Pride celebrations, the Elbo Room changes its name back to Amelia's to honor Rikki and her vital contributions to San Francisco's LGBT history. The Elbo Room is a beloved fixture in the northern Mission and one of the few bars that provides unique pinball machines for their patrons.

This business plays an essential role in the culture and history of District 9 and it is my distinct honor to nominate Elbo Room to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen
Supervisor, District 9

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:		
Elbo Room		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Erik Cantu and Matt Shapiro		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
645-647 Valencia Street San Francisco, CA 94110		(415) 552-7788
		EMAIL:
		erik@elbo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
elbo.com	facebook.com/elbo.room.9	yelp.com/biz/elbo-room

APPLICANT'S NAME		
Erik Cantu	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
Owner		
APPLICANT'S ADDRESS:		TELEPHONE:
876 Guerrero Street #2 San Francisco CA 94110		(415) 216-3448
		EMAIL:
		erik@elbo.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0453368	201015810064

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
645-647 Valencia Street	94110	1991
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	1991 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.

Erik Cantu

1/27/17



Name (Print):

Date:

Signature:

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.**

Elbo Room is located at 645-647 Valencia Street in the historic Mission District of San Francisco between 17th Street and 18th Street. The bar originally opened in 1935, as the Prohibition era closed, and has been a place of entertainment ever since. Over the years the spot has operated as a Spanish restaurant, a country-western bar, as well as the location of one of the first lesbian bars in America. That landmark bar was named Amelia's and for the purposes of this application it is where we will further detail the history of 645-647 Valencia Street.

1978 to 1991

Amelia's was established in 1978 (see attached article from San Francisco Bay Times) by Rikki Streicher, a recognized leader in the San Francisco LGBT movement and a co-founder of the international Gay Games (see attached Rikki Streicher Wikipedia article). Amelia's was a popular gathering place for lesbians on Valencia Street which was also home to several other organizations and businesses that catered to women including Old Wives Tales (a bookstore), Osento, (a woman only bathhouse), and the Women's Building, (a non-profit organization). Amelia's was open until 1991. Thereafter Streicher entered into a new partnership agreement with one of her former employees and bar manager – Dennis Ring.

1991 to June 2005

Under the new partnership agreement between Rikki Streicher and Dennis Ring the bar was re-named the Elbo Room in 1991. For the most part Dennis Ring ran the bar during this period. In July 2002 the liquor license was transferred from Rikki Streicher (liquor license entity name: Friendship Inc.) to Dennis Ring (liquor license entity name: Cook & Foy LLC). See the attached reports from Alcohol Beverage Control. In June of 2005, Rikki Streicher officially sold the building to Dennis Ring (see the attached title report and transaction history).

June 2005 to October 2010

Post acquisition, Dennis Ring continued to run the Elbo Room until 2010. In October of 2010, he sold the liquor license to two of his long-term Elbo Room bar managers, Erik Cantu and Matt Shapiro (license entity name: Zaels & Plissken LLC). Erik and Matt have worked at Elbo Room since 2006. For the liquor license change see the attached report from Alcohol Beverage Control. Please note, only the liquor license was sold to Erik and Matt. Dennis Ring retained ownership of the building.

October 2010 to Present

From October 2010 to present day, Erik Cantu and Matt Shapiro, have continued to run the Elbo Room.

During 2014, Dennis Ring announced plans to re-develop the building that houses the Elbo Room into a condominium project. This project was recently granted streamlined application process by the city and permits for construction are currently in triage with the planning department. (See the attached articles from Socketsite and permit report). Due to this situation, Erik Cantu and Matt Shapiro are diligently working to move the Elbo Room to a new location that can support the bar and its live music stage. Obtaining legacy business status would greatly assist us in this cause.

- 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.**

Not applicable. The business 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.**

1978: Rikki Streicher was the owner of the building and the business. The business name was Amelia's.

1991: Rikki Streicher and Dennis Ring co-owned the business. The business was renamed Elbo Room.

2002: Rikki Streicher (liquor license entity name: Friendship Inc.) transferred the liquor license to Dennis Ring (liquor license entity name: Cook & Foy LLC).

2005: Rikki Streicher sold the building to Dennis Ring.

2010: Dennis Ring sold the liquor license to two of his Elbo Room bar managers, Erik Cantu and Matt Shapiro (license entity name: Zaels & Plissken LLC).

- 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.**

See the attached title report and liquor license reports from Alcohol Beverage Control.

- 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.**

As adopted by the Historic Preservation Commission in May 2011, 645-647 Valencia Street was surveyed as part of the Inner Mission Historic Resource Survey and was assigned a California Historic Resource Status Code (CHRSC) of "6L," which defines the property as "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning." Although the subject property has been surveyed, the Department has received additional information that suggests that the subject property may have associations with the history of Lesbian, Gay, Bisexual and Transgender (LGBT) individuals in San Francisco.

See the attached report from the San Francisco Planning Department, case no. 2013.1339U.

CRITERION 2

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

Elbo Room has been a vital component of the Mission District for the last 26 years. It's a place where things can happen - a place where people can meet. The downstairs portion is a gathering space for friends and coworkers to wind down after a day's work in the neighborhood, a place to celebrate a birthday, a graduation, or a victory. It's also a place where people gather to make plans and discuss ideas. To some, we are the go to dive bar to grab a cheap beer and to others we are a quaint and intimate neighborhood bar with the signature cocktails. For music lovers, we are a popular spot to catch a live show. Our upstairs live music venue has hosted more than 7,500 shows during the last 26 years. We play host to an incredibly diverse mix of music genres. A short list of notable acts that have played at Elbo Room include: Charlie Hunter, Ozomatli, Sharon Jones & the Dap Kings, Grupo Fantasma, Dam Funk, Mykki Blanco, Nels Cline, Paul F. Tompkins, and DJ Logic. A few of our local favorites have included Bayonics, Tea Leaf Green, Sila & The Afrofunk Experience, and the up and coming, Soltron (keep an eye out for this Latin soul funk powerhouse).

Prior to Elbo Room, 645-647 Valencia Street was home to one of the first lesbian bars in America, named Amelia's (aptly named after pioneering aviator Amelia Earhart). Amelia's was established in 1978 by Rikki Streicher, a recognized leader in the San Francisco LGBT movement and a co-founder of the international Gay Games. Amelia's was a popular gathering place for lesbians on Valencia Street which was also home to several other organizations and businesses that catered to women including Old Wives Tales (a bookstore), Osento, (a woman only bathhouse), and the Women's Building, (a non-profit organization). Amelia's was open until 1991. To acknowledge her contribution, Elbo Room holds an annual event celebrating Streicher and the history of Amelia's. This includes changing the name of the bar and its sign back to Amelia's each year during San Francisco's Pride Week.

See the attached articles from Eventbrite and Mission Mission mentioning the annual event and the sign change.

- b) **Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?**

Yes, within the bar industry the history of the Elbo Room dates back to one of the first lesbian bars in the United States. That landmark bar was named Amelia's - which played a significant contribution within the LGBT community especially in the Mission District.

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

To our knowledge the Elbo Room specifically has not been referenced in a historical context, however Amelia's has been noted and documented within the history of the LGBT movement. According to Gerard Koskovich, a San Francisco-based queer historian, "Amelia's was more than simply a bar. It was really a cultural center and anchor." He further states Amelia's was "...one of the most significant queer historic sites in San Francisco".

For this reference, please see the attached article from Bay Area Reporter.

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

While the current owners of the Elbo Room (Erik Cantu and Matt Shapiro) have worked at the bar since 2006 and became its owners in 2010 – they are not recognized historically in a formal context. However, the bar's former owner - Rikki Streicher - is noted as a historical person within the San Francisco LGBT community. A brief bio on her is below:

Rikki Streicher (1922-1994) was a leader in San Francisco's LGBT movement, a co-founder of the international Gay Games, and the owner of two lesbian bars of the 1970s and 80s, Maud's and Amelia's. Streicher was born in 1922. She served in the military and lived in Los Angeles in the 1940s, where she spent time in the gay bars of that city. She also frequented the gay bars of North Beach in San Francisco. Butch-Femme roles were very fixed at that time. Streicher then identified as butch, and was photographed in 1945 in a widely published image, sitting in Oakland's Claremont Resort with other lesbians, wearing a suit and tie. Streicher had an active leadership role in the Society for Individual Rights (SIR), an organization of gay men and lesbians created in San Francisco in 1964 that promoted equal rights for homosexuals, political empowerment, and community building through fundraisers, dances, and classes. By 1966, SIR had established the first public gay community center in the United States, and had become the largest homophile organization in the country. In 1966, Streicher opened Maud's which was in business for 23 years becoming at that time the longest continuously running lesbian-owned lesbian bar in the country. In 1978, she opened Amelia's which eventually became the Elbo Room in 1991.

For more information on Rikki Streicher please see the attached Wikipedia article.

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

Elbo room is a significant supporter of its local community. Every year we host an event celebrating the LGBT community during San Francisco's Pride Week. This includes changing the name of the bar back to "Amelia's" to acknowledge Rikki Streicher's and her historical impact on the neighborhood. We have also hosted numerous events with Original Plumbing (FTM-trans organization), Hella Saucey (all female queer DJ crew), Swagger Like Us (Fabulous dance parties with live music and DJs). Since 2005, we have hosted the bi-monthly Saturday Night Soul Party where folks from all ages come out and dance to DJs spinning 1960's soul music. For the last 10 years, we have hosted Tormenta Tropical, our Cumbia (Latin and African beats) dance party. We also celebrate the literary community by hosting annual events for "Lit Quake", "Literary Death Match", and "Muni Diaries." Furthermore, we have recently hosted benefits for the folks affected by the fire at 22nd & Mission Street and the fire in Bernal Heights near 29th Street. We also let the non-profit Community Thrift Store (our immediate neighbor at 623 Valencia Street) use the Elbo Room during off hours for their monthly meetings.

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

Elbo Room is located in the Mission District neighborhood of San Francisco. This neighborhood is generally bound by Dolores Street to the west, Highway 101 to the east, Cesar Chavez Street to the south, and by Market Street & Highway 101 to the north. It's home to a diverse mix that includes a significant Latino population, a gritty bohemian artist subculture, a dynamic LGBT community, vital blue collar service workers, young tech workers, and various other urban professionals. The Mission has a number of distinct personalities: it's the Latino neighborhood, where working-class folks raise their families and where gangs occasionally clash; it's the hipster hood, where tattooed and pierced 20 & 30 year olds hold court in the coolest cafes and bars in town; it's a culinary epicenter, with the strongest concentration of destination restaurants and affordable ethnic cuisine; it's the face of gentrification, where high-tech money prices out longtime commercial and residential tenants; and it's the artists' quarter, where murals adorn literally blocks of walls long after the artists have moved to cheaper digs. Elbo Room is located in the heart of this community near the corner of 17th and Valencia Street, primarily attracts patrons in there 20s, 30s, and 40s, and does its best to serve all members of the local community.

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

The historical significance of the building that houses the Elbo Room at 645-647 Valencia Street is heavily debated. The LGBT community considers it a historical resource (see the attached article from Bay Area Reporter) while the Historic Preservation Commission does not. Below is a note from the Commission:

As adopted by the Historic Preservation Commission in May 2011, 645-647 Valencia Street was surveyed as part of the Inner Mission Historic Resource Survey and was assigned a California Historic Resource Status Code (CHRSC) of "6L," which defines the property as "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning." Although the subject property has been surveyed, the Department has received additional information that suggests that the subject property may have associations with the history of Lesbian, Gay, Bisexual and Transgender (LGBT) individuals in San Francisco.

For this reference, see the attached report from the San Francisco Planning Department, case no. 2013.13390.

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

If our efforts to re-locate the Elbo Room are unsuccessful San Francisco would sadly lose a vital meet up spot, popular bar, and live music venue. The annual traditions we have helped shape and foster over the last 26 years by hosting shows and events for the LGBT community and the literary community would all be lost. Alas, we are hopeful! We have identified a potential building that is an excellent re-location candidate. Obtaining legacy business status would greatly assist us in this cause.

CRITERION 3

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

Elbo Room can best be described as a place where things can happen - a place where people can meet. The downstairs portion is a gathering space for friends and coworkers to wind down after a day's work in the neighborhood, a place to celebrate a birthday, a graduation, or a victory. It's also a place where people gather to make plans and discuss ideas. To some, we are the go to dive bar to grab a cheap beer and to others we are a quaint and intimate neighborhood bar with the signature cocktails. For music lovers we're a popular spot to catch a live show. Our upstairs live music venue has hosted more than 7,500 shows during the last 26 years. Combined these features help define our unique character.

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)

For 26 years, Elbo Room has been a neighborhood meet up spot and popular music venue for all to enjoy. We continually demonstrate our commitment to the neighborhood by hosting roughly 300 live music shows each year as well as annual events for the LGBT community. Furthermore, each year we celebrate the literary community by hosting events for "Lit Quake", "Literary Death Match", and "Muni Diaries." These vital traditions continue today.

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.). Does the building occupied by the business relate to the immediate neighborhood?

One of the most defining (and demanding) physical features of the Elbo Room is its live music stage. Through an enormous amount of work and effort Elbo Room hosts roughly 300 live shows each year supporting local and international touring bands. With its pending move to a new building, the Elbo Room is committed to keeping this tradition alive. The owners emphatically want to remain among the list of live music venues in the city.

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.

Please see the list of attachments as supporting documents of ownership history.



**Elbo
Room**

END
SYCAMORE

\$3.00
Draft Beer

San Francisco's
Longest
Happy Hour

\$3.00
Cocktails

END
SYCAMORE

COCKTAILS

COCKTAILS



Elbo Room

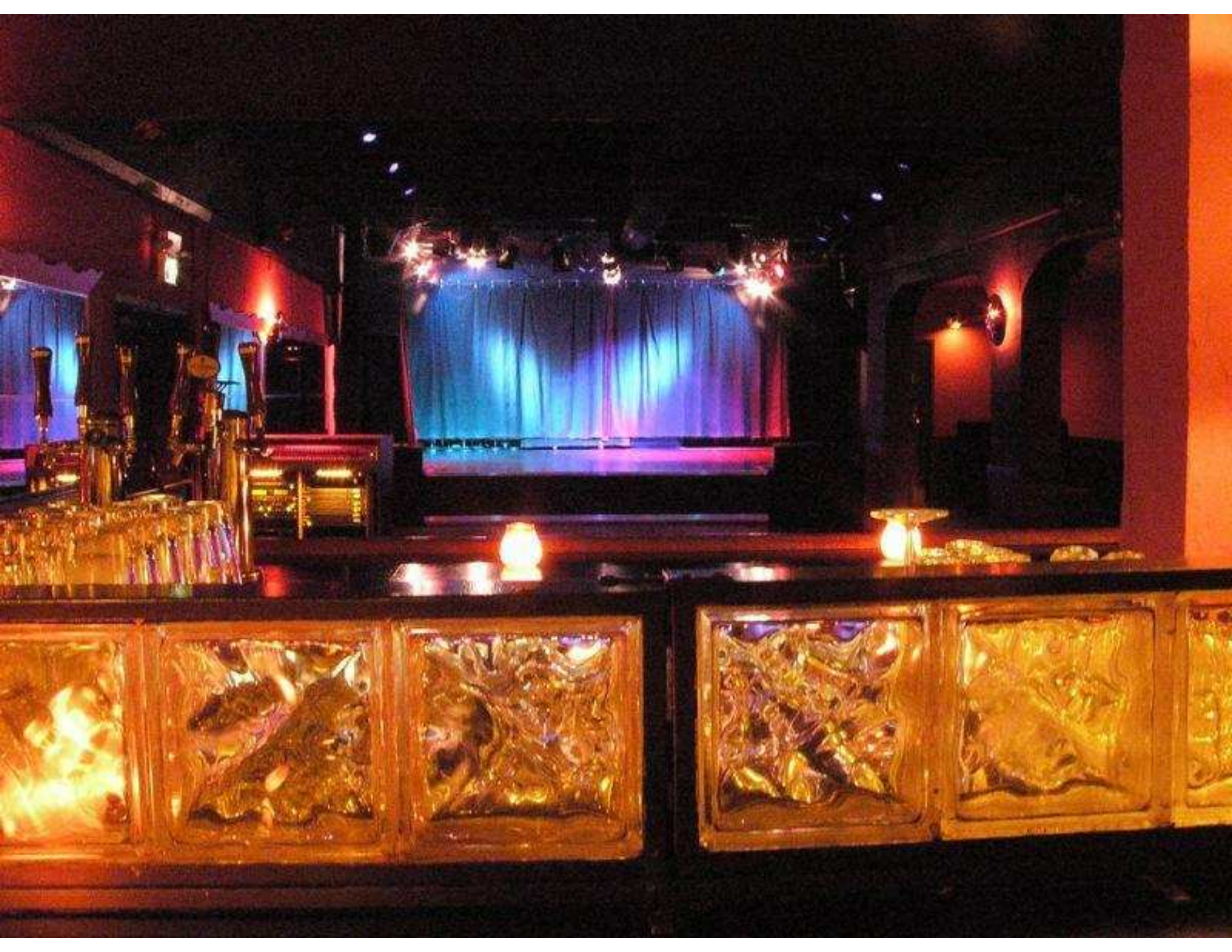
Featuring
\$3.00
ANCHOR
STEAM

San Francisco's
Longest
Happy Hour

\$3.00
Cocktails

COCKTAILS













ATTACHEMENTS

Supporting Documents



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In the News: September 1, 2016

Compiled by Dennis McMillan

Rainbow Honor Walk Salutes New Honorees and Amelia's Lesbian Bar

The Rainbow Honor Walk, which recently announced 24 new honorees saluting historical LGBT leaders, raised a glass—and funds—in honor of LGBT heroes with “One Night At Amelia’s.” The event was held at the Elbo Room, which was previously the lesbian bar Amelia’s from 1978–1991. Amelia’s founder and owner, Rikki Streicher, is one of the newly selected Rainbow Walk honorees. Amelia’s was one of the last dedicated lesbian bars in America. Streicher is one of 24 newly selected Rainbow Honor Walk heroines to have plaques and photos installed on Castro Street sidewalks. Donna Sachet emceed the evening. [hoodline.com](#)

Rikki Streicher

From Wikipedia, the free encyclopedia

Rikki Streicher (1922-1994) was a leader in San Francisco's LGBT movement, a co-founder of the international Gay Games, and the owner of two lesbian bars of the 1970s and 80s, Maud's and Amelia's.

Contents

- - 1 Early life
 - 2 San Francisco and National Activities
- - - 2.1 Society for Individual Rights
 - 2.2 Maud's
 - 2.3 Amelia's
 - 2.4 Gay Games
- - 3 Death and Legacy
- - 4 References

Early life

Streicher was born in 1922.^[1] She served in the military and lived in Los Angeles in the 1940s, where she spent time in the gay bars of that city. She also frequented the gay bars of North Beach in San Francisco. Butch-Femme roles were very fixed at that time. Streicher then identified as butch, and was photographed in 1945 in a widely published image, sitting in Oakland's Claremont Resort with other lesbians , wearing a suit and tie.^{[2][3]}

San Francisco and National Activities

Society for Individual Rights

Streicher had an active leadership role in the Society for Individual Rights, an organization of gay men and lesbians created in San Francisco in 1964 that promoted equal rights for homosexuals, political empowerment, and community building through fundraisers, dances, and classes.^[4] By 1966, SIR had established the first public gay community center in the United States, and become the largest homophile organization in the country.^[5]

Maud's

In 1966, Streicher opened Maud's, originally called "Maud's Study", or "The Study", a lesbian bar on Cole St. in the Haight-Ashbury district of San Francisco.^[6] The following year, the Haight-Ashbury would become the epicenter of the hippie movement during the 1967 Summer of Love. Maud's, said one historian, served to "bridge the gap between San Francisco's lesbian community and its hippie generation."^[7] Because women were not allowed to be employed as bartenders in San Francisco until 1971, Streicher had to either tend bar herself or hire male bartenders.^[8] The bar quickly became a popular gathering place for San Francisco lesbians and bisexual women. One notable customer of Maud's was singer Janis Joplin.^[9] Activists Del Martin and Phyllis Lyon were also early patrons of Maud's.^[10]

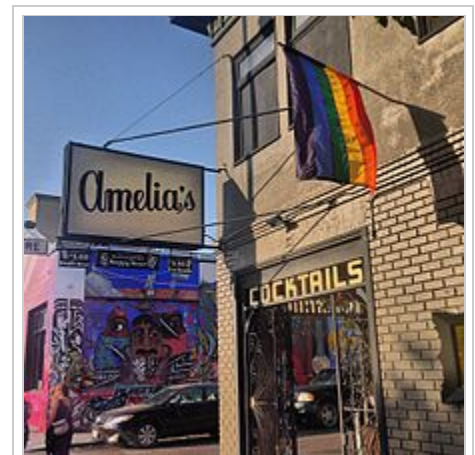
Maud's remained open for twenty-three years, becoming at that time the longest continuously running lesbian-owned lesbian bar in the country. In the book *Wide Open Town*, Nan Amilla Boyd describes Maud's as a "lesbian bar, clubhouse and community center". She highlights the fight of bar owners like Streicher during the 50's and 60's to "secure public space for queer people and says many lesbians 'depended on bar life, the central artery of queer life' for their activities."^[11]

The bar and its closing in 1989 were documented in Paris Poirier's internationally distributed film "Last Call at Maud's".^[12] The film weaves the broader history of lesbian bars in the United States into customers' reminiscences about old times. In it, Streicher speculated that increased acceptance of lesbianism in public spaces and a turn towards sobriety brought on by the 1980's AIDS crisis may have been contributing factors to Maud's closing.^[13]

Amelia's

In 1978, at the height of the disco era, Streicher opened a more spacious bar and dance club on Valencia Street in San Francisco's Mission District called Amelia's, named after Amelia Earhardt. While Amelia's was open in the late 70's and 80's, the Mission district, and particularly Valencia Street, became a gathering place for lesbians and was home to several organizations and businesses that catered to women, including Old Wives Tales, a bookstore, Osento, a woman only bathhouse, and the Women's Building, a non-profit organization.^[14] Amelia's was open until 1991 when Streicher sold it and it became the Elbo Room. When it closed, it was the last lesbian bar in San Francisco until the opening of the Lexington Club in 1997, signaling an ongoing change in how lesbians met and congregated. A writer for the San Francisco Examiner noted that, "More lesbians than ever live in San Francisco, but the last lesbian bar is set to close."^[15]

"It's just changing times," Streicher said of Amelia's closure. "By and large, women are no longer going to bars that represent lesbians. They're just going where they want to go."^[16]



During Pride Week, San Francisco's Elbo Room replaces their sign with the sign of the lesbian dance club, Amelia's, owned by Rikki Streicher from 1978-91.

An obituary published and reprinted after Streicher's death in 1994 erroneously reported that Amelia's was called Amanda's.^{[17][18]} Every June during Pride Week in San Francisco, the Elbo Room on Valencia Street has put up the Amelia's sign to honor the bar and its lesbian clientele.^[19]

Gay Games

Streicher was a passionate promoter of gay and lesbian softball teams and co-founder of the Gay Games which started in San Francisco in 1986.^[20] She helped to create the Federation of Gay Games and served on their board of the directors.^[21] "Sports are the great social equalizer," she said. "It is perhaps the only time that it does not matter who you are but how you play the game."^[22] At the fourth annual Gay Games in New York City in 1994, attended by 55,000 people, she received the Dr. Tom Waddell Award for her contribution to Gay Athletics.^{[23][24]} She is also listed in the hall of fame for the San Francisco Gay Softball League.^[25]

Death and Legacy



A plaque near the Rikki Streicher Field in San Francisco honors her life's work.

Streicher died of cancer in 1994, and was survived by her partner, Mary Sager.^[26] Upon her death, the mayor of San Francisco lowered the city flags to half-mast.^[27] The Rikki Streicher Field, an athletic field and recreation center in San Francisco's Castro District, was named after her. Scholars of LGBT history have speculated that the lesbian bars of Streicher's era, which served an important purpose at that time, have closed as the result of gentrification, greater acceptance of lesbians in mainstream society and the popularity of online dating and social media.^{[28][29]} One writer looking back on the era noted that Rikki Streicher and the lesbian bars she started were instrumental in creating a protective space where lesbian women could come of age and help others do the same:

"Women would call Maud's and say, 'I've got a friend who's been abused, can you help?' And everyone would put their heads together to solve the problem. People were very protective of people. That doesn't exist anymore. Rikki Streicher, the owner of Maud's and Amelia's on Valencia, created that environment for 20 years. She was always conscious of being there for the community. Every few months, a new crop would come in and try to figure out how to be, and it felt like we were bringing them up."^[30]

References

1. "Rikki Streicher, Gay Rights Leader," New York Times Obituary, August 24, 1994 (<http://www.nytimes.com/1994/08/24/us/rikki-streicher-68-gay-rights-leader.html>)
2. Nan Alamilla Boyd, Horacio N. Roque Ramirez, *Bodies of Evidence, The Practice of Queer Oral History*, Oxford University Press, Feb 26, 2012 (https://books.google.com/books?id=D-1oAgAAQBAJ&dq=Nan+amila+boyd+bodies+of+evidence&source=gbs_navlinks_s), p. 7
3. <http://fyeahqueervintage.tumblr.com/post/11144657274/rikki-streicher-left-with-friends-at-the>
4. JoAnne Myers, *The A to Z of the Lesbian Liberation Movement: Still the Rage*, Scarecrow Press, Aug 20, 2009 (<https://books.google.com/books?id=ux-j8fgXyg4C&pg=PA63&lpg=PA63&dq=rikki+streicher+the+a+to+z+of+lesbian&source>)



First American

myFirstAm® Property Profile

645 Valencia St, San Francisco, CA 94110

Property Information

Owner(s):	Rokisky-Ring 2005 Trust / Ring Dennis / Ring Rokisky-Ring	Mailing Address:	Po Box 460765, San Francisco, CA 94146
Owner Phone:	Unknown	Property Address:	645 Valencia St, San Francisco, CA 94110
Vesting Type:	N/A		
County:	San Francisco	APN:	3576-062
Map Coord:	10-C2;667-H2	Census Tract:	020800
Lot#:	62	Block:	3576
Subdivision:	Mission Bl 69	Tract:	
Legal:	Blk 69		

Property Characteristics

Use:	Apartment	Year Built / Eff. :	1915 /	Sq. Ft. :	5250
Zoning:	VALENCIA S	Lot Size Ac / Sq Ft:	0.0643 / 2800	# of Units:	3
Bedrooms:		Bathrooms:		Fireplace:	
# Rooms:	10	Quality:		Heating:	
Pool:		Air:		Style:	
Stories:	2	Improvements:		Parking / #:	/
Gross Area:	5250	Garage Area :		Basement Area:	

Sale and Loan Information

Sale / Rec Date:	10/20/2005 / 11/14/2005	*/Sq. Ft.:		2nd Mtg.:	
Sale Price:		1st Loan:		Prior Sale Amt:	\$1,000,000
Doc No.:	I070752	Loan Type:		Prior Sale Date:	06/01/2005
Doc Type:	Quitclaim	Transfer Date:	11/14/2005	Prior Doc No.:	H966779
Seller:	Ring,Dennis P	Lender:		Prior Doc Type:	Deed

*\$/Sq. Ft. is a calculation of Sale Price divided by Sq. Feet.

Tax Information

Imp Value:	\$341,124	Exemption Type:	
Land Value:	\$795,960	Tax Year / Area:	2014 / 1000
Total Value:	\$1,137,084	Tax Value:	\$1,137,084
Total Tax Amt:	\$13,690.96	Improved:	30%

Property Profile

645 Valencia St, San Francisco, CA 94110

5/11/2015

All information contained herein is subject to the Limitation of Liability for Informational Report set forth on the last page hereof.

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First American

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Transaction History

645 Valencia St, San Francisco, CA 94110

Transaction History

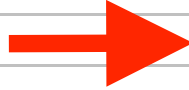
Transaction History provides records for the past ten years. To request additional information, please contact your local Sales Representative, Customer Service Department, or for an additional fee you may [click here](#).

History Record # 1 : SALE/TRANSFER

Buyer:	Rokisky-Ring 2005 Trust	Seller:	Ring Dennis P
Transaction Date:	10/20/2005	Sale Price:	
Recording Date:	11/14/2005	Sale Price Type:	
Recorded Doc #:	I070752	Title Company:	Chicago Title
Document Type:	Deed Transfer	Vesting Type:	N/A

History Record # 2 : SALE/TRANSFER

Buyer:	Ring,Dennis	Seller:	Streicher Elizabeth Trust
Transaction Date:	06/01/2005	Sale Price:	\$1,000,000
Recording Date:	06/07/2005	Sale Price Type:	Full Value
Recorded Doc #:	H966779	Title Company:	Chicago Title
Document Type:	Deed Transfer	Vesting Type:	N/A



FINANCE

Mortgage Recording Date:	06/07/2005	Mortgage Transfer Type:	Resale
Mortgage Document #:	H966780	Mortgage Rate Type:	Fixed
Lender:	Streicher Elizabeth Trust	Mortgage Term:	
Document Type:	Trust Deed/Mortgage	Vesting Type:	N/A
Loan Amount:	\$800,000	Mortgage Rate:	
Borrower 1:	Ring Dennis	Borrower 2:	
Borrower 3:		Borrower 4:	

History Record # 3 : FINANCE

Mortgage Recording Date:	07/22/1988	Mortgage Transfer Type:	Refinance
Mortgage Document #:	0E21100093	Mortgage Rate Type:	Fixed
Lender:	Individual	Mortgage Term:	
Document Type:	Trust Deed/Mortgage	Vesting Type:	N/A
Loan Amount:	\$50,000	Mortgage Rate:	



**California Department of Alcoholic Beverage
Control**
*License Query System Summary
as of 1/26/2017*

License Information
License Number: 502054
Primary Owner: ZAELS & PLISSKEN LLC
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: ELBO ROOM
Business Address
Address: 647 VALENCIA ST Census Tract: 0208.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94110
Licensee Information
Licensee: ZAELS & PLISSKEN LLC
Company Information
OFFICER: CANTU, ERIK ANTHONY (MEMBER)
OFFICER: SHAPIRO, MATTHEW DAVID (MEMBER)
MEMBER: CANTU, ERIK ANTHONY
MEMBER: SHAPIRO, MATTHEW DAVID
License Types
1) License Type: 48 - ON-SALE GENERAL PUBLIC PREMISES
License Type Status: ACTIVE
Status Date: 27-OCT-2010 Term: 12 Month(s)
Original Issue Date: 26-OCT-2010 Expiration Date: 30-SEP-2017
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: 26-OCT-2010 FROM: 48-387886
2) License Type: 48 - ON-SALE GENERAL PUBLIC PREMISES
License Type Status: ACTIVE
Status Date: 27-OCT-2010 Term: 12 Month(s)
Original Issue Date: 26-OCT-2010 Expiration Date: 30-SEP-2017
Master: N Duplicate: 1 Fee Code: P40
License Type was Transferred On: 26-OCT-2010 FROM: 48-387886
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
... No Disciplinary History found ...
Hold Information
... No Active Holds found ...
Escrow
... No Escrow found ...

**Liquor
License
for
Erik Cantu
and
Matt Shapiro**

- - - End of Report - - -



**California Department of Alcoholic Beverage
Control**
License Query System Summary
as of 1/26/2017

Liquor License For Dennis Ring

License Information
License Number: 387886
Primary Owner: COOK & FOY LLC
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: ELBO ROOM
Business Address
Address: 647 VALENCIA ST Census Tract: 0208.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94110
Licensee Information
Licensee: COOK & FOY LLC
Company Information
OFFICER: RING, DENNIS PATRICK (MANAGING MEMBER)
OFFICER: RING, SUSAN ROKISKY (MANAGING MEMBER)
STOCKHOLDER: RING, DENNIS PATRICK
STOCKHOLDER: RING, SUSAN ROKISKY
License Types
1) License Type: 48 - ON-SALE GENERAL PUBLIC PREMISES
License Type Status: CANCELED
Status Date: 26-OCT-2010 Term: 12 Month(s)
Original Issue Date: 18-JUL-2002 Expiration Date: 30-JUN-2011
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: 18-JUL-2002 FROM: 48-39842
License Type was Transferred On: TO: 48-502054
2) License Type: 48 - ON-SALE GENERAL PUBLIC PREMISES
License Type Status: CANCELED
Status Date: 26-OCT-2010 Term: 12 Month(s)
Original Issue Date: 18-JUL-2002 Expiration Date: 30-JUN-2011
Master: N Duplicate: 1 Fee Code: P40
License Type was Transferred On: 18-JUL-2002 FROM: 48-39842
License Type was Transferred On: TO: 48-502054
3) License Type: TEMPORARY PERMIT
License Type Status: EXPIRED
Status Date: 30-APR-2002 Term: 4 Month(s)
Original Issue Date: 30-APR-2002 Expiration Date: 27-AUG-2002
Master: Duplicate: Fee Code:
License Type was Transferred On: 18-JUL-2002 FROM: 48-39842
License Type was Transferred On: TO: 48-502054
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
... No Disciplinary History found ...
Hold Information
... No Active Holds found ...
Escrow
... No Escrow found ...

- - - End of Report - - -



**California Department of Alcoholic Beverage
Control**
*License Query System Summary
as of 1/26/2017*


License Information
License Number: 39842
Primary Owner: FRIENDSHIP INC
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: ELBO ROOM
Business Address
Address: 647 VALENCIA ST Census Tract: 0208.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94110
Licensee Information
Licensee: FRIENDSHIP INC
Company Information
OFFICER: SHIRLEY, JOANN (CHIEF FINANCIAL OFFICER)
OFFICER: SAGER, MARY (PRESIDENT)
OFFICER: FAHEY, SUSAN (SECRETARY/ASST SEC)
STOCKHOLDER: STREICHER, ELIZABETH
License Types
1) License Type: 48 - ON-SALE GENERAL PUBLIC PREMISES
License Type Status: CANCELED
Status Date: 18-JUL-2002 Term: 12 Month(s)
Original Issue Date: 29-NOV-1995 Expiration Date: 28-FEB-2003
Master: Y Duplicate: 0 Fee Code: P40
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
Reg. Number: 90019568
Hold Information
... No Active Holds found ...
Escrow
... No Escrow found ...

**Liquor License
For
Elizabeth (Rikki) Streicher**

- - - End of Report - - -

For a definition of codes, view our [glossary](#).


Mission Mission



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amelia's



With Pride Over, Amelia's Turns Back Into the Elbo Room

Posted Jun 30, 2010 at 4:27 pm by [Andrew Sarkarati](#)

Categories: [Being Cool](#)

Tags: [amelia's](#), [elbo room](#), [pride](#)



Some of you may have noticed that the regular “Elbo Room” sign had recently been replaced with another older-looking one that reads “Amelia’s.” Now, it’s back to the “Elbo Room” again. So, what’s going on here?

Well, after talking to some key Elbo staff, it turns out that around 20 years ago the Elbo Room used to be a rocking dyke bar named Amelia's that allegedly would have put the Lex to shame. Every year when Pride rolls around, they dig the old sign out of storage and install it in front as an homage to the bar's colorful history. Then, when Pride weekend ends and all the brunches are over, bloody marys flowing in the gutter, they lock it up again and go back to the regular ol' Elbo Room. So there you go!

History lesson with Professor Sarkarati over!



Back to Normal

[[Normal Elbo Photo](#) by [SF Bar Experiment](#)]

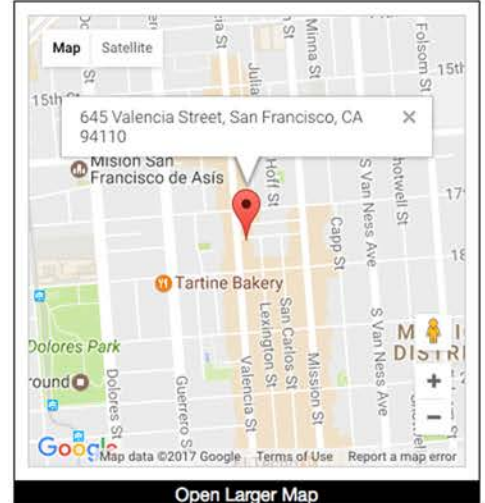
Like

Tweet

[15 comments](#)

Elbo Room At Risk Of Being Razed For Mission Housing Development

January 31, 2014



The owners of the two-story Mission district building at the corner of Valencia and Sycamore which is currently occupied by the Elbo Room have quietly drafted plans to raze the bar and construct a new five-story building in its place.

Early plans for the development include nine (9) residential units, three one-bedrooms and six two-bedrooms, ranging in size from 500 to 1,000 square feet over a 770 square-foot commercial space and parking for six (6) cars on the ground floor.

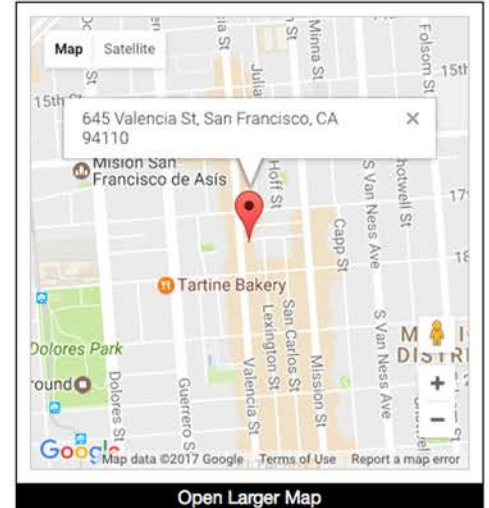
While the existing building at 645 Valencia Street wasn't deemed to be historic when reviewed as part of the Inner Mission Historic Resource Survey in 2011, the Planning Department has since "received additional information that suggests that the subject property may have associations with the history of Lesbian, Gay, Bisexual and Transgender (LGBT) individuals in San Francisco."

As such, the owners will be required to provide a Historic Resource Evaluation (HRE) to determine whether the subject property is a historic resource for the purposes of CEQA in order to move forward with any development.

UPDATE: While some might wish it were, and others seem to be implying that it is, our report isn't based on rumor or speculation but rather the Preliminary Project Assessment for the development which was submitted to San Francisco's Planning Department for review.

Elbo Room Redevelopment Granted Streamlined Review

December 7, 2016



While the owners of the two-story building at 645 Valencia Street have abandoned [their original plans to raze the corner building](#) which is currently leased to the Elbo Room, new plans to add three stories atop the existing structure and convert the top four floors into seven units of housing, with a 600-square-foot retail space and a garage for four cars across the ground floor, have been drawn by Kerman Morris Architects.



And with applications to secure the necessary project approvals and building permits having been submitted to the City last month, the proposed redevelopment was just granted eligibility for a streamlined environmental review.

The Elbo Room's extended lease runs through the end of 2017, but according to the formal application for the project, the development team had been positioning to start construction, which is to be phased and last an estimated 16 months, "by the end of 2016."



San Francisco Property Information Map

Public Access to Useful Property Information & Resources at the Click of a Mouse

Building Permits Report: 645 VALENCIA ST

[Printable Version of Reports](#)

Applications for Building Permits submitted to the Department of Building Inspection.

ON THIS PAGE:
[Building Permits](#)

BUILDING PERMITS: [MAP](#)

Permit: [201611142504](#)
Form: 3 - Alterations With Plans
Filed: 11/14/2016
Address: 645 VALENCIA ST
Parcel: 3576/062
Existing: NITE CLUB
Proposed: APARTMENTS
Existing Units: 0
Proposed Units: 7
Status: **TRIAGE**
Status Date: 11/14/2016 7:35:20 AM
Description: PRESERVING & RENOVATING 2STORY COMMERCIAL STRUCTURE. ADD (N) 3 STORY ADDITION FOR A TOTAL HEIGHT OF 5 STORIES OR 55' TALL. THE RENOVATED ADDITION/ALTERATION BLDG WILL BE MIXED USE CONSISTING OF GRD FLR COMM, RESIDENTIAL ENTRY AND PARKING ACCESSED FROM SYCAMORE ST. UPPPER 4 STORIES WILL HOUSE 7 UNITS
Cost: \$1,600,000.00

Permit: [201611142504](#)
Form: 3 - Alterations With Plans
Filed: 11/14/2016
Address: 647 VALENCIA ST
Parcel: 3576/062
Existing: NITE CLUB
Proposed: APARTMENTS
Existing Units: 0
Proposed Units: 7
Status: **TRIAGE**
Status Date: 11/14/2016 7:35:20 AM
Description: PRESERVING & RENOVATING 2STORY COMMERCIAL STRUCTURE. ADD (N) 3 STORY ADDITION FOR A TOTAL HEIGHT OF 5 STORIES OR 55' TALL. THE RENOVATED ADDITION/ALTERATION BLDG WILL BE MIXED USE CONSISTING OF GRD FLR COMM, RESIDENTIAL ENTRY AND PARKING ACCESSED FROM SYCAMORE ST. UPPPER 4 STORIES WILL HOUSE 7 UNITS
Cost: \$1,600,000.00



SAN FRANCISCO PLANNING DEPARTMENT

Preliminary Project Assessment

Date: November 15, 2013
Case No.: **2013.1339U**
Project Address: 645-647 Valencia Street
Block/Lot: 3576/062
Zoning: Valencia St Neighborhood Commercial Transit (Valencia Street NCT)
Mission Alcohol Beverage Special Use Subdistrict
Fringe Financial Service Restricted Use District
55-X Height and Bulk District
Area Plan: Mission
Project Sponsor: Orrin Goldsby, Kerman/Morris Architects LLP
415-749-0302
Staff Contact: Tania Sheyner – 415-575-9127
Tania.Sheyner@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

DISCLAIMERS:

Please be advised that this determination does not constitute an application for development with the Planning Department. It also does not represent a complete review of the proposed project, a project approval of any kind, or in any way supersede any required Planning Department approvals listed below. The Planning Department may provide additional comments regarding the proposed project once the required applications listed below are submitted. While some approvals are granted by the Planning Department, some are at the discretion of other bodies, such as the Planning Commission or Historic Preservation Commission. Additionally, it is likely that the project will require approvals from other City agencies such as the San Francisco Public Utilities Commission, Department of Building Inspection, Department of Public Works, Department of Public Health, and others. The information included herein is based on plans and information provided for this assessment and the Planning Code, General Plan, Planning Department policies, and local/state/federal regulations as of the date of this document, all of which are subject to change.

PROJECT DESCRIPTION:

This project description is based on the Preliminary Project Assessment (PPA) Application submitted on September 19, 2013. If any of the underlying project description details change, then the information in this PPA letter would need to be re-evaluated.

The project site consists of a 2,800-square-foot (sf), rectangular-shaped parcel located on the corner of Valencia and Sycamore Streets, in the Mission district of San Francisco. The site is currently occupied by a two-story, approximately 5,300-sf building, which contains a bar ("Elbo Room"). The existing building on the site was constructed in 1915.

The proposed project would demolish the existing building and construct in its place a mixed-use building approximately 9,200 sf in size and containing 9 residential units (the units would range from approximately 500 sf to 1,000 sf in size), 6 parking spaces, and 770 square feet of commercial space. The

fee (which is based on the project's construction value); and (c) a proportionate share fee for recovery of costs incurred by the Planning Department for preparation of the *Eastern Neighborhoods FEIR*.

3. **CPE + Focused EIR.** If any new site- or project-specific significant impacts are identified that cannot be mitigated to a less-than-significant level, then a focused EIR is prepared to address these impacts and a supporting CPE certificate is prepared to address all other impacts that were encompassed by the *Eastern Neighborhoods FEIR*, with all pertinent mitigation measures and CEQA findings from the *Eastern Neighborhoods FEIR* also applied to the proposed project. With this outcome, the applicable fees are: (a) the CPE determination fee (currently \$13,339); (b) the standard environmental evaluation fee (which is based on the project's construction value); (c) one-half of the standard EIR fee (which is also based on the project's construction value); and (d) a proportionate share fee for recovery of costs incurred by the Planning Department for preparation of the *Eastern Neighborhoods FEIR*.

In order to begin formal environmental review, please submit an Environmental Evaluation Application (EE Application).² See page 2 of the current *Fee Schedule* for calculation of environmental application fees.³

Environmental Topics

Below is a discussion of the main topic areas that will be addressed in the environmental document, based on our preliminary review of the project as it is proposed in the PPA Application.

1. **Historic Architectural Resources.** The project sponsor proposes to demolish the existing building and construct a new residential building in its place. As adopted by the Historic Preservation Commission in May 2011, 645-647 Valencia Street was surveyed as part of the Inner Mission Historic Resource Survey and was assigned a California Historic Resource Status Code (CHRSC) of "6L," which defines the property as "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning." Although the subject property has been surveyed, the Department has received additional information that suggests that the subject property may have associations with the history of Lesbian, Gay, Bisexual and Transgender (LGBT) individuals in San Francisco. Therefore, the project sponsor will be required to provide a Historic Resource Evaluation (HRE) to determine whether the subject property is a historic resource for the purposes of CEQA.

Under CEQA, proposed projects are analyzed for their impact upon historic resources. Historic resource analysis is a two-step process: the first is to determine whether the subject property contains historical resource(s) as defined in Section 15064.5(a)(3) of CEQA; and, if it is determined to be a historical resource, the second is to evaluate whether the proposed project would cause a substantial adverse change to that resource.

The Historic Resource Evaluation (HRE) must be prepared by a qualified professional who meets the Secretary of the Interior's Professional Qualification Standards and is on the Department's Historic Resource Consultant Pool. The Department will provide the project sponsor with a list of three consultants from the Historic Resource Consultant Pool, which shall be known as the potential consultant list or PCL. Once the Environmental Evaluation Application is submitted, please contact

² Available online at <http://www.sf-planning.org/index.aspx?page=3565>.

³ Available online at <http://www.sf-planning.org/Modules/ShowDocument.aspx?documentid=512>.



AUG
26

8/26: Amelia's Bar Returns! 1 Night Only! Benefit for Rainbow Honor Walk

by Rainbow Honor Walk

Amelia's returns for one night only

Friday, August 26: 8pm-10pm
Elbo Room, 647 Valencia Street, SF



Sales Ended

DETAILS

DESCRIPTION

Raise a glass and raise funds to honor LGBT heroines and heroes at the same time! Join us for a casual evening of food, fun and festive beverages at the Mission's hippest hangout, the Elbo Room. Back in the day, the Elbo Room was Rikki Streicher's landmark bar, Amelia's, one of the last dedicated lesbian bars in America (1978-1991). Rikki is one of our 24 newly selected Rainbow Honor Walk heroines.

Our very own "First Lady", Donna Sachet, emcees an evening saluting and benefiting the Rainbow Honor Walk, the iconic sidewalk tribute honoring our LGBT leaders.

There will be finger food, a silent auction with fabulous gifts donated by local merchants and a DJ playing all your favorite music.

Admission is a \$ 20 donation through this Eventbrite page. Otherwise, tickets are \$25 night of / at the door.

DATE AND TIME

Fri, August 26, 2016
8:00 PM – 10:00 PM PDT
[Add to Calendar](#)

LOCATION

Elbo Room
647 Valencia Street
San Francisco, CA 94110
[View Map](#)

FRIENDS WHO ARE GOING



[Connect to Facebook](#)

With Pride Over, Amelia's Turns Back Into the Elbo Room



Posted Jun 30, 2010 at 4:27 pm by [Andrew Sarkarati](#)

Categories: [Being Cool](#)

Tags: [amelia's](#), [elbo room](#), [pride](#)



Some of you may have noticed that the regular "Elbo Room" sign had recently been replaced with another older-looking one that reads "Amelia's." Now, it's back to the "Elbo Room" again. So, what's going on here?

Well, after talking to some key Elbo staff, it turns out that around 20 years ago the Elbo Room used to be a rocking dyke bar named Amelia's that allegedly would have put the Lex to shame. Every year when Pride rolls around, they dig the old sign out of storage and install it in front as an homage to the bar's colorful history. Then, when Pride weekend ends and all the brunches are over, bloody marys flowing in the gutter, they lock it up again and go back to the regular ol' Elbo Room. So there you go!

History lesson with Professor Sarkarati over!



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Plans revealed for Elbo Room

by Seth Hemmelgarn

s.hemmelgarn@ebar.com

Plans are being proposed to build several stories of housing on top of the building that includes the Elbo Room, a bar in San Francisco's Mission district that was once the site of the lesbian bar Amelia's and other LGBT venues.

Toby Morris, a principal at the firm Kerman Morris Architects, said building owner Dennis Ring plans to turn the second floor into housing and add three new floors to the building, which is at 647 Valencia Street. There would be seven units of housing altogether.

"There will not be a bar there anymore," Morris said, but "there will be a commercial space" on the ground floor. The tenant for that space hasn't been determined.

Morris said that depending on what happens during the planning process with the city, "it's conceivable that maybe this fall we would have a building permit." He estimated that construction would take "a year to 16 months."

Ring was the business partner of lesbian Rikki Streicher when she had Amelia's and then started the Elbo Room with her in the early 1990s. Streicher died in 1994 at the age of 68. Ring's owned the building for about 12 years.

"Everything is being saved to recognize the value it has with the LGBT community as well as the women's movement that happened on Valencia Street in the 1970s," Ring said. "... We're going to be recognizing this building after its completion as a social resource for the LGBT community."

Options being considered are creating a plaque to honor Streicher and renaming the building for Streicher or aviator Amelia Earhart, or both women, Ring said.

Mary Sager, 73, who was Streicher's partner, said, "I think Dennis has a good idea." Sager expressed concern about the affordability of the residential units, but she said, "Dennis has these plans, and he's very set, and he's very organized. ... I'll support whatever he does."

The original plan had been to demolish the building.

Shayne Watson, an architectural historian based in San Francisco who is a lesbian and co-wrote the citywide LGBT historic context statement, expressed support for Ring.

“In my mind, this is a preservation success story, at least partially,” Watson said in an email. “This was one of the first cases we saw after the city adopted the LGBTQ historic context statement where the Planning Department seemed to push back against a proposal to demolish a significant LGBTQ site. One of our primary goals in writing the historic context statement was to not allow these buildings to be evaluated in a vacuum, but instead analyzed in light of the much bigger picture of San Francisco’s LGBTQ history. In the case of Amelia’s, the city seems to really appreciate that there is something significant here.

“Of course, I’d like to see the entire building preserved as is,” Watson added, “but the new addition on top is a pretty good compromise given that the owner wanted to raze the whole thing.”

But Gerard Koskovich, a San Francisco-based queer historian, called the plans for the building “highly troubling.”



Koskovich said Amelia’s was “more than simply a bar. It was really a cultural center and anchor.” The building also once housed the gay bars Gaslight and the Gay 90s in the 1970s, he said.

“This is one of the most significant queer historic sites in San Francisco,” and the proposal is “essentially the same as a demolition,” Koskovich said. “... It leaves nothing of the historic fabric of the building except the facade.”

He referred to the plans as “a style of fake preservation often referred to as ‘facadism.’”

Ring disputed that notion. He said that plans include saving the building’s wooden outdoor cocktail signs and the iron entrance gate. He also said that the addition will be set back from the street, which “shows that it’s not just a facade. It’s more than that.”

Elbo Room co-owner Matt Shapiro said in email, “We are currently looking for a new location in the Mission to continue operating when our lease ends on January 1, 2018.”

Ring invites people who would like to provide input on the project to contact him at (415) 298-5133 or dringsf@gmail.com.

02/09/2017



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-2015-16-046
Business Name: Long Boat Jewelry
Business Address: 754 Grant Avenue
District: District 3
Applicant: Rosita Young, Owner
Nomination Date: March 8, 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

881 Grant Avenue from 1981 to 1983 (2 years)
754 Grant Avenue from 1983 to Present (34 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: March 8, 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 8, 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 Long Boat Jewelry for inclusion on the Legacy Business Registry.

Long Boat Jewelry has been creating custom made jewelry in Chinatown since 1981, and it has been at its present location at 754 Grant Ave. for over 33 years. This family-owned business is an integral part of the Chinatown community, providing a large inventory of unique and authentic products imported directly from Hong Kong.

Long Boat Jewelry's commitment to Chinatown and the particularly vibrant Grant Avenue corridor is undeniable. I hope for the continued success of this, and encourage its inclusion on the City's Legacy Business Registry.

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:		
Long Boat Jewelry		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Rosita Young		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
754 Grant Avenue	(415)433-5149	
	EMAIL: rositasyoung@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0925279	

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
881 Grant Avenue	94108	1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1981-1983	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
754 Grant Avenue	94108	Start: 1983
		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
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		End:

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

3. Eligibility Criteria

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

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

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

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

ROSITA YOUNG 4/29/2016 Rosita Young
 Name (Print): Date: Signature:

Long Boat Jewelry Business Registry Application

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.

Long Boat Jewelry was established in 1981 at 881 Grant Avenue and moved to its present location at 754 Grant Avenue in 1983.

Rosita Young came from Taiwan in 1970, working for a financial company and later opening a restaurant in Redwood City in 1978. While working at her restaurant, a friend visited around 1981 and asked why she chose the restaurant business in Redwood City when the jewelry business was much more lucrative in the Chinatown neighborhood. On that suggestion, and due to a divorce, Rosita decided to close the restaurant business and get into the jewelry business.

At first, with Rosita's friend Terry Chu, she got into the wholesale jewelry business, displaying jewelry at the Jim Show, a national jewelry exposition. Although successful, attending the Jim Shows across the country required a lot of travel, going to New York City, Chicago, and others to display wholesale jewelry. This led Rosita to consider opening a retail business close to home so that she could gain a customer base and have name recognition.

In 1981, Long Boat Jewelry became an official retail location in San Francisco's Chinatown neighborhood, originally located at 881 Grant Avenue. After two years, having some success, Rosita decided to move the business to a larger, 500-square-foot location at 754 Grant Avenue in June of 1983, where it has stood for 33 years. At the time, the cost of the rent was \$5,200 per month being in the center of San Francisco's Chinatown neighborhood, the largest Chinatown in the United States.

Since opening the current location, business has been consistently busy as it is located on the main commercial corridor of Chinatown. About 90% of the customers are tourists that are visiting the neighborhood, making it an extremely lucrative business and location. Due to the success of the Grant Street location, Rosita has also opened a wholesale location at the Gift Center at 888 Bryant Street in the South of Market neighborhood. She has also opened a second retail location six months after the original on Powell Street as well, also called Long Boat Jewelry. Around three years later, business slowed down and Rosita consolidated her business to only the 754 Grant Avenue location where it is still located.

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

Long Boat Jewelry has been a family-owned business since 1981. To this day, the owner is Rosita Young and her husband Mark Shu. They have both operated and managed the business for 35 years. Rosita manages the retail locations and jewelry stock, while Mark manages the administrative side of the business, assisting with accounting and general back office operations. Mark also attends the Jim Show expositions across the country representing Long Boat Jewelry's wholesale business.

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

Long Boat Jewelry has been a family-owned and operated business since its inception in 1981.

d. 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.

Although the building in which the business is located in is not a registered landmark, the location at 754 Grant Avenue is located directly on the main commercial corridor within San Francisco's Historic Chinatown neighborhood. The street is heavily trafficked by residents and tourists alike and has a unique character, being composed of mostly Asian-American businesses and retailers.

CRITERION 2

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

Long Boat Jewelry has long been located in the heart of San Francisco's Chinatown neighborhood and is an integral part of the community in which it is located. This particular part of Chinatown is heavily visited by tourists as it is a defining feature of the City of San Francisco. It is also the largest Chinatown neighborhood in the United States and garners a lot of tourism from Americans from across the country. The commercial corridor is defined largely by a very dense concentration of markets and shops selling Asian products, Long Boat Jewelry not being an exception. The majority of Long Boat Jewelry's retail stock is imported from Hong Kong and thus gives this particular shop a unique and authentic product for Chinatown.

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

Long Boat Jewelry has long participated in the Jim Show jewelry expositions that are held across the country. The business has participated in these events for 18 years and has had a presence in the jewelry industry ever since.

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

Long Boat Jewelry has not been mentioned in any historical contexts or publications. The business operates as part of the larger Chinatown business community and has been a mainstay on the Grant Avenue commercial corridor in conjunction with these businesses.

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

The business's clientele is largely made up of tourists visiting the historic Chinatown commercial corridor. Around 90% of Long Boat's clients are tourists from other parts of the United States. However, the business is not associated with a specific significant or historical figure.

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

The business has been located in the Chinatown neighborhood for 35 years and has always made attempts to remain in its current space. Because of the uniqueness of the business and product, the Chinatown corridor is the ideal location for it. Almost every business along Grant Avenue and the surrounding streets are owned and operated by the families of Asian immigrants, all arriving to San Francisco over the past 30 years and even further. Therefore, Long Boat Jewelry has made its commitment to staying on Grant Avenue and keeping the composition of businesses in the neighborhood representative of its name.

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

The Chinatown community is the largest Chinatown neighborhood in the United States, as well as one of the oldest. Most business and property owners in the neighborhood are descendants of immigrants that arrived over 100 years ago to San Francisco, and purchased property while it was relatively inexpensive. The community has largely kept to its roots, still being a center of Cantonese-Chinese culture in the United States. Many of the retail businesses in the neighborhood are owned by more recent immigrants from mainland China as well as Taiwan. However, there is also a large amount of tourism in the neighborhood as many businesses cater to tourists by selling knick-knacks and souvenirs for visitors to San Francisco. The businesses in the neighborhood are equally dependent on residents as well as tourists in order to survive and thrive.

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

The Chinatown neighborhood is extremely defined by the character of its streets and buildings. The commercial corridor of Grant Avenue is built to resemble an old neighborhood in a Cantonese Chinese city, with ornate pagoda-style overhands and Cantonese-inspired balconies.

The building in which Long Boat Jewelry is located fits the overall theme of the neighborhood and more specifically, Grant Avenue. Above the front awning are several statues of Chinese warriors, and on the façade of the residential units above, a mural exists with golden Chinese warriors amidst a blue-green background. Rather than the building being a standalone example of architecture, the entire neighborhood is designed to remind one of walking down the streets and alleyways of old Hong Kong, making the neighborhood one of the most unique examples of Chinese culture in the United States, and world outside China itself.

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

The Chinatown neighborhood is very distinct due to the composition of its residents and businesses. Although still nearly two-thirds of the businesses in the area are owned and operated by Chinese families, the increasing rents have presented a problem for long-term businesses looking to remain in the neighborhood. The community itself would not be drastically affected by the closure of one business, however that one business could provide a precedent for the closure of other local long-term businesses, in favor of tenants that are willing to pay a higher price to be in the neighborhood. The effect of this is the loss of the character of Chinatown that makes it so unique. Furthermore, relocation for most of these businesses is not a viable option, as they are tailored to accommodating the tourism industry in the area and are “Chinatown” businesses. Therefore, the community as a whole is affected every time such a neighborhood mainstay is shut down, because the community becomes less “Chinatown” with every lost business.

CRITERION 3

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

Long Boat Jewelry is a Chinatown business that most would expect to find in such a neighborhood. From the building in which it is located, to the stock of jewelry from Hong Kong, Long Boat Jewelry is one of the many businesses that give Chinatown its uniqueness. The artwork on the façade of the building also adds to the character of the neighborhood keeping it close to the theme of Cantonese China and the inner neighborhoods of its major cities. The store is a small space, only 500 square feet, but the space is maximized with a very large

amount of items for sale. The store fits in with the Chinatown style that has defined the neighborhood for over 100 years.

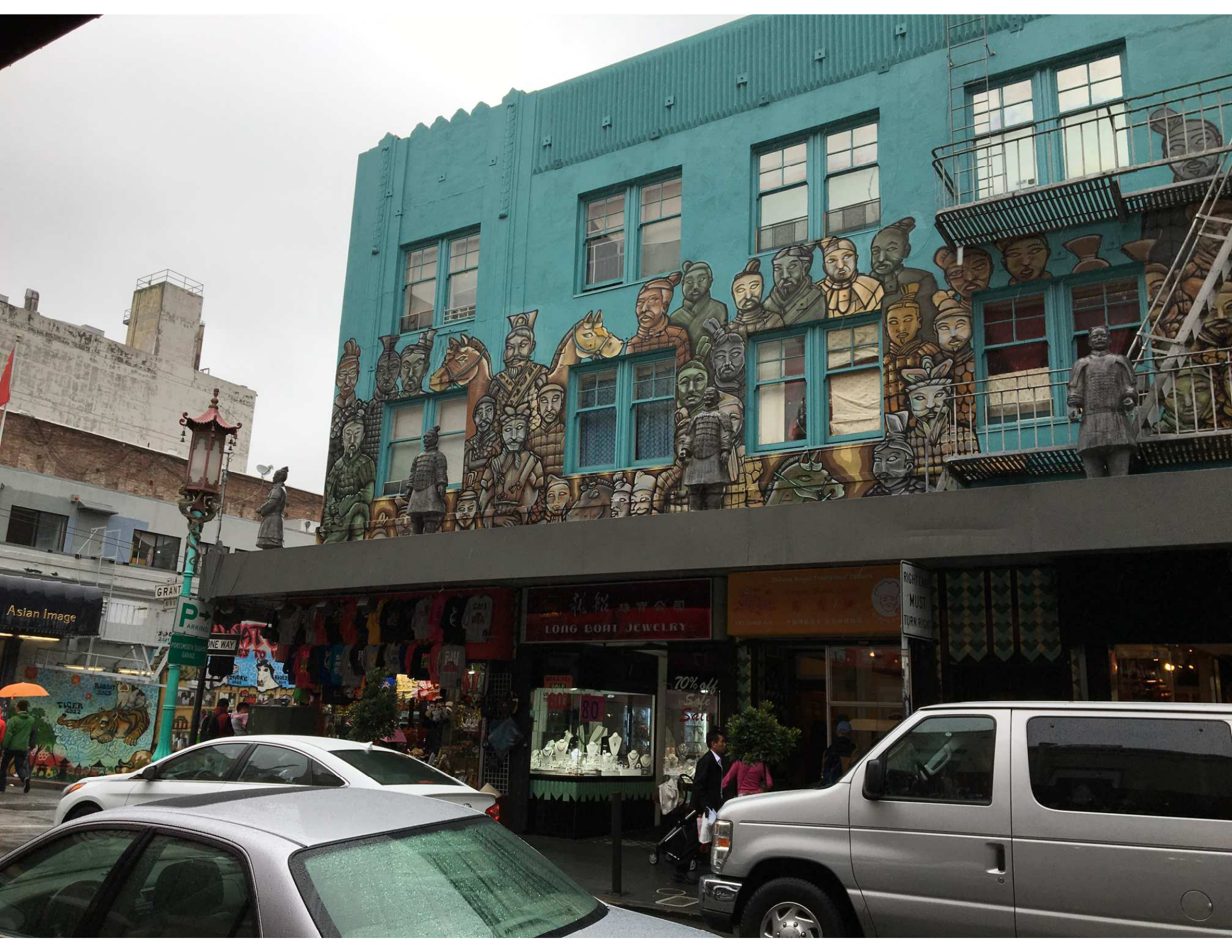
b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The jewelry industry is one of the world's oldest and long-standing. Long Boat Jewelry has been in the industry for 35 years and has continued to operate as a retailer and wholesaler, bringing its product to expositions and trade shows across the country and keeping a wide retail selection in San Francisco. Long Boat Jewelry is a traditional jewelry store in a very traditional neighborhood in San Francisco, and the business is committed to maintaining its family-owned and operated practices along Chinatown's main commercial corridor.

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.).

Long Boat Jewelry shares the ground floor retail space of the building with several other retailers as well. All of the retailers have a clean, black-tiled façade with large display windows showing the many products that are sold inside. They are not as cluttered as many of the souvenir shops and therefore provide a more clear view of what types of products are sold inside.

The façade above the main awning is very heavily influenced by the surrounding structures of the neighborhood, with statues of Chinese warriors and a mural behind it of Chinese warriors as well. These features are part of the larger commercial corridor along Grant Avenue and are part of the reason so many tourists from all of the United States and beyond come to visit the neighborhood. The business has been in this location for 35 years keeping with the traditions of the neighborhood and is committed to maintaining the feeling that you are in Chinatown when customers walk down the streets or enter the store.



Asian Image

GRANT AVE

P

ONE WAY

龍船珠寶公司
LONG BOAT JEWELRY

70% off
Sale

RIGHT TURN
MUST TURN RIGHT





龍船

珠寶公司

LONG BOAT JEWELRY

HOLIDAY
SALE

70%
Off

Store Wide

Clearance

70% off

Summer
Sale



**HOLIDAY
SALE**

UP
TO **80%**
Off

80%
Off

Store Wide
70% off
Sale
Sale





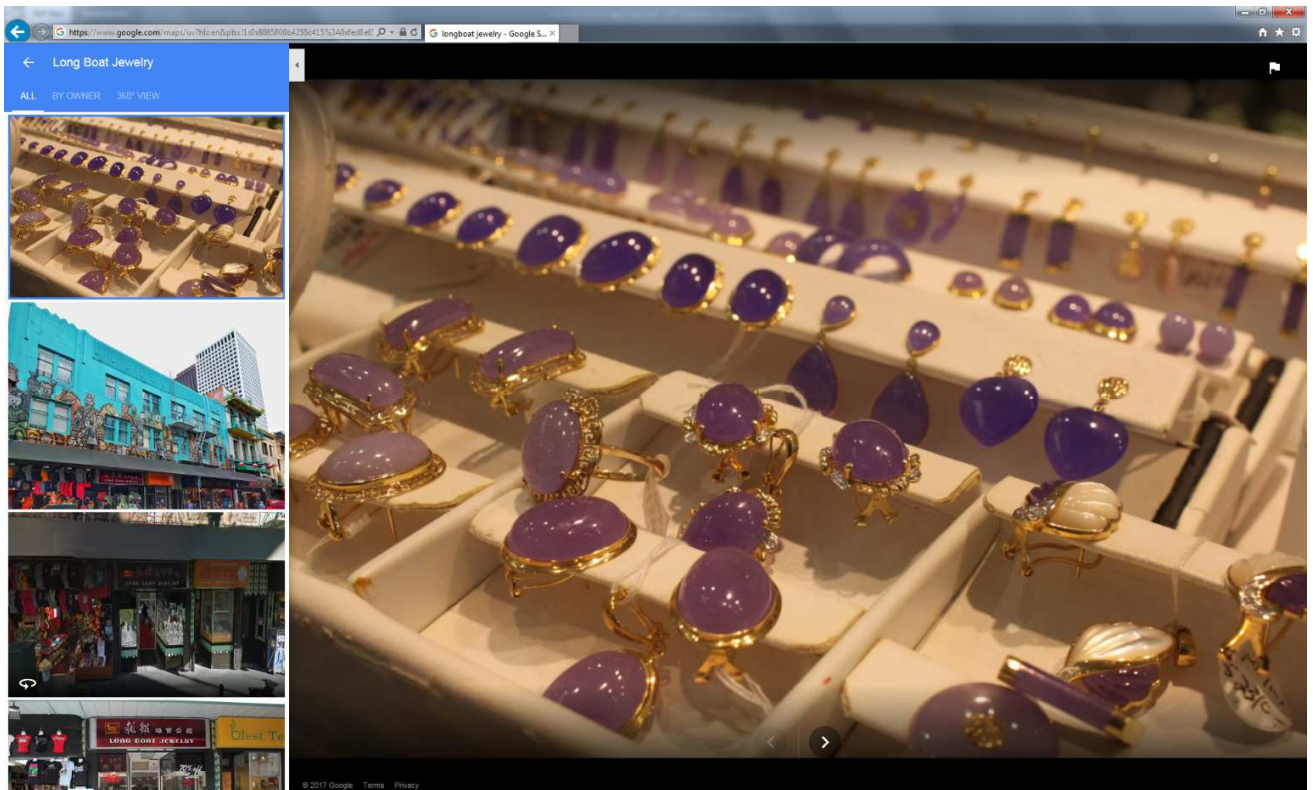


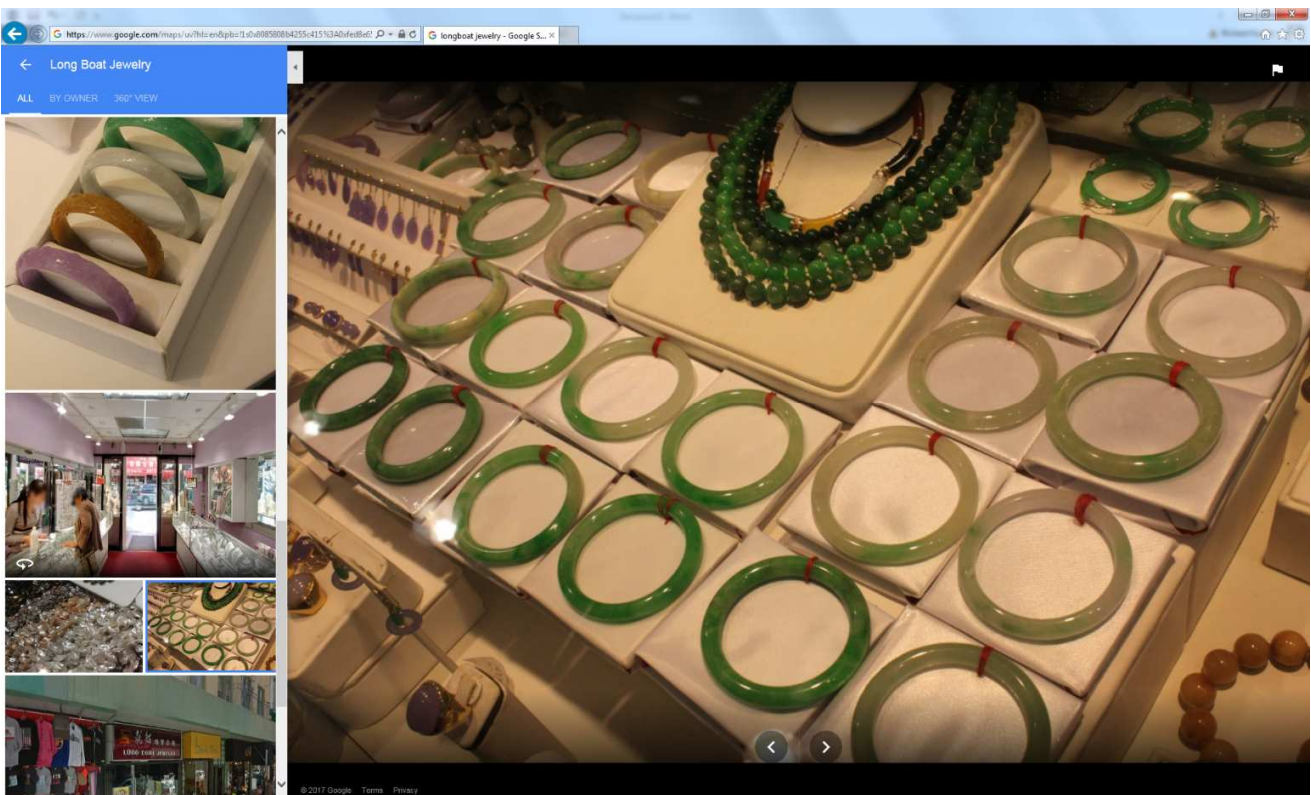
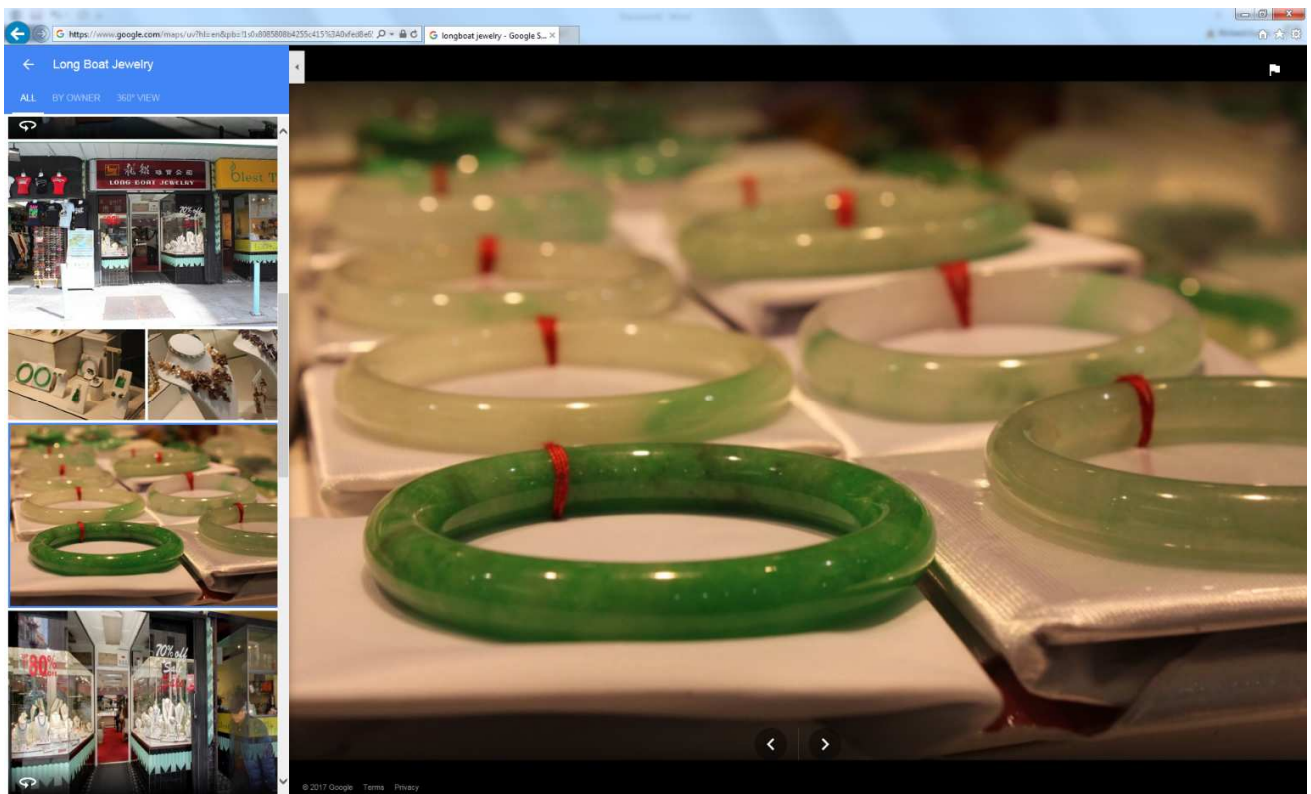
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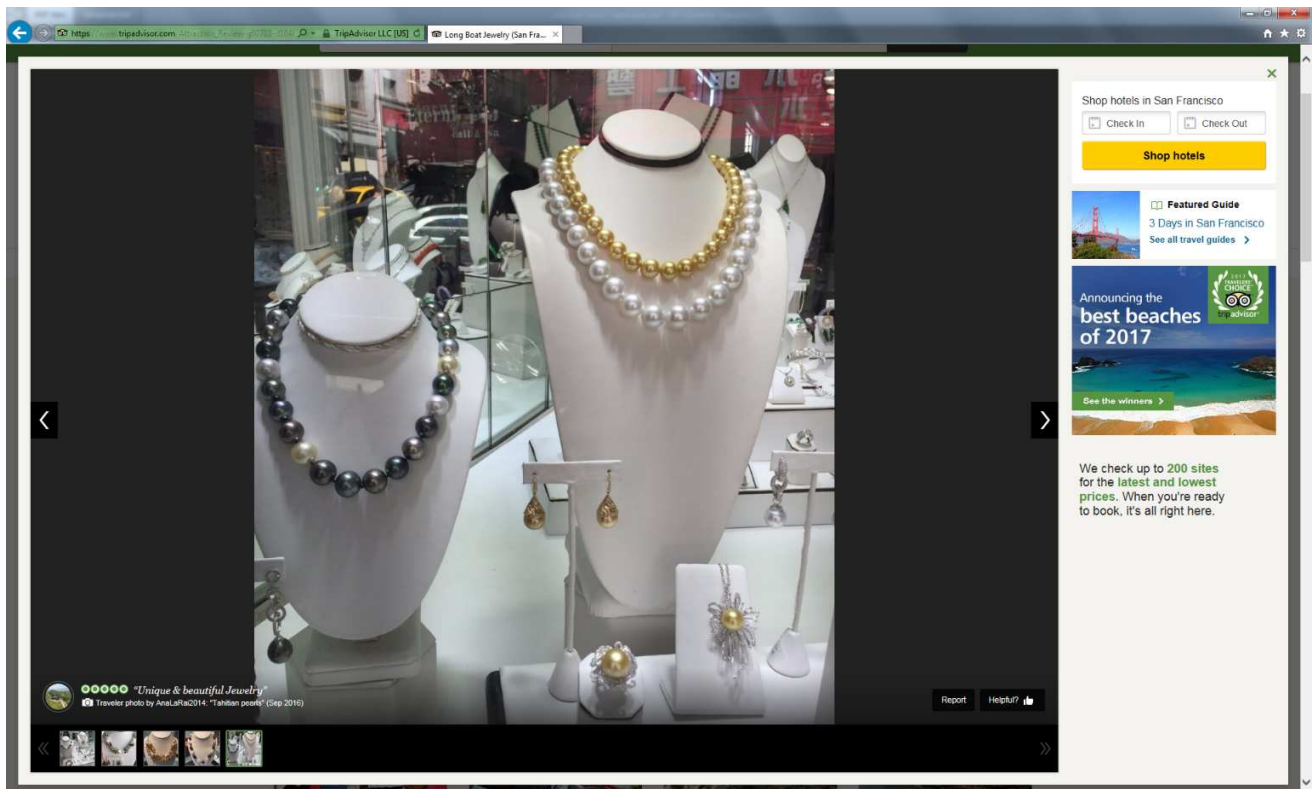
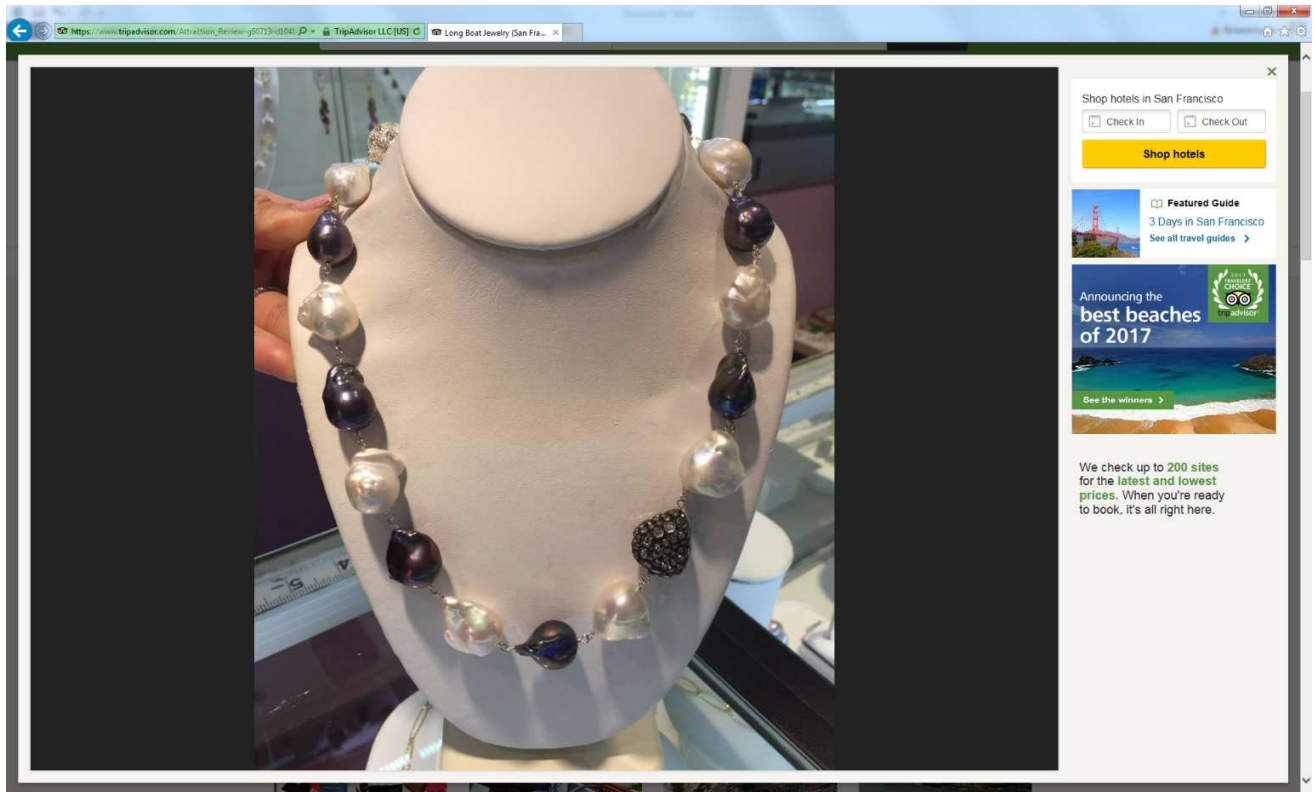
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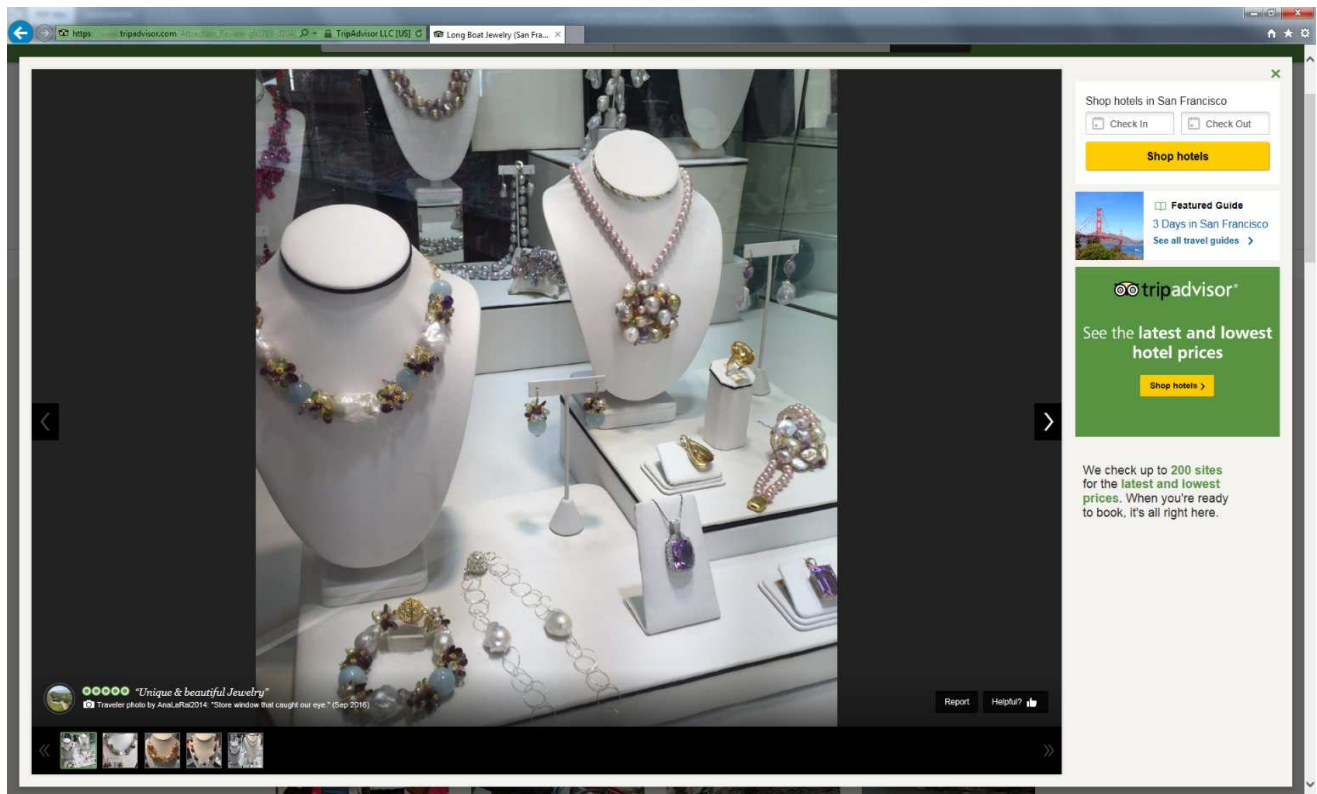












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Long Boat Jewelry, San Francisco: Address, Phone Number, Specialty & Gift Shop Reviews

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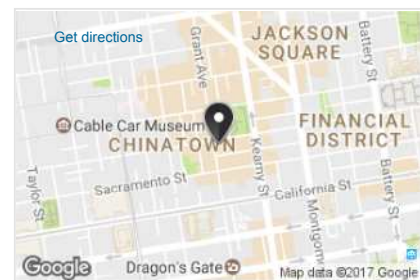
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Long Boat Jewelry

[Is this your business?](#)[2 Reviews](#) | [#105 of 285 Shopping in San Francisco](#)[Chinatown](#)[Gift & Specialty Shops, Shopping](#)

Is this attraction good for couples?

☐ Yes ☐ No ☐ Unsure

Address: 754 Grant Avenue, San Francisco, CA 94108

Phone Number: +1 415-433-5149

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Recommended length of visit: 1-2 hours

TripAdvisor Reviewer Highlights

[Read all 2 reviews](#)

Visitor rating

Excellent	2
Very good	0
Average	0
Poor	0
Terrible	0

"Unique & beautiful Jewelry"

There are many many jewellery stores in China Town, but this one stood out. The pieces in their windows were unusual and unique so we ventured in. Lisa designs pieces in... [read more](#)

Reviewed September 2, 2016

AnaLaRai2014, Parksville, Canada

Top Selling Tours & Activities in San Francisco



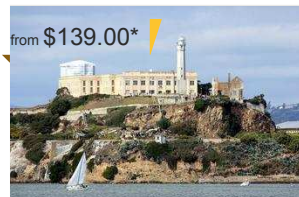
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Unique & beautiful Jewelry - Long Boat Jewelry



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**MISS NOTHING
SANTA BARBARA**
THE AMERICAN RIVIERA

PLAN YOUR VISIT

“Unique & beautiful Jewelry”

Review of [Long Boat Jewelry](#)



1 photo

Long Boat Jewelry

754 Grant Avenue, San Francisco, CA 94108 (Chinatown)

+1 415-433-5149 [Improve this listing](#)

Ranked #105 of 285 Shopping in San Francisco

2 Reviews



AnaLaRai2014
Parkville, Canada

Level 4 Contributor



30 reviews



8 attraction reviews



10 helpful votes

“Unique & beautiful Jewelry”

Reviewed September 2, 2016

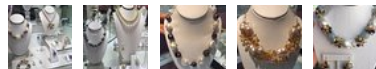
There are many many jewellery stores in China Town, but this one stood out. The pieces in their windows were unusual and unique so we ventured in.

Lisa designs pieces in silver and gold with Baroque pearls, and the store also carries fine jewelry.

Lisa assisted us in finding pieces that suited each of us and our budgets. She made adjustments to pieces, like changing the earring hooks to silver to match the set, as well as spoke of caring for our pearls.

The staff were friendly, knowledgeable and helpful.

If you are looking for beautiful and unique pieces, then I would highly recommend Long Boat Jewelry!



Visited September 2016

Helpful?



Thank AnaLaRai2014



Report

[Ask AnaLaRai2014 about Long Boat Jewelry](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



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Excellent Jewelry Store with Attentive... - Long Boat Jewelry



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THE AMERICAN RIVIERA

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“Excellent Jewelry Store with Attentive Sales Staff”

Review of [Long Boat Jewelry](#)



[1 photo](#)

Long Boat Jewelry

754 Grant Avenue, San Francisco, CA 94108 (Chinatown)
+1 415-433-5149 [Improve this listing](#)

Ranked #105 of 285 Shopping in San Francisco

[2 Reviews](#)



travelfacets
Virginia

Level 6 Contributor

[122 reviews](#)

[36 attraction reviews](#)

[118 helpful votes](#)

“Excellent Jewelry Store with Attentive Sales Staff”

Reviewed June 26, 2016

This jeweler has been at their Chinatown location for many years. These merchants are very honest and friendly. They have good quality jewelry with very good value. They take their time helping customers, without pressure at all. Have purchased jewelry at this shop over the years, and always got good value for the money spent.

Visited December 2015

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2 reviews from our community

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Visitor rating

Excellent	2
Very good	0
Average	0
Poor	0
Terrible	0

2 reviews sorted by: [Date](#) | [Rating](#)

[English first](#)



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Things to Do Near Chinatown, San Francisco, CA

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Things to Do near Chinatown

Grant Avenue, San Francisco, CA 94108

[Read Reviews of Chinatown](#)



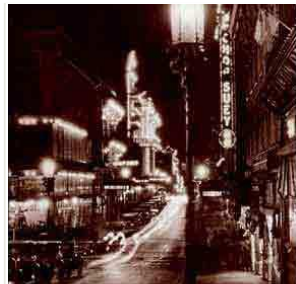
Chinatown Kite Shop

#186 of 285 Shopping in San Francisco

4 reviews

717 Grant Ave, San Francisco, CA 94108-2113
0.0 miles from Chinatown

"Not worth ur time" 11/30/2015
"Not worth your time" 07/17/2015



SF Chinatown Ghost Tours

#158 of 282 Tours in San Francisco

23 reviews

731 Grant Ave, San Francisco, CA 94108-2113
0.0 miles from Chinatown

"This was a great tour" 09/13/2016
"China Town walking tour" 06/06/2016



Long Boat Jewelry

#105 of 285 Shopping in San Francisco

2 reviews

754 Grant Avenue, San Francisco, CA 94108
0.0 miles from Chinatown

"Unique & beautiful Jewelry" 09/02/2016
"Excellent Jewelry Store with A..." 06/26/2016



EscapeSF

#2 of 54 Fun & Games in San Francisco

476 reviews

602 Kearny St, San Francisco, CA 94108-1805
0.1 miles from Chinatown

"Had a blast." 02/28/2017
"Super fun, highly recommend" 02/28/2017



Big Bus Tours San Francisco

#37 of 282 Tours in San Francisco

4,295 reviews

San Francisco, CA 94133
0.1 miles from Chinatown

"It's a must" 03/07/2017
"BIG BUS BLAKE - best tour guid..." 03/07/2017

Map of Chinatown

[Things to Do](#) (1,506) | [Hotels](#) (228) | [Restaurants](#) (5,622)



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San Francisco, CA



The Ritz-Carlton, San Francisco

[Read reviews](#)

767 Reviews
San Francisco, CA



University Club San Francisco

[Read reviews](#)

53 Reviews
San Francisco, CA

[All hotels in San Francisco](#) (228)

San Francisco weather essentials

Month
High
Low
Precip
Mar
56°F
43°F
2 in
Apr
58°F
44°F
1 in
May
61°F



Red Blossom Tea Company

#23 of 285 Shopping in San Francisco

27 reviews

831 Grant Ave, San Francisco, CA 94108-1708
0.0 miles from Chinatown

"Tea Tasting at its Best!" 02/13/2017

"Nice Tea Shop with Great Servi..." 01/23/2017



Golden Gate Fortune Cookies Co

#8 of 285 Shopping in San Francisco

337 reviews

56 Ross Alley, San Francisco, CA
0.1 miles from Chinatown

"Where your fortune begins." 03/05/2017

"Love, love, love this place!" 03/01/2017



Old Cathedral of St. Mary

#135 of 528 things to do in San Francisco

50 reviews

660 California Street at Grant Avenue Chinatown, San Francisco, CA 94108
0.1 miles from Chinatown

"The world has changed...." 03/04/2017

"Still needs money for renovati..." 10/09/2016



Li Po Cocktail Lounge

#18 of 314 Nightlife in San Francisco

54 reviews

916 Grant Ave, San Francisco, CA
0.1 miles from Chinatown

"One man and his bar." 02/18/2017

"Have the Mai Tai" 02/15/2017



Portsmouth Square

#197 of 528 things to do in San Francisco

21 reviews

50 Walter U Lum Pl b/t Clay St & Washington St in Chinatown, San Francisco, CA 94108
0.1 miles from Chinatown

"A really amazing place to see..." 12/29/2016

"Busy" 12/26/2016



San Francisco Tours and Bike Rentals

#81 of 140 Outdoor Activities in San Francisco

19 reviews

615 Grant Ave, San Francisco, CA 94108-2433
0.1 miles from Chinatown

"Best way to see the city and l..." 11/10/2016

"Family cycle to golden gate br..." 07/30/2016

Tin How Temple

47°F

0 in

Jun

65°F

48°F

0 in

Jul

66°F

49°F

0 in

Aug

67°F

51°F

0 in

[More weather for San Francisco](#)

C° | F°

Powered by

[Weather Underground](#)



#259 of 528 things to do in San Francisco

[21 reviews](#)

125 Waverly Place, San Francisco, CA 94108
0.1 miles from Chinatown

"A snapshot in time of an old C..." 01/19/2017
"Awesome but... not awesome." 10/26/2016



Canton Bazaar

#54 of 285 Shopping in San Francisco

[11 reviews](#)

616 Grant Ave, San Francisco, CA 94108-2402
0.1 miles from Chinatown

"Far Eastern fun shopping in th..." 03/04/2017
"Top Notch Shop" 01/07/2017



Buddha Lounge

#93 of 314 Nightlife in San Francisco

[8 reviews](#)

901 Grant Ave, San Francisco, CA 94108-1301
0.1 miles from Chinatown

"Nice treat!" 11/10/2016
"Hilarious" 06/29/2016



Norras Temple

#401 of 528 things to do in San Francisco

[1 review](#)

109 Waverly St, San Francisco, CA 94108
0.0 miles from Chinatown

"the best temple" 06/20/2012

Haight is Luv Tour

#223 of 282 Tours in San Francisco

[1 review](#)

745 Clay St, San Francisco, CA 94108-1802
0.1 miles from Chinatown

"Deep Insights into Haight - As..." 06/07/2014

Juno

#134 of 285 Shopping in San Francisco

[1 review](#)

658 Grant Ave Chinatown, San Francisco, CA 94108
0.1 miles from Chinatown

"Beautiful handmade jewelry" 01/17/2015

Kong Chow Temple



#416 of 528 things to do in San Francisco

3 reviews

855 Stockton Street, San Francisco, CA 94108
0.1 miles from Chinatown

"Oldest temple" 11/30/2015

"The other oldest temple in the..." 09/14/2014

Paulist Center at Old Saint Mary's

#165 of 285 Shopping in San Francisco

1 review

614 Grant Avenue, San Francisco, CA 94108
0.1 miles from Chinatown

"Neat Find, Hidden Right Behind..." 02/22/2017



Drag Me Along Tours

#237 of 282 Tours in San Francisco

1 review

733 Kearny St Portsmouth Square, San Francisco, CA 94108-1806
0.1 miles from Chinatown

"Different, but fun and informa..." 05/19/2015



Chinese Culture Center

#9 of 285 Shopping in San Francisco

49 reviews

750 Kearny St Third Floor, San Francisco, CA 94108-1809
0.1 miles from Chinatown

"Chinatown Walking Tour" 03/03/2017

"History and tea" 01/18/2017



Small Car Big Time Tours

#15 of 282 Tours in San Francisco

221 reviews

San Francisco, CA
0.2 miles from Chinatown

"A Must DO!" 03/05/2017

"Fantastic Private Tour of San..." 01/17/2017



Transamerica Pyramid

#86 of 528 things to do in San Francisco

215 reviews

600 Montgomery Street at Washington Street Financial District, San Francisco, CA 94111
0.2 miles from Chinatown

"One of San Francisco's icons" 02/19/2017

"Cool building to look at, but..." 02/18/2017

All About Chinatown Tours



#46 of 282 Tours in San Francisco

336 reviews

660 California St. Old St. Mary's Cathedral, San Francisco, CA 94164-0145
0.2 miles from Chinatown

"The Highlight of a San Francis..." 02/27/2017

"Engaging and informative tour..." 02/22/2017



St. Mary's Square

#284 of 528 things to do in San Francisco

9 reviews

651 California St Between Kearny Street and Quincy Street
Chinatown, San Francisco, CA 94108-2506
0.1 miles from Chinatown

"Take a Break and sit down" 10/03/2016

"Nice little garden for picnic!" 09/03/2016



Wok Wiz Chinatown Tours

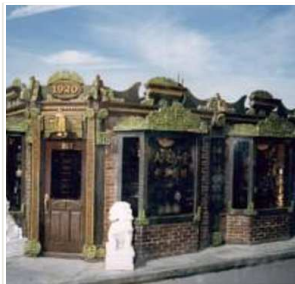
#30 of 97 Food & Drink in San Francisco

90 reviews

Hilton Financial District, 750 Kearny St., San Francisco, CA 94108
0.1 miles from Chinatown

"Fascinating Classic Chinatown..." 02/11/2017

"Excellent Tour" 01/24/2017



Chinese Historical Society of America

#201 of 528 things to do in San Francisco

22 reviews

965 Clay Street Chinatown, San Francisco, CA 94108
0.1 miles from Chinatown

"Very timely and relevant" 02/23/2017

"very enlightening" 12/05/2016



Market Street Railway

#59 of 528 things to do in San Francisco

267 reviews

San Francisco, CA
0.2 miles from Chinatown

"Really cool old fashioned cabl..." 02/24/2017

"ride" 02/22/2017



Vital Tea Leaf

#11 of 285 Shopping in San Francisco

71 reviews

509 Grant Ave., San Francisco, CA 94133
0.2 miles from Chinatown

"Delicious teas and no sales pr..." 02/19/2017

"Interesting and informative" 12/04/2016

San Francisco Native Tours



#17 of 97 Food & Drink in San Francisco

[78 reviews](#)

600 Montgomery St Transamerica Redwood Park fountain, San Francisco, CA 94111-2702
0.2 miles from Chinatown

"Parks pints and politics" 03/07/2017

"History, Food Samplings, Beaut..." 02/22/2017

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Top 10 Gift & Specialty Shops in Chinatown (San Francisco)



Review

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Gift & Specialty Shops in Chinatown

Sort by:

Ranking

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[View Map](#)

Attraction Type:

[Clear](#)

Sights & Landmarks (10)

Tours (9)

Shopping (15)

Gift & Specialty Shops (13)

Art Galleries (2)

Airport Shops (0)

Antique Stores (0)

Department Stores (0)

Factory Outlets (0)

Farmers Markets (0)

Fashion Shows & Tours (0)

Flea & Street Markets (0)

More

Nightlife (9)

Spas & Wellness (3)

Fun & Games (3)

Nature & Parks (2)

Outdoor Activities (1)



City Lights Booksellers

#2 of 285 Shopping in San Francisco

667 reviews

"Book Lover's Paradise" 03/07/2017

"My favorite place in SF" 03/04/2017

Match: [Gift & Specialty Shops](#)

2 Tours Available

from USD
\$25.00*

[More Info](#)



Golden Gate Fortune Cookies Co

#8 of 285 Shopping in San Francisco

337 reviews

"Where your fortune begins." 03/05/2017

"Love, love, love this place!" 03/01/2017

Match: [Gift & Specialty Shops](#)

1 Tour Available

from USD
\$50.00*

[More Info](#)



Vital Tea Leaf

#11 of 285 Shopping in San Francisco

71 reviews

"Delicious teas and no sales pressu..." 02/19/2017

"Interesting and informative" 12/04/2016

Match: [Gift & Specialty Shops](#)



Red Blossom Tea Company

#23 of 285 Shopping in San Francisco

27 reviews

"Tea Tasting at its Best!" 02/13/2017

"Nice Tea Shop with Great Service" 01/23/2017

Match: [Gift & Specialty Shops](#)



Molinari Delicatessen

#24 of 285 Shopping in San Francisco

27 reviews

"Authentic Italian Food" 01/11/2017

"Great sandwiches. Cool place!" 10/30/2016

Match: [Gift & Specialty Shops](#)

1 Tour Available

from USD
\$20.00*

[More Info](#)

Food & Drink (2)

More

NEIGHBORHOOD:

Clear

Union Square (29)

Mission District (19)

North Beach / Telegraph Hill (16)

Marina District (16)

Fisherman's Wharf (14)

Chinatown (13)

Haight-Ashbury (12)

Financial District (12)

Pacific Heights (11)

More

**Canton Bazaar**

#54 of 285 Shopping in San Francisco

12 reviews

"Far Eastern fun shopping in the he..." 03/04/2017
 "Top Notch Shop" 01/07/2017

Match: Gift & Specialty Shops

**Mee Mee Bakery**

#60 of 285 Shopping in San Francisco

7 reviews

"Excellent fortune cookies and almo..." 02/15/2017
 "Delicious Fresh Fortune Cookies" 07/20/2015

Match: Gift & Specialty Shops

**Long Boat Jewelry**

#105 of 285 Shopping in San Francisco

2 reviews

"Unique & beautiful Jewelry" 09/02/2016
 "Excellent Jewelry Store with Atten..." 06/26/2016

Match: Gift & Specialty Shops

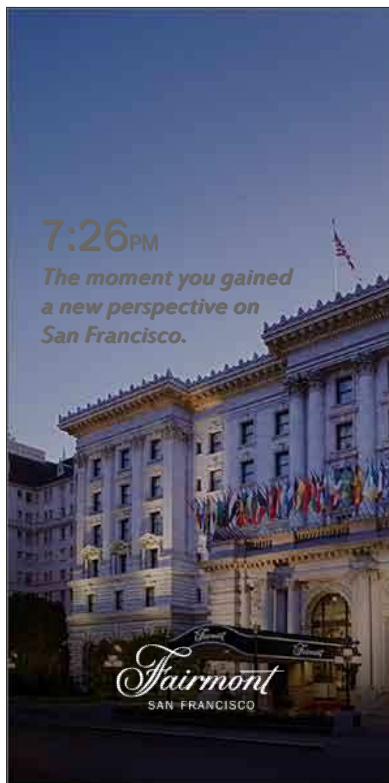
**Juno**

#134 of 285 Shopping in San Francisco

1 review

"Beautiful handmade jewelry" 01/17/2015

Match: Gift & Specialty Shops

**Paulist Center at Old Saint Mary's**

#165 of 285 Shopping in San Francisco

1 review

"Neat Find, Hidden Right Behind Old..." 02/22/2017

Match: Gift & Specialty Shops

**Sophia's Choice Gift Shop**

#172 of 285 Shopping in San Francisco

1 review

"Chinatown tourist trap but so help..." 10/29/2016

Match: Gift & Specialty Shops

**Chinatown Kite Shop**

#186 of 285 Shopping in San Francisco

4 reviews

"Not worth ur time" 11/30/2015
 "Not worth your time" 07/17/2015

Match: Gift & Specialty Shops

**Lucky Dragon Gift Shop**

#193 of 285 Shopping in San Francisco

1 review

"Cheated" 05/20/2015

Sponsored Attraction

The **Asian Art Museum** is one of San Francisco's premier arts institutions and home to a world-renowned collection of Asian art spanning 6000 years of history.



[Read more about The Asian Art Museum of San Francisco »](#)

Description provided by: [The Asian Art Museum of San Francisco](#)

Match: [Gift & Specialty Shops](#)

San Francisco weather essentials

Month
High
Low
Precip
Mar
56°F
43°F
2 in
Apr
58°F
44°F
1 in
May
61°F
47°F
0 in
Jun
65°F
48°F
0 in
Jul
66°F
49°F
0 in
Aug
67°F
51°F
0 in
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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-054
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
District: District 2
Applicant: Aldis Perrin Butler Jr., Owner
Nomination Date: January 13, 2017
Nominated By: Supervisor Mark Farrell

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

1944 Union Street from 1969 to Present (48 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: There are several locations of Perry's in San Francisco. Each Perry's location has a different ownership structure, and each location functions as a separate entity. Therefore, the Legacy Business Registry application and designation shall apply to the Union Street restaurant only.

DELIVERY DATE TO HPC: March 8, 2017

Richard Kurylo
Manager, Legacy Business Program



**Member, Board of Supervisor
District 2**



City and County of San Francisco

MARK FARRELL

January 13, 2017
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Perry's San Francisco to the Legacy Business Registry of San Francisco. Perry's has been a significant and unique culinary institution in the Cow Hollow neighborhood for more than 40 years.

Perry's was founded in 1969 on Union Street by Mr. Perry Butler and remains family-owned to this day. Established with the vision of recreating the vibrant energy of New York neighborhood saloons, Perry's is a popular location that continues to provide a cozy dining atmosphere and delicious food to old and new patrons. Indeed, the establishment's Victorian home setting with wood-paneled memorabilia clad walls that highlight significant San Francisco moments such as Forty-Niner's Super Bowl wins and the Giant's World Series Championships along with its American style menu offers customers an exquisite dining experience.

In addition to its excellent service, Perry's is also a historical and community fixture. The restaurant, created during the height of the hippy days, witnessed the Berkeley People's Park protests, the first man to walk the moon, and the Vietnam War. Today, the restaurant remains a center of community activity in the Cow Hollow neighborhood, hosting parties, donating hundreds of gift certificates to local charitable institutions, and hosting an annual golf tournament at Harding Park benefitting the Make-A-Wish Foundation.

Sincerely,

Mark E. Farrell

Mark E. Farrell
San Francisco Supervisor, District 2

APPLICATION FOR

Legacy Business Registration

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

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Perry's		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Aldis Penn Butler Jr.		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1944 Union St.	(415) 292-1727	
San Francisco, CA 94123	EMAIL:	
	perry@perrysf.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
perrysf.com	Perry's San Francisco	
APPLICANT'S NAME		
Same as Business Owner		
APPLICANT'S TITLE		
APPLICANT'S ADDRESS:	TELEPHONE:	
	()	
	EMAIL:	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0056891		C 0560803

BACKGROUND INFORMATION	
Founding Location:	1944 Union Street, San Francisco, CA 94123
Current Headquarters Location:	Same as above
Operating in San Francisco since:	1969
NAME OF NOMINATOR:	DATE OF NOMINATION:

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
1944 Union St. SF, CA 94123	94123	Aug 1969 - present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
155 Stewart St. San Francisco	94105	2008 to present
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
101 Henry Adams St. SF	94103	2010 to present
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
234 Magnolia Ave. Larkspur	94939	2015 to present
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

3. Eligibility Criteria

Attach the business's historical narrative.

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

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

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

PERRY BUTLER 1/9/17 [Signature]

Name (Print): Date: Signature:

PERRY'S

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.

In 1969, Mr. Butler, then a 26-year-old advertising executive with energy and ideas to spare, set out to follow his dream of opening his own restaurant. Freshly relocated to San Francisco, and compelled to recreate the unique energy of the New York neighborhood saloons he missed, he opened Perry's on Union Street. Perry's opened amidst the heyday of San Francisco's hippie scene, Berkeley's People's Park protests, the moon landing, Richard Nixon's presidency and the Vietnam War. The restaurant was an instant success, and soon became one of the city's most popular gathering spots. Little did Mr. Butler know that in a relatively short period of time, Perry's would become a San Francisco landmark. Since then, amongst great political and social change, Perry's has thrived while maintaining its fresh, personable approach to the service of high quality food and drink.

There are three other locations of Perry's in San Francisco as follows:

Perry's SFO opened in 2005 (San Francisco International Airport).

Perry's on the Embarcadero opened in November 2008 (155 Steuart Street)

Perry's at the Design Center opened in May 2010 (101 Henry Adams Street)

Each Perry's location has a different ownership structure, and each location functions as a separate entity. Therefore, the Legacy Business Registry application and designation shall apply to the Union Street restaurant only.

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

Perry has not ceased operations in San Francisco for more than six months.

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

Perry Butler has been the majority owner of the business since it opened in 1969. His oldest son Luke also holds an ownership percentage. All of Perry's five children have worked at the restaurants over the years and three of his children remain an actively involved in the management and operations of all of the Perry's restaurants.

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.

The location at 1944 Union Street is classified as "Planning Dept. Historic Resource Status: B - Unknown / Age Eligible."

CRITERION 2

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

When Perry's first opened its doors on Union Street in 1969, there were just a few other retail establishments on the street. Over the years additional restaurants, bars and shops have opened and Perry's now anchors one of the busiest and most charming shopping and commercial blocks in San Francisco. Perry's is a neighborhood gathering place. It brings multiple generations of locals together to enjoy one another's company and catch up on news, sports and other happenings.

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

Perry's annually participates in events sponsored by the Union Street Association, including the Easter Parade, Union Street Festival and Festival of Lights.

Over the years, Perry's has sponsored running races in the city and from San Francisco to Mill Valley. The Perry's to Perry's was put on throughout the 1980s and 1990s and was at times a half marathon and at times a 10K. Perry's has also been a participating restaurant at Eat Drink SF.

Additionally, Perry Butler's daughter, Margie Butler, who is an active part of managing the Perry's restaurants, has recently become a member of the Board of Directors of the Golden Gate Restaurant Association, so we anticipate increased participation in industry events.

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

From the very first year Perry's opened, Herb Caen, legendary San Francisco Chronicle columnist, wrote about us extensively until the time of his death.

Perry's was also prominently featured in Armistead Maupin's Tales of the City, an immensely popular series in the San Francisco Chronicle which later was published into multiple novels.

Additionally, the San Francisco Chronicle and other local newspapers have covered Perry's significant anniversaries, beginning with the 20th. They continue to do so on the big years.

The Perry's Bloody Mary has been featured in GQ Magazine and also in USA Today.

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

The business is primarily associated with Perry Butler, who is the founder.

Over the years, Perry's has been frequented by local sports figures and politicians including Will Clark, Joe Montana, Dwight Clark, Larry Baer, Pete Rozelle, Diane Feinstein and Willie Brown and many others.

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

To celebrate holidays and anniversaries, Perry's hosts parties for regular customers and the general public. In addition to being a fixture in the Cow Hollow community, Perry's presence expands far beyond the immediate neighborhood. Perry's donates hundreds of gift certificates each year to schools and other local charitable organizations. Perry's also hosts an annual golf tournament at Harding Park, all of the proceeds from which go to the Make-A-Wish Foundation, which grants the wishes of children with life-threatening medical conditions.

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

Perry's serves multiple generations of the local Cow Hollow and Marina communities, in addition to the greater San Francisco and Marin County areas. Perry's customer base is a wide cross section of San Franciscans of all ages, young families with kids, sports fans, singles in their 20s and 30s, couples, grandparents, etc. Tourists visiting San Francisco frequently make their way to Union Street for shopping and sightseeing, and their guidebooks direct them to Perry's.

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

Originally an old Victorian home, the space at 1944 Union Street was transformed into an atmospheric cozy bar. The blue and white checked tablecloths, hexagonal tiled floor, wood-paneled memorabilia clad walls, and menu of American classics that once evoked an East Coast saloon, are now quintessential to the Cow Hollow, San Francisco neighborhood. The pictures on the walls tell a variety of stories - highlighting significant historical, political and cultural moments, Forty-Niner Super Bowl wins and Giants World Series Championships, and some more sentimental moments. Additional physical characteristics are displayed in attached photos.

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

There are more restaurants and bars in San Francisco than ever, but what sets Perry's apart is not the food or drink, it is the unpretentious, friendly atmosphere and service. A piece of San Francisco history would be lost if the business closed.

CRITERION 3

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

Perry's mantra has always been Good Food, Good Drinks and Good People. Having just celebrated its 47th Anniversary on Union Street, Perry's remains an enormously popular San Francisco institution. The original location attracts multiple generations of Perry's customers, making themselves at home at the cozy bar and restaurant to enjoy terrific American food, a well-made drink and friendly conversation. When Perry Butler initially opened Perry's in 1969, he brought to Union Street the hustle and bustle of the neighborhood saloons of New York's Upper East Side. Customers quickly transformed into friends, and just as quickly, Perry's became a San Francisco sensation.

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)

To have survived the test of time for 47 years in a most difficult and competitive industry, in the city of San Francisco, is a testament to the timeless appeal of the Perry's concept. Classic American food, good drinks, warm, personable service and an attractive, comfortable environment are the principal ingredients of Perry's success – elements that never go out of style.

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.).

As a 100-year old building, maintaining the facility is nearly a full time job. We have invested hundreds of thousands of dollars in repairs over the year, and even closed for days at a time to replace plumbing systems and other infrastructural elements of the building.



PERRY'S

SAN FRANCISCO

PERRY'S

B L O O D Y M A R Y



SCHWAB

ARTWORK CREATED FOR PERRY BUTLER / COPYRIGHT 2018 MICHAEL SCHWAB STUDIO

PERRY'S



M A N H A T T A N

SCHWAB

ARTWORK CREATED FOR ALBY BUTLER / COPYRIGHT 2016 MICHAEL SCHWAB STUDIO

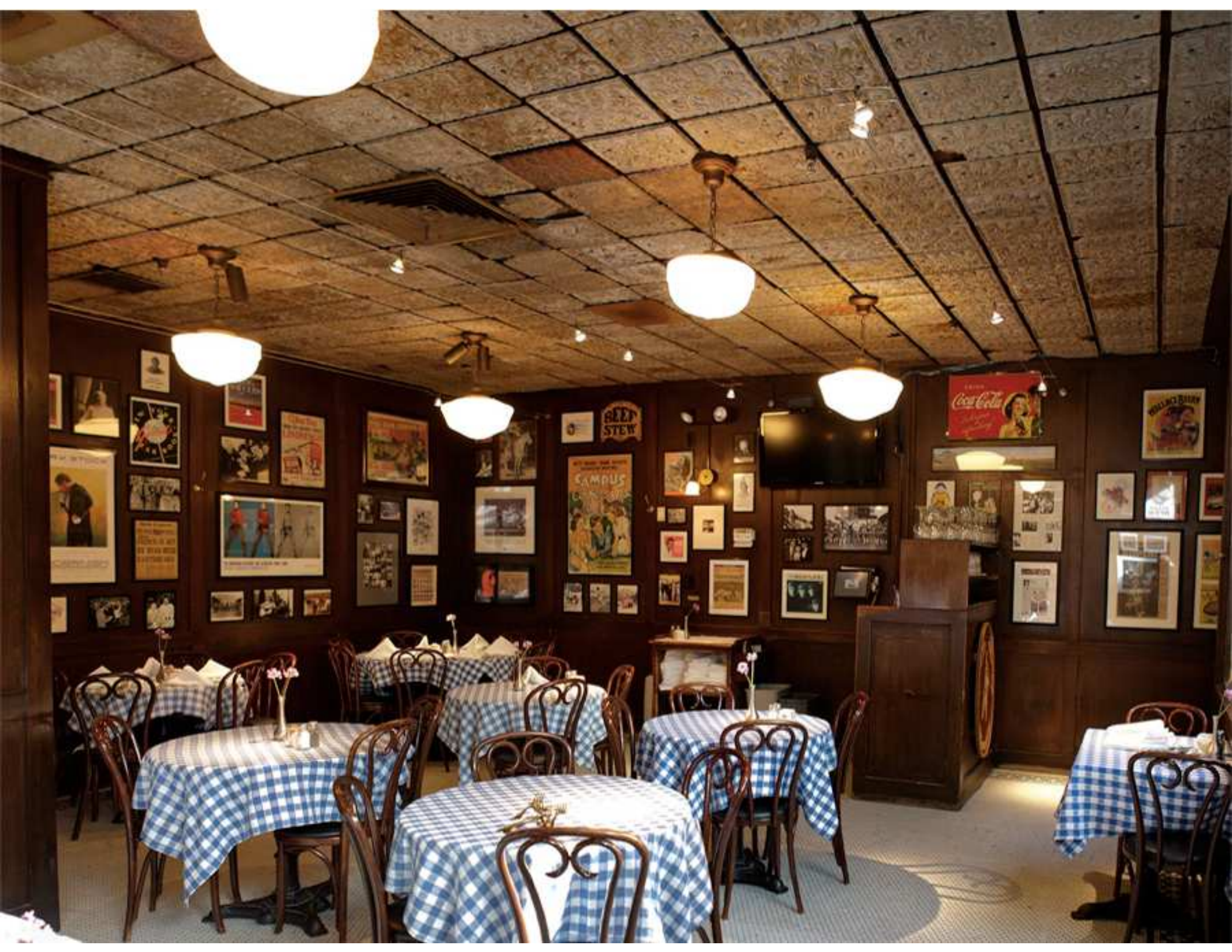


© Ali Thanawalla Photography



© Ali Thanawalla Photography





**TREAT
YOURSELF
TO THE
BEST**



PERRY'S

COMP

NO PARKING
6 A.M. TO 8 A.M.
MON WED FRI
STREET CLEANING

1934

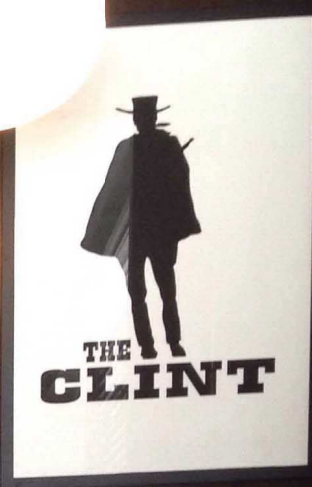
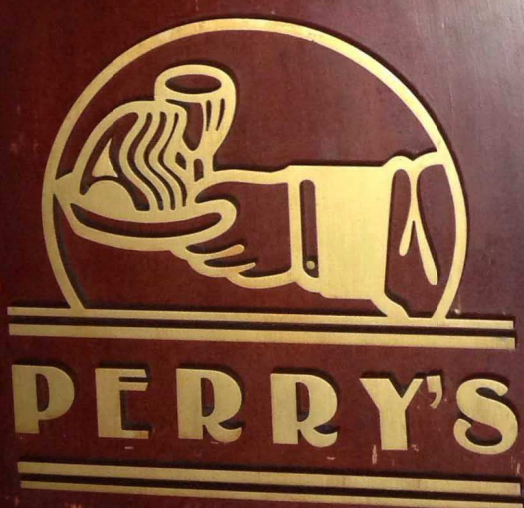
Guiding
you home.



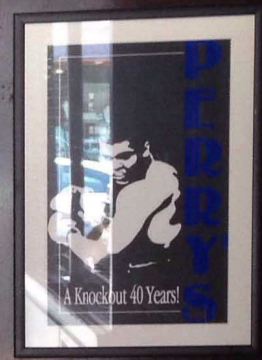


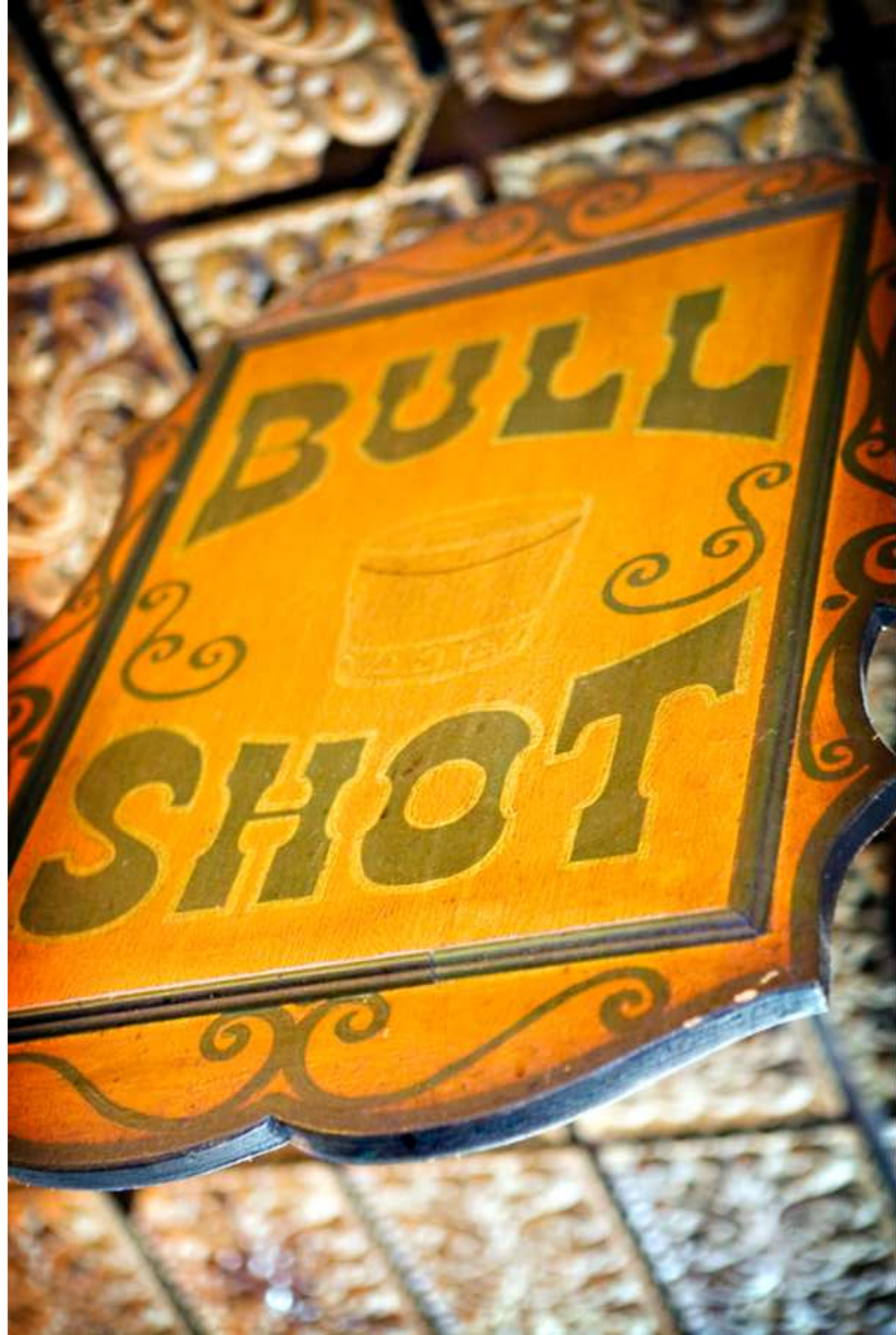






TO LIFE BOATS













PERRY'S

DINNER

STARTERS

GRILLED ARTICHOKE LEMON AIOLI *	9.95
AHI POKE TUNA TARTARE, AVOCADO, TOMATO, LIME, CRISPY WONTONS	13.95
BUFFALO WINGS * OR TENDERS TRADITIONAL OR CHILI-BBQ STYLE	10.95
FRIED CALAMARI GINGER-CHILI AIOLI	10.95
POTATO SKINS BACON, WHITE CHEDDAR, SPICY RANCH *	10.95
PERRY'S SLIDERS (3) CHEDDAR, LETTUCE, TOMATO, MAYO, GRILLED ONIONS	11.95
CHICKEN QUESADILLA PEPPERJACK, BLACK BEANS, SCALLIONS	12.75

SOUPS

TOMATO BISQUE	8.50
FRENCH ONION SOUP	8.95
NEW ENGLAND CLAM CHOWDER	8.50
PERRY'S CHILI CHEDDAR, RED ONION, SCALLIONS *	8.50
VEGETARIAN CHILI BEANS, PEPPERS, ZUCCHINI, SCALLIONS *	8.50

SALADS

ADD CHICKEN 14.25 OR SALMON 18.75	
ORGANIC MIXED GREENS PINE NUTS, CHERRY TOMATOES, CHAMPAGNE VINAIGRETTE *	8.75
(ADD MAYTAG BLUE OR GOAT CHEESE 1.50)	
CLASSIC CAESAR	9.95
BRUTUS CAESAR KALE, ROMAINE, CHILI FLAKES	10.95
BEEF, ARUGULA & SPINACH AVOCADO, MARCONA ALMONDS, GOAT CHEESE CROQUETTES, LEMON VINAIGRETTE	10.95
ICEBERG WEDGE MAYTAG BLUE CHEESE DRESSING, BACON, CHERRY TOMATOES *	10.95
TRADITIONAL COBB GRILLED CHICKEN, BACON, AVOCADO, EGG, TOMATO, MAYTAG BLUE, RED WINE VINAIGRETTE *	14.95
PERRY'S CHOPPED SALAMI/TURKEY, SWISS, TOMATO, EGG, GARBANZOS, OLIVES, PARMESAN, RED WINE VINAIGRETTE *	13.95
SOUTHWEST CHICKEN BLACK BEANS, CORN, AVOCADO, PEPPERJACK, TOMATOES, SCALLIONS *	14.95
TORTILLA STRIPS, CUMIN VINAIGRETTE, CILANTRO CREMA	

SANDWICHES

SERVED WITH PERRY'S HOUSE-MADE CHIPS	
THE PERRY'S BURGER (ADD CHEESE 1.50, BACON, AVOCADO 2.00)	12.95
GRILLED CHICKEN BLT.A.	13.95
SEARED AHI POBLANO CHILI RELISH, SCALLION DRYON AJOI, WHOLE WHEAT BUN	15.95
HOUSE-MADE VEGGIE BURGER BARLEY, OATS, CARMELIZED ONIONS, MUSHROOMS, OLIVES, GARBANZOS, RAISINS	11.95
PERRY'S CLUB HOUSE-ROASTED TURKEY BREAST	13.95

ENTRÉES

PENNE PASTA WHITE WINE, TOMATOES, PINE NUTS, PARMESAN	13.95
SPAGHETTI & MEATBALLS	15.95
GRILLED SALMON SUMMER VEGETABLES *	21.95
SAUTÉED PETRALE SOLE MELINERE MASHED POTATOES *	21.95
FISH OF THE DAY	AQ
ROASTED HALF CHICKEN FINGERLING POTATOES *	17.95
PEPPER-BRAISED LAMB SHANK MASHED POTATOES *	19.95
OLD FASHIONED POT ROAST, GRAVY & MASHED POTATOES	16.95

PERRY'S STEAKS

ALL-NATURAL STEAKS CHAR-GRILLED TO TEMPERATURE	
SERVED WITH YOUR CHOICE OF TWO SIDES	
FILET MIGNON (8 OZ) *	29.95
NEW YORK STRIP (14 OZ) *	39.95

SIDES

MAC & CHEESE (ADD BACON 2.00)	7.50	SWEET POTATO FRIES *	5.95
CORNBREAD FRESH SWEET CORN & GREEN CHILES	5.95	VEGETABLE OF THE DAY *	4.95
CRISPY FRENCH FRIES *	4.95	CREAMED SPINACH	5.95
HOUSE-MADE COTTAGE CHEESE *	3.50	ROASTED FINGERLING POTATOES *	4.95

* INDICATES GLUTEN-FREE ITEMS

A SURCHARGE WILL BE ADDED TO ALL FOOD AND BEVERAGE SALES TO MEET SAN FRANCISCO EMPLOYER MANDATES.
APPLICABLE SALES TAX WILL BE ADDED TO ALL FOOD AND BEVERAGE SALES.
CONSUMING RAW OR UNDERCOOKED MEATS, POISONS, RAW EGGS, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS. RAL

JOIN US FOR
HAPPY HOUR!
MONDAY - FRIDAY
3:00 - 6:30PM

**HALF-PRICE
PERRY'S
HAMBURGERS!**
EVERY
TUESDAY NIGHT
BEGINNING AT 5PM
DINE-IN ONLY

BLUE PLATE SPECIALS

MONDAY MEATLOAF

TUESDAY BBQ BABY BACK RIBS *

WEDNESDAY PORK CHOP *

THURSDAY PRIME RIB SANDWICH

FRIDAY FISH & CHIPS

SATURDAY FRIED CHICKEN

SUNDAY CHICKEN ENCHILADAS *

PERRY'S

PERRY'S HAPPY HOUR

MONDAY - FRIDAY

3PM - 6:30PM

\$6 HOUSE WINE

\$1 OFF WELL DRINKS

\$1 OFF DRAFT & BOTTLED BEERS

\$6 APPETIZERS

WINGS, SKINS, CALAMARI

DRAFTS

STELLA ARTOIS	6
TRUMER PILSNER	6
FORT POINT KOLSCH	6
ALLAGASH WHITE	7
SIERRA NEVADA PALE	6
ANCHOR STEAM	6
LAGUNITAS LITTLE	6
SUMPIN SUMPIN	
SCULPIN L.P.A.	7
RACER 5 L.P.A.	6
GUINNESS	7

CANS

LAGUNITAS '12TH OF NEVER'	6
GRAPEFRUIT SCULPIN	6

BOTTLES

BUDWEISER	5
BUD LIGHT	5
MILLER HIGH LIFE	5
MILLER LITE	5
COORS LIGHT	5
AMSTEL LIGHT	6
BECK'S	6
HEINEKEN	6
PACIFICO	6
CORONA	6
HOEGAARDEN	6
MAGNERS IRISH CIDER	6
CHIMAY BLUE OR WHITE	8
OMISSION LAGER	6
CLAUSTHALER (NA)	5

San Francisco Chronicle

Perry's classic vibe now on the Embarcadero

Michael Bauer

Sunday, February 22, 2009

Forty years ago Perry Butler opened Perry's in the Marina and started the "fern bar" trend that grew and morphed through the decades. Perry's was, and is, a glorified pub, a place to hang out, a place to meet. Even after four decades, the restaurant is going strong.

Now, Butler has opened a new place on the Embarcadero in a location that has housed a succession of restaurants, from Red Herring to Faz. The new place seems right for the neighborhood - and right for the somewhat awkward space that stretches the length of the short block from Steuart to the Embarcadero.

The interior has familiar Perry's elements such as the signature blue-and-white checked tablecloths, but the new location has a more modern, grown-up appearance, as a bar and grill should look in the 21st century. The menu stays true to the original.

Perry's features a style of food I call retro classic. The dishes have been American favorites for half a century, but have fallen off trendy menus - chili topped with cheddar cheese (\$7.75), shrimp cocktail (\$16.95), cobb salad (\$12.95) and chicken and biscuits (\$14.95), for example. No culinary acrobatics, just straightforward food.

The original Perry's has always been a place where the young, single and looking for love could find good drinks and a pretty great hamburger (\$10.95, gilded with bacon, avocado or



Liz Hafalia / The Chronicle

Grilled artichoke at Perry's at the Embarcadero in San Francisco, California, on Friday, February 6, 2009.

kitchen. The huge fireplace once used for cooking now warms a communal table that should become a choice spot for after-work get-togethers.

other adornments for \$1 extra). Even French Laundry regulars would find something to love about Perry's fork-tender pot roast (\$16.95) on a hefty serving of mashed potatoes doused with rich gravy.

Butler has streamlined the decor at the new location, painting the walls a neutral dark gray. Wood booths occupy the middle of the space opposite the open kitchen. The huge fireplace once used for cooking now warms a communal table that should become a choice spot for after-work get-togethers.



Liz Hafalia / The Chronicle

Perry's 14-ounce New York strip is as good as the much pricier steaks at local steakhouses.



Liz Hafalia / The Chronicle

The menu features solid renditions of retro dishes like an iceberg lettuce wedge covered in blue cheese, a shrimp cocktail and petrale sole meuniere.

The 170-seat dining room is divided into three sections: the bar area overlooking Steuart Street, the middle area with the fireplace and booths, and the back dining room that has unobstructed views of the Bay Bridge. In warm weather there is outdoor seating for 20, which should make the place even more popular, especially with the prices.

Perry's is significantly less expensive than other restaurants along the strip, such as Boulevard and Chaya Brasserie. Every main course, except the steaks, is below \$18. The menu from the original Perry's has been pared down - two sandwiches as compared to nine, for example. There are fewer starters and main courses, but the favorites remain.

The iceberg lettuce (\$7.95) wedge is the Amy Winehouse of salads; it's been in and out of favor so many times I've lost count. Yet it's a steady player at Perry's, paved with bits of bacon on one side and chunks of blue cheese on the other. A simple pile of halved cherry tomatoes decorate the top of

the plate. Cold, crisp and delicious - one bite and you're back in the 1950s, in a good way.

Grilled artichoke (\$7.50) is also simple and satisfying you can skip the bland dipping sauce; the smoky petals and lemon wedges are quite enough. I'm less drawn to the cornmeal-crusted calamari (\$9.95), a huge pile of squid more appropriate for a table of four watching a game and tossing back drinks than as an appetizer to start a meal. The same is true of the spicy buffalo wings (\$8.95) with blue cheese dressing.

The best main course is the 14-ounce New York strip steak (\$29.95), which has better flavor than you'll find at most steakhouses. It's one of the juiciest I've had, with that appealing dry-aged texture. Unfortunately, the same is not true of the 8-ounce filet mignon (\$27.95). Diners get a choice of two sides with the steak - the macaroni and cheese is pretty good if a bit grainy with bread crumbs; green beans were crunchy to the point of tasting weedy.

Tadich Grill would be proud to serve the very fresh-tasting petrale sole meuniere (\$17.95) with lemon butter sauce and creamy mashed potatoes. But other items didn't evoke such positive comparisons. A too-dry roast half chicken (\$16.75) and a dense slab of meat loaf (\$14.95) with Anchor Steam gravy could have come from a supermarket deli. Braised lamb shank (\$17.50) carried the taste of the refrigerator and wasn't heated through properly.

The classic choice for dessert is the hot fudge sundae (\$6), but the ice cream wasn't very good; neither was the mint chocolate chip ice cream in the sandwich (\$6.50), drizzled with chocolate. The flourless chocolate cake (\$6) changes flavors daily; on my visit it was peanut butter and it was gooey to the point of offensiveness.

The apple brown betty (\$6.50), another Perry's classic, is the best bet, although given a choice I'd probably head to the Irish coffee (\$7) or one of the other "dessert-like" beverages on the menu.

The waiters, outfitted in black pants and matching Perry's T-shirts, are casual, generally friendly and well trained. On two visits, the waiters were clearly veterans and knew how to work a room; on another it seemed the person lacked training and hadn't mastered the Perry's vibe.

Yet the staff helps promote a convivial attitude that has been a Perry's hallmark since the beginning. In most cases, the crowd isn't there just for the food - and those who are probably know exactly what they're going to order each time. Perry's remains the Cheers of restaurants, even in a new location.

The wine list

Perry's wine list makes one thing perfectly clear: You will probably need to order a beer or cocktail.

The 55-item list, an appropriate size for the style of restaurant, offers very little outside of the mainstream, and prices tend to be high. The 17 by-the-glass offerings range from \$6.50 for a 2007 Candoni Pinot Grigio to \$12 for the 2005 Souverain Cabernet Sauvignon. It's listed for \$48 by the bottle and can be found at retail between \$18 and \$24. Other markups are similar.

In addition, the wine isn't always well stored. I ordered the 2006 Diseno Malbec by the glass (\$8.50/\$34), available at retail for around \$11 a bottle, and it was way too warm and a bit flat. A few ice cubes made it more palatable.

Generally, the cocktails are well made, including Perry's version of the Manhattan (\$10) with Bulleit bourbon, orange, vanilla bean and just a dash of cinnamon. The classic, however, is better and costs \$8. The sidecar is well priced at \$7.50.

If you bring your own wine, corkage is \$15.

Perry's on the Embarcadero

155 Steuart St. (near Mission), San Francisco

(415) 495-6500

Breakfast 6:30-10 a.m., lunch 11 a.m.-5 p.m. weekdays; dinner 5-10 p.m. nightly; brunch 10 a.m.-2 p.m. weekends.

Full bar. Reservations and credit cards accepted. Valet \$12 at lunch; \$10 at dinner.

Overall: Rating: TWO STARS

Food: Rating: TWO STARS

Service: Rating: TWO STARS

Atmosphere: Rating: TWO AND A HALF STARS

Prices: \$\$ (Moderate; most main courses under \$18)

Noise rating: Noise Rating: FOUR BELLS Can only talk in raised voices (75-80 decibels)

Pluses: Good simple fare such as Cobb salad, petrale sole and hamburgers. Excellent cocktails and New York steak. Convivial, casual atmosphere.

Minuses: Some dishes, such as the calamari and lamb shank, aren't very good. Desserts for the most part are weak. Mediocre high-priced wine list.

RATINGS KEY

FOUR STARS = Extraordinary; THREE STARS = Excellent; TWO STARS = Good; ONE STAR = Fair; NO STARS = Poor

\$ = Inexpensive: entrees \$10 and under; \$\$ = Moderate: \$11-\$17; \$\$\$ = Expensive: \$18-\$24; \$\$\$\$ = Very Expensive: more than \$25

ONE BELL = Pleasantly quiet (less than 65 decibels); TWO BELLS = Can talk easily (65-70); THREE BELLS = Talking normally gets difficult (70-75); FOUR BELLS = Can talk only in raised voices (75-80); BOMB = Too noisy for normal conversation (80+)

Prices are based on main courses. When entrees fall between these categories, the prices of appetizers help determine the dollar ratings. Chronicle critics make every attempt to remain anonymous. All meals are paid for by The Chronicle. Star ratings are based on a minimum of three visits. Ratings are updated continually based on at least one revisit.

Reviewers: Michael Bauer (M.B.), Tara Duggan (T.D.), Mandy Erickson (M.E.), Amanda Gold (A.G.), Miriam Morgan (M.M.), Carol Ness (C.N.), Karola Sackel (K.M.S.) and Carey Sweet (C.S.)

Michael Bauer is The Chronicle's restaurant critic. You can e-mail him at mbauer@sfgate.com, and read his blog and previous reviews on sfgate.com/food.

This article appeared on page E - 1 of the San Francisco Chronicle

SFGATE

Perry's celebrates 40 years in S.F.

RESTAURANTS

Cindy Lee, Chronicle Staff Writer

Published 4:00 am, Thursday, August 20, 2009



Photo: Lea Suzuki, The Chronicle

Perry's owner, Perry Butler, photographed at the restaurants bar in San Francisco, Calif. on Wednesday, August 12, 2009.

Four decades ago, owner Perry Butler and then-wife Katharine had a vision - to bring the style of New York's East Side bar and grills to San Francisco. Neither had restaurant experience. Nor did they have funds for their vision. Yet, today, Perry's celebrates its 40th birthday. Not only is it thriving, but it has also put its unique stamp on the San Francisco restaurant scene.

"It's crazy. We were too naive to be scared and we had a young, intense desire to do something exciting," says Butler.

In 1969, Butler figured San Francisco diners were ready for something new. "All the bars were so dark, and you couldn't go to a nice restaurant for dinner and just have a hamburger and a glass of wine," Butler recalls.

The Butlers were not your average restaurateurs. They did not spend months researching neighborhood demographics to see where their bar and grill would succeed. Instead, they placed an offer on the second building they looked at, a family-owned construction business.

"Union Street back then was very different from today. There were a couple Laundromats, corner groceries and drugstores, a hardware store and some antique shops," he says. Once the deal went through, they hired an architect and took him on a weekend trip to New York to show him the kind of restaurant they wanted to emulate. Shortly thereafter, the Union Street building was converted into a San Francisco version of a New York-style neighborhood saloon.

"To relax, to eat good food and enjoy a drink, to meet people you haven't seen since last night or maybe haven't seen before at all, or to just sit and watch the world go by." This was the mission statement printed on flyers, and from the day Perry's on Union Street opened on Aug. 20, 1969, it was exactly what people came to do.

Bay Area sports, media and entertainment celebrities became regulars and mingled with the staff and other locals. "Perry's on Union Street was Cheers before there was Cheers. There wasn't a time when I walked in when I didn't know someone there," says sportscaster Barry Tompkins, a longtime Perry's regular. "Perry has the ability to hire good people, and that is why people started coming in more and more - the staff became your friends."

Butler would agree. Aside from being in the right place at the right time, Butler credits much of Perry's success to his staff, both former and present. This includes former bartender Michael McCourt, younger brother of late author Frank McCourt.

"There was always great energy in the room, delicious food on the tables, a steady stream of cold beer and stiff martinis and a sense of decades of good times that had happened there on the beautiful tile floors," says cocktail specialist Scott Beattie, a former Perry's waiter.

The cocktails that McCourt mixed and Beattie served cost all of 80 cents for well drinks, 90 cents for call drinks. Fifty cents bought you a 10 1/2-ounce goblet of beer or a glass of wine.

Food prices were similarly rock-bottom by today's standards. A 7-ounce hamburger was \$1.60 (Perry's 8-ounce burger is \$10.95 today). French onion soup was 75 cents, one-tenth today's cost. The most expensive item on the menu was a filet mignon served with a sauce created by Perry's father. The price? \$4.95.

Butler says he never dreamed the restaurant he and Katharine built on an impulse would still be standing today. "I've always been one to live in the present and never looked that far down the road," he says.

He also never envisioned the business becoming a family affair. After Katharine left the business, Butler became sole owner. In 2005, his son Aldy started bartending at Perry's. Now, Aldy and his sister Margie run the Embarcadero location, which opened last year. Butler's oldest son, Luke, an artist, tends bar one night a week at the Union Street spot, where daughter Sarah, who recently graduated from college, works as a server. Youngest daughter Hannah is still in college. "We might go five for five," Butler says. That means that Butler has a new dream: to see the restaurant survive another 40 years.

Perry's 40th anniversary

Today is the 40th birthday of the restaurant, 1944 Union St. (between Buchanan and Laguna), San Francisco. (415) 922-9022.

Tonight and Friday: Celebrity bartenders including former Mayor Willie Brown and 49ers announcer Ted Robinson will mix drinks.

Noon-5 p.m. Sunday: Block party in front of the restaurant. Admission is free; food is \$2-\$8.

Aug. 25: Perry's hamburger is half price starting at 5 p.m.

Daily through Aug. 31: All bottles of wine are half price. Pints of Michelob (Perry's original draft beer), \$2; 12-ounce prime New York steak, \$19.69 (regularly \$29.95).



Photo: Courtesy Of Perry Butler
Perry Butler standing at the restaurant's bar.



Photo: Courtesy Of Perry Butler

Exterior of building before it was converted into Perry's.

THE NEW FILLMORE

The Last Great Saloonlord

By Chris Barnett

DID YOU HEAR the one about the architect in a cab on Union Street who realized he was short of money? “Pull over at Perry’s; they’ll cash a check,” he told the cabbie. “Wait here,” he said to his date. “I’ll be right out.”

As he walked in, barkeep Michael McCourt yelled “Hey Russ, the usual?” and poured him a stiff one. Another regular came over. “Hey Russ, good to see you. Let me buy you a drink.” Another pal waved from down the bar. “Next one’s on me.”

Ten years later, the architect, Russell Gifford, was perched on his favorite stool at Perry’s and his date from that night walked in the door. He saw her in the backbar mirror, turned around and cracked: “I thought I told you to wait in the cab.”



Photograph of Perry Butler by Susie Biehler

The top bartenders in town — who worked at Perry’s at some point in their careers — are still telling that one. Yet this month on the 45th anniversary of the Union Street thirst parlor and restaurant bearing his name, you would never hear that tale told by the proprietor, Perry Butler. He’s too much of a gentleman.

In a city where barrooms have morphed from brawling whiskey and beer joints in canvas tents to temples staffed by high priests of the shot glass who dub themselves cocktailians and mixologists, Perry’s on Union stands alone as San Francisco’s last great saloon.

At 45 years old, Perry’s is far from the oldest bar in town. As seasoned San Francisco elbowbenders know, The Saloon in North Beach, best known these days for blues music, and Elixir at 3200 16th Street in the Mission, noted for creative cocktailing, are forever battling for that distinction.

And Perry’s is not the hippest, hottest, happeningest bar in San Francisco where young and beautiful power drinkers pile in with pals to hang out and catch up, or slide in solo on the prowl and mostly on the make. That was once Perry’s rep, in the ’70s and early ’80s, when it was the city’s reigning pick-up bar.

Today, what makes Perry’s on Union worthy of grand note is that it hasn’t changed in four and a half decades, philosophically or physically. It opened with friendly, wise-cracking, well-seasoned bartenders who had the wit and brains to banter with customers and keep them coming back. And it still has a warm, woodsy late ’60s decor festooned with photographs, paintings, posters and framed front pages that cover virtually every inch of every wall space.

It's no surprise the owner is no fan of change for the sake of change; in fact, he's changed very little himself. Sure, Perry Butler's hair is a little grayer and a little shorter at 71. He's no longer wearing those plaid, wide-lapel sportcoats he favored in the 1970s. But he still has the look of the boyish Dartmouth preppie he was in his 20s when he decided to bail out of the ad agency business and, along with his former wife, Katherine, open a bar and restaurant that mirrored Martel's, their favorite spot on the Upper East Side of Manhattan.



Photograph of Perry Butler in the 1970s by Don Heiny

“We lived in the Marina and a real estate guy showed us this rundown building that was a contractor’s office and we said, ‘OK, we’ll take it,’ ” Butler recalls. “There was no scientific study, no business plan on why we should be on Union Street, which was a pretty sleepy neighborhood back then. It was all seat-of-the-pants.”

Even though Butler’s name was on the door, he says he never wanted to be the “out front guy.” His bartenders were his headliners — and he booked the best.

Mike Fogarty, one of the many Irish Michaels who have tended bar at Perry’s over the years, now the day bartender at Balboa Cafe, recalls the early line-up: “First thing, he hired Michael McCourt and brought him up from Los Angeles. He hired Seamus Coyle. He hired Mike English, the best bartender I’ve ever seen in my life. English could pour drinks, have three dice games going and tell you what the stock market was doing that very minute,” he says.

“You can put a white shirt on a gorilla and he can make a cocktail. But Perry knew the importance of hiring real bartenders,” Fogarty adds. “I’m a bartender. If someone calls me a mixologist, I’ll piss on their shoes. Perry knew it was all about attracting regulars. Same guys. Same seats. Same drinks. Every day. That’s when you know you’ve got a real saloon.”

Irish-born Mike English, who hung up his apron a few years ago, says Butler's band of merry men and women who worked the bar and the floor were masters at cultivating regulars. "I'd work the end of the bar nearest to the front door," he remembers, "and I'd make little bets with myself. If someone walked in and I wanted him as a regular, I'd introduce him to other regulars, make him feel at home."

English signed on at Perry's in the mid-'70s when the place was really rocking and rolling. "It was bedlam day and night. Famous people from all over the United States — politicians, TV and movie people, admen, newspeople, sports stars — all of them flocked to Perry's along with local regulars because it was the first New York style bar in San Francisco," says English. "I did so much drinking I can't remember it all, and that's why I haven't had a drink in 34 years. Perry? He was not a drinker. He's a straight arrow. In all the years I've known him I've never seen him have more than one alcoholic drink. You can tell he's not Irish."

But then as now, Perry's on Union is not the place to go to be dazzled by exotic creations. "From the beginning and ever since, we've done no fancy cocktails. We don't do Brandy Alexanders or drinks with umbrellas," says Butler. "Tons of Bloodies, tons of Ramos Fizzes, which died out because of the egg thing. They say the classics are back, but we never stopped doing the classics."

McCourt, who today pulls some day shifts during the week at Original Joe's on Washington Square along with Mike Frazier, another Perry's alum, was more than the leadoff bartender of Butler's all-star team. He was the owner's alter ego, worldly enough to toss it back and forth on any subject with the saloon's well-traveled customers, friendly enough to keep them coming back for more, yet tough enough to puncture the balloons of pompous blowhards. With Butler's encouragement and blessing, McCourt created a cocktail culture of camaraderie and good cheer at Perry's that's been preserved by the barmen and barwomen who have followed in his footsteps.

"Michael has never suffered fools," says Seamus Coyle, a San Francisco bartending legend who worked the plank at Perry's in those early days. "I remember one day when Michael was working a large drink order on a busy night and this guy, annoyed he wasn't being immediately served, roared: 'Do you know who I am?' Michael looked him in the eye and shot back, 'No, I don't know who you are. I'll bet you don't know who you are. And if you don't know who you are, why the hell would I know who you are?'"

Perry's opened, pouring 75-cent to 85-cent cocktails alongside eight-ounce glasses of the best jug wine available and priced at 50 cents — and a parade of celebrities flooded through. "It was incredible," McCourt recalls. "One of the first people through the door was Bob Mathias, the Olympic decathlon gold medalist. There was Charlton Heston, Jason Robards, Joe Montana. O.J. came in every Saturday for brunch and couldn't have been nicer."

The notoriety had a drawback. "We were fighting to be a good restaurant — which we were at the time — when Herb Caen wrote an item that we were a singles bar, a body exchange. And overnight, that's what we became all throughout the '70s," says Butler. "It always bothered me. Took us to the lowest common denominator. But we survived it."



Legendary bartender Michael McCourt behind the bar at Perry's in the 1970s.

Coyle, who was recruited by McCourt, and who'd joined Perry's six months after it opened as a maitre d' to fill the tables in the backroom but quickly moved behind the bar, says Butler has an instinctual gift for running a great joint. "He hired young and old pros, people with personality — and then he'd let the staff alone," Coyle says. "He would come up with an idea, but he wouldn't force it on you." Butler's resistance to change paid huge dividends. "You want a bar and a restaurant to be predictable, comfortable. You go to a bar to see new and old friends," says Coyle.

But 45 years don't go by without some changes. Perry's barkeeps today are still pouring lots of vodka and gin martinis, Scotch, bourbon, wine, beer and the classic cocktails, including the born-again favorite from the '50s, the Moscow Mule. Drink prices have crept up, but not that much — from 85 cents on opening day to an average of \$7 to \$10.

Perry's circa 2014 may look and feel the same, and many of the same customers from yesteryears are on the same barstools, but the place is a lot mellower. "What's changed are the drinking habits of the clientele," says Katharine Wals, a Perry's regular who favors an Early Times Manhattan straight up. "The drinks are still as generous, but you drink fewer of them — like one, or maybe two."



Bob Johnson, sitting next to Wals at the bar, agrees. "I'm still drinking Scotch, rocks, twist in a wine glass but no longer am I having seven or eight in one night," he says. "That's when the Waldo Grade became the Ho Chi Minh Trail."

The regulars who are addicted to the staples on the menu — how-you-want-it burger, calamari and Cobb salad — are still meeting their friends at Perry's, but often bringing their kids.

Kai Vance, who's been a regular at Perry's for 23 years for dinner and a beer, had a sidekick with him on a recent Friday night: his son Kyle. "I knew I could come here tonight with my son and I'd run into my buddies," says Vance. Kyle, too, made a friend in barkeep Carolyn Cherry, who hugs and carries him as she freepours a Gordon's Gin and tonic. Perry Butler, who has five children, has always run a kid-friendly place.

Photograph of Perry Butler by Susie Biehler

The bar at Perry's still is a relaxing meet-and-greet venue. It's been ingrained in the DNA of the place since the original bartenders started cultivating regulars. Dave Dempsey, recently winding down at Perry's after a long, stressful shift at work, says: "I was married 38 years and lost my wife, but I met my new girlfriend here seven years ago and we've been together ever since, thank God. I love this place: the games on TV, the long bar, the neighborhood feeling and the mature crowd. I feel safe here. Seems like you can always find a seat at the bar."

PERRY'S ON FILLMORE? IT ALMOST HAPPENED

Perry Butler, whose storied San Francisco bar and restaurant put Union Street on the map as the cradle of civilized imbibing in the company of regulars, almost had a Fillmore Street address. In 2004 he had a chance to buy The Elite Cafe, but his financial advisor talked him out of it. He's still kicking himself.

"Sam Duvall created the Elite, sold it to Tom Clendening, who wanted to sell it, but it was way overpriced," says Butler. "We wouldn't have changed anything — just polished it up. But my financial guy shot it down. Peter Snyderman — a good guy — bought it when we bowed out and he's made some very good changes. One of my regrets is that I didn't do that deal."

He missed out on the Elite, but Butler went on to hang out his familiar shingle on the Embarcadero, in the Design Center and in Terminal 1 at SFO. Along the way several other ventures flopped, including a painful foray into Mill Valley. But ever the optimist, Butler remains in an expansive mood and is "looking for one more great location," he says. "I would love to go back to Marin."

Marin Independent Journal

Barry Tompkins' Out of My Mind: Birthday wishes to the best kind of friend

August 15, 2014

Bay Area sportscaster Barry Tompkins sits in a restaurant on Monday, Aug. 22, 2011, in Fairfax,...

An old friend turned 45 years old this week. Not really a friend in the traditional sense, but rather in the figurative sense. But to be honest, few friends have seen every side of this writer like this old friend.

This old friend was always there, always picked you up when you were low and provided more than ample laughs when you were just plain feeling frisky. This old friend kept a lot of secrets, too. And, like every good friend, was always reliable. welcoming and ready.

Perry's on Union Street in San Francisco had its 45th birthday this week and looks every bit as sprightly and inviting as it did that day in 1969 when owner and local guy Perry Butler threw open the doors to his vision of a New York saloon — and San Franciscans responded by turning it into their very own.

In the name of fairness Perry Butler is one of my closest friends, and I can tell you unequivocally that it is because of him and his innate ability to remember everyone's name, from the busboys to the sons and grandsons of onetime patrons, that there has never been a moment in 45 long years and three generations of customers, that the bar hasn't been two deep with thirsty patrons and the tables chock full of hamburger-munching fun seekers.

For me — for better or worse — Perry's was the common thread in a lifetime of memories. If its walls could talk, I — and a pretty good-size portion of the San Francisco intelligencia — would be fodder for all kinds of gossip mongering. If TMZ had been around in those days there wouldn't be room on the sidewalk to throw up.

Perry's was family. The bartender when the doors were flung open for the first time, Michael McCort, was cut from the cloth of hard- living, hard-working Irishmen with a biting sarcastic sense of humor that left no one unscathed. If you couldn't laugh at yourself — you weren't Perry's material.

The waiters, hand selected by Butler, made you feel as though you were a welcome friend — and, like the bartenders, not above a little rib jabbing. Everyone who went there once — and didn't take himself too seriously — came back.

The history of Perry's can still be found on its walls today. There's a new generation of Perry's goers now who are making their own statement of the times. But mine was walking in the door any night or weekend day and finding the likes of Willie Brown, Boz Scaggs, Chub Feeney (former president of the National League), Herb Caen, Claude Jarman, Ron Fimrite, Bill Rigney and any one of a number of out-of-town athletes, politicians and just plain bar guys and girls.

The idea, back in the dark ages when Perry's was in its formative stages, was to take this plumbing supply house on Union Street and borrow a little from New York saloons like Martell's (the tin ceiling), and P.J. Clarke's (the feel and ambiance), and introduce it locally. What happened was that the New York idea instantly became a part of San Francisco.

McCort still slings booze at Original Joes; that first generation of waiters we used to verbally joust with has gone on to bigger and more important careers; Feeney, Fimrite, Caen and Rigney are telling stories in higher places these days, and a shot of Paddy's has given way to fancier stemmed drinks with prices to match. But Perry Butler is still there remembering everyone's name, the burgers are still big and juicy, and the memories are etched in the mind of the beholder for a lifetime.

Happy birthday, old friend.

Barry Tompkins is a longtime sports broadcaster who lives in Marin. Contact him at barrytompkins1@gmail.com.

San Francisco Chronicle

The 'Timeless' Appeal of Perry's

SFO all ready for gourmets

Additions to food concourse show off local cuisine

What's you sign, baby?

35 years later, Perry's is still a hot spot for the city's swingin' fern bar crowd

HERB CAEN...



Plenty of Monday July 1994

A Complete Bust August 1994

Monday-Go-Round 1989

Perry's has been featured in Robert Finigan's Guide to Discriminating Dining in San Francisco, as well as Bar & Grill Cookbook: Exciting New Recipes from San Francisco's Bar & Grill Restaurants by James McNair, and San Francisco Trivia by Bill Bolon & Karen Warner.

Marin Independent Journal

San Francisco's hippest hangout still feeling frisky 25 years later

Burger
Meister



Perry Butler's famous restaurant turns 35



GQ

Blood Simple

The Examiner

At 25, Perry's is still one cool place



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-2016-17-073
Business Name: San Francisco Eagle Bar LLC
Business Address: 398 12th Street
District: District 6
Applicant: Mike Leon, Owner/Manager
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen

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

398 12th Street from 1981 to Present (36 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: March 8, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

March 6, 2017

RE: Nomination of San Francisco Eagle Bar

Dear Mr. Kurylo,

I am excited to nominate to the Legacy Business Registry – the San Francisco Eagle Room, a bar with historical ties to San Francisco's LGBT history and the AIDS epidemic.

The San Francisco Eagle Bar first opened its doors in 1981 and, although the ownership has changed, the bar has always remained a cornerstone of the South of Market leather community. The Eagle is a large, open space format, leather-themed bar, with the second-largest outdoor patio in the city. It is embedded in San Francisco's gay culture and serves a wide spectrum of the bear community – from leather enthusiasts, bikers, and drag queens to daddies and the transgender community.

During the AIDS epidemic of the 1980's, the Eagle lost 22 employees to the disease and countless family and friends. Over an 11 year period, manager Terry Thompson raised over \$5 million for AIDS charities. Today, the Eagle continues to host numerous benefits in support of local community groups.

This business plays an essential role in the LGBT culture and history of San Francisco and it is my honor to nominate The San Francisco Eagle Bar to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen

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:		
SAN FRANCISCO EAGLE BAR LLC		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
ALEX MONTIEL MIKE LEON		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
398 12TH ST. SF. CA. 94103	(415) 424-8044 / 415 986-6101	
	EMAIL:	
	MIKE@SF-EAGLE.COM / LEX@SF-EAGLE.COM	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.SF-EAGLE.COM	SF EAGLE	

APPLICANT'S NAME	
MIKE LEON S.F. EAGLE	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER / MANAGER	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0466735	201122810033

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
398 12TH ST. SF. CA. 94103	94103	2, 1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	THRU 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.

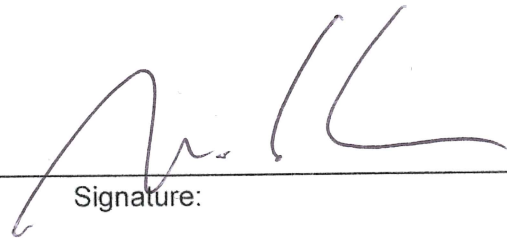
Name (Print):

Mike Lew

Date:

10/16/2016

Signature:



San Francisco Eagle Bar

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.

The San Francisco Eagle Bar (the "Eagle") opened its doors in February 1981 under the ownership of Bob Damron, author of The Damron Gay Guide, and businessman Jay Levine.

In June 1989, Bob Damron died, and Jay Levine continued to own and run the bar until he sold it in 1998.

In 1998, Jay Levine sold the San Francisco Eagle Bar to John Gardiner and Joe Banks, owners of the Hole in the Wall Saloon on 8th Street at Folsom. One condition of the sale was that bar continue to have the name "Eagle" in it, so John and Joe named the bar The Eagle Tavern.

In August 2012, Alex Montiel and Mike Leon took over the space, and the business underwent upgrades to bring the establishment up to code.

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

The Eagle was closed between June 2011 and March 2013 because owners John Gardiner and Joe Banks directed their attention to the Hole in the Wall Saloon. Alex Montiel and Mike Leon then took over the space, and a new lease was signed in August 2012. During this time, a complete overhaul of the main bar was rebuilt to code, including many structural and electrical upgrades. The property needed upgrades to bring the establishment up to code. An ADA-accessible bathroom and ADA-accessible entrance were installed, and the roof was replaced. The Eagle reopened for business on March 3, 2013. The new owners kept the spirit of the Eagle alive and carried on the community work that has been the legacy of the bar for 35 years. Some of the events include the Sunday Beer Bust benefiting nonprofits and Thursday Night Live featuring live bands.

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

The San Francisco Eagle Bar 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.

The original owners of the business were Bob Damron and Jay Levine from 1981 to 1989. From 1989 to 1998, Jay Levine solely owned and operated the Eagle. John Gardiner and Joe Banks purchased the bar in 1998. Alex Montiel and Mike Leon took over the business in 2012 and remain the current owners.

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.

See attached documents.

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 not listed on a local, state, or federal historic registry.

Criterion 2

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

The San Francisco Eagle Bar has been the cornerstone of the South of Market leather community and has been located in the neighborhood since 1981. In 1983, a personality intimately linked with the Eagle was elected International Mr. Leather in Dallas, Texas, and a reception was held at the Eagle in his honor, with a special presentation by Emperor Marcus. Sandy Reinhardt, the founder of the international leather family Mama's Family, also frequented the Eagle. The Eagle also opened shortly before the AIDS crisis began in San Francisco and was hard hit by the disease. Between 1981 and 1998, the Eagle lost at least 22 employees to AIDS.

Everyone was doing their part to raise desperately needed funds to cope with the rapidly growing number of AIDS patients. We were not helping just strangers, we were frantically helping our sick fellow employees, roommates, friends and lovers in any way we could. The Eagle became a popular venue for raising money for AIDS charities.

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

Rita Rockett, a local patron of the Castro and SOMA bars, conjured up the idea of hosting a light-hearted brunch to help boost morale among AIDS patients. The parties grew into "Rita's Sunday Brunches" for SF General's AIDS patients and their families. Many a Sunday would find Rita hosting a fundraiser on the Eagle's patio to support these beneficial brunches. Rita's brunches and fund-raising beer busts continued through the early 1990s. The Eagle has also hosted benefits for the SF AIDS Foundation which have included appearances by Tom of Finland and Comedians Danny Williams and Monica Palacios.

In addition to fundraising events, the bar hosted many leather contests. Daddy Alan Selby, founder of Mr. S Leather, started the "Leather Daddy" and "Leather Daddy's Boy" contests, which continued well into the late 2000s. Mr. San Francisco Leather was another contest held on the bar's patio. The first contests were held on the roof over the middle bar. Contestants would climb beer cases to stand on the roof so everybody standing below could see them. When the wooden fence was completed, the contest was moved to the main patio floor. The bar also hosted at least two Mr. Northern California Drummer contests on 12th Street in front of the bar.

The bar's first own Mr. SF Eagle Leather contest was staged with Lenny Broberg winning the title. He then went on to win Mr. San Francisco Leather and then on to win International Mr. Leather in Chicago that same year. Mr. SF Eagle Leather continues today to be a popular and viable contest in the leather community.

Also, the Eagle hosts the Golden Dildeaux Awards, which is a fundraiser for local charities.

The Eagle hosts an event called "Thursday Night Live" where local, national and international bands play their music. These Thursday night concerts include everything from opera, country and western, rock and heavy metal.

The Eagle has also in the past been a participant in the annual LBGT Pride Parade. The float traditionally has a complete sound system featuring as float riders Eagle bar employees, some bar customers and any visiting leather titleholder who had come to San Francisco to celebrate.

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

The San Francisco Eagle Bar has been featured in numerous local and regional media and publications. Some examples include: The San Francisco Chronicle, San Francisco Examiner, the Bay Area Reporter, Bay Area Guardian, Guardian SF, SF Weekly, NBC Bay Area, Zagat, Do the Bay, KGO-TV, ABC News Bay Area, East Bay Express, City Guides, KQED, Vice Media, Trip Adviser, queerlivespace.org, SF Station, baybridged.com, and others.

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

The Eagle is steeped in the gay culture of San Francisco and beyond. Bob Damron, author of the *Damron Gay Guide*, was the original owner of the San Francisco Eagle Bar.

Terry Thompson was the bar manager for 11 years from 1984 to 1994 and was one of the proponents behind the AIDS Emergency Fund.

Shortly after Terry Thompson became the bar manager, a famous gay artist, Robert Uyvari, was commissioned to design the San Francisco Eagle Bar poster. The poster became an instant global success. It was sought by customers and bars from around the world. It became a weekly task to mail scores of these posters in their protective tubes to the world-wide community.

Mr. Marcus, Emperor I of San Francisco, writer of 30 years at the Bay Area Reporter for the leather column, also a member of the Imperial Court of San Francisco as well as Emperor Steve Rasher and Empress Lily Street, members of the largest and oldest LGBT organization in the world also had been known to frequent the Eagle. Other notable figures include State Senator Mark Leno, Sup. Scott Wiener, Sup. David Campos, Sup. Jane Kim, Rita Moore, State Senator Tom Ammiano, Colt Thomas, Tom of Finland, Comedians Danny Williams and Monica Palacios, The Satyrs (a motorcycle club from Los Angeles)

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

Terry Thompson, who became the bar manager in 1984, utilized the Eagle as a vehicle for raising money for AIDS charities. Terry and a few of his long-time friends from Southern California conceptualized the AIDS Emergency Fund (AEF). Terry created events that became classic fund-raisers in the SOMA bar scene: Halloween's "Leathers and Feathers" costume contest; Halloween's pumpkin-carving contest; the Easter Egg coloring contest; the world famous Bare Chest Calendar (the Calendar started at the Arena but moved to the Eagle in 1985); donations for lighting a light on the bar's Christmas tree; and the immensely popular Sunday fund-raising beer busts. Terry also

did two street fairs in 1987 and 1988 on 12th Street between Harrison Street and Bernice Alley.

During the 11 years that Terry was manager, the Eagle raised over \$5 million for AIDS charities and other organizations from all the bar's fund-raising activities. The beer busts and Bare Chest Calendar continue to this day, helping to raise more money for people in need. The Eagle has also played host to the groups Dykes on Bikes, Golden Gate Guard, San Francisco Mr. Leather, SF Gay Pride, as well as many musical guests and local bands including: Off! Ty Segall Thee Oh Sees Book Of Love Coachwhips The Sandwithces Grizzly Bear The Dicks Gary Floyd High On Fire Grant Hart Golden Void Erase Erratta Chuck Prophet Bomb Black Kali Ma Bart Davenport Hammers Of Misfortune Ludicra Dmbq Tribe 8 Pansy Division Kelley Stoltz Mark Eitzel Matt Piucci (Rain Parade) Oxbow Slough Feg Sonny And The Sunsets Torche Zen Guerrilla Victor Krummenacher Pat Macdonald (Timbuk 3) Jello Biafra Extra Action Marching Band

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

The San Francisco Eagle Bar serves the leather and biker communities, as well as the drag and Imperial communities. The patrons of the bar occupy a very wide spectrum from the bear community, to drag queens, to daddies, to the transgender community, to local cooperative communities such as Rainbow Groceries.

The Eagle also provides venue space to local and national touring bands (see supplemental documents).

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

The Eagle is associated with the Eagle Plaza, slated to become the first leather plaza in the world. The bar has partnered with the Build Inc., who are developing a site on the corner of 12th and Harrison Streets into residential and retail units, to create a plaza at the intersection of 12th and Harrison Streets dedicated to the Folsom Gulch Leather Community. The developer and community collaborated to propose a public space dedicated to the history of the neighborhood. Plans for the plaza can be seen at eagleplaza.org.

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

In addition to the numerous benefits, fundraisers, and beer busts that the bar has hosted over the course of its history, as well as the space it provides for San Francisco's LGBT community, the loss of this institution would be a hard hit for the

Folsom Gulch Leather Community. The partnership with Build Inc. to create Eagle Plaza will result in the expansion of these fundraisers and events to a newly created public space, as well as the creation of a new non-profit organization that will organize events and activate the space. The bar is an integral part of the community and demonstrates its value by hosting and providing for such events.

Criterion 3

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

The San Francisco Eagle Bar is a large open space format leather-themed bar, with the second-largest outdoor patio in the City. The bar is located in a structure dating back to the late-1800s that was originally a dry goods market. The interior of the space has been largely rebuilt to code, and includes a vaulted wooden ceiling, a 28-foot long bar (with 2 additional bars on the patio and back bar, all which are full bars) a performance stage, 72 tap handles, an outdoor grill, a heated gazebo, and a patio stage. The colors of the bar reflect the colors of the leather community which are, black, blue, white, and red. Located on the patio is also a large flagpole that flies the leather flag, also black, blue, white, with a red heart. This flag will be moved to Eagle Plaza upon its completion.

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)

Since taking over the space, Alex and Mike have remained dedicated to keeping the original essence of the bar by maintaining some of the original fixtures, such as the main bar and the original layout of the building. Alex and Mike also remain a community-oriented bar by keeping pricing accessible to all patrons. The San Francisco Eagle Bar is largely a beer-oriented bar that is rumored to have the second-largest beer seller after AT&T Park. The bar keeps 16 varieties of beer on tap regularly, as well as 760 bottles of liquor at any given time.

The present owners have also maintained Thursday Night Live featuring live bands, the Sunday Beer Bust and community events of many kinds throughout the year. The San Francisco Eagle Bar also acts as a host for meetings for local organizations in the back bar such as Dykes on Bikes and the Golden Gate Guard. Mr. Montiel and Mr. Leon also have generated new events such as the lot party known as the Victory Party held yearly across the street from the bar during Folsom Street Fair.

Along with new events outside the bar a new plaza to be called The San Francisco Eagle Plaza will be coming in the future commemorating the SOMA and leather culture of San Francisco directly outside of the bar on 12th Street.

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.). Does the building occupied by the business relate to the immediate neighborhood?

When the bar opened, the physical layout of the establishment consisted of an island bar in the middle of the floor, an office (now a bathroom), a DJ booth (now the coat check), a stage, two upstairs bathrooms and a coat check alcove. After the bar opened, the DJ booth was moved to the front near the windows, and a leather shop, under the ownership of Daddy Alan Selby, opened in the vacated space. With the moving of the DJ booth, a ruby laser was installed and pointed at a round, painted, wooden Eagle on the back wall of the stage. The eye of the Eagle was a large red gem. The laser beam and the glowing red eye were the first things customers saw when they entered the bar and became an instant symbol of the Eagle. Part of this iconic fixture, minus the red gem, is now attached to the wall above the patio's walk-in cooler.

From 1981 to 1983, the current patio was acquired and construction began on the back bar and outside latrine. A deck was planned for its roof, but this addition was never realized. When the patio bar was completed, it was named "Troopers' Hall." At that time Los Angeles had a place called "Troopers' Hall" where most of the Southern California Clubs held their events. Our Hall was so named because the uniform club, The Golden Gate Troopers, had named the Eagle their home bar. A wooden fence formed the northern boundary of the patio. A walk-in beer cooler was installed where the current cooler is, and a barbeque pit and gazebo were built. Just after the gazebo was finished, the rest of the patio's cement deck was poured.

In 1984, new sound and closed-circuit video systems were installed. With closed-circuit video, contests held on the patio could be seen on the multiple large indoor monitors. Likewise, indoor events could be transmitted to the monitors located in the patio bar.

After Terry Thompson died in 1994, the new bar management constructed a stage on the patio.

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.

See supplemental documents

Street

END
12TH ST

398

STOP

Mc
Undies
WL

P
No Parking
Tues-Fri 11am-6pm





398



Street

DISCOVER
THE
SOVIET
UNION

2048 12x25 201

398





photo by Leland Carina



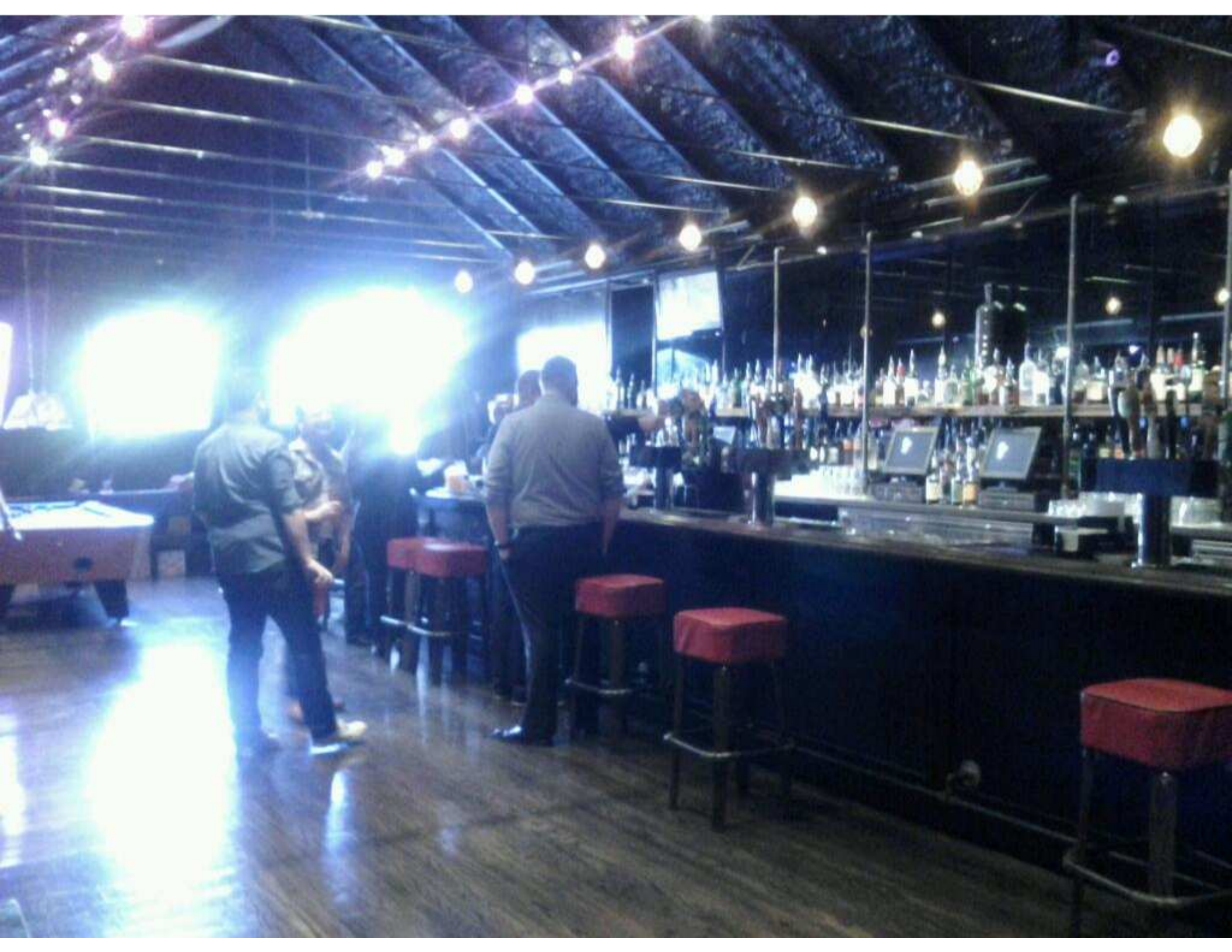
12th Street

THE
EAGLE
TAVERN

HARRISON
12TH ST







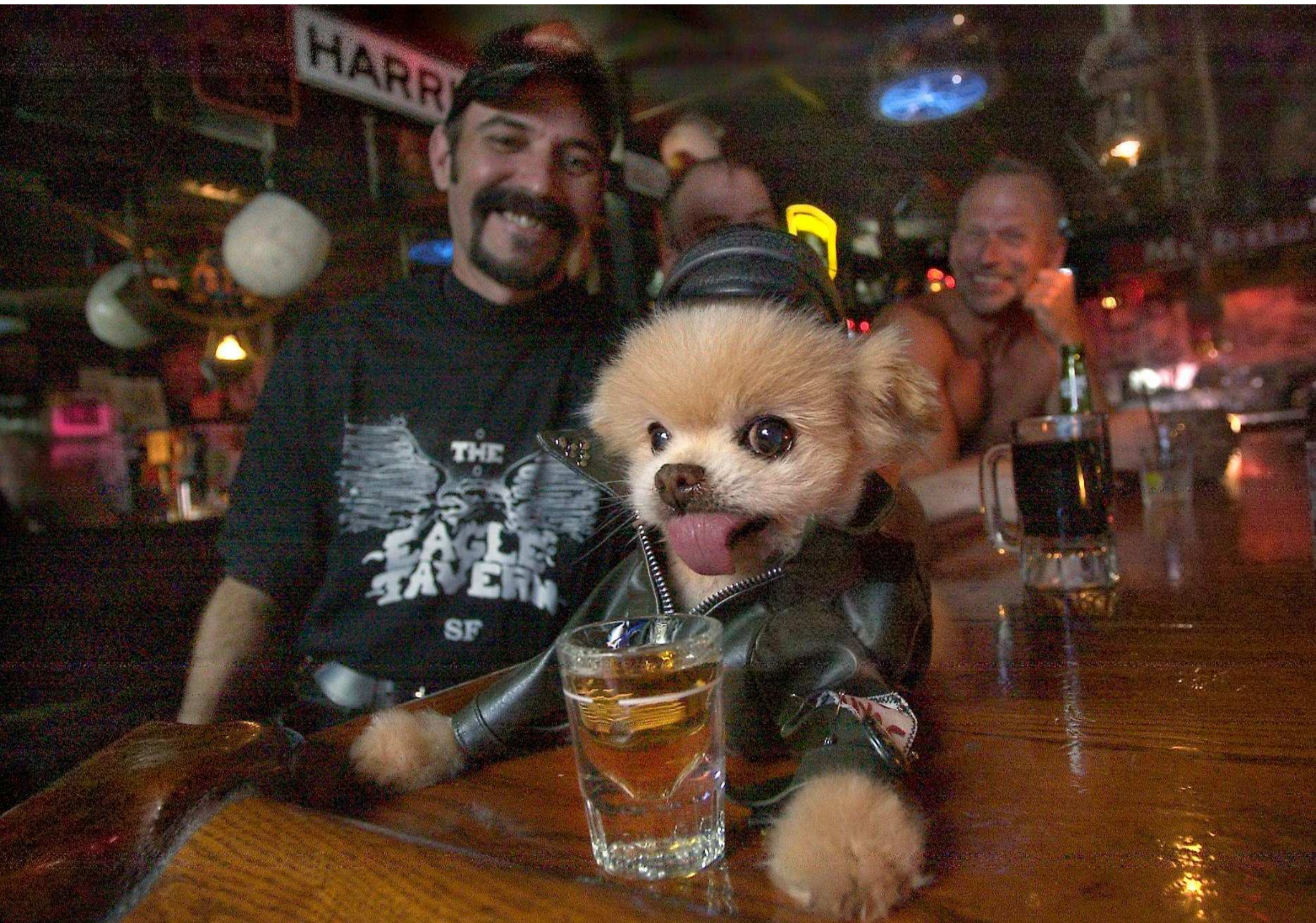
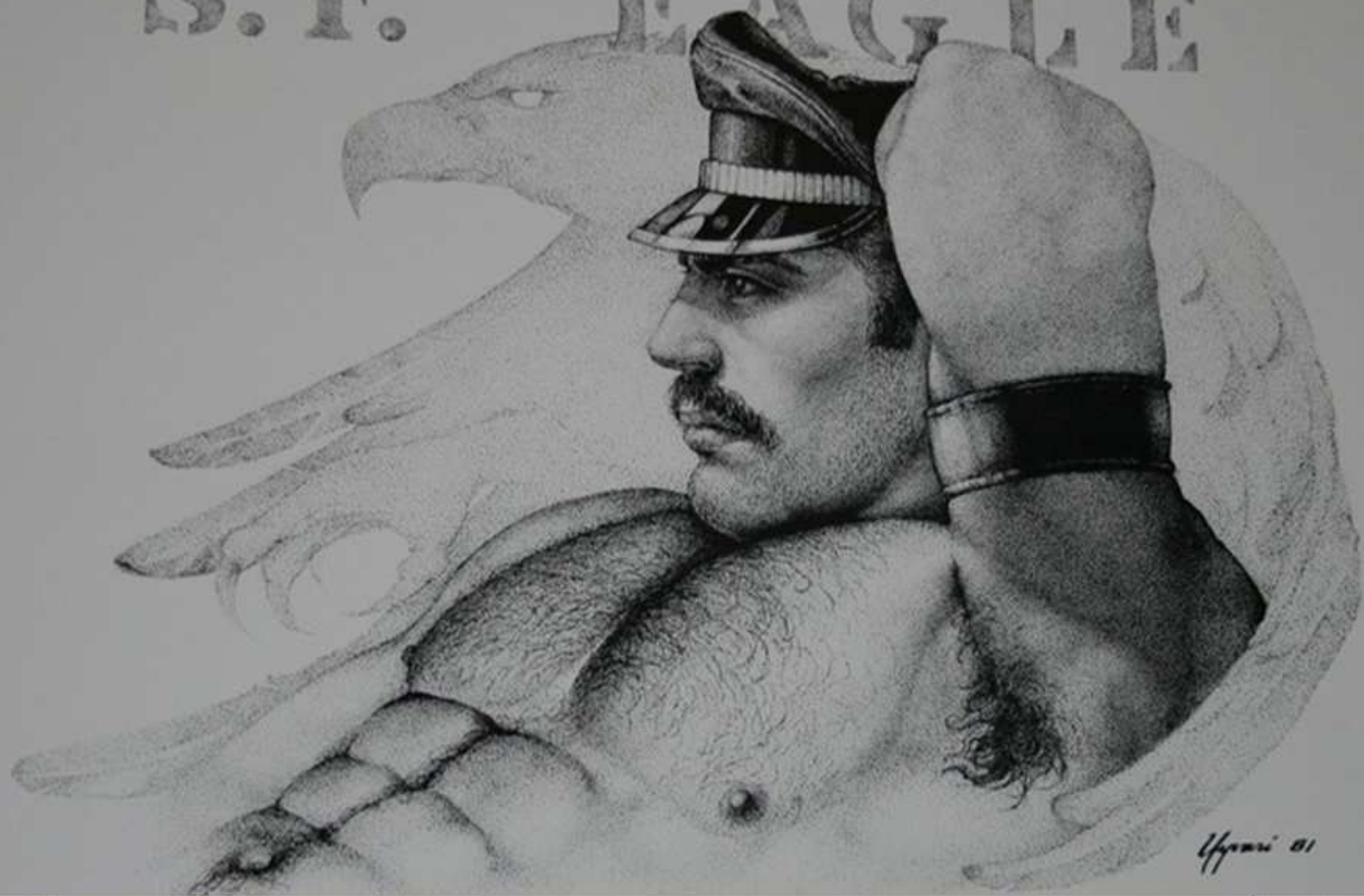




photo by Leland Carina

S.F. EAGLE



Uffner 81



Manager Terry Thompson 1981

Leather Daddy's Boy & Leather Daddy
DEAN GIBSON **CHRISTIAN HARREN**
PRESENT

A TRIBUTE TO
TOM'S MEN
BEER BUST & AUCTION
Of Signed Tom Of Finland Prints

Special Prize: T.O.F. Lithograph

Comedians
Danny Williams
and
Monica Palacios

SPECIAL GUESTS
Tom Of Finland
Luke Daniels
Mr. Leather 1982

CENSORED

BENEFITING THE
S.F. AIDS Fund
SUNDAY

APRIL 28 3-6

© Tom 1981

S.F. EAGLE



attend the
**"S.F. Eagle's
FEATHER & LEATHER"
HALLOWEEN
PARTY**

**Saturday ~ October 31st
9 p.m. ~ 2 a.m.**

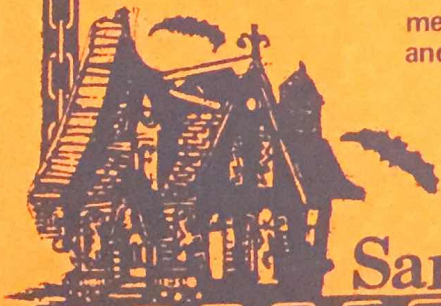
**Costume Judging
cash prizes & trophies**

\$100 FIRST PRIZE **\$50** SECOND PRIZE **\$25** THIRD PRIZE **\$25** FOURTH PRIZE

There will be Surprise Judges and a Special Emcee to welcome the guests and contestants as well as the celebrities who throng to the South of Market every Halloween Night to see how the real men celebrate "Witches Xmas." Judging takes place from 11 PM til 1 AM and the Cash Prizes and Trophies will be awarded to the winners at a special fete on Monday night at 10 PM.

The theme is "feathers and leather" so the costume must have some of each to be judged in theme. See you all at the great great, S.F. Eagle!

**THE LARGEST PATIO IN ALL OF GAY S.F.
OPENS ON HALLOWEEN NIGHT AT THE
SAN FRANCISCO EAGLE!**



at the

San Francisco EAGLE 398 Twelfth Street 626-0880



EAT CHICKEN



AT THE EAGLE

12TH AND HARRISON

TO BENEFIT:
THE KAPOSÍ'S SARCOMA FOUNDATION
SUNDAY, NOV. 21, 1982
3 TO 6 PM

\$5.00 DONATION INCLUDES:
CHICKEN AND BEER BUST
PLUS SURPRISES

SPONSORED BY:
BORDER RIDERS M.C.
(BAY AREA MEMBERS)

ALL PROCEEDS TO GO TO
KAPOSÍ'S SARCOMA FOUNDATION

BOB DAMRON'S

ADDRESS BOOK

'82

bd

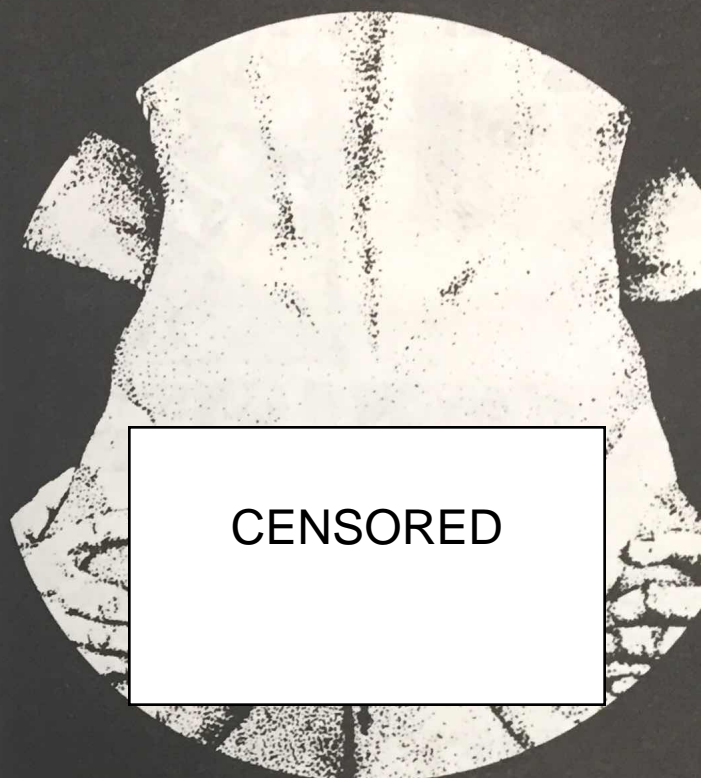
CALIFORNIA

SAN FRANCISCO (cont'd)

- Castro Cafe (M)(R)(C) 484 Castro St.
- Castro Gardens (R) 558 Castro St.
- Castro Station (Some W, SM, FFA) ★
456 Castro St.
- Cauldron (P)(No booze, just re-cycled beer)
953 Natoma
- Cave (SM)(PT)(WE★) 280 7th St.
betw. Folsom & Howard
- Century All Male Theatre 816 Larkin at O'Farrell
- Central Park (M)(R)(Deli) 401 Valencia
- Church Street Station (R) ★ (Breakfast served 24 hrs.
- cruisy after bars close)
14th & Market at Church St.
- Cinch (W)(PT)(DJ, but no D)(Some hustlers)
1723 Polk St.
- Circle J Cinema (P)(Flicks & other action)(Enter
thru Adonis Book Store) 384 Ellis St.
- Cissy's Saloon (M)(Heavy Hip) 1586 Folsom St.
- City Athletic Club ★ (Gym) 2500 Market St.
nr. Castro
- Cloud Seven (D) 2360 Polk St.
- Club Baths of San Francisco ★ 8th & Howard
- Club Dori (R)(OC) 427 Presidio
- Club San Francisco (C.B.C. Baths) ★ 330 Ritch St.
(an alley off Townsend betw. 3rd & 4th Sts.)
- Connie's Why Not (Creole R) 878 Valencia
- Corner (M)(R) 3600 16th at Market & Noe
- Dave's Baths (OC) ★ 100 Broadway
- DeLuxe (PT)(Cruisy) ★ 1511 Haight St.
- Devil's Herd (C&W - live music - Square D) ★
853 Valencia
- Different Strokes (B)(Disco)(D)(E) ★ 1550 California
- Discount Books 114 Eddy St.
- Dreamland (P)(Disco)(D)(Macho jocks)(Thur-Sun★)
715 Harrison St.
- Drummater (SM)(W) 11th & Folsom
- Duo (R)(Beer & wine) 4094 18th St.
- Dusty's Saloon (PT) 709 Larkin
- Eagle (SM)(W)(FFA)(See San Francisco Eagle) ★
- Eagle Creek Saloon (Hip)(Disco, but little D)(Some B)
1884 Market St.
- Eighth Day (Some W, SM) 12 Decatur nr. 8th & Bryant
- 1808 Club ('Wild back room') 1808 Market St.
- Elanore's 3309 Mission St.
- Elephant Walk ★ (Lunches) 18th & Castro
- El Rio (Fun neighborhood bar) ★ 3158 Mission St.
- Embarcadero Y.M.C.A. (M)(H)(Not what it once was)
166 The Embarcadero
- Endup (Disco)(D)(WE★) 401 6th at Harrison
- Esta Noche (Latins)(Salsa Disco)(D)(Looks promising)
3079 16th St.

BUDDY DAYS

TWO FOR ONE MONDAY AND FRIDAY



CENSORED

STEAM
SAUNA
GYM FACILITIES
WHIRL POOL
SNACK BAR

SUNDECK
MOVIES
TV LOUNGE
7-FT. VIDEO SCREEN
FOUR FLOORS



CLUB SAN FRANCISCO
330 RITCH ST. S.F.CA.
(415) 392-3582



398-12 TH

ECLIPSE PARTY

JOIN US ON THE PATIO

JULY 5TH

75¢ BEER

COME WATCH THE ECLIPSE
10 PM - 2 AM

TOGETHER AGAIN!

For The First Time

The Warlock M/C

Of

San Francisco

&

The Satyrs M/C

Of

Los Angeles

Present

A

**MID-SUMMER
SATURDAY
AFTERNOON
BEER BUST**

Saturday, August 7, 1982

3:30 — 7:00 PM

The San Francisco Eagle • 12th & Harrison

\$5 Donation

COMING IN SEPTEMBER

WARLOCK'S RUN

September 17, 18, 19
Lake San Antonio

SATYR'S RUN

Labor Day Weekend
Badger Flats



THE PLEASURE OF YOUR COMPANY

IS

REQUESTED

AT A

R E C E P T I O N

IN HONOR OF

COULTER "COLT" THOMAS

INTERNATIONAL MR. LEATHER 1983-84

OF

GALVESTON, TEXAS

AT

THE SAN FRANCISCO EAGLE BAR

398 TWELFTH STREET

SAN FRANCISCO

FROM 10 P.M. TO MIDNIGHT

SATURDAY NIGHT, 25 JUNE 1983

YOUR HOSTS:

THE MANAGEMENT &
STAFF OF THE SF-EAGLE

SPECIAL PRESENTATION FOR
MR. THOMAS TO BE MADE BY
MISTER MARCUS



PHOTO BY
MISTER MARCUS
Reproduce Only With
Permission or Photo Credit

226 0226-4A

25 Aug. 84

Duke Christening
@ SF Eagle



ATTENTION

ALL HUNGRY HUNKS ARE
HEREBY ORDERED TO
REPORT TO THE

MESS HALL

AT

TROOPERS HALL

COMMENCING: APRIL 1, 1984

FOR : SAVORY SOUPS,
SUPER SALADS, &
SCRUMPTIOUS
SANDWICHES

HOURS: 1700-2200 (THURS-SUN)

THE EAGLE (12th & HARRISON)

menu

SAVORY SOUP OF

THE DAY :

(DELICIOUS HOMEMADE)

CUP: 1⁰⁰ BOWL: 1⁵⁰

SUPER SALADS :

POTATOE SALAD .50

PLUS

SPECIAL DAILY SALAD

EXTRAS :

ONION ROLL .25

AMER., JACK, SWISS,
CHEDDAR .50

LETTUCE & TOM. .25

SCRUMPTIOUS

SANDWICHES :

1. ROAST BEEF 3.25

2. BAKED HAM 3.00

3. TUNA SALAD 2.75

4. MEAT LOAF 2.75

5. AVACADO, BACON,
& SPROUTS 3.00

6. BLT 2.75

7. PEANUT BUTTER
& JELLY .99

8. HOT DOGS
ALL AMERICAN .99
DELUXE 1.50

THE GAY BOOK



SECOND EDITION ■ SUMMER/FALL 84

DESIGN JOE J. LINSON

SUMMER/FALL 1984

San Francisco Eagle
398 12th St
SF 626-0880

San Francisco Electrolysis Clinic
490 Post St #1122
SF 956-7111

SAN FRANCISCO FABRIC
1715 POLK ST
SF 673-5848

SAN FRANCISCO FRAMEWORKS
268 CHURCH ST
SF 626-4900

San Francisco Gay Library The
PO Box 4213388
SF 94142 ,

San Francisco Gay Mens Chorus
890 Hayes St
SF 864-0326

San Francisco Hot Tub Co
580 4th St
SF 543-4322

SAN FRANCISCO LIGHTING & SUPPLY
690 POTRERO AVE
SF 826-4301

SAN FRANCISCO NEON INC
690 POTRERO AVE
SF 621-0645

San Francisco Pet Hospital
1371 Fulton St
SF 931-8312

San Francisco Psychotherapy Guild
4328 19th St
SF 861-1229

San Francisco SPCA
2500 14th St

SCANDALS

7042 B FOLSOM BLVD
SACTO (916) 381-7311

Scarlett Frank
2451 Sacramento St
SF 922-9178

Scheerer Mark
845 Sutter #204
SF 824-0800

SCHMIDT & SCHMIDT INSURANCE
130 BUSH ST
SF 981-3915

PALM SPRINGS
..... (714) 320-3288

SAN JOSE (408) 629-1606

Schoenstein Greg
645 A Castro St
SF 863-7443

SCOTTIE'S BREAKAWAY TRANSPORTATION
SF 864-0503

SCOTTY'S TRANSMISSIONS
834 DIVISADERO
SF 567-3009

Sea Coast Hide A Way
21350 No Coast Hwy 1
Jenner (707) 847-3278

Security Consultants Co
34 Belcher St #3
SF 863-6745

Sedgely Dennis J PhD
San Francisco
..... 821-1379

SEE'S CAR CARE
345 GOUGH ST
SF 863-7430

SELECTA AUTO BODY SHOP
..... 302-2445

SAN - SOPHIA'S 37

SHENELLE'S GIFT BOUTIQUE
GREETING CARDS & FUN ITEMS
1750 UNION ST
SF 885-3001

Shifler Eric
67 Pond St
SF 621-0235

Shuster Stacey
149 Chenery St
SF 285-7510

Sia's Supper Shell
899 Valencia St
SF 826-4900

SIDNEY MOBELL JEWELERS
141 POST ST
SF 986-4747

FAIRMONT HOTEL 421-4747

SILVA DANIEL N ESQUIRE
654 SACRAMENTO ST
SF 362-2812

SILVER FOX
10095 SAICH WY
CUPERTINO (408) 725-9662

Silverado
17081 Highway St
Guerneville (707) 869-0611

Simons Designs
2187 Market St
SF 861-6335

Singleton Kenneth L
647 Castro St
SF 864-0653

641 Club
641 Stockton Ave
San Jose (408) 998-1144

SLOAT GARDEN CENTER
3427 WAWONA ST
..... 556-4415

HALLOWEEN '84

LEATHER

and

FEATHERS

Fantasy

AT THE S.F. EAGLE

WED. OCT. 31
9pm

THE THIRD ANNUAL
Costume Contest
First \$150.-
Second 100.-
Third 50.-





4th anniversary



1985 SF Pride



Pete Pettine - Mr. S.F. EAGLE 1985
PRESENTS

LEATHER & LUST!

BEER BUST

& BAR B.Q.

ENTERTAINMENT

with

"TORCH" DANNY RODRIGUEZ

NEW YORK SONG STYLIST

HAYWARD RAW RAHS • THE HOWLERS

MISS PECKERHEAD *"The Material Girl"*

LEATHER AUCTION

with **MR. MARCUS & VERN STEWART**

featuring

International Mr. Leather **PATRICK TONER**
& Other West Coast Title Holders

\$8 donation, benefitting S.F. AIDS Fund

Sunday Dec. 1 3-6

S.F. EAGLE





DINNER With The MEN

1987 BARE CHEST CALENDAR WINNERS!!

Sunday, Oct. 26 3-6pm
BEER BUST \$7⁰⁰

AND
Auction Benefiting **The A.I.D.S. Emergency Fund**

With.. MR. MARCUS
and
RITA ROCKETT

Just Bid On Your Favorite MAN
And Have Dinner & Cocktails
With HIM!

SPECIAL THANKS TO: Metro, The Square, The Elephant Walk,
Neon Chicken, Pasta II, Warehouse, Cafe Sn. Marcos, Le Domino,
Sutters Mill, Castro Gardens, Castro Station and...



AFTER THE CLOSING CEREMONIES OF GAY GAMES II

You Are Cordially Invited to Join

Jim Ed Thompson, *Mr. Leather San Francisco 1986*

Nick Varetakis, *Mr. S.F. Eagle Leather 1986*

Sonny Cline, *Mr. Drummer 1984*

and Co-Hosts

MR. MARCUS and
PATRICK TONER, *Mr. International Leather 1985*

in a Benefit Beer Bust/Spaghetti Feed for

PAT NORMAN

at the S.F. EAGLE, 12th & Harrison
SUNDAY, AUGUST 17
from 4 - 7 P.M.

Spaghetti Dinner and All the Beer You Can Drink
\$7.50 Donation

SPECIAL GUESTS

ENTERTAINMENT

OTHER SURPRISES

Sponsored by Pat Norman For Supervisor Campaign Committee

PRINTING BY CREATIVE COMMUNICATIONS

TAX I.D. #850990



1987 Eagle Event



Supervisor Harry Britt

Alan Selby

Terry Thompson

Mr. Marcus

Patrick Toner

Rita Rockett

Danny Williams

Dennis Collins

invite you to attend a
Beer Bust / Bar B-Q to
Benefit

MOLINARI FOR MAYOR CAMPAIGN

*Sunday, September 13
3:00 p.m. to 6:00 p.m.*

*S.F. Eagle
12th & Harrison*

\$7.00 Donation

*Entertainment by
SHARON McNIGHT
and other surprises*

SPONSORS

Mark Abramson Steve Shiflett Kym Whittington David Sarathain Joseph Johns David Stoll
Pete King Hank Cook Michael Polansky Bill Warden Jerry Vallaire Tom Rodgers
Herbert Hebron Pete Pettine George Burgess Duke Armstrong Keith Truitt

Paid for by Molinari for Mayor Committee



BEER BUST
for
The NAMES Project

AT

S.F. EAGLE
12TH AND HARRISON

SATURDAY, MARCH 26, 1988
1500 - 1800
(3:00 - 6:00 p.m.)

\$ 7

Hosted by:

MR. MARCUS

2 Special Guests:

COLT THOMAS
EMPEROR STEVE RASHER
EMPRESS LILY STREET
THE S.F. CALENDAR MEN
TOM AMMIANO

Special Entertainment and Surprise Guests!

A section of the Quilt will be displayed.



7th Anniversary

Monday Apr 18 9 PM

FREE Eagle Pins

Tuesday Apr 19 9 PM

**200 FREE
Eagle T shirts**

Wednesday Apr 20

830 PM

Buffet & Show

MC. MARGA GOMEZ

Deena Jones

and

MISS E.C. SCOTT

& HER BAND

ALL AT THE



Terry Thompson Day in San Francisco
September 28, 1990

BAY AREA REPORTER OCTOBER 4, 1990 PAGE 57

R. MARCUS



Mayor Art Agnos declared last Friday, Sept. 28, Terry Thompson day in San Francisco. Shown with press secretary Scott Shafer at the Eagle. (Photo: Marcus)

Mayoral Proclamation for Eagle's Terry Thompson

Mayor Art Agnos proclaimed last Friday, Sept. 28, Terry Thompson Day in San Francisco. The official proclamation was presented to Terry by the mayor's press secretary, Scott Shafer, at the Eagle on the occasion of Terry's 50th birthday. It was a benefit for the AIDS Emergency Fund and an exuberant crowd was on hand to hear Terry's 50th birthday celebration. The night was filled with melodies we think were popular in Terry's earlier days. There was much Stan Kenton and World War II music and dances throughout. One of the highlights during the first set was when City Swing trumpeter K.C. Brown jumped from a chair and joined Gail



Sunday, the Golden Gate Men's Chorus had scheduled the Eagle patio for the beer bust but were no-shows, so the Eagle staff had to scramble to put it on themselves. Obviously it was too late to invite another group on such short notice. It is really irresponsible for people to schedule that space for fundraising and then not show up. A multitude of organizations are on the waiting list for Sunday beer busts — the Eagle management is definitely not amused. Unbelievable!

Reports from very reliable sources indicate Women's Weekend at the Russian River was not well attended. The main complaint is that the prices were more than the traf-

BOARD of SUPERVISORS



City Hall
San Francisco 94102
554-5184

November 15, 1994

Ms. Nina Martinson and
Ms. Clare Lidky
c/o Mike Polanski
70 Beaver Street
San Francisco, California 94114

Dear Ms. Martinson and Ms. Lidky:

This is to inform you that, upon motion made by Supervisor Carole Migden, the Board of Supervisors adjourned its regular meeting of November 14, 1994 out of respect to the memory of Terry Thompson.

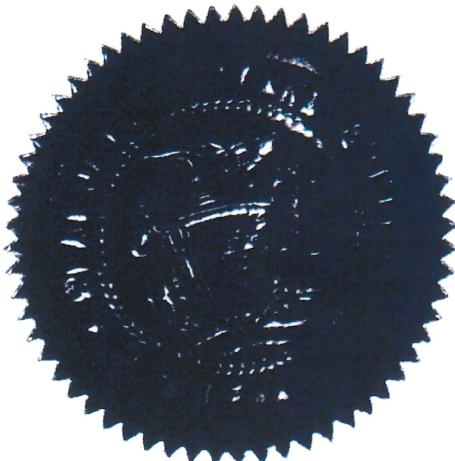
The members of the Board, with a profound sense of civic and personal loss, are conscious of the many fine qualities of heart and mind which distinguished and brought justifiable appreciation to Mr. Thompson.

The Supervisors realize that mere words can mean so little to you at a time such as this, but they do want you and the members of your family to know of their deep sympathy and heartfelt condolence.

Sincerely,

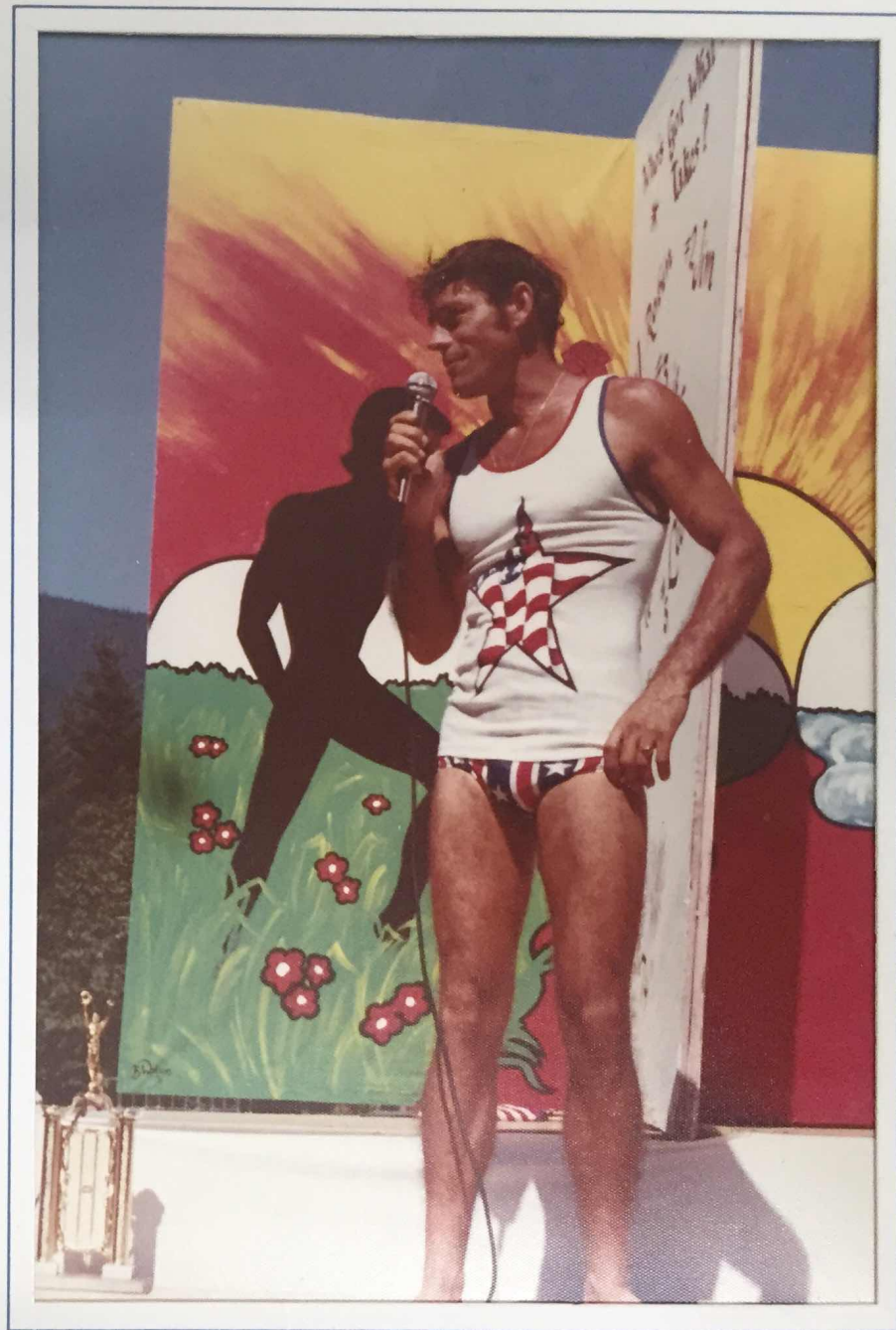
A handwritten signature in cursive script, appearing to read "Jean Lum".

Jean Lum
Acting Clerk of the Board



MARCUS
The 1st Best
And Greatest
Emperor of All
And a wonderful
friend

Lee
73









SAN FRANCISCO EAGLE BAR
Local and National Touring Bands

1906, 25 Suaves, 3 Weeks Clean, 31 Knots, 400 Blows, 78 Rpm, 99th Monkey, Acid Drop, Action Daddy, All About Evil, Amalgamation, Amscray, Andy Human And The Reptoids, Artificium Sangious, Ass Baboons Of Venus, Assacre, Assassins Of God Asunder, B. Hamilton, Bad Bad, Bad Dudes, Bambix, Bantam, Barney Rebel, Bart Davenport, Baus, Best Pals, Bezier, Big Techno Werewolf, Big Tits, Birds & Batteries, Bitch Please, Bite, Bitesize, Black Friday, Black Goat, Black Ice, Black Kali Ma, Blades Of Joy, Blood Orgy, Blossom, Blue Gum Art, Blue Period, Bob Carol Ted, Bomb, Bone Cootes, Bong Kitty, Bottom, Boxcar Satan, Boy Skout, Brass Monkey Brass Band, Broken Horse, Brookhaven, Buddha Brothers, Butt Problems, Caesura, Calling All Monsters, Cap't Bringdown, Captured! By Robots, Care Bears, Carletta Sue Kay, Casual Sex, CCR Headcleaner, CFM, Charm School Dropouts, Charmless, Che 127, Chi Chi Palace, Chico Tornado, Children In Heat, Chris Robison, Chuck Prophet, Clashing Steel, Cloak, Club Meds, Coachwhips, Coaxhells, Condor, Cool Chouls, Cormorant, Count Dante, Crash And Burn, Crime In Choir, Crosstops, Crowns, Cruervo, Cube, Curse Of The Birthmark, Dad On Dad, Daddy's Protein, Daisy World, Dance, Dance Party Boys, Darediablo, Dave Gleeson's Wasted Days, David Hopkins Group, Day And Age, Daywalker, Dead Hensons, Dealer, Dear Nora, Death Sentence: Panda, Didisdead, Diesel Dudes, Dillatantes, Dirty Power, Dispirit, D'Jelly, Brains, DMBQ, Doll Face, Down Dirty Shake, Drastic Measure, Drop Quarters, Dropsies, Drunk Clowns, Earth Girl Helen Brown, Eats Tapes, EFF, Electric Machine Gun Tits, Emannuelles, Enablers, Enorchestra, Erase Erratta, Eric Landmark, Ethel Merman Experience, Ex-Boyfriends, Excuses For Skipping, Explogasm, Extreme Elvis, F-71, Fabulous Disaster, Faggot, Federation X, Fire Retarded, Flat Cracker, Flatworms, Flexx Bronco, Floating Corpses, Floating Goat, Fluke Starbucker, Foibles, French Vanilla, Frog Eyes, Fuck Wolf, Full Moon Partisans, Fuxedos, Fuzz Attack, Ganglians, Gangway!, Garth Steel Klippert, Gary Floyd, Gay Barbarians, Generalissimo, Genuine Parts, Get Dead, Giant Haystacks, Gift Of Goats, Glamacide, Glamour Pussies, Glamtastic, Glen Meadmore, Glitter Wizard, Golden Void, Grafton, Grant Hart, Grass Valley, Graves Brothers Deluxe, Greg Dale, Grizzly Bear, Grosero, Gunpowder, Hadian, Hafner, Hail Satan, Hammers Of Misfortune, Hank IV, Hard Place, Harold Ray Live In Concert, Hazy, Headshear, Heavenly States, Hedonist, Hey Willpower, High Anxiety, High On Fire, High And Tight, Hightower, Hijack The Disco, Hit Behind You, Hollywood Hotel, Holy Kiss, Homobiles, Humid, I Am The Arm, I Think She's Tremendous, Imparcial, ING, Janis Figure, Jello Biafra's Guantanamo School Of Medicine, Jimbo Trout, John The Baker, Juba Kalamka, Kansas City Stars, Keco Fontana, Kelley Stoltz, Knife And Fork, Knockout Pills, Krrpow!, Kuntry Kunts, Lake Superior, Last Dance, Laudunum, Le Flange Du Mal, Lee Gallagher And The Hallelujah, Leeshaun, Lenny Lashley's Gang Of One, Liarbird, Life Stinks, Limpwrist, Little Teeth, Liverache, Looose, Lord Nasty, Los Huaycos, Lost Goat, Lovemakers, Ludicra, Luster, Mackhand, Madelia, Magic Lasso, Mane, Mark Eitzel, Mark Weigle, Matt Piucci, MD 20/20, MDC, Me First, Meow Meows, Merchants Of The

New Bizarre, Meric Long, Midnight Snaxxx, Mighty Tight, Mike Boner, Millicent, Mirah, Mirthquake, Miss Destiny, Mission Creek Music Festival, Mon Cousin Belge, Mope And Wallow, Moth Wranglers, Motorhome, Munecas, Murder Murder, Mushroom, Musk, Mutilated Mannequins, Mya Byrne, N Judas, Nag, Nate Denver's Neck, Nation Of Two, Nervous Breakdowns, Nicky Click, Night After Night, Nina Coyote, No Bunny, Numbers, Off!, Old Grandad, Onion Flavored Rings, Ophydia, Ovarian Trolley, Oxbow, Pansy Division, Paper Tiger, Parker Street Cinema, Pat Macdonald, Patch Kordz, Peace Creeps, Peacers, Pedalsped, Pepperspray, Phantom Limbs, Phenomenauts, Phil Crumar, Pilot Scott Tracy, Pineapple Princess, Pins Of Light, Pitch Black, Plough Hound, Point Line Plane, Poison Jett Gunz, Porch, Prance!, Pretty Pony, Prompt, Psychic Mind, Push To Talk, Queen Crescent, Radio Reelers, Radiostar SF, Rays, Razz, Replicators, Resineaters, Restaurant, Riot A Gogo, Riva Hasko, Robosapien, Rocknroll Ad Kids, Rogue Wave, Ron Spoons, Room 13, Rope, Running Ragged, Rust Belt Music, S.B.S.M., Sabot, Salem Lights, San Andreas, Sara Jaffe, Sarah Bethe Nelson, Saros, Scampunks, Scream Club, Secret Synthi, Serpent Crown, Serpents Of Dawn, Sexfresh, Sexless, Sexstar, Shaunna Virago, She.L.O., Shine Delirious, Shorty Long, Shotwell, Shoulder & Wheel, Shuggie, Sighted, Silentist, Sinombre, Sir Lord Skronk, Sistahs In The Pit, Sistersound, Skyscraper, Slough Feg, Smash Up Derby, Smelly Kelly, Smiler, Smirk, Sneakin' Out, Sob Stories, Solid Gold, Songs For Emma, Sonny And The Sunsets, Sorrow Town Choir, Space Vaccum From Outer Space, Spector Protector, Spinning Jennies, Spirit Gun, Stink Mitt, Strip Mall Siezures, Stucko, Sub Arachnoid Space, Subnormals, Subtonix, Subtractions, Sunshiner, Sunward Spike, Swann Danger, Swords And Sandals, T.I.T.S., Taikonaut, Tami Hart, Tara Jane O'Neill, Tarnation, Tartuffi, Teenage Harlots, Telecommunication, Terese Taylor, The Angry Amputees, The Barneys, The Beach Girls, The Beginnings, The Best Friends Girlfriends, The Birth Defects, The Bitches Of Merit, The Blonde Mexicans, The Bobbleheads, The Boobytrapz, The Boy Explodes, The Bruises, The Church Of Tommy, The Cinnamon Girls, The Coppertones, The Cult Inside My Head, The Cuts, The Demons (Sweden), The Dicks, The Drums, The Durgas, The Epoxies, The Evening, The Fat Bottom Girls, The Fens, The Foibles, The Freedom Rockers, The Fucking Ocean, The Girlfriend Experience, The Girls Got Rhythm, The Grannies, The Guilty Party, The Guy Guys, The Haggard, The Halfflowers, The Herms, The Hitch, The Hooks, The Husbands, The Intelligence, The International Playboys, The Judy Experience, The Kegels, The King Cobra, The Last Dance, The Lovebirds, The Mall, The Mandarins, The Midnight Bombers, The Minks, The Mouth Offs, The Music Lovers, The Nads, The New Lows, The New Rochelles, The No-Nos, The Nurses, The Panthers, The Paramours, The Pathogens, The Perishables, The Pinkos, The Plus Ones, The Preteens, The Quails, The Rabbles, The Riff Merchants, The Sandwiches, The Secrets Of Family Happiness, The She Gees, The Shiverz, The Shut-Ins, The Sic Alps, The Sixteens, The Stanleys, The Steam Engine, The Stones, The Strangers, The Sunday Girls, The Sunset Shipwrecks, The Tirades, The Trembling, The Tuna Helpers, The Twots, The Vanishing, The Vans, The Vaticans, The Vets, The Vice, The Viragoes, The Wanton, The Wendy Kroys, The Woodyz, The Yellow Press, Thee Oh Sees,

Theories, Thinner, This Is My Fist, Three Day Stubble, Thylacine, Times New Viking, Tina, Age 13, Tincture, Tinklepotty, Toner, Torche, Totimoshi, Touched By A Janitor, Tramps, Tres Daves, Tribe 8, Trichotic, Troll, Truxton, Turquouz Noiz, Tussle, Two Gallants, Ty Segall, Undertaker And His Pals, Unicorn Stickers, Unity, Upsilon Acrux, Urgencies, Useless Eaters, V For Vendetta, Vaccines, Vapor Trail, Velveta, Venus Bleeding, Vermin Womb, Veronica Lipgloss, Victor Krummenacher, Violence Creeps, Violent Change, Vktms, Voetsek, Von Iva, Wake, Wall, Walter Weasel Quintet, Waycross, Weegs, Western Dark, White Barons, White Mice, Whoa Nellies, Wild Eyes, Wild Sweet And Cool, Winfred E. Eye, Witches Broom, Wood, X 27, Xtropos, Year Of The Fist, Yikes!, Young Hunter, Zen Guerrilla, Zmrzlina

Eagle Tavern, Iconic Gay Bar, to Reopen

By [Jon Brooks](#) August 29, 2012



The Eagle Tavern, a gay bar that was a 30-year-old SOMA mainstay until it closed last April due to a rent increase, is going to re-open, at least according to its [web site](#).

From the site:

It is our pleasure to announce that the Eagle will fly again! Your new hosts, Mike and Alex, will reopen the bar as the S.F. Eagle. It will take a couple of months to do the much-needed repairs and upgrades that the property requires, but some upcoming events are already in the works prior to the opening of the bar. Please check this website periodically for new announcements coming soon.

The bar and patio located at 398 12th Street has long been a special place, not only to the LGBT community, but to the entire community for decades, not to mention the live music community as well. We just couldn't let such a historic place like this disappear!

We will continue to host fundraisers for all the organizations from the past, as well as welcoming new ones to make the S.F. Eagle the pride of our community once again.

We look forward to seeing all of you very soon!

Today San Francisco Supervisor Scott Wiener told us he was very happy that the Eagle has re-landed. "A lot of us fought very hard to keep The Eagle Open," he said. "Having people that want to re-open it as The Eagle is great news." Wiener said he and Supervisor Jane Kim worked with the new proprietors, Alex Montiel and Mike Leon, to gain a lease.

Wiener also discussed the significance of The Eagle. "The Eagle has been a very important cultural nightlife venue in the LGBT community for several decades. In particular the Sunday beer bust has been a wonderful community gathering to raise money for nonprofits, especially HIV providers. So The Eagle is something that's very important to a lot of us."

Last year at a [rally for The Eagle](#), Wiener told KQED's Joshua Johnson how important nightlife in general is to many in the LGBT community. "Our bars and our clubs are our gathering places," Wiener said. "For a lot of gay people, when you come out, your family are sometimes the people that you're meeting in these bars."

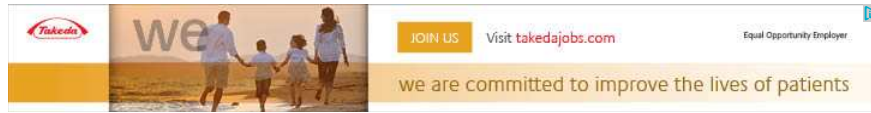
Here's [video](#) of that discussion...

At the time, Johnson's [blog post](#) on that event drew a number of comments from Eagle fans, including the following:

As i have seen many of the local people support such a great place; but for many more of us who do not have that community in our local areas we travel to places like THE EAGLE. We seek to learn and be a part of something that is so wonderful that it allows us to feel okay and safe to be who we are. The Eagle and the people of The Eagle share build and grow the tradition and the lives of so many. Please keep the fight strong for a place that has been so good to so many. Thank you all from the bottom of my heart.

The Eagle is my home away from home. i have been to hundreds of benefits there where money was raised for Lyon Martin Clinic or toys collected for the SF Firefighters Toy Drive. On Thanksgiving there is turkey and dressing for all of the folks who would perhaps have to go to a shelter or do without on that day. We have to fight back and SAVE THE EAGLE.

Hopefully, the new place will end up being just as important to its customers.



San Francisco LGBTQ Leather Bar, SF Eagle, Submits Plans For Public Plaza

By Tamara Palmer



One of the proposed design ideas for Eagle Plaza in San Francisco.

A veteran LGBTQ leather bar in San Francisco's SoMa District hopes to come out into the open.

The SF Eagle bar will seek city approval to build an outdoor public plaza in front of the business on 12th Street, between Howard and Bernice, according to [The Bay Area Reporter](#). The stated mission is to honor neighborhood ties to the LGBTQ and leather communities as well as fill a much-needed void for safe public spaces in the area.

• Warship's Homecoming First Kiss Shared by Gay Men for the First Time

Right now, it's called Eagle Plaza and there are several different design concepts being considered, but all have an eye towards being versatile enough to be used for general social interaction and relaxing as well as special events and amenities such as food trucks.

"I am super excited about it, I think it is beautiful," District 6 Supervisor Jane Kim told [The Bay Area Reporter](#).

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The idea for Eagle Plaza is happening in conjunction with developer plans to propose new housing units in the area. Build Inc. wants the city to approve plans to erect three residential buildings in an empty parking lot across from the bar.

[Friends of Eagle Plaza](#) will show off some of the proposed design ideas at a beer bust event at The Eagle from 3-6 p.m. on Feb. 15. They'll also be on display at a public feedback meeting at Don Ramon's restaurant (225 Eleventh Street) from 6-8 p.m. on Feb. 17.

INVESTIGATIVE [FDA Inspects Fraction of Umbilical Cord Blood Banks](#)

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Do you typically keep a fan on when you sleep?

- ☐ Yes
- ☐ No
- ☐ Does not apply

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Eagle Plaza Scores \$1.5M To Create Leather-Themed Public Open Space



Tue. September 22, 2015, 12:48pm





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The Eastern Neighborhoods Citizens Advisory Committee has unanimously approved a \$1.5 million in-kind agreement for **Eagle Plaza** (<http://www.eagleplaza.org/>), which seeks to turn a portion of 12th Street between Harrison and Bernice streets into a public gathering space that showcases the LGBTQ and leather heritage of western SoMa.

Eagle Plaza is a component of Build Inc.'s development plans for **1532 Harrison St.** (<http://1532harrison.com/#>), which seeks to construct 136 apartments and ground-floor retail space on the existing surface parking lot. With the Planning Commission's final approval, 93 percent of the Eastern Neighborhood Impact Fee generated from this project would go toward funding the plaza. The remaining \$520,000 to develop the plaza will be contributed by Build Inc., grants and community fundraisers held during the planning process.



Rendering: **Bionic** (<http://www.bioniclandscape.com/>)

Based on two years of planning with the surrounding community, current plans for the plaza include a shared way for pedestrians, bicyclists and cars, as well as the ability to reconfigure furnishings to close the street to vehicles during events — and possibly permanently, if the community desires.

The Leather Pride Flag will reside in the center of plaza, and Lex Montiel, co-owner of The Eagle, said the space will serve as a hub for events hosted by The Eagle and local nonprofits supporting the LGBTQ and leather community.



During his brief presentation last night, Build Inc. Principal Michael Yarne said that in current renderings, much of the plaza is paved to accommodate activities like outdoor film nights and tether ball. Based on feedback from the city, however, they're working on new designs to incorporate even more green space.

Yarne also noted that the plaza accomplishes the city's goals of calming traffic and greening 12th Street, and using the urban landscape to celebrate the city's history.

While ENCAC members were impressed by the plans, many were concerned with how maintenance and programming would be managed and funded. While the plaza will become a permanent open space owned indefinitely by the city through the **Pavement to Parks** (<http://pavementtoparks.sfplanning.org/plazas.html>) program, Yarne explained that Build Inc. and Panoramic Interests (which plans to develop the nearby lot at 333 12th St. (<http://www.panoramic.com/cityspaces-location/cityspaces-333-12th-st/>)) have agreed that the owners of both properties will pay into a **Community Facilities District** (<http://www.eagleplaza.org/maintenancefunding/>), which will cover the cost of maintenance for at least 50 years. The nonprofit Friends of Eagle Plaza has already been formed to help program the space.

Another major concern for committee members was budget constraints. Of its \$42.5 million budget for recreation and open-space through 2021, ENCAC had \$4.9 million of unappropriated funds that could be granted to open-space projects.

Prior to the Eagle Plaza presentation, the director of Rec and Parks' Capital & Planning Division, Dawn Kamalanathan, presented a progress report on other green spaces the agency is improving with funds ENCAC granted. During her presentation, Kamalanathan informed the committee that Rec & Parks is negotiating to acquire lots at 161 11th St. and 1133 Mission St. for future 6,000- to 20,000-square-foot green spaces. However, the agency does not have funds to redevelop the spaces, she said.

While the committee worried that their \$4.9 million would quickly disappear, to the detriment of those potential parks and future open space projects, they ultimately voted to approve the full \$1.5 million based on the developer's long-term maintenance plan, 2017 delivery date, positive feedback from community members in attendance and the existence of a separate \$8.8 million budget the committee has earmarked for new SoMa parks.

With the development of Eagle Plaza now fully funded, Build Inc. will present it, along with the full 1532 Harrison St. development plan, to the Planning Commission for final approval in early October.