



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: MAY 1, 2019

*** This report provides recommendations for six (6) Legacy Business applications. ***

Filing Date: April 3, 2019
Case No.: 2019-004943LBR
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
Zoning: WMUO (WSOMA Mixed Use-Office) Zoning District
55-X Height and Bulk District
Block/Lot: 3521/008
Applicant: Vlad Cood, Pure Entertainment, Managing Member/Owner
354 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye - (415) 575-6822
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BUSINESS DESCRIPTION

The Butter Bar & Restaurant (Butter) opened on May 21, 1999. Butter was created by brothers Carlton and Chris Solle, who were two of San Francisco's top house music promoters and leaders in the verging electronic music and dance industry that has since established itself as the global standard. During their nightlife promoting efforts, they developed the concept for a cozy theme bar that would be a home to the city's nightlife community and for the industry's DJs, promoters and producers to have a place they could call their own.

The brothers rallied promoters and artists to invest and support their bar concept in hopes of creating San Francisco's first DJ House-Bar, solely dedicated to promoting the house-techno sound. Butter was financed through a crowd-funding campaign decades before the term and concept were ever coined as a way of funding ventures through micro investments from a captive audience. Because it was funded by the best actors in the dance-music community, it became the informal home for the growing industry.

The brothers purchased Bee's Kitchen, a long time Chinese restaurant, and secured a long-term lease under the name Pure Entertainment LLC. In 2003, the Solle Brothers decided to pursue other adventures and turned over ownership of Butter to their partners. At that time, a good deal of the shareholder interest pool consolidated. As a result, Oliver Paine, the original general manager, and bar manager Marco Ligman, took over. They continued operating Butter until 2009 when their ownership interests were again consolidated by Vlad Cood who became Butter's operator and primary shareholder.

The business is located on the west side of 11th Street between Folsom and Harrison streets in the South of

Market neighborhood. It is within a WMUO (WSOMA Mixed Use-Office) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1999.

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

Yes. Butter Bar & Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Butter Bar & Restaurant has operated continuously in San Francisco for 20 years and is facing significant risk of displacement due to upcoming lease negotiations.
- ii. Butter Bar & Restaurant has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- iii. Butter Bar & Restaurant is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the tradition of DJ House music.

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

Yes. The property is immediately adjacent to the boundary of the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significant: 1906-1936.

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

No. The property has a Planning Department Historic Resource status of "B" (Requires Further Research / Age Eligible) because of its age (1906).

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. Butter has received national and global press coverage. Butter has appeared in programs aired on the Food Network, Travel Channel and DIY Network and Discovery Network; it's been a question on Jeopardy; it is listed in nearly every Moon, Lonely Planet and Frommer's travel guide book over the past two decades; and it is the undisputed place of origination for the Red Bull Vodka cocktail. Butter is a San Francisco tourist destination. Locally, Butter has been written about in the San Francisco Examiner, San Francisco Chronicle, SF Weekly, SF Bay Guardian, 7x7, 944, Gloss, Bay Fashion, Club Scene, Lotus, Excelerator and more.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 354 11th Street

Recommended by Applicant

- "Trashy-chic" style
- Winnebago interior decoration
- Airstream trailer kitchen
- Island bar layout
- Overhead projections on walls and multitude of kitsch and drink memorabilia
- Microwaved menu items
- Signature drinks
- Marquee sign

Additional Recommended by Staff

- None

Filing Date: April 3, 2019
Case No.: 2019-004982LBR
Business Name: California Choppers
Business Address: 1490 Howard Street
Zoning: WMUG (Western SoMa Mixed Use-General) Zoning District
55-X Height and Bulk District
Block/Lot: 3510/020
Applicant: Wayne Hodges, Owner
1490 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Steve Nelson and Gary Couch open California Choppers in 1975 on Valencia Street in the Mission District as a small, locals-only storefront shop under the name Frisco Choppers. The shop began by mostly selling used parts for the Harley-Davidson motorcycle rider. The business changed locations, names and ownership several times. Through these transitions, California Choppers maintained its essence while evolving into a San Francisco institution. California Choppers was original called Frisco Choppers.

When current owners Wayne and Ron purchased the shop, the business was struggling. They have spent a lot of time and effort expanding the shop and service. Previously the business resembled a hobby shop and biker hangout, and now it is a profitable enterprise. Physically, the store looks very much as it did in 1992, which demonstrates how steadfast Wayne and Ron are to the values that make California Choppers unique.

California Choppers is unique for its impressive inventory and inventory management system. The shop carries almost anything that enthusiasts would need to get their bikes working and upgraded. This is unique in an industry that leans to online and mail order business models. In addition to parts and service, California Choppers also carries high-quality used bikes, a wide range of riding accessories and a full line of California Choppers Clothing.

The business is located on the northwest corner of Howard and 11th streets in the South of Market neighborhood. It is within a WMUG (Western SoMa Mixed Use-General) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1975.

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

Yes. California Choppers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. California Choppers has operated continuously in San Francisco for 44 years.
- ii. California Choppers has contributed to the history and identity of San Francisco and the South of Market neighborhood.
- iii. California Choppers is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the craft of motorcycle mechanics.

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

Yes. The property is within the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936 and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significant: 1906-1936.

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

No. The property is eligible for, but not listed on, the California Register. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource) because of its survey rating (5S3).

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 is well known within the industry and has been referenced in several trade publications including Horse Backstreet Choppers magazine, Barnett's Magazine and several Japanese magazines. Most notably, California Choppers was featured in a Jesse James special on Discovery Channel titled "History of the Chopper" about 8 years ago. Two bikes from California Choppers were features in the special.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1490 Howard Street

Recommended by Applicant

- Inventory of motorcycle parts and service
- Custom bikes, fabrication, motor builds, and paint
- High quality used bikes
- Riding accessories
- California Choppers clothing
- Harley-Davidson repair
- Sign

Additional Recommended by Staff

- None

Filing Date: April 3, 2019
Case No.: 2019-004945LBR
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
Zoning: RM-3 (Residential, Mixed, Medium Density) Zoning District
65-A Height and Bulk District
Block/Lot: 0219/001
Applicant: Joseph Omran, President
1263 Leavenworth Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Le Beau Nob Hill Market (“Le Beau Market” or “Le Beau”) was founded on July 18, 1984, when brothers Joseph and George Omran purchased the business. Joseph and George were both stock brokers at Merrill Lynch. The brothers formed a partnership upon buying the business and were joined by their younger brother in the work. The three of them working 7 days a week for 80 to 90 hours per week for a couple of years to build up the business. The neighborhood responded positively to all the changes and helped them grow over the years. George decided to leave the business in 1994, so Joseph bought his interest in the business on July 1, 1994. Omar took over the deli/meat counter at that time as well, leasing the space from Le Beau.

Le Beau Nob Hill Market initiated its first remodel in 2000. Omar left the business in 2004 due to complications from multiple sclerosis. Joseph was fortunate in attracting great employees from the neighborhood who became part of his extended family, including several “local boys” that were formerly employed with the San Francisco Police Department. Alexander, Joseph’s son, is now running the market with a staff of 27 employees who help keep the tradition of community markets alive. Although Joseph officially retired in 2018, he is still involved behind the scenes.

The business is located on the southwest corner of Leavenworth and Clay streets in the Nob Hill neighborhood. It is within a RM-3 (Residential, Mixed, Medium Density) Zoning District and within a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1984.

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

Yes. Le Beau Nob Hill Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Le Beau Nob Hill Market has operated continuously in San Francisco for 35 years.
- ii. Le Beau Nob Hill Market has contributed to the history and identity of San Francisco and the Nob Hill neighborhood.
- iii. Le Beau Nob Hill Market is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the tradition of fresh food markets.

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

No.

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

No. The property has a Planning Department Historic Resource status of "B" (Requires Further Research / Age Eligible) because of its age (1916).

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. Le Beau Market has been mentioned in many newspaper articles over the years. Herb Caen was a regular and mentioned the business several times in his column. Le Beau has also been featured food magazines recognizing food markets including an article by the Specialty Food Association. On May 24, 2016, Le Beau Nob Hill Market received three commendations recognizing Le Beau's contribution to the community: a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi; a Certificate of Recognition from California State Senator Mark Leno; and a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1263 Leavenworth Street

Recommended by Applicant

- Mural on Leavenworth Street façade
- Rooftop garden
- Quality local, organic produce
- Storefront awning

Additional Recommended by Staff

- None

Filing Date: April 3, 2019
Case No.: 2019-004947LBR
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 6515/020
Applicant: Alice Light, Executive Director
1367 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Natural Resources All Families Foundation, Inc. (“Natural Resources”) was founded by Deborah Jackson and Chris Pritchard on March 21, 1988. It was originally located at 4081 24th Street next to the Noe Valley Post Office and known as the “Natural Resources Pregnancy and Childbirth Resource Center.” Deborah and Chris believed that pregnant women should have "the natural resources to be informed, responsible and creative during this time of great personal transformation."

Natural Resources is San Francisco's oldest community pregnancy, childbirth and early parenting center. Membership at the center allows people to access classes, lectures, a newsletter, and other resources. They offer doula training and their own line of herbal products. They are advocates of the family bed and attachment parenting.

In 2013 Ginny Zeppa, mother of two, purchased the business, and in 2015 Natural Resources became a nonprofit organization, the Natural Resources All Families Foundation, Inc. Finally, in 2016, Natural Resources became a registered 501(c)(3) non-profit organization.

The business is located on the east side of Valencia Street between 24th and 25th streets in the Mission neighborhood. It is within an NCT (Valencia Street Neighborhood Commercial Transit) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1988.

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

Yes. Natural Resources All Families Foundation qualifies for listing on the Legacy Business

Registry because it meets all of the eligibility Criteria:

- i. Natural Resources All Families Foundation has operated continuously in San Francisco for 31 years.
- ii. Natural Resources All Families Foundation has contributed to the history and identity of San Francisco and the Mission neighborhood.
- iii. Natural Resources All Families Foundation is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with natural childbirth and parenting traditions.

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

Yes. The structure is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The building is a contributor to the South Mission Historic Resource Survey and appears eligible for the California Registry as an individual property through survey evaluation.

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

No. However, the historic resource status of the building at 1367 Valencia Street is a Category A (Known Historic Resource) with a survey status rating of 3CS.

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. In 1997, Natural Resources was voted as the Best Pregnancy Resource Center in the San Francisco Bay Guardian's Best of the Bay Readers Poll. In 2008, 2017 and 2018, Natural Resources won Best Shop For Parents-To-Be in the San Francisco Bay Guardian's annual Best of the Bay Readers Poll.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1367 Valencia Street

Recommended by Applicant

- Educational programs for parents and birth professionals
- Resource library
- Natural Resources line of products
- Retail, classroom, and children's play spaces

Additional Recommended by Staff

- None

Filing Date: April 3, 2019
Case No.: 2019-004948LBR
Business Name: Ocean Cyclery
Business Address: 1935 Ocean Avenue
Zoning: NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District
45-X Height and Bulk District
Block/Lot: 6915/027
Applicant: Jeffrey Taliaferro, President
1935 Ocean Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
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BUSINESS DESCRIPTION

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop in the Ingleside neighborhood. It has been in business since November 1996 and is considered a neighborhood institution. Ocean Cyclery was founded at 1915 Ocean Avenue by 36-year-old Jeffrey Taliaferro when Taliaferro purchased the lease and tools of an existing bike shop that had operated at that location since 1989.

Taliaferro was born in San Francisco in 1960 and has been tuning up bikes since he was 12 years old. After graduating high school, he began running a bike shop on 24th Street. Starting in 1980, he worked at Presidio Bike Shop on Geary Boulevard where he sold top of line racing bikes. During his time there, he became an avid amateur road bike racer in 1981 with the United States Cycling Federation. In 1983, he became an auto mechanic. In 1990, Nomad Cyclery owner Steve Schroeder offered him a management position at one of his two shops.

At Nomad Cyclery on Ocean Avenue, Taliaferro sold bikes, parts and accessories and offered repair and maintenance services. In 1996, Schroeder sold the Ingleside location's lease and tools to Taliaferro. He kept the Nomad Cyclery shop at 2555 Irving Street. Taliaferro did not want the inventory or the store name because he wanted to start fresh. That year, Taliaferro opened Ocean Cyclery in the space that had been Nomad Cyclery, 1915 Ocean Avenue. Without money for inventory, repairs were key to the business. After six months, bicycle manufacturer Wheeler began to sell bikes on consignment at the store. Three months later, Ocean Cyclery obtained credit with GT Bicycles, followed by Specialized and Diamond Back and Fuji. With these major, quality brands, Ocean Cyclery began selling bicycles and rebuilding the shop's presence in the community. In August 2004, the shop moved down the block to 1935 Ocean Avenue, a 1500 sq. ft. space.

The business is located on the south side of Ocean Avenue between Victoria Street and Ashton Avenue in the Ingleside neighborhood. It is within an NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District and within a 45-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1996.

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

Yes. Ocean Cyclery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Ocean Cyclery has operated continuously in San Francisco for 23 years and faces significant risk of displacement due to recent lease negotiations.
- ii. Ocean Cyclery has contributed to the history and identity of San Francisco and the Ingleside neighborhood.
- iii. Ocean Cyclery is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the craft of bicycle mechanics.

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

Yes. The property is located within a California Register eligible Ingleside Terrace Historic District. Ingleside Terraces consists of single-family homes that were constructed as part of the Ingleside Terraces housing tract. Ingleside Terraces is comprised of one- and two-story, detached single-family houses that exhibit architectural styles such as Craftsman, Period Revival, Spanish Colonial Revival, and Mediterranean. The Ingleside Terraces housing tract occupies the former site of the Ingleside Racetrack, and the elliptical shape of Urbano Drive corresponds to the former loop of the horse-racing track. From 1910 to the 1920s, Ingleside Terraces was constructed by the Urban Realty Improvement Company as a "residence park" for high-end homebuyers. In addition to houses designed according to specific guidelines, the residence park of Ingleside Terraces includes curvilinear streets (such as Urbano Drive), non-rectangular blocks, landscaped open spaces (circular mini-parks), and ornamental street furniture (granite entry monuments, stone benches, column planters, and a sundial). The Urban Realty Improvement Company was headed by Joseph A. Leonard, and later by his son George L. Leonard, both of whom lived in Ingleside Terraces until the elder Leonard's death in 1929. Ingleside Terraces represents Joseph A. Leonard's most successful garden park development in San Francisco, as well as one of the best examples of a residence park in the City. Ingleside Terraces eligible for the California Register under Criterion 1 for its association with the residential parks development that occurred in the early 20th century and under Criterion 3, as exhibiting the distinctive characteristics of a type, period, region or method of construction of residential park. Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial.

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

No. However, the historic resource status of the building is a Category A (Known Historic Resource) due to its location within the eligible 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. Ocean Cyclery was featured in a Hoodline article in July 2016 titled, "Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More." They were also featured in an article by the SF Bicycle Coalition in August-September 2008.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1935 Ocean Avenue

Recommended by Applicant

- Bicycle sales and repair services
- Unique inventory, including European products
- Well-trained and knowledgeable staff
- Bicycle clinics, workshops, and classes
- Consulting services
- Bicycle racks
- 1920s commercial display case
- African American bike racing champion poster

Additional Recommended by Staff

None

Filing Date: April 3, 2019
Case No.: 2019-004952LBR
Business Name: Soko Hardware
Business Address: 1698 Post Street
Zoning: NCD (Japantown Neighborhood Commercial District) Zoning District
50-X Height and Bulk District
Block/Lot: 0686/034
Applicant: Philip Ashizawa, Owner
1698 Post Street
San Francisco, CA 94115
Nominated By: Supervisor Vallie Brown, District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Soko Hardware opened in 1925 at 1683 Post Street in the heart of old Japantown. The founders of the business, husband and wife team Masayasu Ashizawa and Naka Ashizawa, emigrated from Japan in the early 1920s. "Soko" is the old name used to reference San Francisco. Soko Hardware has been operated by four generations of the Ashizawa family. First Masayasu and Naka, then their son and daughter-in-law Masao Ashizawa and Agnes Ashizawa, and then their grandson and granddaughter-in-law Philip Ashizawa and Eunice Ashizawa, who manages the store today. Philip and Eunice's son, David Ashizawa, is the fourth generation of Ashizawas to work at Soko Hardware.

The store was temporarily forced to close for a period of years during the evacuation of more than 120,000 Japanese Americans on the West Coast during World War II. After WWII was over, the Ashizawas returned from the Topaz internment camp in Utah to San Francisco to start up the store again in 1946. In 1950, they moved their store across the street to 1698 Post St. Then in the 1960s/1970s, the Redevelopment Agency leveled most of the buildings in the neighborhood and required the Ashizawas to tear down their existing building and rebuild it to the Agency's requirements. The Ashizawas temporarily relocated their hardware store a few doors up on 1674 Post Street where they continued business until their new store was rebuilt to the Redevelopment Agency's forced standards.

Soko Hardware was the first hardware store in Japantown. In addition to carrying all of the general merchandise one would find in a standard hardware store, Soko Hardware carries vital tools and housewares specific to the Japanese culture, such as Japanese woodworking tools, cookware and "Butsudans" (Buddhist shrines for temples and homes). Today, the store still carries many of these same Japanese items, but has also expanded to carrying Japanese knives, bowls, teacups, teapots, appliances, gourmet cookware, books and much more.

The business is located on the northeast corner of Buchanan and Post streets in the Japantown neighborhood. It is within an NCD (Japantown Neighborhood Commercial District) Zoning District and within a 50-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1925.

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

Yes. Soko Hardware qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Soko Hardware has operated continuously in San Francisco for 94 years, with the exception of 1942 to 1948. From 1942 to 1946, the Ashizawa family was held in concentration camps as part of the US government program to incarcerate people of Japanese ancestry after Japan's attack on Pearl Harbor.
- ii. Soko Hardware has contributed to the history and identity of San Francisco and the Japantown neighborhood.
- iii. Soko Hardware is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with Japanese tools and cookware.

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

Yes. The property is located within a the Japantown Cultural District and is a contributing cultural asset to the district as identified in the community led asset inventory.

Events

Yes. The business is associated with three periods of significance as identified in the Japantown Historic Context Statement, prepared May 2011. They are: Early Japantown History, particularly Japanese Settlement in the Western Addition (1906-1920); Japanese Resettlement and Renewal, Nikkei Return to Japantown (1945-1954); and, Redevelopment in the Western Addition (1955-1990).

Persons

Masao Ashizawa (second generation owner of Soko Hardware) was an active member in the Japantown community and became the founding President of the Nihonmachi Community Development Corp, which functioned from the 1960s through the 1980s to keep Japantown properties in the hands of Japanese Americans. This was very much needed due to the vast turnover of properties during that time (especially after the return from internment camps after WWII when most Japanese American families lost their homes, stores and properties). Masao was also among the early organizers of the first Cherry Blossom Festival in San Francisco's Japantown, serving as Chairperson in the early 1970s. He was a Board Member and former President of the Nihonmachi Community Development Corporation, as well as a member of the Optimist Club (a nationwide organization). Masao was well known for his ambition and strong commitment to

keeping Japantown vital and true to many of its traditions.

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

No. However, the property is listed in the community-prepared inventory of cultural assets published in the Japantown Cultural Heritage and Economic Sustainability Strategy and it is located within the Japantown Cultural District. The historic resource status of the building is a Category C (Not a Historic Resource) as the property is not age eligible for listing in the California Register.

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

Yes. The business is recognized in the Japantown Historic Context Statement.

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

Yes. Soko Hardware has been featured in newspapers articles, newsletters, magazines, Japantown tours and more. Follow are some of the examples of Soko Hardware in the news:

- "Talk of the Town" - The New Yorker (December 13, 1976).
- "At Soko Hardware, it's the mix that works" - The New Fillmore (April 29, 2016).
- "Everyday Japanese flair in the home" - Nichi Bei Weekly (August 18, 2016).
- "Japanese-themed Decor in the American Home" - Nichi Bei Weekly (August 23, 2012).
- SF Tourism - Voicemaps Audio Tours (2019).

Soko Hardware has also been the subject of many college essays for American Asian studies over the years.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1698 Post Street

Recommended by Applicant

- Inventory of hardware needs and Japanese products, including housewares and Buddhist shrines
- Sign, in English and Japanese Kanji characters and the Ashizawa "mon"
- Historical panel signs

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004943LBR
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
Zoning: WMUO (WSOMA Mixed Use-Office) Zoning District
55-X Height and Bulk District
Block/Lot: 3521/008
Applicant: Vlad Cood, Pure Entertainment, Managing Member/Owner
354 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BUTTER BAR & RESTAURANT CURRENTLY LOCATED AT 354 11TH STREET, (BLOCK/LOT 3521/008).

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 20 or more years, with no break in San Francisco operations exceeding two years, and faces significant threat of displacement due to upcoming lease negotiations; and

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

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 Butter Bar & Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Butter Bar & Restaurant.

Location(s):

- 354 11th Street

Physical Features or Traditions that Define the Business:

- *“Trashy-chic” style*
- *Winnebago interior decoration*
- *Airstream trailer kitchen*
- *Island bar layout*
- *Overhead projections on walls and multitude of kitsch and drink memorabilia*
- *Microwaved menu items*
- *Signature drinks*
- *Marquee sign*

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 2019-004943LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004982LBR
Business Name: California Choppers
Business Address: 1490 Howard Street
Zoning: WMUG (Western SoMa Mixed Use-General) Zoning District
55-X Height and Bulk District
Block/Lot: 3510/020
Applicant: Wayne Hodges, Owner
1490 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CALIFORNIA CHOPPERS CURRENTLY LOCATED AT 1490 HOWARD STREET, (BLOCK/LOT 3510/020).

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 California Choppers 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 California Choppers.

Location(s):

- *1490 Howard Street*

Physical Features or Traditions that Define the Business:

- *Inventory of motorcycle parts and service*
- *Custom bikes, fabrication, motor builds, and paint*
- *High quality used bikes*
- *Riding accessories*
- *California Choppers clothing*
- *Harley-Davidson repair*
- *Sign*

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 2019-004982LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004945LBR
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
Zoning: RM-3 (Residential, Mixed, Medium Density) Zoning District
65-A Height and Bulk District
Block/Lot: 0219/001
Applicant: Joseph Omran, President
1263 Leavenworth Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LE BEAU NOB HILL MARKET CURRENTLY LOCATED AT 1263 LEAVENWORTH STREET, (BLOCK/LOT 0219/001).

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 Le Beau Nob Hill Market 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 Le Beau Nob Hill Market.

Location(s):

- *1263 Leavenworth Street*

Physical Features or Traditions that Define the Business:

- *Mural on Leavenworth Street façade*
- *Rooftop garden*
- *Quality local, organic produce*
- *Storefront awning*

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 2019-004945LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004947LBR
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 6515/020
Applicant: Alice Light, Executive Director
1367 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NATURAL RESOURCES ALL FAMILIES FOUNDATION CURRENTLY LOCATED AT 1367 VALENCIA STREET, (BLOCK/LOT 6515/020).

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 Natural Resources All Families Foundation 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 Natural Resources All Families Foundation.

Location(s):

- *1367 Valencia Street*

Physical Features or Traditions that Define the Business:

- *Educational programs for parents and birth professionals*
- *Resource library*
- *Natural Resources line of products*
- *Retail, classroom, and children's play spaces*

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 2019-004947LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004948LBR
Business Name: Ocean Cyclery
Business Address: 1935 Ocean Avenue
Zoning: NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District
45-X Height and Bulk District
Block/Lot: 6915/027
Applicant: Jeffrey Taliaferro, President
1935 Ocean Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR OCEAN CYCLERY CURRENTLY LOCATED AT 1935 OCEAN AVENUE, (BLOCK/LOT 6915/027).

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 faces significant threat of displacement due to recent lease negotiations; and

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

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 Ocean Cyclery qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Ocean Cyclery.

Location(s):

- *1935 Ocean Avenue*

Physical Features or Traditions that Define the Business:

- *Bicycle sales and repair services*
- *Unique inventory, including European products*
- *Well-trained and knowledgeable staff*
- *Bicycle clinics, workshops, and classes*
- *Consulting services*
- *Bicycle racks*
- *1920s commercial display case*
- *African American bike racing champion poster*

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 2019-004948LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004952LBR
Business Name: Soko Hardware
Business Address: 1698 Post Street
Zoning: NCD (Japantown Neighborhood Commercial District) Zoning District
50-X Height and Bulk District
Block/Lot: 0686/034
Applicant: Philip Ashizawa, Owner
1698 Post Street
San Francisco, CA 94115
Nominated By: Supervisor Vallie Brown, District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SOKO HARDWARE CURRENTLY LOCATED AT 1698 POST STREET, (BLOCK/LOT 0686/034).

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 1, 2019, 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 Soko Hardware 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 Soko Hardware.

Location(s):

- 1698 Post Street

Physical Features or Traditions that Define the Business:

- Inventory of hardware needs and Japanese products, including housewares and Buddhist shrines
- Sign, in English and Japanese Kanji characters and the Ashizawa "mon"
- Historical panel signs

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 2019-004952LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-048
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
District: District 6
Applicant: Vlad Cood of Pure Entertainment LLC, Managing Member / Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney

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

354 11th Street from 1999 to Present (20 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: Butter faces landlord-tenant issues that it hopes to resolve in a positive manner. Upon the former property owners' passing, their affairs were left in the hands of individuals with fewer ties to the property and the neighborhood and its colorful history. It's the hope of Butter that the new property owners will take pride in the Legacy Business status honoring the business, thus unifying divisions and minimizing the possibility of future displacement.

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

MATT HANEY

March 28, 2019

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

Dear Director Dick-Endrizzi,

I am honored to have the privilege of nominating Butter, located at 354 11th Street in SOMA, for San Francisco's Legacy Business Program.

Butter is a staple of our city's nightlife scene, with a legendary food menu, chill vibe, and good music. At a time when more and more nightlife venues are being pushed out of San Francisco by rising rents and expanding residential and office development, Butter deserves all the recognition and protections that the Legacy Business Program and City of San Francisco have to offer.

Please contact Vlad Cood, 415-863-5964, vlad@smoothasbutter.com, to inform them of their nomination.

Thank you for your consideration,

Matt Haney

A handwritten signature in blue ink, appearing to read "Matt Haney", with a long horizontal flourish extending to the right.

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:		
Butter Bar & Restaraunt		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Pure Entertainment LLC - Vlad Cood & Marco Ligman		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
354 11th street, SF CA 94103	((415))863-5964	
	EMAIL:	
	[REDACTED]	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.smoothasbutter.com	facebook.com/SFButter	yelp.com/biz/butter

APPLICANT'S NAME	
Vlad Cood of Pure Entertainment LLC	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Managing Member / Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
354 11th street SF CA 94103	[REDACTED]
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
326518	97540863

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
354 11th street	94103	1/1/1997
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	10/1/1998 - 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.

Vlad Cood

2/19/19



Name (Print):

Date:

Signature:

THE BUTTER BAR AND RESTAURANT

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.

The Butter Bar & Restaurant (Butter), located at 354 11th Street in SoMa, is an authentic and quintessential San Francisco born business that honors its heritage through the creativity and ingenuity that makes the city a groundbreaking cultural mecca. The business registration began on January 1, 1999 (its official start date), and the bar opened on May 21, 1999. Butter is an ideal candidate for the Legacy Business Registry having made history, served its community, cherished its traditions and proudly represented its San Francisco roots on a national and global level.

Butter was the brainchild of brothers Carlton and Chris Solle in the late 1990s. They were two of San Francisco's top house music promoters and leaders in the verging electronic music and dance industry that has since established itself as the global standard. During their nightlife promoting efforts, they'd always talked about creating a cozy theme bar that would be a home to the city's nightlife community and for the industry's DJs, promoters and producers to have a place they could call their own; for the people, by the people.

Together, Chris and Carlton rallied many of the promoters and artists of that time to band together to invest and support their bar concept in hopes of creating San Francisco's first DJ-House-Bar, solely dedicated to promoting the house-techno sound and the community that spawned it. They named the concept "Butter" for the simplest reason ... who doesn't like butter? Financed by a nucleus of San Francisco's most prolific promoters and artists of that time, Butter was crafted as the city's very first themed bar-restaurant by the many movers and shakers of the city's dance and music community. Online, Butter lives at www.SmoothAsButter.com and still maintains its original and vintage HTML website ... simply for nostalgia purposes to honor its heritage.

The Solle brothers extended the opportunity to be an investor in Butter to just about everyone in the nightlife community. Years ahead of its time, Butter was financed through a crowd-funding campaign decades before the term and concept were ever coined as a way of funding ventures through micro investments from a captive audience. Because it was funded by the best actors in the dance-music community, it became the informal home for the growing industry. It was as if everyone owned a piece of the place and was a true community co-op family style venture.

From the 1950s until 1998, the location was the home of "Bee's Kitchen," which was operated by a noble Chinese American family named Hom. The Homs worked hard as employees at Bee's and

were eventually able buy the restaurant and the property from the original proprietors. Carlton spent many months eating at Bee's till he finally convinced Frank and Katie Hom into selling him their family restaurant so he could create a place as worthy for his extended family – the San Francisco dance and music community. Carlton was vigilantly persistent, and at some point in mid-1998, Frank and Katie decided it was time to retire Bee's and make room for a fresh and youthfully oriented business to utilize the space and continue serving the neighborhood.

Carlton and Chris seized the moment! They rallied their dedicated supporters from the nightlife community and raised the necessary funding to purchase Bee's Kitchen and secure a long term lease under the name Pure Entertainment LLC. And thus, in mid-1998, Butter was born. After a fresh remodel, Butter opened for business in May 1999 and has seamlessly operated against much adversity, and without any interruption, since day one.

In 2003, the Solle Brothers decided to pursue other adventures and turned over ownership of Butter to their partners. At that time, a good deal of the shareholder interest pool consolidated. As a result, Oliver Paine, the original general manager, and bar manager Marco Ligman, took over. They continued operating Butter until 2009 when their ownership interests were again consolidated by Vlad Cood who became Butter's operator and primary shareholder. Since then, Vlad has dedicated himself to make sure the lights have stayed on, night after night, week after week, year after year ... as they have since 1999.

Even today, the lights shine just as bright, yet Butters future is not guaranteed. Like a growing number of San Francisco businesses, Butter has faced, and continues to face, landlord-tenant issues that it hopes will resolve in a positive manner. Upon Frank and Katie Homs' passing, their affairs were left in the hands of individuals with fewer ties to the property and the neighborhood and its colorful history. It's the hope of Butter that the property owners will take pride in the Legacy Business status honoring the business, thus unifying divisions and minimizing the possibility of future displacement. This would enable Butter to continue its mission to uphold its traditions, keep its family together and rejoice in servicing its community.

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

Butter has seamlessly operated since opening its doors on May 21, 1999, to present day.

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

Butter is a family owned and operated business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The majority interest in Pure Entertainment LLC dba Butter is owned by business operator Vlad Cood and his wife Jennifer Cood.

The staff members and shareholders of the business, many of whom have worked at Butter for 15 to 20 years, as an extended family who share in the glory of successes and the struggles of hardships together as a family unit.

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

Pure Entertainment LLC dba Butter is the ownership entity that has always owned and operated the Butter Bar. The ownership history of Pure Entertainment LLC is as follows:

1999 to 2003:	Majority owners: Carlton Solle and Chris Solle
2003 to 2009:	Majority owners: Oliver Paine and Marco Ligman
2009 to Present:	Majority owners: Vlad Cood and Jennifer Cood

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.

Documentation of the existence of the business verifying it has been in operation for 20+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 354-358 11th Street that houses the Butter Bar & Restaurant, built in 1906, is classified by the Planning Department as "Category B, Unknown / Age Eligible" with regard to the California Environmental Quality Act. The property is the only Edwardian building on the block that survived the Great 1906 San Francisco Earthquake, entirely due to the good fortune that it was under construction during the horrific event. Therefore, it may well qualify for historic preservation status.

CRITERION 2

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

Upon opening its doors in May of 1999, Butter became an instant success. Butter immediately began serving deep fried fanfare, as well as serving its role as an informal office, conference room and watering hole for all of the city's roaming nomad nightlife promoters. They all came here, regularly and often. Butter was where the nights started, and it was where promoters would come during the day to network ideas and foster relationships that sparked new and exciting ventures.

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

Many serendipitous introductions have taken place at the bar, and the collective ideas from those chance encounters blossomed into businesses models operating successfully today. It's impossible to know or list them all, but it's not hard to trace the roots of many technology and social media ventures, artist collectives, app developers and other post "dot-bomb" success stories to random encounters at Butter, mainly through staff introductions. Butter is a unique contributor to the entertainment on 11th Street and a place where entrepreneurs and innovators have come to network.

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

Despite its small size, Butter is a goliath based on national and global press coverage. Butter has appeared in programs aired on the Food Network, Travel Channel and DIY Network and Discovery Network; it's been a question on Jeopardy; it is listed in nearly every Moon, Lonely Planet and Frommer's travel guide book over the past two decades; and it is the undisputed place of origination for the Red Bull Vodka cocktail. Butter is a San Francisco tourist destination. Locally, Butter has been written about in the San Francisco Examiner, San Francisco Chronicle, SF Weekly, SF Bay Guardian, 7x7, 944, Gloss, Bay Fashion, Club Scene, Lotus, Excelerator and more. Following is a sample:

- Supercall.com – How to Make a Red Bull Vodka, According to the Bar That Invented It – July 2018
<https://www.supercall.com/culture/how-to-make-red-bull-vodka-original-bar>
- Punchdrink.com – The Life and Times of the Vodka Red Bull – June 2018
<https://punchdrink.com/articles/life-times-red-bull-vodka-drink-history/>
- KPIX 5 CBS - Best Black Wednesday Bars In San Francisco – Nov 2016
<https://sanfrancisco.cbslocal.com/2016/11/15/best-black-wednesday-bars-in-san-francisco/>
- KRON 4 - First Annual Yelp Awards: Winner for Best Production Design – Feb 2014
<https://youtu.be/z1jed-Co0U>
- SF Station.com – San Francisco's Best Pre-Party Destinations Before a Night of Clubbing – Sept 2013
<https://www.sfstation.com/guides/san-francisco-best-pre-party-spots-before-clubbing/>
- SF Weekly – Best White-Trash Diner – May 2008
<http://www.sfweekly.com/best-of-san-francisco/best-white-trash-diner/>

In addition, numerous social media blogs and articles about Butter pop up regularly on the national and international circuit, and over the past 20 years, Butter's themed DJ-Bar concept has been highly mimicked, with a similar or identical format imitated in many variations worldwide.

In addition to the amount of local, national and online press Butter receives, it has also been honored annually for its achievements by Zagat, and there have been numerous recognitions by SF Best of the Bay and its peers, including the following:

- SF Nitey Awards – Nominated for Best Small Nightclub – 2017
- SF Nitey Awards – Nominated for Best Neighborhood Bar – 2016
- SF Nitey Awards – Nominated for Best Dive Bar – 2015
- San Francisco A List Award – Winner of Best Dive Bar – Feb 2013

Despite all its accolades, and the undisputed fact that Butter was the very first place in San Francisco specifically designed as a kitschy restaurant with a DJ station behind the bar, Butter has never lost its humble roots. Butter's slogan of "Two Turntables and a Microwave!" was then, and still is now, Butter's original catch phrase, and holds as true to form today as it was two decades ago.

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

Of the many prolific figures associated with Butter over the past 20 years, in direct and ancillary rolls, Vlad Cood stands out the most. Vlad had been an ancillary part of Butter from its inception, as well as a primary nightlife industry figure in the country in his time. He was a dance music promoter from the original days of the San Francisco underground scene. Among his many achievements were the orbital success of his production company, Feel Good Entertainment, and his ownership and operations of the Whisper Dance Lounge and other bars and restaurants in the city. To his peers, Vlad was considered the pioneer of the San Francisco rave scene. He was the promoter that coined P.L.U.R. (Peace+Love+Unity+Respect) and the paramount driving force behind the huge over-ground rave movement that inspired a ragtag community of underground party organizers to begin producing massive permitted music festivals, circa 1992 to 2002, which were the predecessors of today's global electronic dance music (EDM) movement. Much of Vlad's success and influence was attributed to him being the "voice of the scene" through his daily "Buzz-Line" reports from 1991-2003. In addition, Vlad was the master leaseholder of the legendary and infamous Home Base, a 250,000-square-foot warehouse adjacent to the Oakland Coliseum where he produced his globally renowned "Feel Good Missives" from 1995-2000. These enormous monthly gatherings were enjoyed by 10,000 to 30,000 attendees at each monthly event for 5+ years. With his dedicated staff of 300+ strong, he created incredible community dance experiences that were reproduced globally and are now memorialized the world over.

Vlad may have been a larger than life figure at that time, but he was always an affirmative believer in maintaining traditions and bringing strangers together as family through music and dancing. Thereby he was the most suitable and qualified operator to assume that vanguard role at Butter.

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

Butter demonstrates its commitment to the community through ongoing community engagement, stewardship of its place in San Francisco nightlife history and hosting community outreach and benefit events.

Through its managing member, Vlad Cood, Butter is highly engaged in city government. It was a driving force behind the San Francisco Late Night Coalition in the mid '90s, which became the lobbying backbone for the establishment of the San Francisco Entertainment Commission. It was a founding member of the California Music and Culture Association (CMAC). It was also the organizational driving force behind the Western SoMa Entertainment District, a trade union of 25+ clubs, bars, restaurants and event spaces that operate in and around the 11th Street entertainment corridor.

Butter was also a core member of the SoMa Leadership Council spearheaded by the late Jim Meko that was responsible for the drafting and adoption of the first ever community organized rezoning and redistricting plan mandated by the San Francisco Planning Commission. Butter's participation and perseverance at the monthly meetings for over six years was significantly responsible for preserving entertainment in Western SoMa as a right of use. Butter's diligence insulated the entertainment venues from being phased out to residential development by reclassifying residential property on the 11th Street corridor as conditional use and restricting future residential development on the block.

Butter continues to be actively represented in city government through Vlad Cood. He is involved with entertainment and tourism at the district and citywide levels and attends Police Commission meetings and Entertainment Commission annual summits. Vlad rarely misses the bi-weekly Entertainment Commission hearings. He is a member of the San Francisco Bar Alliance and has his finger on the pulse of most other entertainment industry forums and functions. Vlad is often referred to as the "Mayor of 11th Street" because of his connections and associations with all the other entertainment venues and his pacifist efforts to find common ground between the residents and the stakeholders of the community so that everyone can live and work together in harmony.

As a recent example of community outreach, Butter held a memorial for a local homeless man named Modesto who was killed in a hit and run at the intersection of 9th and Howard streets on September 18, 2018. Modesto made the block of 11th Street between Folsom and Harrison streets his home for the last 25 years and was a daily fixture in the neighborhood. In addition to having a public memorial open to everyone – local residents and local homeless alike – Butter facilitated donations in Modesto's name totaling \$5,500 to the Episcopal Community Services Sanctuary Shelter operating on 8th and Howard streets to help the homeless of SoMa. Butter additionally dedicated a plaque on its parklet bench in honor of Modesto's memory. A picture of the plaque is included in this Legacy application.

Butter is also an avid donator of gift certificates to local elementary and middle schools for their annual charitable auctions. Butter maintains an open door policy for any legitimate nonprofit organization that wishes to hold a fundraiser at Butter on a pro bono basis without any hesitation, or a neighborhood group that needs a place to host a meeting or a community gathering. Over the

years, Butter has participated in hundreds of such benefit events and assisted in raising hundreds of thousands of dollars and countless amounts of outreach for all these worthwhile causes.

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

Operating now for 20+ years as a contributor to the 11th Street entertainment corridor – never going dark and always open to all – is what’s made Butter a definitive San Francisco institution and epicenter for the San Francisco dance-music-nightlife community. It’s estimated that in 20+ years, over 1.2 million visitors have walked through Butter’s doors, taken pictures and shared those memories in the multi-millions on social media globally. It’s also estimated that Butter has attributed to thousands of people coupling up after meeting here, and child conceptions in the hundreds after nights spent at Butter.

Every week, Butter throws a five-night party that’s been raging continuously for 20 years; with an amazing vibe and an untarnished safety record. To operate ~75,000 hours at this level of intensity without a major incident is quite the achievement in and of itself. Butter has been doing this systematically, without wavering from its incepted music format and anti-establishment theme, all while operating fearlessly and unapologetically, since day one. In the San Francisco nightlife industry, Butter continues to set the bar to the highest standards for how this multicultural city brings people together through music and dancing.

Butter thrives as a centerpiece of the 11th Street Club Corridor, SoMa’s entertainment sector. While most of the venues in and around the Corridor have turned over ownership and established new brands, some numerous times, only a few have stayed true and certain, including Slim’s, DNA Lounge, SF Eagle and Butter. All three establishments aside from Butter are already on the Legacy Businesses Registry, as well as Lone Star Saloon and The Stud a few blocks away. All of these longstanding venues are what the Western SoMa Entertainment District has been built around. Despite Butter being the smallest of all, many memorable shows at Slim’s or sensational nights of dancing DNA Lounge start with drinks at Butter.

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

Butter is gloriously bawdy, with a checkerboard floor, aluminum siding and neon signs adding to the trashy-chic vibe.¹ The most prominent elements impossible to miss include the gigantic Winnebago crashing through the front of the bar, the Airstream trailer converted to a kitchen, the island bar layout, the overhead projections on the walls and the sensory overload of kitsch and drink memorabilia that embellishes every nook and cranny in the place.

In 2012, Butter was granted the first parklet permit when the program began and still has the longest city parklet of 42 linear feet permitted in the city. It is the only curbside parklet on 11th Street, offering the neighboring residents some charm and needed character as a small outcropping of nature in a mostly concrete neighborhood.

¹ Thrillist, Julie Cerick, <https://www.thrillist.com/venue/drink/san-francisco/bar/butter>.

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

People are also amazed to see the same staff working behind the bar every time they are here. Butter has had very little employee turnover since it opened. Staff members, the heart and soul of Butter, consider themselves family, and truly are the soul of Butter's essence and operations.

Even though some staff have moved on, and remain dearly missed, much of the staff is the opening crew from 1999. Butter's roots run deep to the best parts of the house music scene, representing a family and community essence. It's why at Butter, they never say thank you or good-bye ... they always say, "Butter Luv's Ya!"

It's impossible to duplicate Butter in a city that is becoming increasingly transient in the digitally virtual age. Butter is not just a high energy party bar on the weekends, but a real life social service agency bringing people together daily for fun times in an age of digital disengagement. Twenty years from now, people will still be coming to Butter and leaving with the same good-vibe feelings and memories. For that reason, there is nothing more important to Butter than to uphold its identity and commitment to maintaining its unconventional food, unique beverage and original music themes so it can live up to its traditions and ideals of being a one-of-a-kind place in a one-of-a-kind city for its one-of-a-kind neighbors and customers. For Butter to have survived and thrived as long as it has, all while maintaining its integrity and enhancing its character without losing its way, deserves recognition so it can inspire others to stay true to their inceptions and follow their dreams. It's why recognizing Butter as a Legacy Business will aid it in representing the love that is San Francisco for a long time to come.

CRITERION 3

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

Butter's character is well defined and perpetuated through its support and maintenance of its time honored traditions and heritage. It's these unique features and physical elements that comprise Butter's makeup and lend extensively to its public notoriety.

Butter is a quirky dive bar offering deep-fried Twinkies, Jell-O shots and tater tots with a consistently lively clientele, cheap drinks and late night karaoke.² Butter is unparalleled in their application of the latest in radiated cuisine – tasty, home-cooked selections just like your babysitter used to make. Utilizing multiple microwaves, their trailer chef is capable of a dazzling array of dishes skillfully prepared using just the right power settings and timing sequences. Butter's bar has a constant eye on providing the perfect complimentary beverage pairings to their unique cuisine. They serve only the freshest Pabst Blue Ribbon on tap and a wide selection of 16 oz. tallboy canned beers. Also available at Butter are a host of cocktails prepared with nutritious

² Thrillist, Julie Cerick, <https://www.thrillist.com/venue/drink/san-francisco/bar/butter>.

grape and strawberry sodas for their increasingly health conscious clientele. Butter also features their infamous and most generous pour of Red Bull and vodka in town.

Every operating night, no less than a handful of guests share with the staff just how much they love Butter, and the meaning and place it holds in their lives and hearts. They show staff their Butter tattoos, tell them how long they've been going to the bar and share stories of how they met their significant other there. They love that Butter stands true to its roots, has never changed and always delivers a good time.

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)

In keeping with tradition, Butter still proudly represents its original food menu served out of an Airstream trailer that was converted into its kitchen. Butter's internal food truck has been slinging out trailer treats a decade before the food truck craze was even born. Butter's food menu has stayed the same since day one and features Butter's signature microwavable and deep fried treats such as deep fried Twinkies and PBJ's. Butter is also the only restaurant that has been offering the original and authentic White Castle brand cheeseburger sliders on the entire West Coast since 1999. In San Francisco, only at Butter can one ingest a genuine White Castle cheeseburger served out of a vintage Airstream trailer inside of a full service bar-restaurant.

The signature drink menu has never changed either, and is represented on the same double-sided, hand-painted menu board that has been there since opening day. The original hand drawn drink logo menu proudly hangs in the center of the island bar, both being signature elements of Butter. At one time, the island bar was popular, but rarely are new bars constructed around the bar itself. The center island bar is one of the things that make Butter such a unique and authentic reflection of vintage Americana at its finest. And certainly, no "White-Trash-Americana-Trailer-Park-Theme-Microwave-Food-Serving-Island-Bar" could be complete without a Luau themed cocktail like Butter's own "Tiki Trash" made with coconut rum and Hawaiian Punch! In addition to its famous theme drinks are Butter's infamous Jell-O shots. They're made fresh daily in multiple flavors with a time tested secret recipe that makes them firm yet highly potent.

The stars of the show have always been Butter's signature drinks. They have always been made the same way, using unusual mixers such as canned grape and strawberry soda, Hawaiian Punch, Sunny Delight and Tang. Butter's specialty cocktails, mixed by Butter's "intoxicologists" have been poured the same consistent way since opening day. And Butter has been doing all this long before mixology cocktails bars ever existed as a mainstream fad. Butter's drinks are consistently strong and delicious original formulas, and several have been covered as drink features in industry periodicals as well as the subject of many online blogs, countless hangovers and even covered in song lyrics by a few well known pop artists.

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.).

In addition to having a full size 1950s Airstream trailer (“The Trailer”) inside the bar serving as its kitchen, Butter also has the entire front half of an authentic Winnebago recreational vehicle (“The RV”) mounted inside the bar. This intense sensory overload of kitsch and signage, along with customers’ independent embellishment contributions, make the decor elements at Butter one-of-a-kind in the known universe!

Butter is best known as the original birthplace of the R.V., aka the immortal Red Bull Vodka and its “Perfect Pour.” At the time Butter was being formed, Red Bull was hardly the global energy drink conglomerate it is today. It has truly come a long way in the last 20 years as well. In 1997, Red Bull was being sold out of the backs of cars by its local distributors on college campuses. Through Red Bull’s efforts to break into the rave scene at the time, the local reps were introduced to Butter at its early days of formation, and the concept of using Red Bull as a mixer with a vodka to create an energy club cocktail for late night dancing was institutionalized right here at Butter – and has since become a global phenomenon.

Butter proudly maintains its original marquee sign outside the building reflecting its shared bond with Red Bull. In fact, Butter is the only on-site alcohol serving establishment in the nation that is allowed to maintain a cobranded Red Bull sign on the front of its premises. And just like the logo-menu tagline reads, “an R.V. the size of a Winnebago,” Butter has an actual 1974 Winnebago Brave, which was the artistic basis for the R.V. drink logo on its drink menu, reconstructed inside the bar itself. Butter’s R.V. has been the backdrop for countless selfies and group pictures galore.

Even though the Winnebago in the bar is paralleled from the drink logo, people don’t always make the connection between the full sized RV in the bar and the R.V.’s (Red Bull Vodka’s) origin. Perhaps it’s due to the fact that drinking Red Bull Vodkas has become a bit passé with today’s revelers. But at Butter, you don’t order the “Perfect Pour” because the drink is ironic, you drink it because it’s iconic! By its own design, to stay true to its humble underground roots as an anti-establishment venue, Butter has relatively downplayed its drink fame of inventing the Red Bull Vodka. It’s one of those understated facts that make it so unpretentious, and why people love and respect Butter.

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

Documentation that demonstrates the business has been a bar/restaurant for 20+ years is included in this Legacy Business Registry application.

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 1

Resource Name or #: (Assigned by recorder) 354 - 356 11TH ST

P1. Other Identifier:

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 354 - 356 11TH ST

City: San Francisco

ZIP 94103

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3521 008

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

354 - 356 11th Street is located on a 30' x 65' rectangular lot on the south side of 11th Street, between Folsom and Harrison streets. Built in 1906, 354 - 356 11th Street is a 2-story wood-frame mixed-use building that has been altered from its original Edwardian style. The rectangular building, clad in wood shiplap siding and smooth stucco, is capped by a flat roof. The foundation is concrete. The primary façade faces north and includes 3 bays. Typical fenestration consists of fixed plate-glass wood-sash windows and double-hung wood-sash windows on angled bays. Entrances feature partially-glazed flush metal doors and a metal roll-up door surmounted by a corrugated awning.

The building appears to be in good condition.

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property, HP6. 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

North facade of 354 - 356 11th Street. 11/5/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

1906 SF Assessor's Office

*P7. Owner and Address

HOM FOOK NING & SHUI KING KW
652 10TH AVE

SAN FRANCISCO CA 94118

*P8. Recorded By:

Page & Turnbull, Inc. (CB)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 11/5/2007

*P10. Survey Type:

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods SOMA Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list):

A Brief Pictorial History of Butter

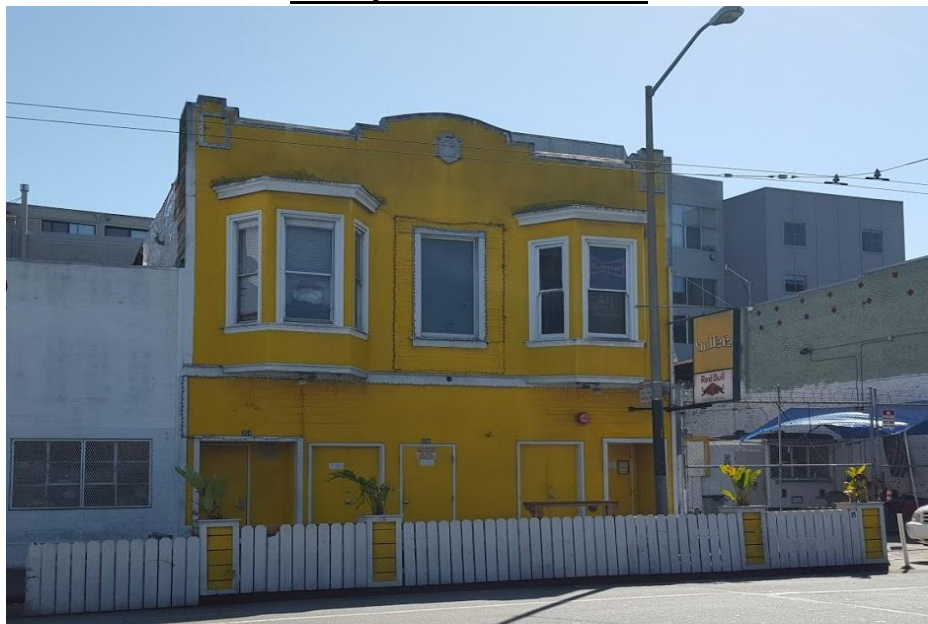
Butter Original Sign & The Front of the Building from Opening Day in May 1999



Butter circa 2009



Today's' Butter in 2019





Butter's Neighborhood Community Parklet since 2010





This Bench is Dedicated to the Enduring Memory of
Modesto Fegurdo aka Cuba aka Castro

October 4th 1943 – September 18th 2018

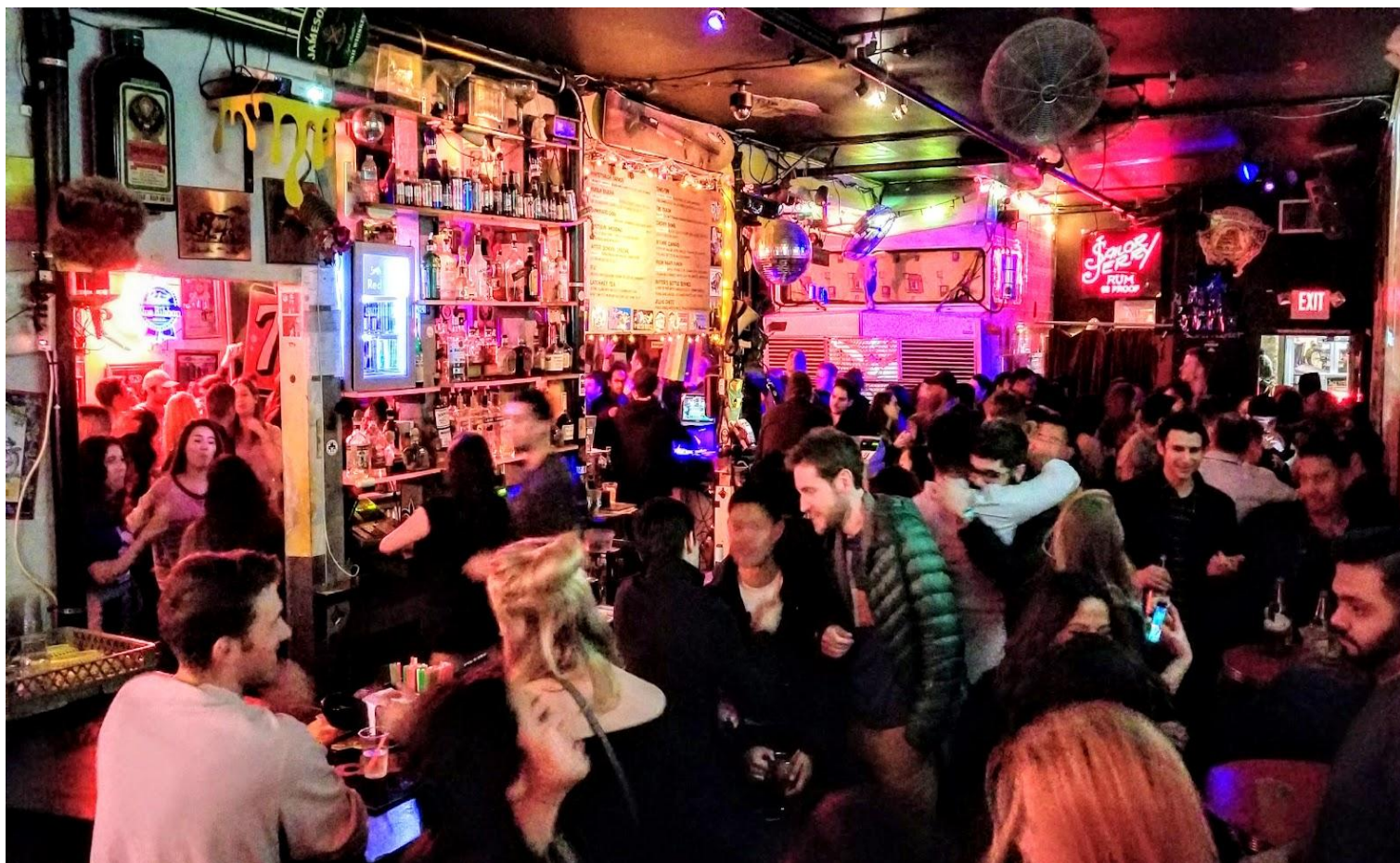
With his charming character and prankster grin,
He played his role to keep it fun, safe and cleaner than himself
for 20+ years on this block and will be missed but never forgotten.

"Water is for fish – I need a Beer!" – Modesto

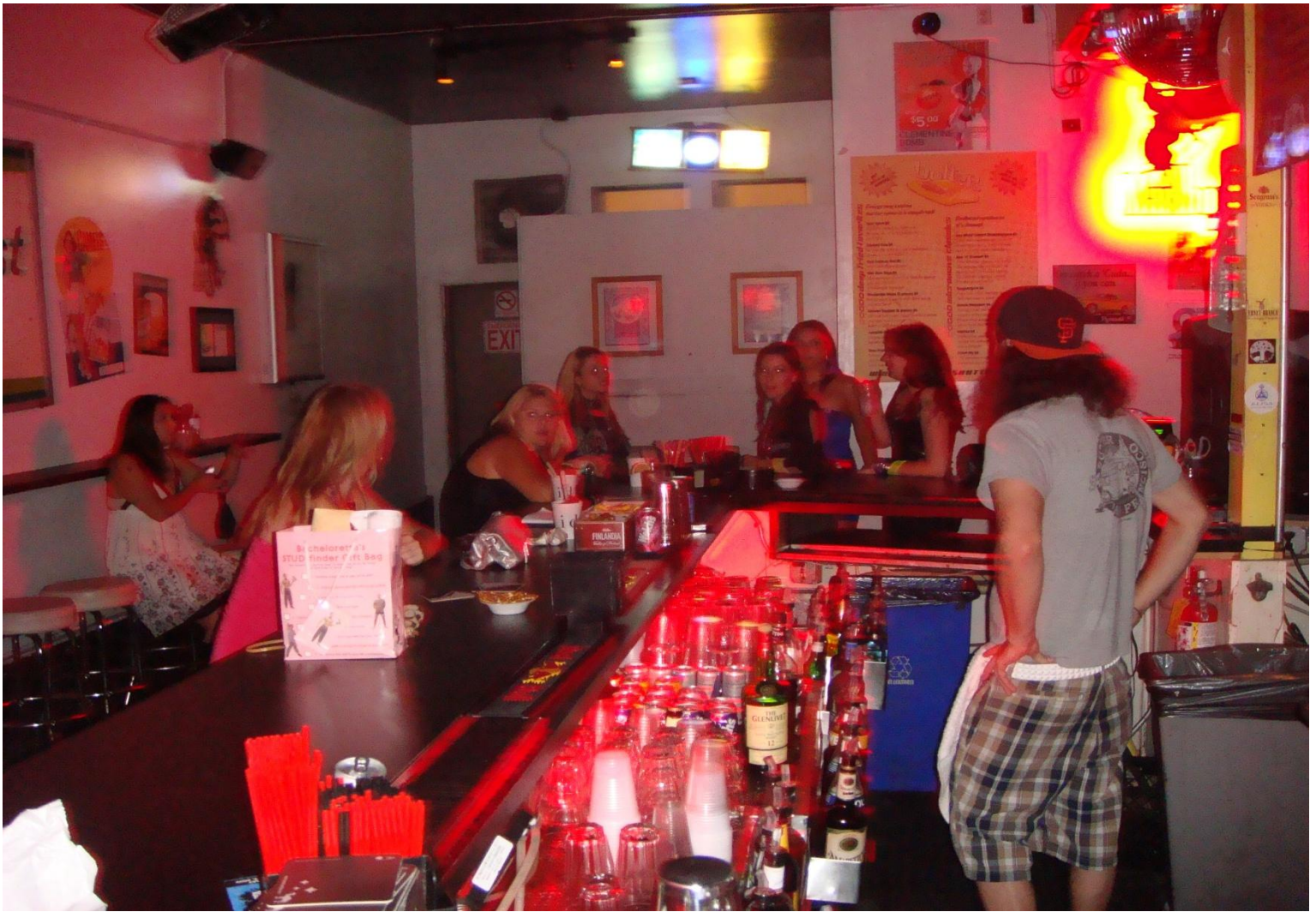
Butter way back Then....



How Butter is Now....



Butter Then...



Butter Now....



Butter Then....



Butter Now....



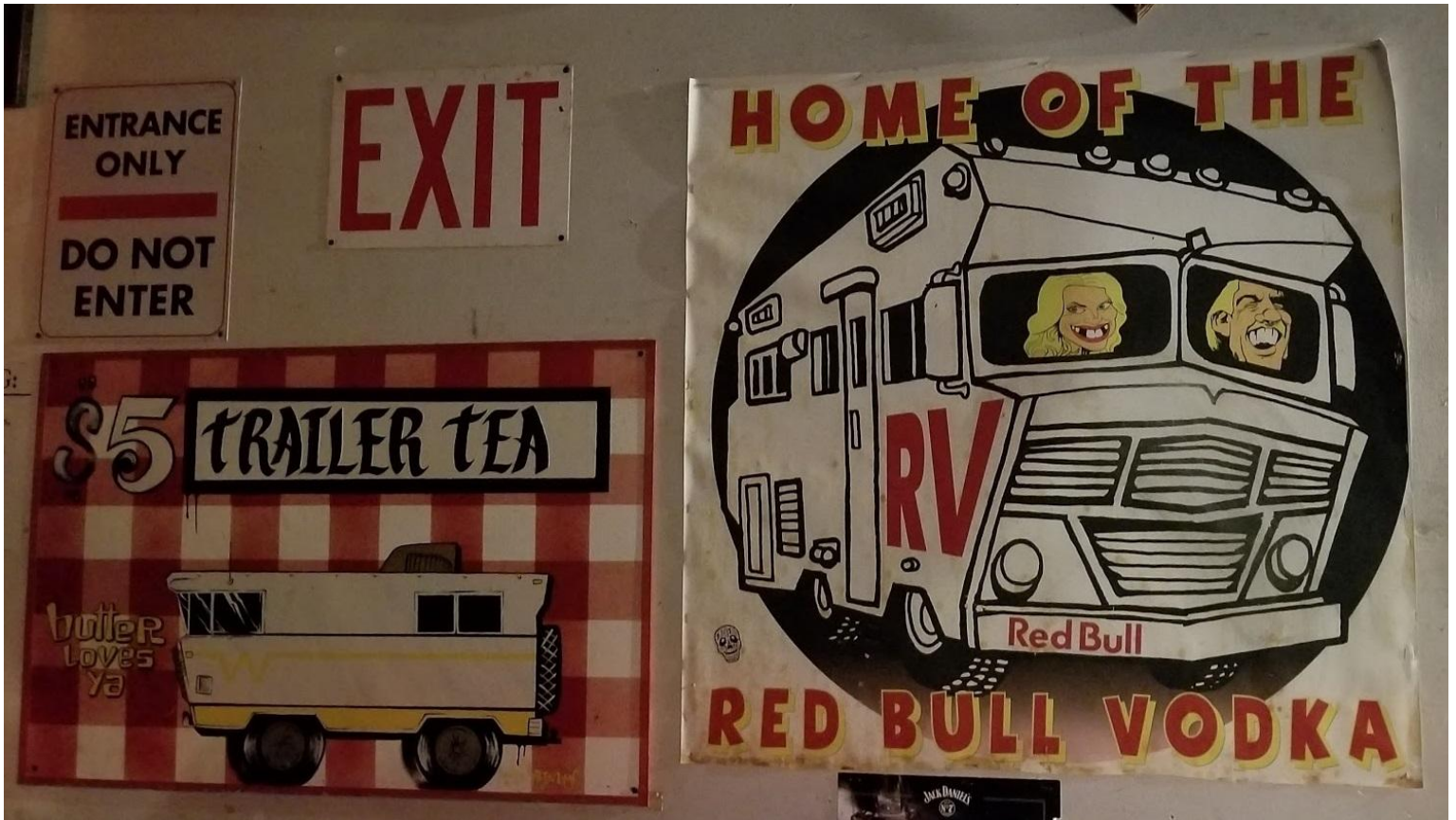
Butter Then...



Butter Now...



Why's there an RV in here? Cause the Redbull Vodka was here first!

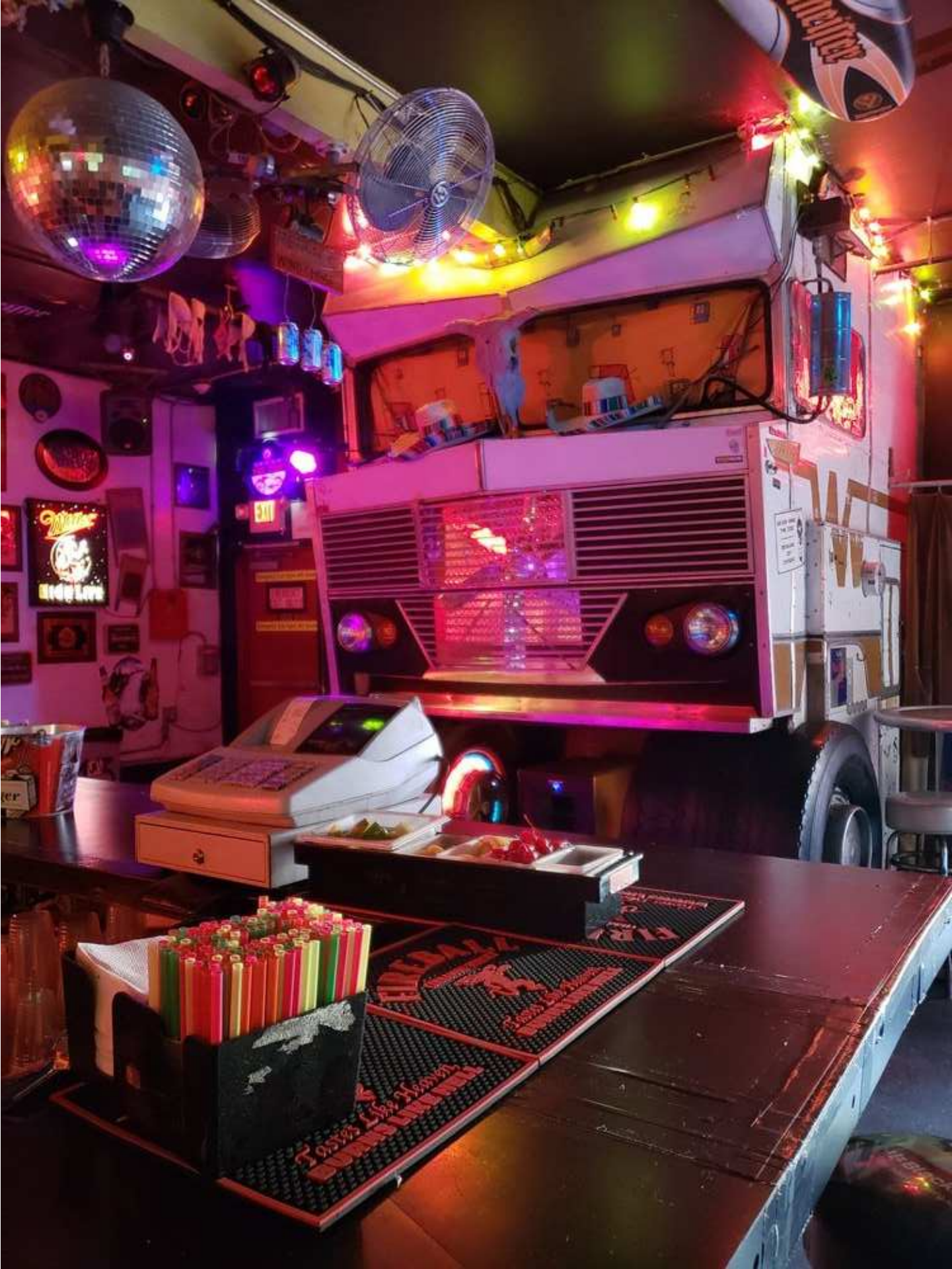


This RV was driven to Butter - it was the identical Winnebago used for the R.V. Drink Menu Logo.



A little chop shop action... and the R.V. was rebuilt inside Butter in 2009.

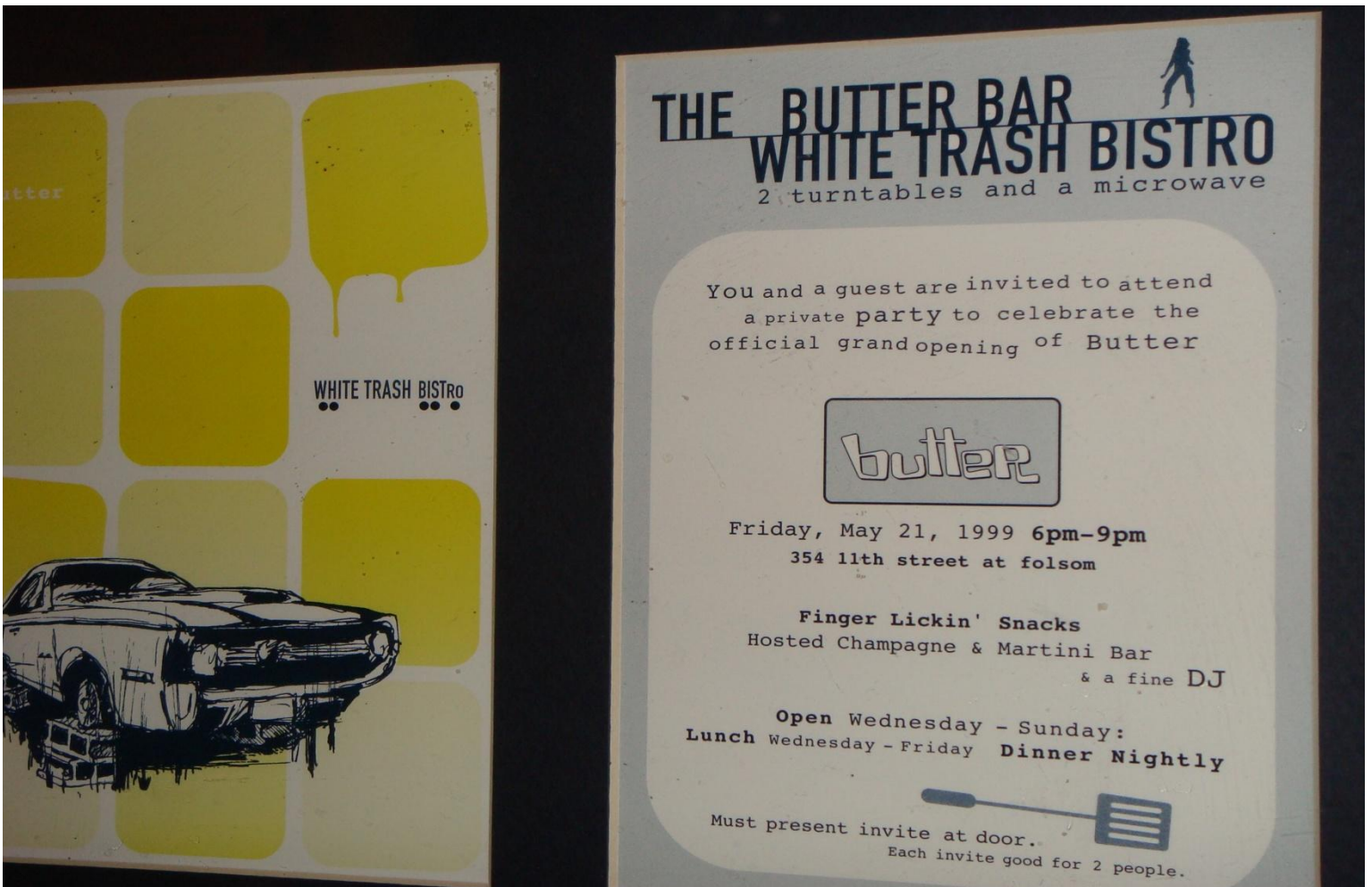




This is what the RV Looks like Today inside Butter.



The Invitation to Butter's Grand Opening on May 21st, 1999:



This is Butters 'Then and Now' Same Menu : 1999-2019 - 20 years of Delicious!



00000 deep fried favorites

Everything tastes better when it's deepfried!

Tater Tots® \$3

BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.

Cheesy Tots \$4

Let your tots swim in a sea of processed cheese for an extra buck!

Chili Cheesy Tots \$5

Why stop with just cheese?

Mini Corn Dogs \$4

Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.

Mozzarella Sticks (6 pieces) \$4

Perfect when dipped in fresh-from-the-jar marinara sauce.

Chicken Nuggets (8 pieces) \$5

We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.

Jalapeño Poppers (6 pieces) \$4

Our executive chef recommends pairing poppers with a tall can of Coors Light®.

Deep Fried Twinkie \$5

Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

00000 microwave classics

Radicated cuisine at it's finest!

Two White Castle® Cheeseburgers \$3

These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.

Mac 'n' Cheese® \$3

A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!

Spaghettios® \$4

Pasta from a can, real fresh like your babysitter used to make!

Beanie Weenies® \$4

Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.

Nachos \$4

Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.

Frito® Pie \$5

Chili and cheese ladled over Fritos®, if you're looking for a belly bomb, this is it!

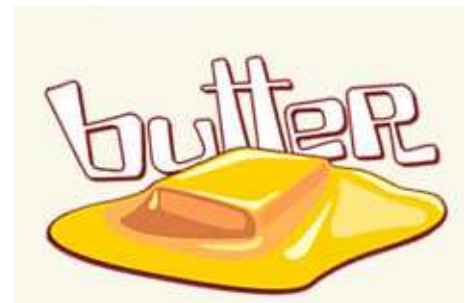
WWW.SMOOTHASBUTTER.COM

Butter's Original 'Then and Now' Drink Board in its Center Island Bar!



Butter's All-Time Signature drink logos





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DEEP FRIED FAVORITES

Tater Tots® \$3

BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.

Cheesy Tots \$4

Let your tots swim in a sea of processed cheese for an extra buck!

Chili Cheesy Tots \$5

Why stop with just cheese?

Mini Corn Dogs \$4

Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.

Mozzarella Sticks (6 pcs.) \$4

Perfect when dipped in fresh-from-the-jar marinara sauce.

Chicken Nuggets (8 pcs.) \$5

We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.

Jalapeño Poppers (6 pcs) \$5

Our executive chef recommends pairing poppers with a tall can of Coors Light®.

Deep Fried Mac and Cheese \$5

Take the american classic, compress it into small bite size nuggets, and submerge it into 360 degree oil. Delish!

Deep Fried Twinkie \$5

Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

Deep Fried PB&J \$5

Yes, really!

Twinkies - \$1

Moist golden sponge cake with creamy goodness inside.

MICROWAVE FAVORITES

Two White Castle® Cheeseburgers \$3

These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.

Mac 'n' Cheese® \$3

A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!

Spaghettios® \$4

Pasta from a can, real fresh like your babysitter used to make!

Beanie Weenies® \$4

Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.

Nachos \$4

Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.

Frito® Pie \$4

Chili and cheese ladled over Fritos®. If you're looking for a belly bomb, this is it!

* Yeah, right.

Whitetrash Driver

Vodka and Original Florida Style Sunny-D®. Packed with vitamins!



This Space Intentionally Left Blank.

R.V.

This ain't no Winnebago.
Red Bull® and vodka. And lots of it.

Junkyard Dog

Stoli Vanil® and Thomas Kemper
Root Beer® on Draught. Woof! Woof!

Shotgun Wedding

A shot of JD and a cold Bud tall boy! A marriage made in
heaven. RIGHT?

After School Special

Vodka & grape soda. Jai's favorite!

Latch-Key Tea

A Long Island with strawberry soda instead of cola. It's
OK, Mom and
Dad don't get home 'till 6.

Tang-Tini

Absolut Mandrin®, Triple Sec, OJ in a Tang® rimmed
glass.

Tiki Trash

Coconut Rum and Hawaiian Punch. It's a luau in a glass!

Cherry Bomb

Seagram's Black Cherry vodka & Squirt over ice...
Light Fuse and Run Away!

Bitchin' Camaro

92 Proof Sailor Jerry spiced rum & Dr. Pepper.
This will get your motor runnin'!

Prom Night Punch

Seagram's Apple Vodka, 7-Up, Cranberry Juice, and a
splash of romance. We've got the limo till midnight!

Butter's Bottle Service

A pint of PBR and a mini bottle of Fernet Branca riding
side saddle. Yo Dawg! That's Livin Large!

Hubba Bubba

Seagram's Wild Grape Vodka, Squirt, and a splash of
cranberry. What else is there to say?

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Butter's Kitchen Snack Airstream Trailer – as built in 1999



Butter's Snack trailer - still in service every night - 20 years later in 2019!



Butter's Favorite Crowd Pleasers... served every night!



butter

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OF THE

RED BULL VODKA

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SIGNATURE DRINKS!**

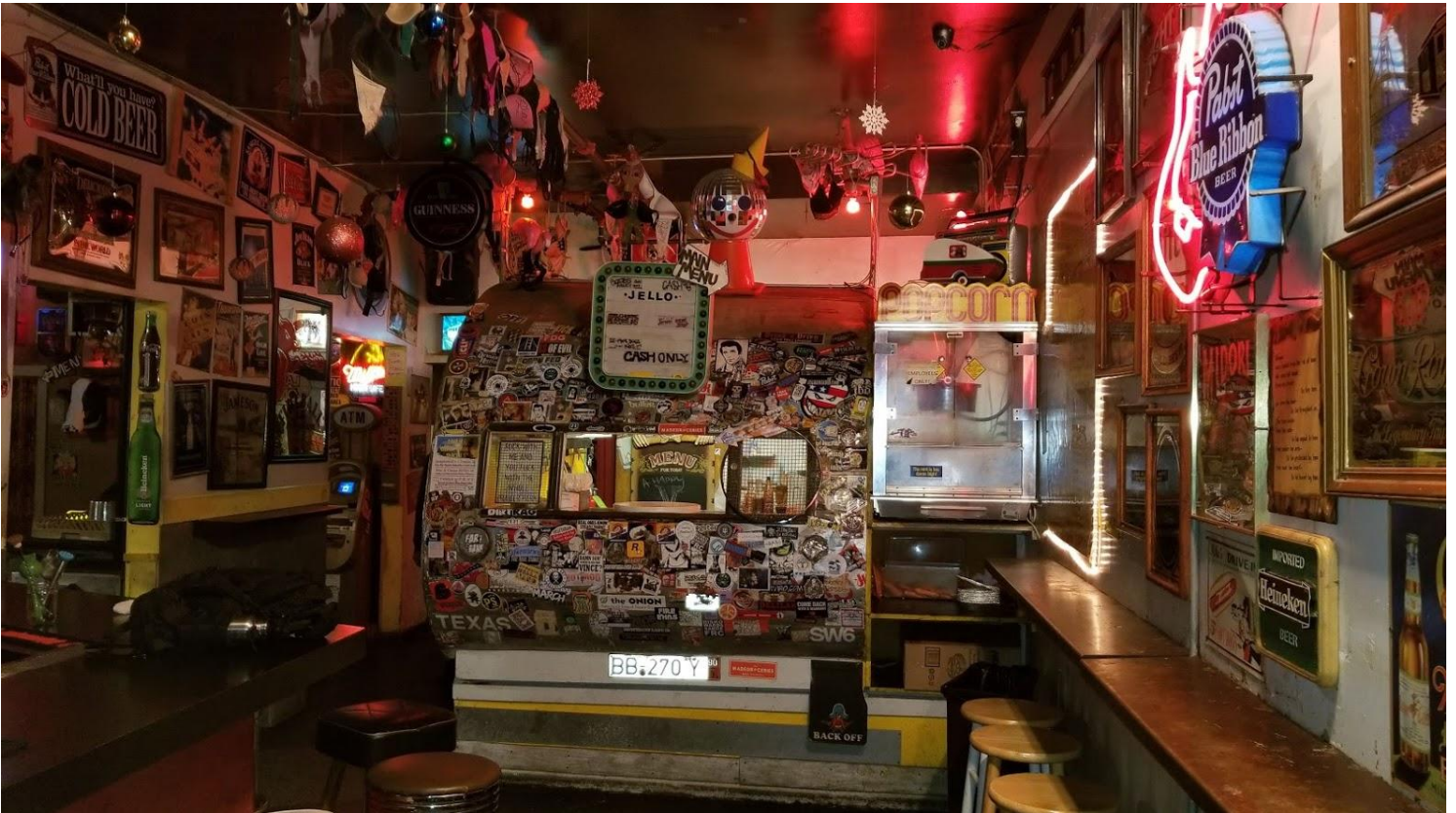


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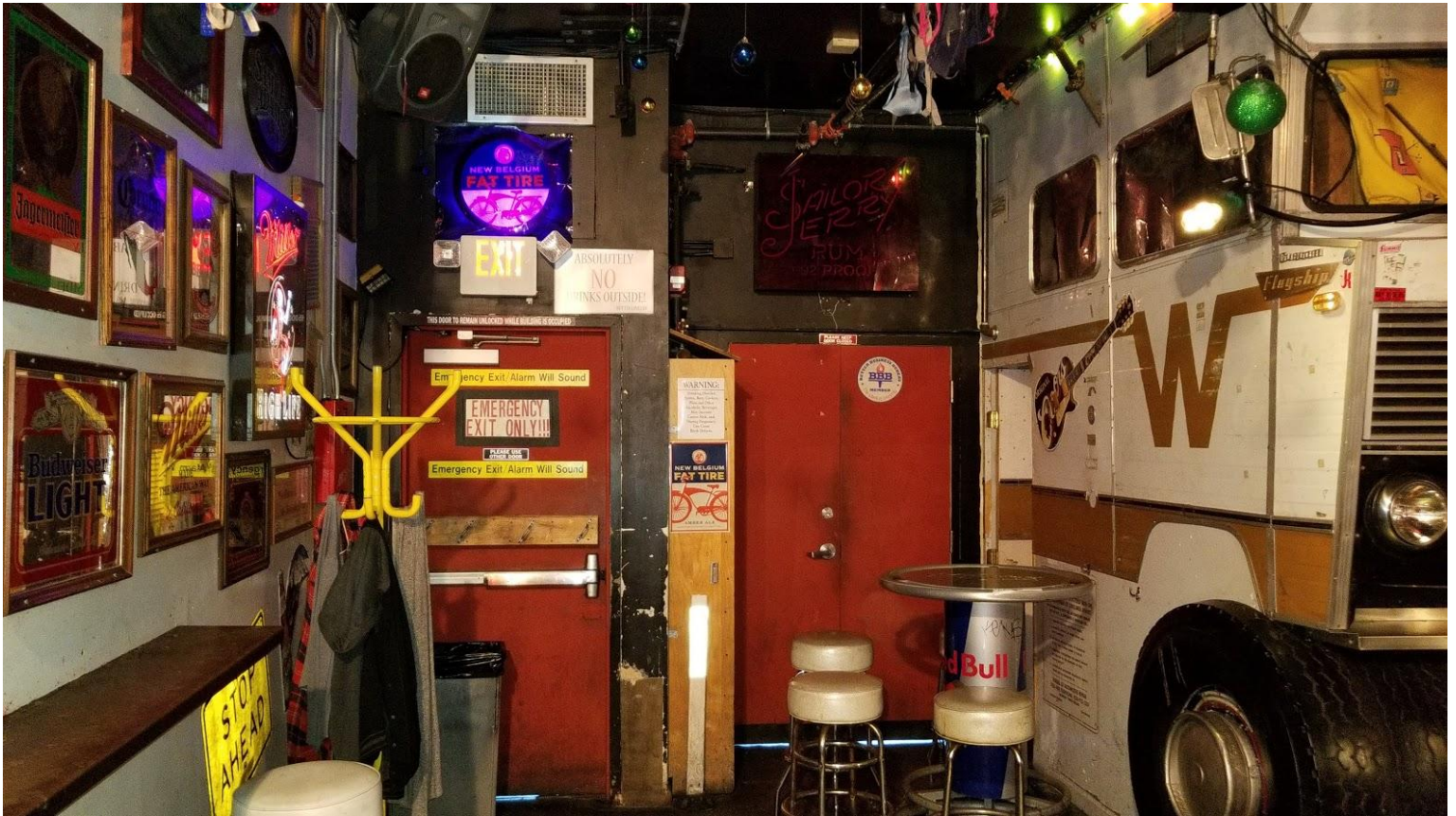
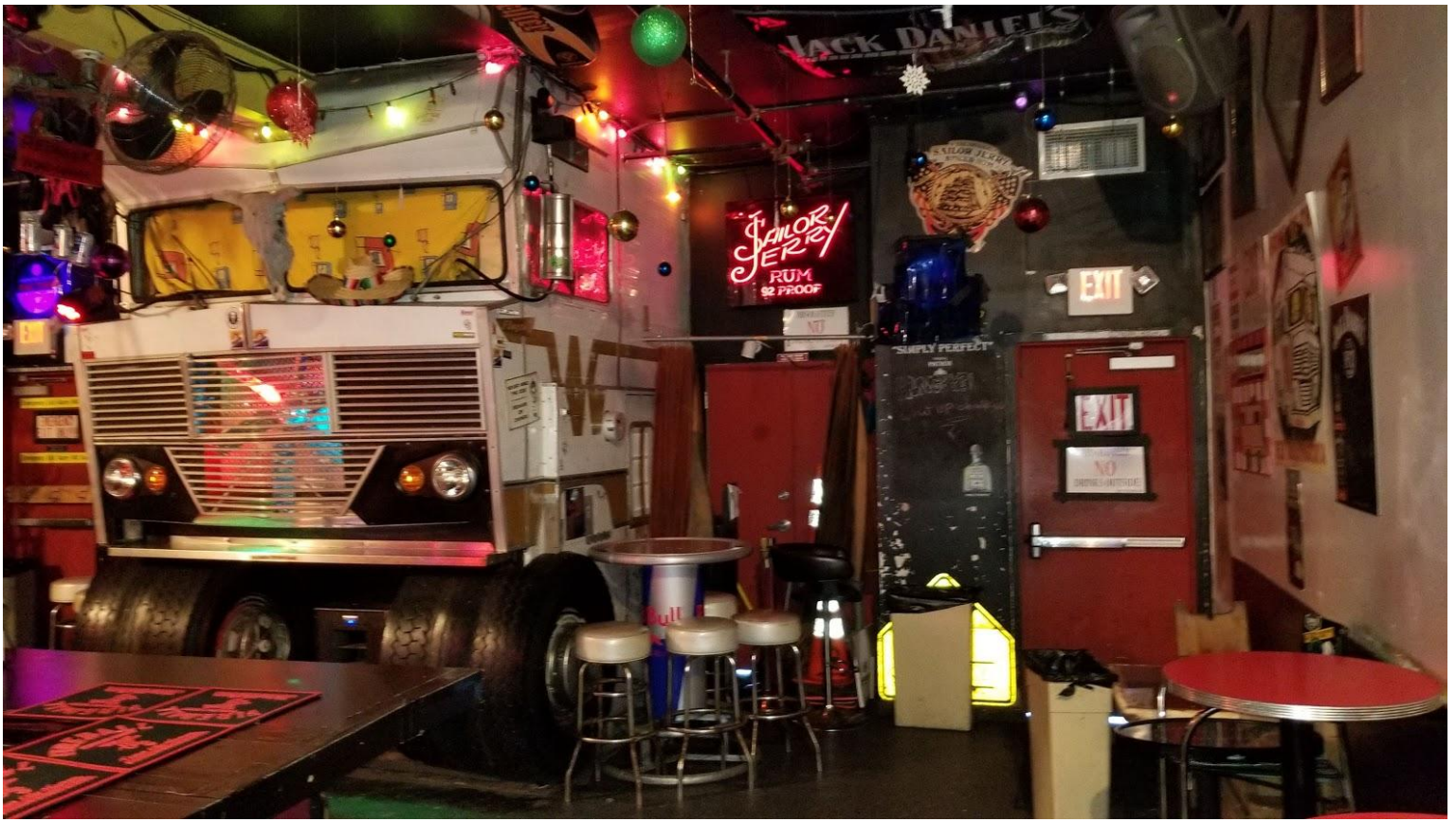
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www.smoothasbutter.com

Current Pictures of the Butter Bar







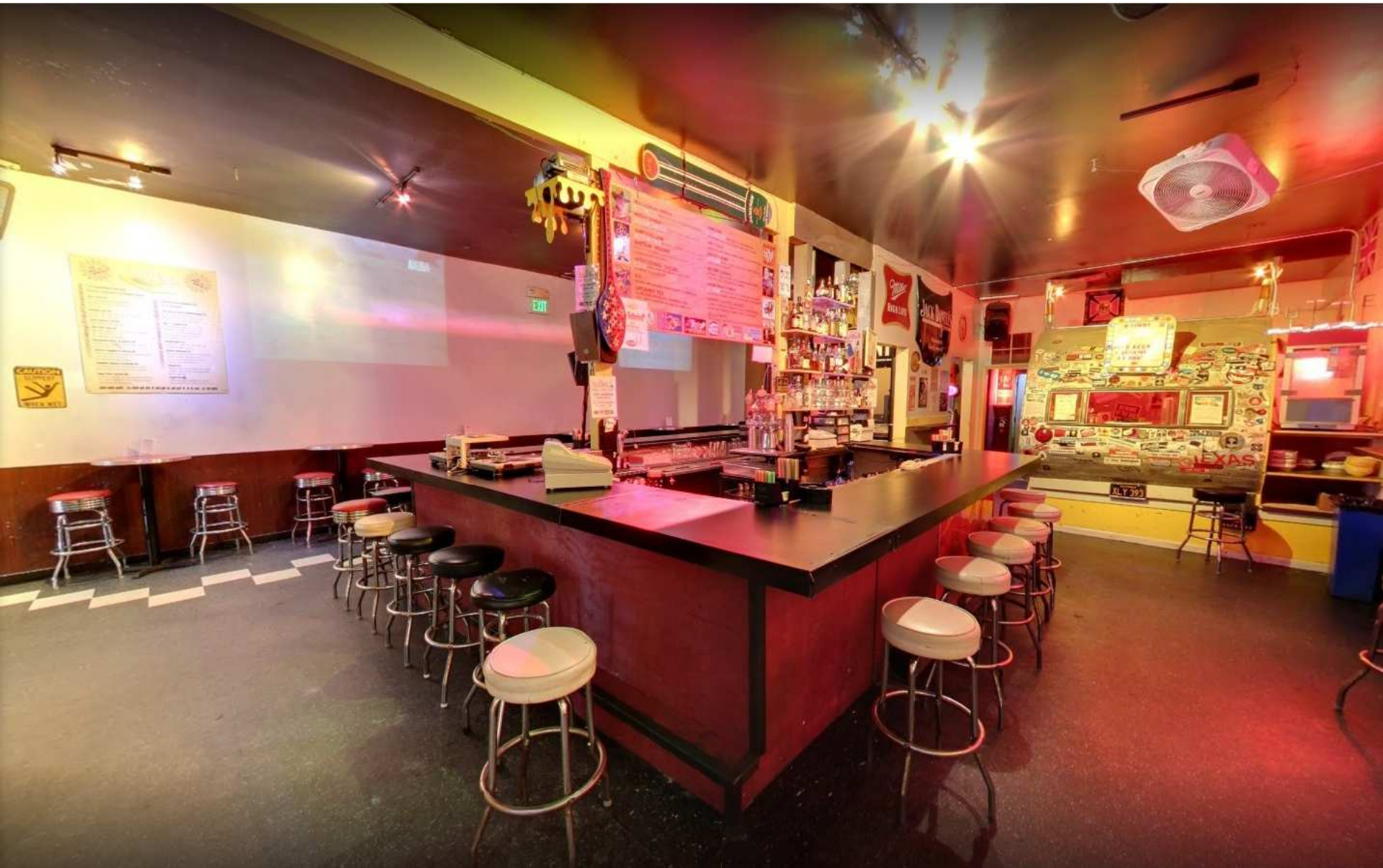


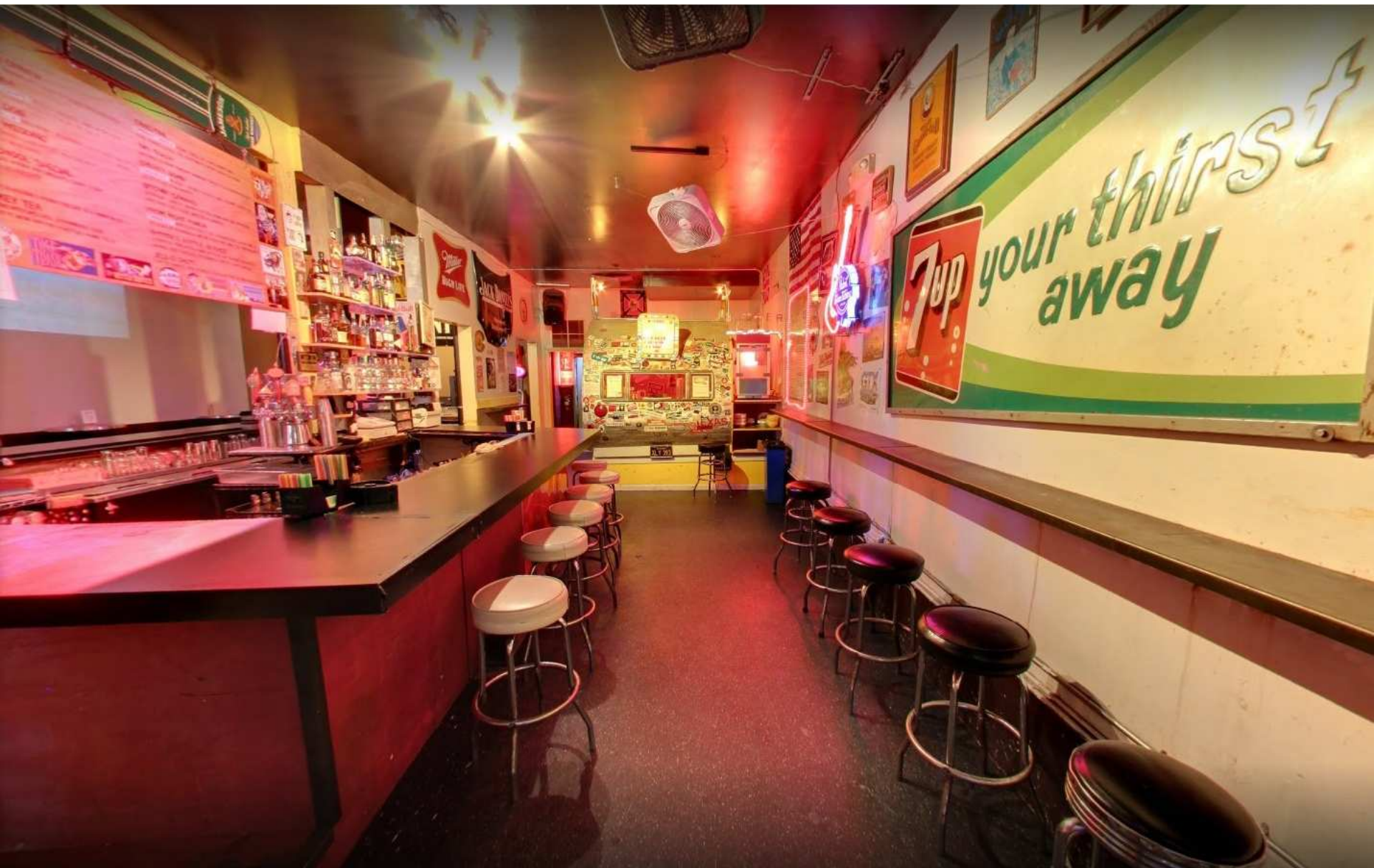
CASH ONLY

350 11th Street
San Francisco, CA
(415)

Menu board with various food items and prices. The board is divided into sections, including "Breads & Pastries", "Salads", "Sandwiches", "Wraps", "Burgers", "Pasta", "Desserts", and "Beverages". A "CASH ONLY" sign is visible on the board.

WARNING
NO
TRESPASSING

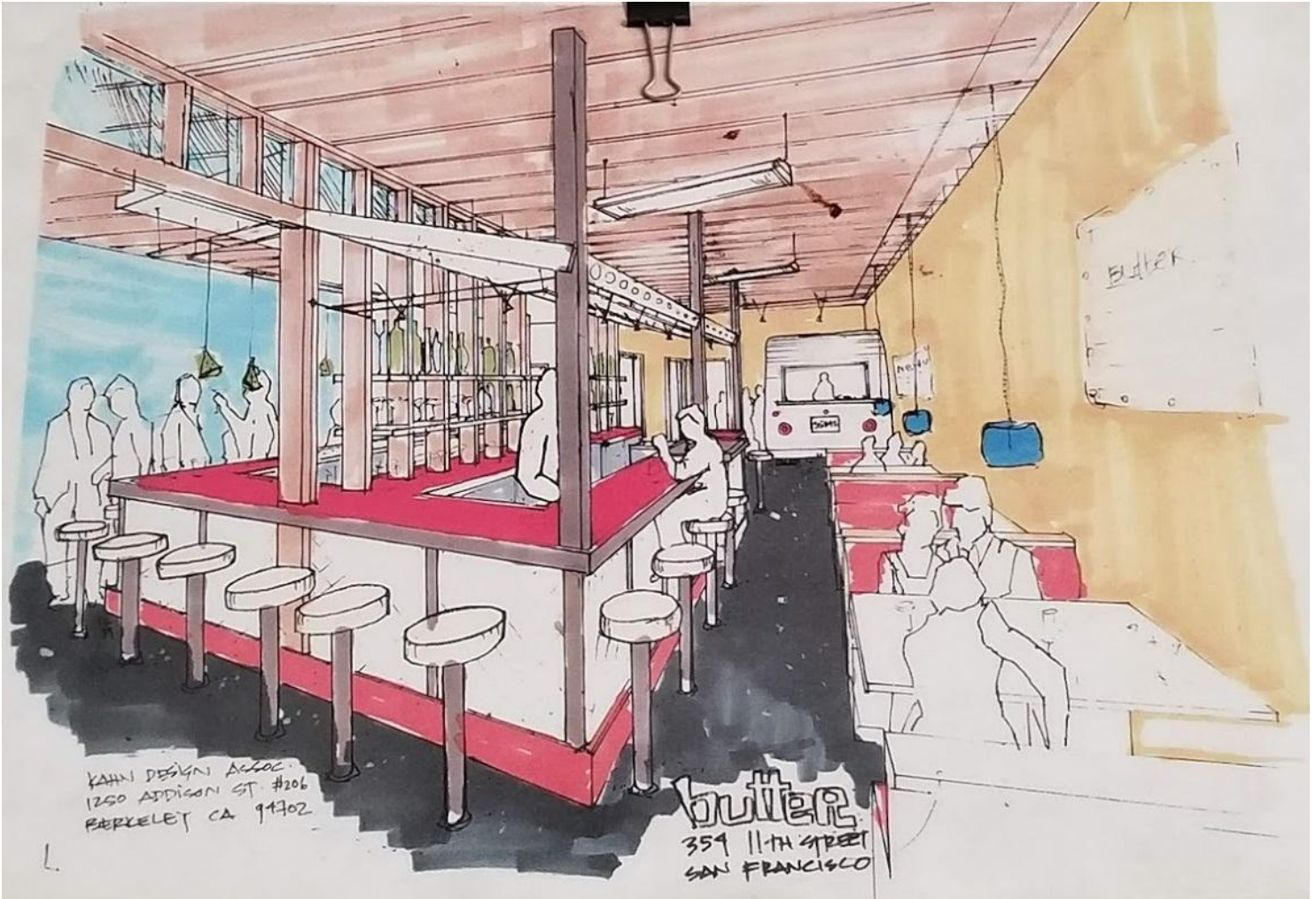






Section 5 : Ephemera & Memorabilia

The original artist concept rendering of the Butter Bar - 1999



Original Butter Food & Drink menu from 1999

food	drink	food	drink	food	drink
<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat!"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>	<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat!"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>	<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat!"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>
dessert	dessert	dessert	dessert	dessert	dessert
<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>

Only known pictures to exist of Bee's Kitchen before it became Butter.



Bee's Kitchen - Dining Menu - Circa 1990's

<p style="text-align: center;">BREAKFAST MENU</p> <p>HAM and EGGS - potatoes, toast & jelly 4.95</p> <p>BACON and EGGS - potatoes, toast & jelly ... 4.95</p> <p>SAUSAGE and EGGS - potatoes, toast & jelly . 4.95</p> <p>TWO EGGS - potatoes, toast & jelly 3.85</p> <p>PLAIN OMELETTE - potatoes, toast & jelly 3.65</p> <p>HAM OMELETTE - potatoes, toast & jelly 4.95</p> <p>CHEESE OMELETTE - potatoes, toast & jelly .. 4.35</p> <p>TWO EGGS, POACHED on Buttered Toast 3.65</p> <hr/> <p>HOT CAKES (3) - syrup and butter 4.15</p> <p>HOT CAKES (2) - syrup and butter 3.55</p> <hr/> <p>BACON and HOT CAKES - syrup and butter 4.95</p> <p>SAUSAGE and HOT CAKES - syrup and butter 4.95</p> <p>HAM and HOT CAKES - syrup and butter 4.95</p> <p>SIDE ORDER: 1 Egg95 2 Eggs ... 1.95</p> <hr/> <p>DOUGHNUTS75</p> <p>BREAKFAST BOWL 1.15</p> <p>GOLDEN TOAST (2) Pieces75 (3) Pieces85</p> <p style="padding-left: 20px;">with butter and jelly</p> <p>FRANCE TOAST with butter and syrup 3.65</p>	<p style="text-align: center;">DRY CEREALS</p> <p>Hot Oak Meal 1.85</p> <p>Cream of Wheat 1.85</p> <p style="text-align: center;">* * *</p> <p style="text-align: center;">SIDE ORDERS</p> <p>Tomato Juice ... 1.35</p> <p>Orange Juice sm .85</p> <p>Orange Juice lg 1.45</p> <p>1 Egg95</p> <p>2 Eggs 1.95</p> <p>Eggs 2.55</p> <p>Ham 2.55</p> <p>Sausage 2.65</p> <p style="text-align: center;">HOT DRINKS</p> <p>Coffee65</p> <p>Tea65</p> <p>Hot Chocolate 1.35</p> <p>Sanka 1.45</p> <p>Milk 1.45</p>
<p style="text-align: center;">TASTY SUGGESTIONS</p> <p>Hot Roast Beef Sandwich Rich Brown gravy 4.75</p> <p>Chopped Steak Plate 6.45</p> <p>Ham Steak & Eggs 6.45</p> <p>Bacon or Sausage & Eggs 4.95</p> <p>Smoked Pork Chops 6.65</p> <p>Chili & Beans sm. 1.75 lg. 2.65</p> <p>Soup of the Day cup 1.60 bowl 1.45</p> <p>French Fries 1.85</p> <hr/> <p style="text-align: center;">* * * SANDWICHES * * *</p> <p>Sliced Roast Beef 4.15</p> <p>Grilled Cheese 2.85</p> <p>Delicious HAMBURGER With all the Trimmings</p> <p>With French Fries 3.55</p> <p>Cheeseburger 3.75</p> <p>Bacon & Egg 4.85</p> <p>Bacon, Lettuce, & Tomato ... 3.55</p> <p>GRILLED HAM With Cheese or Egg 4.95</p> <p>Tuna Salad Sandwich 2.45</p> <p>Fried or Scrambled Egg 1.85</p> <p>Ham or Beef on French Bread with Salad 5.65</p>	<p style="text-align: center;">OUR SPECIALTY DINNERS</p> <p>SMALL TENDER STEAK 6.45</p> <p>EXTRA THICK STEAK 6.45</p> <p>T-BONE STEAK 6.45</p> <p>RIB STEAK 6.45</p> <p>GRILLED PORK STEAK 6.45</p> <p>CHICKEN FRIED STEAK 6.45</p> <p>ROAST SIRLOIN OF BEEF 6.67</p> <p>FRIED CHICKEN 6.45</p> <p>BREADED VEAL CUTLET 6.45</p> <p>Dinner orders include Soap</p> <hr/> <p style="text-align: center;">* * * DESSERTS * * *</p> <p>Baked Pie 1.35</p> <p>Pie a la Mode 2.55</p> <p>CAKE, per cat 2.55</p> <p style="text-align: center;">* * * PEANUTS * * *</p> <p>Dish Ice Cream 1.25 - 1.35</p> <p>Dish Sherbet 1.25</p> <p>Sandae95</p> <p>Soft Drinks95</p> <hr/> <p style="text-align: center;">* * * BEVERAGES * * *</p> <p>Coffee65</p> <p>Hot Tea65</p> <p>Hot Chocolate 1.35</p> <p>Sanka 1.45</p> <p>Grape Fruit 1.45</p> <p>Tomato Juice 1.35</p> <p>Ice Tea 1.85</p> <p>Fresh Milk 1.45</p> <p>Battersilk 1.45</p> <p>Orange Juice 1.45</p> <hr/> <p style="text-align: center;">* * * CHILLED SALADS * * *</p> <p>Mixed Green Salad 2.15</p> <p>Cottage Cheese & Fruit 2.75</p> <p>Sliced Tomato 1.30</p> <p>Potato Salad 1.45</p> <p>Small Dinner Salad 1.45</p> <p>Tuna Salad Supreme 2.45</p>

<div style="border: 2px solid red; padding: 20px; font-size: 48px; color: red; font-family: cursive;"> MENU </div>	<p>Meat Loaf 6.65</p> <p>Breaded Shrimp 6.65</p> <p>Steak Sand 5.65</p> <p>Pastrami Sand & French Fried 4.15</p> <p>Chicken Fried Steak 6.65</p> <p>Chicken Foo Yung 4.65</p> <p>Pork Noodle with Egg 4.15</p> <p>Chicken Noodle Soup .. 1.45 - 1.00</p> <p>Ice Cream 1.35 - 1.20</p>
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Open Tuesday - Saturday

000deep fried favorites

Tater Tots® \$3

BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.

Cheesy Tots \$4

Let your tots swim in a sea of processed cheese for an extra buck!

Chili Cheesy Tots \$5

Why stop with just cheese?

Two Bean & Cheese Burritos \$3

Oh Yeah! Deep fried and delicious.

Corn Dog \$3

The corn dogs is widely recognized as the pinnacle of carny cuisine. Some have called it "the perfect food."

Mini Corn Dogs \$4

Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.

Mozzarella Sticks (6 pieces) \$4

Perfect when dipped in fresh-from-the-jar marinara sauce.

Chicken Nuggets (8 pieces) \$5

We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.

Jalapeño Poppers (6 pieces)

Our executive chef recommends pairing poppers with a tall can of Coors Light®.

The Original BUTTER Breakfast \$5

Four French Toast Sticks and four pieces of bacon with Mrs. Butterworth® riding side saddle!

(Breakfast not served before 6pm)

Deep Fried Twinkie \$3

Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

We have a full bar and nightly DJs. So, come join us for a truly unique dining and drinking experience.

Private parties are welcome. Please call 415-863-5964 for more information.

www.smoothasbutter.com

000microwave classics

Two White Castle® Cheeseburgers \$3

These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.

Mac 'n' Cheese® \$3

A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!

Spaghettios® \$4

Pasta from a can, real fresh like your babysitter used to make!

Beanie Weenies® \$4

Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.

Nachos \$4

Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.

Frito® Pie \$4

Chili and cheese ladled over Fritos®. If you're looking for a belly bomb, this is it!

000drinks

Whitetrash Driver \$6

Vodka and Original Florida Style Sunny-D®. Packed with vitamins!

R.V. \$7

This ain't no Winnebago. Red Bull® and vodka.

**\$2
Jell-O®
Shots**

Junkyard Dog \$6

Stoli Vanil® and Thomas Kemper Root Beer® on Draught. Woof! Woof!

Shotgun Wedding \$6

A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?

After School Special \$6

Vodka & grape soda. Jay's favorite!

Latchkey Tea \$7

A Long Island with strawberry soda instead of cola. It's OK, Mom and Dad don't get home 'till 6.

Tangtini \$6

Absolut Mandrin®, Triple Sec, OJ in a Tang® rimmed glass.

* Yeah, right.

2001 Article on Butter's Place in Red Bull Vodka History!



Ward R.T. Pre-Gamer (Meet-Up Spot w/ SF with Cheap Cabs and Sucks 24 24pm)

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Call 415-463-5964 for
Special Promotions and Reservations

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BEANCA WEDNESDAYS WHILE LISTENING TO DEEP HOUSE"
— WWW.THECRAZYCITY.COM

"THE TURNTABLE BROTHERS HAVE PLACED BUTTER
SMACK IN THE MIDDLE OF SOMA, SAN FRANCISCO'S COOL DISTRICT,
THE 31 ROOM IS RIGHT INTO THE BAR, ALLOWING BARTENDERS TO
SPIN RECORDS AND DIS TO POUR DRINKS. THE PART OF THE
OPERATIONAL PLAN: TWO TURNTABLES AND A MICROWAVE"
— WWW.SANFRANCISCO.COM

"...AND HERE SOME OF YOU MORE EMBARRASSING 1000
TANGLED IN AN URBAN-COOL MILITARY FESTIVAL
WITH TURNTABLES, GRABBER DIRECTLY INTO THE BAR, ACID JAZZ
AND HOUSE MUSIC FLOW THROUGH THE
SPEAKERS AS PART BLUE RIBBON FLOWS ON TOP."
— WWW.CRAZY.COM

butter

two turntables and a microwave

354 eleventh street san francisco ca 94103-4664

W SF WEEKLY | SEPTEMBER 27 - OCTOBER 4, 2006 | www.sfweekly.com

New Orleans and San Diego Know About "Life in the Entertainment Zone"

The "Bourbon Street" model that the proponents of a South of Market "Nighttime Entertainment Zone" offered relies more on myths than realities, if you were to ask residents of that cobblestoned historic district. And in San Diego, the "Gaslight District," a magnet for thousands of tourists seven nights a week, noise and nuisance controls that would shock some of our local clubs are strictly enforced.

New Orleans recently passed strict noise control legislation in an attempt to control increasingly loud club and street musician performances. A recent Wall Street Journal article reports that "merchants and residents say that the once charming district... has degenerated into an anonymous bazaar of bad art and bleating horns." "It's just too much of everything going into a limited space," laments Deputy City Attorney Franz Ziblich accordingly to the Journal article. The legislation sets strict limits even on the hours in which closely regulated noise can be generated, grants existing businesses brief variances from enforcement but requires a timetable for coming within compliance and allows only limited exemptions. Jazz funerals are exempt.

Bee's Kitchen No More... Bistro Named 'Butter' Coming to 11th Street

Carlton and Chris Solle, brothers who have an interest in the Paragon in the Marina District, have taken a long lease on a site on 11th Street. They've taken over the "Bee's Kitchen" restaurant on the west side of 11th opposite DNA and Slim's.

The live/work units on Norfolk Street share rear property lines with the restaurant site so the residents' request Carlton met with his neighbors at the beginning of December to discuss his plans and hear their concerns. The proposal for the site is a restaurant/bar named "Butter" serving the four main food groups of caffeine, alcohol, sugar and grease, "the food mom used to microwave." The concerns of the neighbors regarding late night noise were brought up. The plans include a DJ for "background music" with no "thump thump dance music." There will be no live bands and no dancing. Carlton plans to soundproof the rear walls on the property line with double sheet rock, double plywood and four inches of sand. He stated that the phone would be answered and neighbor's calls heeded.

"Butter" will be open by March 1999 and the owners say they'll keep us informed and involved as plans emerge.

In San Diego, a small, densely populated area with a long history of restaurants, clubs and residences is experiencing the same sort of gentrification South of Market is undergoing, but apparently without nearly as much conflict. Sound levels are the same in the Gaslight District as they are in the rest of the city (65 dBA measured just outside the source) and well-soundproofed clubs that are deafeningly loud on the inside simply aren't heard outside, the streets are sparkling clean and the police department strictly enforces noise abatement during the restricted hours that have long been in effect.

New Orleans' noise abatement ordinance takes an approach that our local club owners and politicians just don't seem to get.

Sound is measured at the receiving end, at the residences, rather than at meaningless sites such as the front doors of clubs or at an arbitrary 50 foot distance where Newsom has proposed an 85 dBA standard. The point is, as with the San Diego clubs, they can go deaf if they want to, but keep it to themselves.

St. Louis Cathedral, the symbolic center of the French Quarter, has had to seek further protection from street musicians arguing "free speech" issues, and the Wall Street Journal article reports that "while the performers appear to be hewing to the letter of the new law, it has done little to protect the sanctuary's dignity."

Mayor Brown's Office Says Gavin Wants to 'Start Over'

After participating in a rather lively SoMa Residents' Association general meeting, a representative of Mayor Brown's office has announced that Gavin Newsom intends to "start over" on his Nighttime Entertainment Zone proposal, working with the residents this time.

Kelly Castagnaro, an assistant to the Mayor, attended the recent meeting which began with the announcement that Supervisor Leland Yee had informed Newsom of his opposition to the proposal and was followed by videotape highlights of our own Gail Goedinghaus debating Robin Reichert of the Paradise Lounge on a recent cable television program.

Participants in our meeting included a recent arrival to the neighborhood denouncing those gathered for not representing "his SoMa," intense questioning of the Mayor's representative and the presence of a small delegation from the SoMa Coalition (currently on hiatus) quietly occupying the back of the room. In the midst of a rather unending complaint from one newcomer over this organization's bad attitude and unwillingness to compromise, the temporary chair, Jim Meko, eventually stood to explain that the Residents' Association had indeed taken a clear stand on shaping the future of SoMa. "First, we need to start over," he said, "with Newsom out of the picture. He has so polluted this debate with his treatment of the residents and all his conflicts," he continued, "that before we begin changing anything, we must protect -- in fact, this must be our Prime Directive -- that no change anyone proposes can diminish the quality of life one iota for those who already live and work here. Only then can we begin to also address the issues the clubs feel strongly about."

The Mayor's office promised that Newsom's office would be inviting us into new discussions in mid-December and assured us that we should regard his change of attitude as "very good news." The next SoMaRA general meeting will be devoted to the concept of "starting over" and the obvious question of whether an Entertainment Zone is necessary or even appropriate.

Please join us at our next meeting. We will be discussing strategy for the upcoming conference with Newsom's office regarding changes in his Nighttime Entertainment Zone proposal.

When: Wednesday, December 9 at 6:30 P.M.

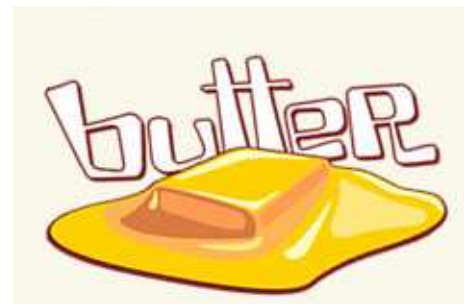
Where: The Arc, 1500 Howard Street (at Eleventh)

Bee's Kitchen No More... Bistro Named 'Butter' Coming to 11th Street

Carlton and Chris Solle, brothers who have an interest in the Paragon in the Marina District, have taken a long lease on a site on 11th Street. They've taken over the "Bee's Kitchen" restaurant on the west side of 11th opposite DNA and Slim's.

The live/work units on Norfolk Street share rear property lines with the restaurant site so at the residents' request Carlton met with his neighbors at the beginning of December to discuss his plans and hear their concerns. The proposal for the site is a restaurant/bar named "Butter" serving the four main food groups of caffeine, alcohol, sugar and grease, "the food mom used to microwave." The concerns of the neighbors regarding late night noise were brought up. The plans include a DJ for "background music" with no "thump thump dance music." There will be no live bands and no dancing. Carlton plans to soundproof the rear walls on the property line with double sheet rock, double plywood and four inches of sand. He stated that the phone would be answered and neighbor's calls heeded.

"Butter" will be open by March 1999 and the owners say they'll keep us informed and involved as plans emerge.




[subscribe](#) | [home](#)

Who works at Butter?

- Vlad - Owner
- Marco - Lesser Owner
- Dennis - Manager Guy
- Jai - Intoxicologist
- Rhino - Intoxicologist
- Squid - Intoxicologist
- Messi - Intoxicologist
- Nic - Intoxicologist
- Pauly - Executive Chef?
- Izzy - Man of Mystery
- Miles - Concierge
- Kelly - Jello Distribution Specialist
- Jacqui - Income Redistributions Part 1
- Jessi - Income Redistributions Part 2
- Kariana - Income Redistributions Part 3
- Kevin Kind - Maestro
- Elvis - Provisionist & Jellofactorer



Jai - Bartender
Texan hospitality at it's finest.

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354 11th Street - San Francisco, CA | [Contact Us!](#) | 415 863-5964 

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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-049
Business Name: California Choppers
Business Address: 1490 Howard Street
District: District 6
Applicant: Wayne Hodges, Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney

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

375 Valencia Street from 1975 to 1989 (14 years)
3235 3rd Street from 1989 to 1994 (5 years)
135 10th Street from 1994 to 2000 (6 years)
1490 Howard Street from 2000 to Present (19 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

MATT HANEY

March 28, 2019

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

Dear Director Dick-Endrizzi,

I am honored to have the privilege of nominating California Choppers, located at 1490 Howard Street in SOMA, for San Francisco's Legacy Business Program.

California Choppers has a 40 year legacy in the city of San Francisco and has been at its current location operating under its current name for 20 years. California Choppers also holds the title of the only one-stop shop for Harley Davidson repair in all of San Francisco, offering high-quality service and parts to motorcycle enthusiasts from all over California.

Please contact Wayne Hodges, 415-585-5770, CAChoppers@earthlink.net, to inform them of their nomination.

Thank you for your consideration,

Matt Haney

A handwritten signature in blue ink, appearing to read "Matt Haney", with a long horizontal stroke extending to the right.

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:		
CALIFORNIA CHOPPERS		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
WAYNE HODGES		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1490 HOWARD ST. S.F. CA. 94103	(415) 431-8181	
	EMAIL:	
	CACHOPPERS@EARTHLINK.NET	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.CALIFORNIACHOPPERS.COM		

APPLICANT'S NAME	
WAYNE HODGES	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
██████████ ██████████ ██████████ ██████████ ██████████ ██████████	████████████████████
	EMAIL:

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

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
FRISCO CHOPPERS - 375 VALENCIA ST. S.F. CA.	94103	1975
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1975 to 1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
FRISCO CYCLE CENTER 3235 3rd St. S.F. CA.	94124	Start: 1989 End: 1994

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
FRISCO CYCLE PARTS 135 10th St. S.F. CA.	94103	Start: 1994 End: 2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
CALIFORNIA CHOPPERS 1490 HOWARD ST. S.F. CA.	94103	Start: 2000 End: 2017 present

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Name (Print):

BON AIR LLC

Date:

7-6-17

Signature:

CALIFORNIA CHOPPERS

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 businesses' founding and or headquarters location) and the opening dates and all locations.

Home of the Frisco-Style Chopper, California Choppers, presently located at 1490 Howard Street, is the culmination of over 40 years of motorcycle history. The business originally started in 1975 on Valencia Street in the Mission District as a small, locals-only storefront shop under the name Frisco Choppers.

The shop had humble beginnings mostly selling used parts for the Harley-Davidson motorcycle rider. What began as a small informal business in the '70s evolved into a San Francisco legacy for both the weekend rider and the diehard enthusiast. The business changed locations, names and ownership several times. Through these transitions, California Choppers maintained its essence while evolving into a San Francisco institution.

California Choppers was original called Frisco Choppers and was started by Steve Nelson and Gary Couch. It was located at 375 Valencia Street.

In 1989, ownership of the business transitioned to Steve Nelson solely. He moved the business to 3235 3rd Street and renamed the business Frisco Cycle Center.

In 1994, Wayne Hodges bought the business. He moved it to 135 10th Street and renamed it Frisco Cycle Parts. In 1998, Ron Aiello came on board as a co-worker, and the business was renamed again to its current name of California Choppers.

In 1999, California Choppers moved to its current location of 1490 Howard Street, an 8,000 square foot space at the corner of 11th Street.

Current owners Wayne and Ron spent a lot of time and effort expanding the shop and service. When they purchased it, the business was struggling. It resembled more of a hobby shop and biker hangout than a well-functioning organization. Wayne and Ron ran the business like a business and turned the Frisco Choppers hobby shop into the profitable enterprise California Choppers is today. Physically, the store looks very much as it did in 1992, which demonstrates how steadfast Wayne and Ron are to the values that make California Choppers unique.

What sets California Choppers apart from other stores is their impressive inventory and inventory management system. The shop carries almost anything that enthusiasts would need to get their bikes working and upgraded. This is unique in an industry that leans to online and

mail order business models. With this admittedly old school system, Ron can ensure that the parts are compatible for the particular bike and the rider can leave the shop that day and be ready for their next motorcycle adventure.

In addition to parts and service, California Choppers also carries high-quality used bikes, a wide range of riding accessories and a full line of California Choppers Clothing.

The business, though remaining profitable for a number of years, is not immune to the pressure of the current real estate crisis. With commercial rents rising at similar rates to residential, there is increased uncertainty about what the future will hold.

b. Describe any circumstances that required the business to close for more than six months.

California Choppers has provided continuous service to the community as long as it has been in business.

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

California Choppers is not a family-owned business.

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

The business was originally started by Steve Nelson and Gary Couch. Wayne Hodges was an employee under Steve and Gary. When Steve and Gary were ready to retire, Wayne offered to purchase the business from them. Before he purchased it, he made sure that he had the blessings of the original owners to make some changes he thought were essential in order to improve the organization. Although Gary Couch passed away several years ago, Wayne is still in contact with Steve Nelson.

A history of the business ownership is as follows:

1975 to 1989:	Steve Nelson and Gary Couch
1989 to 1994:	Steve Nelson
1994 to 1998:	Wayne Hodges
1998 to Present:	Wayne Hodges and Ron Aiello

f. Is the business location associated with any local, state, or federal historic resources registry?

The building that houses California Choppers at 1488-1490 Howard Street is classified by the Planning Department as "Category A, Historic Resource Present" with regard to the California Environmental Quality Act. The building is a contributor to the Western SOMA Light Industrial

and Residential Historic District. Per the Planning Department, the district was “developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction.” The period of significance is 1906-1936.”

CRITERION 2:

a. Describe the business’s contribution to the history and or identity of the neighborhood, community, or San Francisco in general.

California Choppers offers motorcycle parts and service, and sells high-quality used bikes, a wide range of riding accessories and a full line of California Choppers clothing.

California Choppers contributes to the community by providing the single repair shop in the city for Harley-Davidsons. The chop shop also features custom bikes, fabrication, motor builds, paint, service and maintenance.

California Choppers offers a full line of OEM parts and service for all makes of Harley-Davidsons and the highest quality aftermarket parts as an authorized dealer for brands such as Custom Chrome, Rivera Engineering Performance Machine, Drag Specialties, Barnett and others. OEM or Original Equipment Manufacturer is traditionally defined as a company whose goods are used as components in the products of another company, which then sells the finished item to users. California Choppers’ unique relationship with these manufacturers enable them to get customers the best and most desirable (and sometimes impossible to get) parts at great prices and extremely short turnaround times.

California Choppers’ apparel department includes a selection of short sleeves, long sleeves and hoodies featuring a number of logo designs: Knucklehead, Three Patch, Skull Rider, Panhead, Frisco Sky, Frisco Tat, Chopper Fists, Lady Skull Motor and California Choppers. Frisco Leather, a new line of riding leathers designed by California Choppers, currently features a heavy leather vest made in the United States.

b. is the business associated with significant events in the neighborhood?

California Choppers donates to benefit runs of Harley-Davidson clubs, like the San Francisco Harley-Davidson Annual Toy Run in which donated toys collected by motorcycle clubs of the

San Francisco Bay Area are delivered to pediatric patients and families throughout the holiday season at Zuckerberg San Francisco General Hospital.

c. Has the business ever been referenced in an historical context? Such as a trade magazine?

The business is well known within the industry and has been referenced in several trade publications including Horse Backstreet Choppers magazine, Barnett's Magazine and several Japanese magazines. Most notably, California Choppers was featured in a Jesse James special on Discovery Channel titled "History of the Chopper" about 8 years ago. Two bikes from California Choppers were features in the special.

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

California Choppers built a custom-made bike for Nicholas Cage, who at the time lived in the Franklin House in San Francisco at 1945 Franklin Street. The motorcycle was built from scratch.

e. Does the business demonstrate a commitment to the community?

California Choppers has shown a commitment to the community by remaining in San Francisco despite the increasing financial pressures to downsize or move to another location. By making sacrifices and running a lean operation, they have been able to remain active in supporting the community with their business.

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

Because of the uniqueness of the location in San Francisco, riders come from all over California and beyond to purchase the services California Choppers provides.

The community California Choppers serves is a very mixed crowd. Over the last 30 years, there has been a change in the individuals who enjoy riding Harleys. Nowadays, you are likely to see enthusiasts from all walks of life.

Nationwide, the median age of the typical motorcycle owner in 2017 was 47, up from 32 in 1990 and 40 in 2009. Harley-Davidson maintains a 55.1% share of the 35 and older male rider demographic. Women represented 14% of all motorcycle owners in 2014, up from 6% in 1990 and 10% in 2009. Harley-Davidson's traditional core customer of middle-aged males has fallen from 94% of the motorcycle-owning population in 2009 to 86% in 2014. Married riders comprise 61% of motorcycle owners, up from 57% in 1990. Some 24% of motorcycle owner households earned between \$50,000 and \$74,999 in 2014, and as much as 65% earned \$50,000 or more. The median household income was \$62,200. A total of 72% of motorcycle owners

have received at least some college or post-graduate education, and almost as many (71%) were employed. Some 15% were retired.¹

g. Is the business associated with any cultural significance? How would the community be diminished of the business were to be sold, or shut down?

If the business were to close, there would be no place anywhere in the state that could replace it. Customers would have start purchasing their parts online from faceless dealers and would ultimately suffer. Unfortunately, the convenience and gratification of going to a shop and having your needs met is often overshadowed by the ease and affordability of the cyber marketplace.

Criterion 3

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

California Choppers is a motorcycle shop offering motorcycle parts and service, custom bikes, fabrication, motor builds, paint, high-quality used bikes, a wide range of riding accessories and a full line of California Choppers clothing. The business is the single repair shop in the city for Harley-Davidsons.

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?

In short, California Choppers refuses to change. Not out of misguided stubbornness, but to an unrelenting allegiance to great service. It is this drive that aligns California Choppers with the values of the Legacy Business Program.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Define any special exterior and interior physical characteristics of the space occupied by the business?

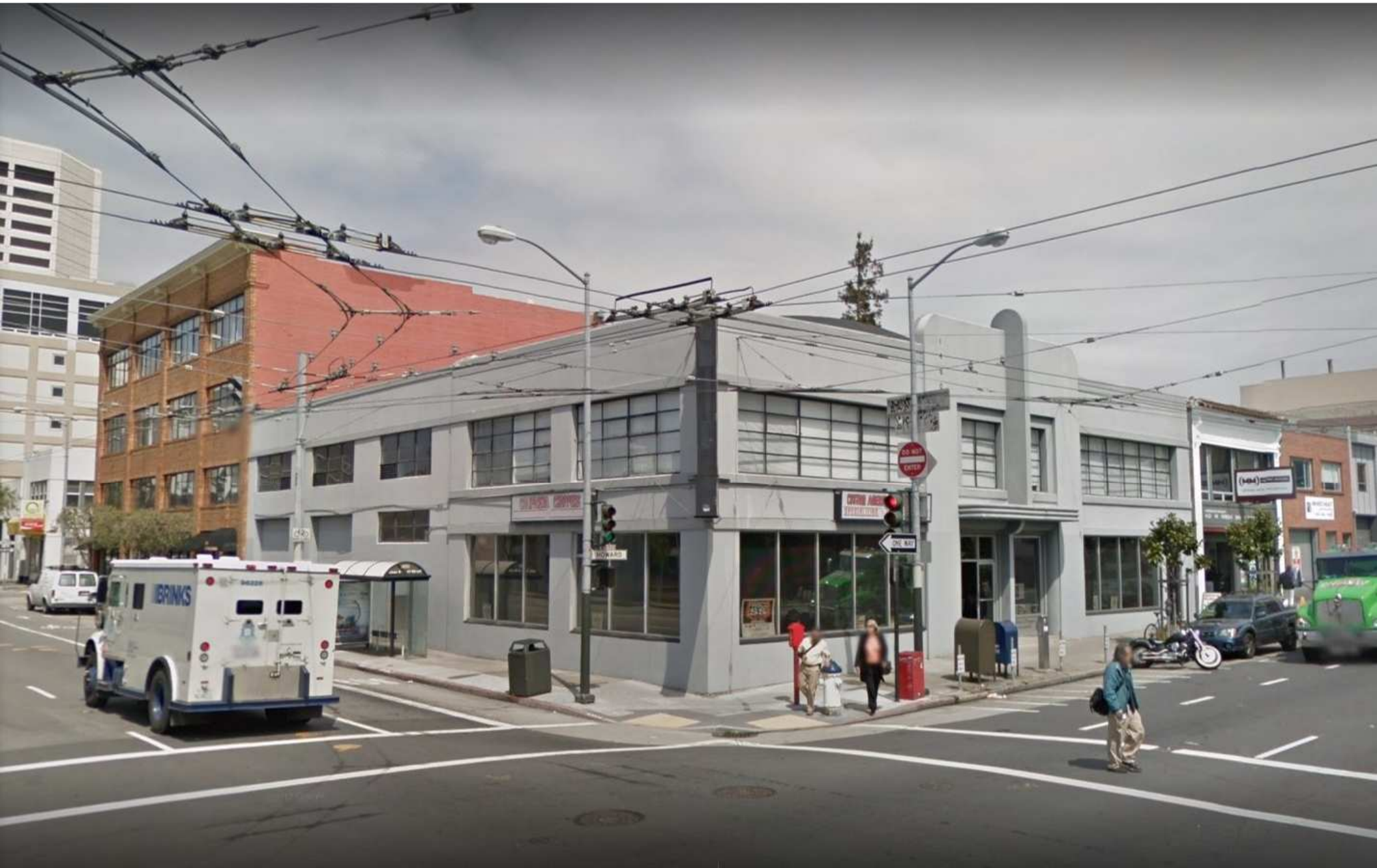
The business features a large “L”-shaped sign that reads “California Choppers” at the corner of the building at Howard and 11th streets.

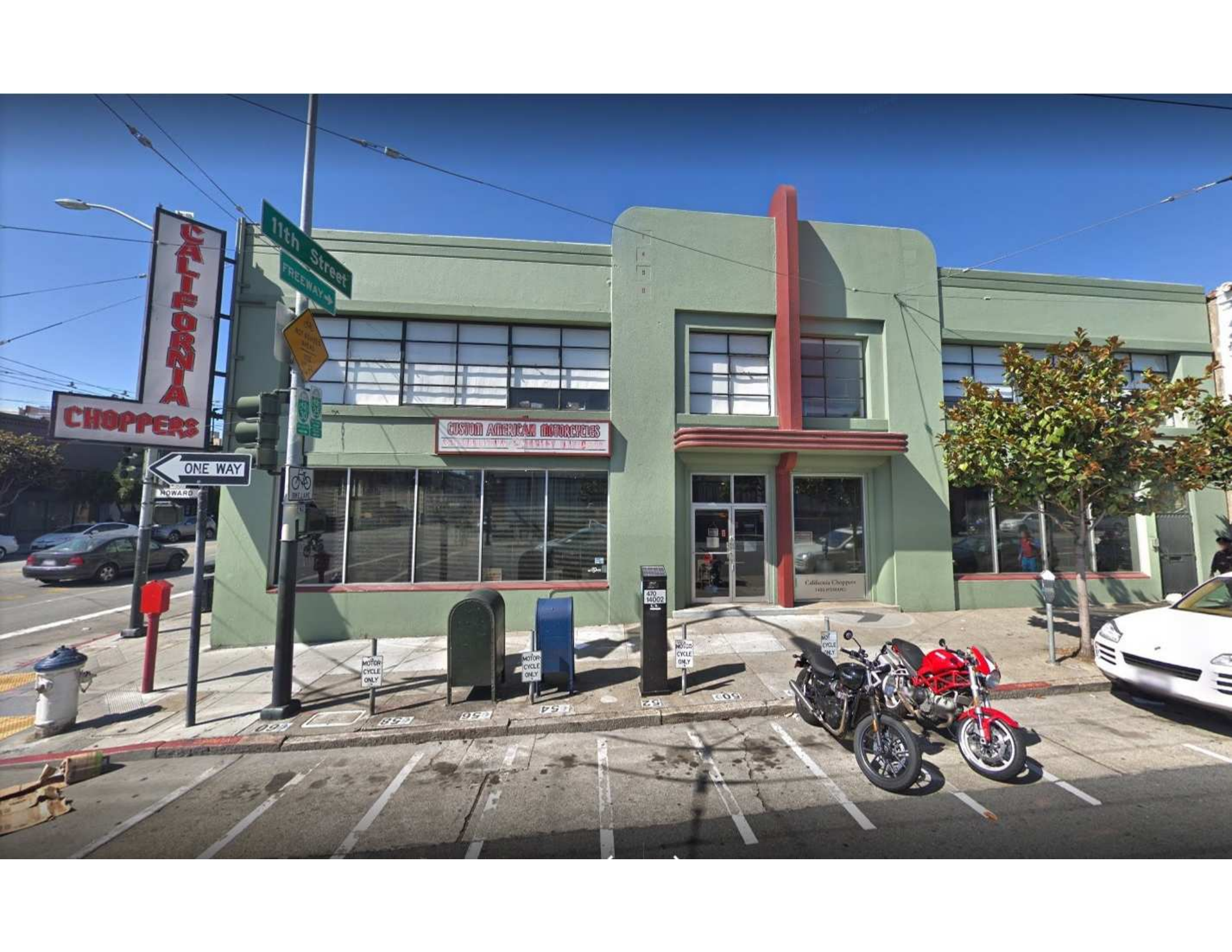
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained that physical features or traditions that define the business, including craft, culinary, or art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

¹ Source: <https://www.fool.com/investing/2017/03/05/7-motorcycle-statistics-thatll-floor-you.aspx>

materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation demonstrating the existence of the business prior to its current ownership is included in the Legacy Business Registry application.





CALIFORNIA

CHOPPERS

11th Street
FREEWAY →

ONE WAY
← HOWARD

CUSTOM AMERICAN MOTORCYCLES

California Choppers
1111 HOWARD

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

005

857

857

857

29

109

470
14002



CALIFORNIA CHOPPERS
WARRANT SERVICE HARLEY DAVIDSON

CALIFORNIA CHOPPERS

CHOPPERS

HOWARD

11th Street

FREEWAY →


NOT ADVISED
AHEAD
USE
11th ST


← Folsom Street
0.1 Mi 1 Min
→ Van Ness Station
0.3 Mi 2 Min
→ Golden Gate Park
2.6 Mi 23 Min


BIKE LANE

CALIFORNIA
CHOPPERS

CUSTOM AMERICAN MOTORCYCLES
WWW.CUSTOMAMERICANMOTORCYCLES.COM

Donate your car today!
VOLUNTEER MENTOR TEACH
1202694

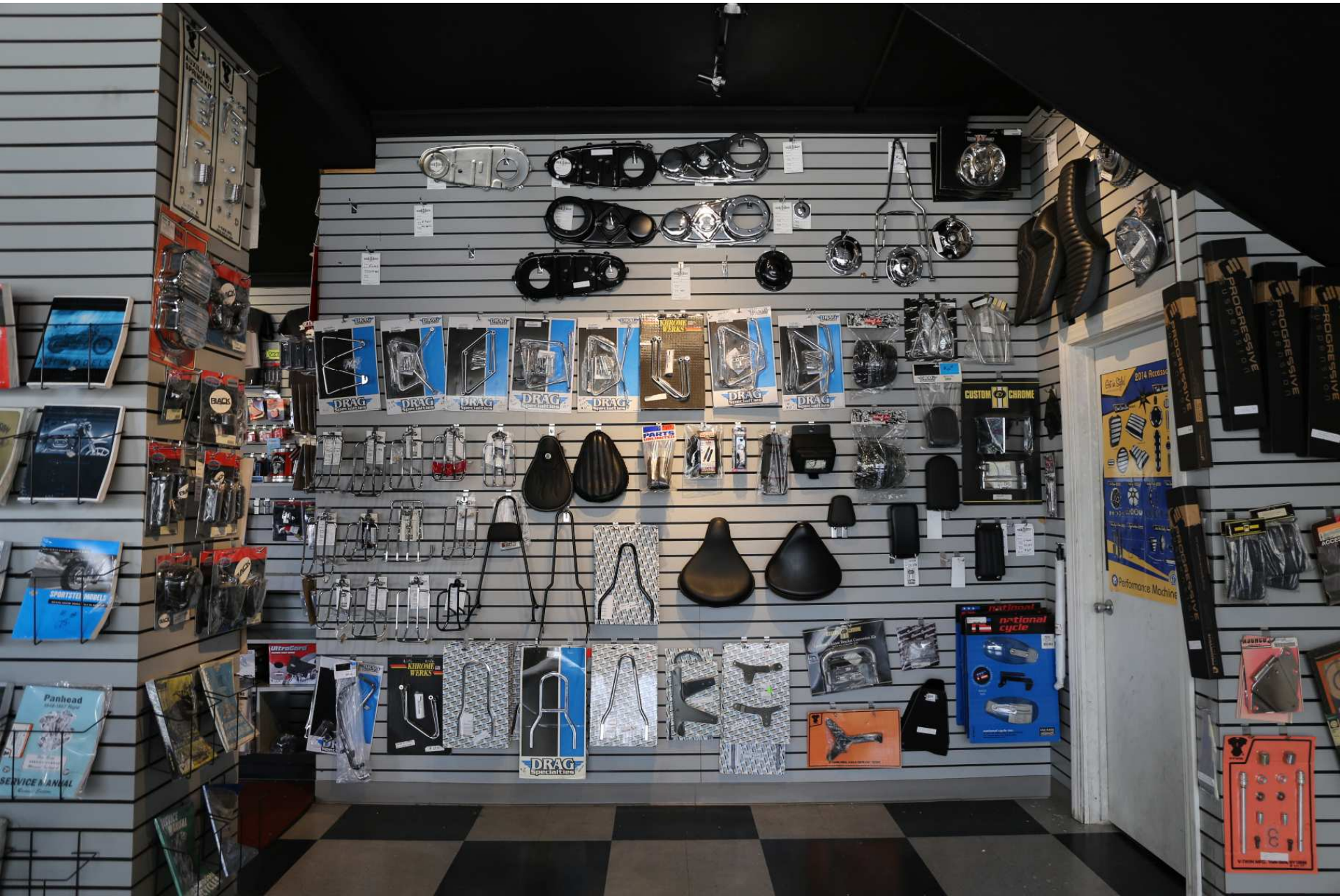




1. CLEAR SHIELD SUPPLIED WITH HELMET IS SUITABLE FOR DAYTIME AND NIGHT RIDING. TINTED AND/OR REFLECTIVE SHIELDS ARE NOT SUITABLE FOR RIDING AT NIGHT.
2. SEVERELY SCRATCHED CLEAR SHIELDS SHOULD NOT BE USED FOR NIGHT RIDING, AS THEY CAN IMPAIR YOUR ABILITY TO DISTINGUISH AMBIENT AND/OR ARTIFICIAL LIGHT. REPLACE CRACKED, HEAVILY SCRATCHED AND/OR BROKEN SHIELDS IMMEDIATELY.
3. DO NOT USE ANY PETROLEUM-BASED OR ABRASIVE CLEANING PRODUCT TO CLEAN THE SHIELD OR HELMET, AS DOING SO CAN IMPAIR THE OPTICAL CLARITY OF THE SHIELD AND COMPROMISE THE SHIELD AND HELMET'S RESISTANCE TO IMPACT.
4. THIS SHIELD IS DESIGNED EXCLUSIVELY FOR THE BILTWELL LANE SPLITTER HELMET—DO NOT INSTALL OR REPLACE IT WITH A SIMILAR MODEL FROM ANY OTHER MANUFACTURER. DO NOT ATTEMPT TO INSTALL A LANE SPLITTER ACCESSORY SHIELD ON A HELMET FROM ANY OTHER MANUFACTURER.
5. THIS SHIELD'S ABILITY TO PROTECT AGAINST AIRBORNE DEBRIS AND OTHER IMPACTS IS LIMITED BY UNCONTROLLABLE FACTORS. THE USER ASSUMES ALL RISK WHEN RIDING OR OPERATING A MOTORCYCLE.

LANE SPLITTER
Biltwell
DOT ECE

X Large













CALIFORNIA
HOPPERS
(415) 431-8181

NO
SMOKING

CEMB

SIMPSON



YOU COULD

HAR

PRIZ

HELLS

WARNING
THESE PREMISES
MONITORED BY CLOSED
CIRCUIT TV

FRISCO
CHANGING
PARTS & TUNING
MOTORCYCLES



REVIEWS



**CALIFORNIA
HOPPERS**

FRISCO STYLE

OWNER
BUILT BY
FABRICATION
MOTOR
TRANNY
GAS TANK
FENDERS
PAINT
SEAT
SUSPENSION
ELECTRICAL
WELDING
FOOT CONTROLS
FOOT PEGS
GAS CAP

BIG WAYNE
CYCLE RON
R.P.M.
97 CI. B.F.D.
BAKER 6 SPEED
WEST COAST
THUNDER CYCLE DESIGN
HORST
PAUL COX LEATHER N.Y.C.
SPYKE
SPYKE
BOYD
QUALITY MACHINE
ED TROTTA
ROB THE JEWELER

Special Thanks
DON THE PAINTER, RUDY, VINCE, JOKER MACHINE, SEAN






A close-up photograph of a highly reflective chrome motorcycle headlight. The headlight is rectangular with a multi-faceted top edge. In the center of the front face, there is an embossed Harley-Davidson logo, which consists of a stylized 'H' and 'D' intertwined. Below the logo, the words 'CALIFORNIA' and 'CHOPPERS' are embossed in a clean, sans-serif font, stacked vertically. The chrome surface is very bright, reflecting the surrounding environment, including other parts of the motorcycle and the sky. The background is slightly out of focus, showing more of the motorcycle's chrome components.

VIDEO

YouTube "california choppers" san francisco

Select Vehicle Marketing



Title: 2002 Harley-Davidson Frisco Chopper
Price: \$33,000
Mileage: 00100
Phone Number: 855-573-2311
Website: selectvehiclemarketing.com

Play (k) 0:04 / 2:48

2002 Harley-Davidson Frisco Chopper WH8181SE8

QuickByte [Subscribe](#) 1.1K

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YouTube TV - No long term contract

Household sharing included. Live TV from 60+ channels. No cable box required. Cancel anytime.

No thanks [Try it free](#)

<https://www.youtube.com/watch?v=jhvQEU1asqA>
“2002 Harley-Davidson Frisco Chopper WH8181SE8”
Published on May 30, 2015

2002 Harley-Davidson Frisco Chopper
<http://selectvehiclemarketing.com>

CALIFORNIA CHOPPERS

♦♣ ORIGINAL HOME OF THE FRISCO STYLE CHOPPER ♥♠

★ HOME ★ CHOP SHOP ★ PARTS ★ APPAREL ★ LINKS ★ HISTORY ★

Home of the Frisco-Style Chopper, our shop is the culmination of 29 years of motorcycle history. Originally started in 1975 on Valencia Street in the Mission District of San Francisco as a small, locals only storefront shop under the name Frisco Choppers it was acquired by the current owners, Wayne Hodges and Ron Aiello who spent a lot of time and effort expanding the shop and services in various ever larger locations on 3rd street and then 10th Street then, finally , a name change to California Choppers and a brand new 8000 sq foot facility at its current location at 1490 Howard Street. in 1999.

We are the ONE and ONLY California Choppers on the West Coast-accept no substitutes. Visit our Showroom at 1490 Howard Street in San Francisco M-F 10-7 Or 11-5 on Saturdays. We are closed Sundays ..well..because we like to ride too. In addition to our parts and service we also carry high-quality used bikes, a wide range of riding accessories and a full line of our own California Choppers Clothing.



VIEW OUR
STRAPBOOK

© California Choppers 2005 1490 Howard St. San Francisco California 1-415-431-8181 [S](#)

CALIFORNIA CHOPPERS

ORIGINAL HOME OF THE FRISCO STYLE CHOPPER

★ HOME ★ CHOP SHOP ★ PARTS ★ APPAREL ★ LINKS ★ HISTORY ★

PARTS DEPT.

Offering a full line of OEM parts and service for all makes of Harley-Davidsons and the highest quality aftermarket parts as an Authorized Dealer for brands such as Custom Chrome, Rivera Engineering Performance Machine, Drag Specialties, Barnett and all the rest, California Choppers unique relationship with these manufacturers enable us to get you the best and most desirable (and sometimes impossible to get) parts at great prices and extremely short turnaround times.



For parts inquiries:
CALL 415.431.8181 or FAX

415.431.8198

SOME OF OUR RESPECTED VENDORS



© California Choppers 2005 1490 Howard St. San Francisco California 1-415-431-8181

CALIFORNIA CHOPPERS

ORIGINAL HOME OF THE FRISCO STYLE CHOPPER

Welcome to our secure online shop. Make sure to check out our great selection of Long Sleeves, Hoodies and Hats. Please allow 4-6 weeks for delivery. Check back as we are adding new shirt designs and merchandise.

FRISCO LEATHER - NEW!



[click to enlarge](#)

HEAVY LEATHER VEST

The last vest you will ever buy. You'll hand this heavy duty American-made vest down to your children. S,M,L,XL \$400 - 2X,3X \$425 - 4X,5X \$450

Size

S \$400.00 USD

SHORT SLEEVES



[click to enlarge](#)

KNUCKLEHEAD

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size



[click to enlarge](#)

THREE PATCH

Black short sleeve t-shirt with Frisco Line print on back - \$25.00

size



[click to enlarge](#)

SKULL RIDER

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size



[click to enlarge](#)

PANHEAD

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

size



[click to enlarge](#)

FRISCO SKY

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size



[click to enlarge](#)

FRISCO TAT

Black or white short sleeve t-shirt with small Frisco print on back - \$25.00

Size

Color



[click to enlarge](#)

CHOPPER FISTS
Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

size

ADD TO CART



[click to enlarge](#)

LADIES SKULL MOTOR
White t-shirt with black sleeves with print on front and back - \$25.00

size

ADD TO CART

LONG SLEEVES

VIEW CART



[click to enlarge](#)

SKULL RIDER
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

SKULL MOTOR
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

FRISCO SKY
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

CHOPPER FISTS
Black or White short sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

Color

ADD TO CART

HOODIES

VIEW CART



[click to enlarge](#)

SKULL RIDER
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

SKULL MOTOR
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

FRISCO SKY
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

CC LOGO
Black Zip Hoodie with large CA Choppers print on back - \$50.00

size

ADD TO CART



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-040
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
District: District 3
Applicant: Joseph Omran, President
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin

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

1263 Leavenworth Street from 1984 to Present (35 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

May 2, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
regina.dick-endrizzi@sfgov.org
(415) 554-6134

Dear Director Dick-Endrizzi:

I hereby nominate Le Beau Market for inclusion on the Legacy Business Registry.

Situated at the corner of Leavenworth and Clay in District 3's Nob Hill neighborhood, Le Beau Market is a grocery mainstay that highlights local, seasonal items and gourmet prepared foods. Just off the beaten path, Le Beau Market is a neighborhood treasure that has served its local community with pride since 1984. Le Beau Market is an independently-owned and customer-driven grocer committed that elevates local food and beverage brands. The market's owner, Joseph Omran, gives back to his community by organizing environmental clean-up efforts and contributing to local charities. His annual Customer Appreciation Day has raised money for waste reduction initiatives and for a new playground structure at Huntington Park.

Le Beau Market would benefit substantially from inclusion on the Legacy Business Registry, and it is my pleasure to nominate it for inclusion.

Sincerely,

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

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
LEBEAU Nob Hill Market		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Joseph Omran		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1263 Leavenworth St. S.F. CA 94109		(415) 885 3030
		EMAIL:
		lebeaunobhill@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
Lebeaumarket.com	LEBEAUMarket	LEBEAUMarket.

APPLICANT'S NAME	
Joseph Omran	Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	
1263 Leavenworth St S.F. CA 94109	
TELEPHONE:	
[REDACTED]	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0933525	32567208

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

Section One

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
1263 Leavenworth St	94109	07/18/1984
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

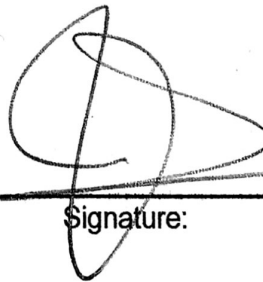
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards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

Joseph Omran

Name (Print):

04/03/19

Date:



Signature:

LE BEAU NOB HILL MARKET

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.

Le Beau Nob Hill Market (“Le Beau Market” or “Le Beau”) was founded on July 18, 1984, when brothers Joseph and George Omran purchased the business. It is located at 1263 Leavenworth Street at the corner of Clay and Leavenworth streets.

Joseph and George were both stock brokers at Merrill Lynch. They both came to the realization that being stock brokers was not what they wanted to do with the rest of our lives. They went in search of a food market to purchase. Joseph and George learned that a market, then called Leroy Market, was for sale by George’s wife’s cousin, and they went to look at it. Leroy Market was really rundown. At first, Joseph scratched it from their list because it was in such bad condition. After continuing their search, they realized that the market had the most important ingredients for success: location, location and location! They paid the asking price and took the keys on July 18, 1984.

Joseph and George decided to change the name to Le Beau Nob Hill Market for two reasons: (1) “Le Beau” was somewhat similar to “Leroy”; and (2) the character Corporal Louis LeBeau from television sitcom Hogan's Heroes, played by actor Robert Clary, was a chef. Joseph and George loved Hogan’s Heroes.

The brothers formed a partnership upon buying the business. They dragged their younger brother Omar into the business to keep him out of trouble. That is how it began. The three of them working 7 days a week for 80 to 90 hours per week for a couple of years to build up the business. The neighborhood responded positively to all the changes and helped them grow over the years.

George decided to leave the business in 1994, so Joseph bought his interest in the business on July 1, 1994. Omar took over the deli/meat counter at that time as well, leasing the space from Le Beau.

Le Beau Nob Hill Market initiated its first remodel in 2000. Again, the neighborhood responded favorably to the changes and continued providing support to grow.

Omar left the business in 2004 due to complications from multiple sclerosis, so Joseph was on his own. Joseph was fortunate in attracting great employees from the neighborhood who

became part of his extended family, including several “local boys” that were formerly employed with the San Francisco Police Department.

Enter Alexander Omran, Joseph’s eldest son.

Alexander decided to join the team after working in the deli for a while. He began training with Joseph, working side by side, which is not always easy since Joseph claims to not be the easiest person to work with, especially if you’re his son.

Le Beau Market underwent another remodel in 2014, focusing on energy efficiency equipment. It has worked out well.

Now it’s 2019, and Le Beau Nob Hill Market is approaching its 35th anniversary. Joseph is retired and Alexander is running the show along with the help of 27 great employees who help keep the tradition of community markets alive. Although Joseph officially retired in 2018, he is still involved behind the scenes. He is always around since it’s the only place he shops. Plus, he has been promoted to be the “maintenance engineer.” Alexander has not yet taken ownership of Le Beau.

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

LeBeau has been in continuous operation since 1984.

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

LeBeau Nob Hill Market is a family owned and operated business and has been since 1984.

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

The ownership history of (the business) is as follows:

1984 to 1994:	Joseph Omran and George Omran
1994 to Present:	Joseph Omran

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.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 1263 Leavenworth Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

Since 1984, it's been the mission of Le Beau Nob Hill Market to satisfy the nutritional needs of their community. In this ever-changing world where the source of our nutrition is being hijacked by "big food," it's more important than ever that we become discriminating in choosing our nutritional sources. San Francisco is a city composed of many villages, each with its own restaurants, laundromats, watering holes and markets. In the Nob Hill village, Le Beau is the village market. Neighbors meet neighbors and chat with the staff as they pick up fresh seasonal produce, locally sourced meat and artisanal cheeses for the perfect meal.

LeBeau Market is a community hub of Nob Hill. It's where neighbors meet neighbors. It's where the news of the community is shared. It's what existed before the app "Next Door" when people communicated to one another in person.

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

Le Beau Nob Hill Market has been involved in many neighborhood events. They have hosted several meet-and-greets with the San Francisco Police Department's Northern Police District over the years. They have been involved with the Safety Awareness For Everyone (SAFE) program. SAFE engages, educates and empowers San Franciscans to build safer neighborhoods through crime prevention, education and public safety services, resulting in stronger, more vibrant and resilient communities. Le Beau Market also hosts a monthly street sweep every first Saturday of the month. Le Beau has participated with the Nob Hill Association in the annual Rose in the Park picnic in Huntington Park. They also co-host "Movie Night at Huntington Park" with the Nob Hill Association, which began in 2017.

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

Le Beau Market has been mentioned in many newspaper articles over the years. Herb Caen was a regular and mentioned the business several times in his column. Le Beau has also been featured food magazines recognizing food markets including an article by the Specialty Food Association.

On May 24, 2016, Le Beau Nob Hill Market received three commendations recognizing Le Beau's contribution to the community: a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi; a Certificate of Recognition from California State Senator Mark Leno; and a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

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

Photographer extraordinaire Jimo Perini; journalist Herb Caen; and film director, screenwriter, author, actor and opera director Werner Herzog have all patronized Le Beau Nob Hill Market.

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

Le Beau Market is committed to serving the community that has provided for its continued prosperity. It is part of the community.

Joseph Omran has been involved with Nob Hill on many levels over the years to help give back to the community that has helped the business continue to be relevant in today's society. He served as a member of the Citizens Police Advisory Board at Northern Station for several years. He has served on the board of directors of the Nob Hill Association and is currently the sitting Vice President. He is also currently a Reading Partner at the Spring Valley Elementary School on Jackson Street. LeBeau Market has also been working with the San Francisco Fire Department on their annual Toys For Tots drive.

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

Le Beau Market serves all the people of Nob Hill, including residents and tourists, and is responsive to their customers' needs. They strive to provide the best customer service possible and respond to customer requests to the best of their ability. They count on their customers to let them know how they are doing. If customers do not see a product they would like the store to carry or have a suggestion about how to do something differently, they are invited to let staff know. If at all feasible, Le Beau will try to accommodate their requests.

Many things have changed since 1984, but Le Beau Nob Hill Market is very proud to be able to say that the Nob Hill community has been very supportive. Without its loyal customers, the store couldn't be here. Customers are the major driver of Le Beau's food selection and their only need for the store to exist. Nob Hill Market strives to meet the community's needs however it can.

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

The most significant visual attraction of Le Beau would be the mural on the Leavenworth side of the building. It was done by several artists from Indonesia who came here in 2003. They were exchange artists brought over by Megan Wilson. She was a local artist and neighbor who did a mural project in Yogyakarta, Indonesia. The meaning of the mural is open to interpretation, but perhaps demonstrates how capitalism leaves people in the cold. Megan is also responsible for the mural inside Le Beau on the back wall along with the painted panels with all the flowers. Flowers are her signature.

In addition, Le Beau Market has installed a rooftop garden complete with worm towers and bee hives. Though they can't grow enough herbs for their customers, they can always get fresh rosemary from the garden if they should run out of rosemary. They also grow oregano, thyme, mint, flowers for the bees and Meyer lemons. Nob Hill Market has been fortunate to have the help of Roger Garrison, a beekeeper neighbor, who has helped the market harvest about 100 pounds of honey a year from up to 12 beehives on the roof.

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

If the business were to close, the community would lose a true local business focused on taking care of the community's nutritional needs and provide a meeting place for the neighbors. Businesses like Le Beau Nob Hill Market are like the glue of the community. The store provides an opportunity for one-on-one human interaction, something that seems to be diminishing. It's what makes urban living different than being in the suburbs. Stores like Nob Hill Market are disappearing from San Francisco.

CRITERION 3

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

Le Beau Nob Hill Market is not a supermarket but a "superette," a compact food market "convenience shop" or "mini-mart." It is the village market for the Nob Hill village.

The produce department at Le Beau is head and shoulders above the rest, period. Quality, organic, local, seasonal and fair prices drive their mission. Each department within the market is constantly seeking the freshest, most delicious products. Whenever possible, Le Beau works with local producers like Earl's Organic Produce, located in the San Francisco Wholesale Produce Market, and F.E.E.D. Sonoma (Farmers Exchange of Earthly Delights), a micro-regional aggregator in Sebastopol whose mission is to create a vibrant, sustainable and fair food system by maximizing the ability of small farmers to sell their food through diverse marketing channels. Whether goods are obtained from near at hand or further afield, Le Beau strives to provide the very best at a fair price. Those in the know shop at Le Beau!

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)

Le Beau Nob Hill Market is committed to maintaining its historical tradition as a neighborhood grocery store.

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.).

Le Beau Nob Hill Market is committed to maintaining the murals on all sides of the building, the rooftop garden and awning over the front area.

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

Documentation that demonstrates the business has been a grocery store for 30+ years is included in this Legacy Business Registry application.



Sunday
New York Times
on sale here



Nob Hill's Finest Market 855-3030

Nob Hill's Finest Market

ONE WAY

STREET



Nob Hill Market

COLD

Nob Hill Market ...







ONE WAY

LE BEAU

No Hill's Finest Market

GO DUBS

KLAY

lebeaumarket.com

CLAY ST

No Smoking
Monday Chicken Special

415.885.3030



POWELL & HYDE ST.

FRANKS UNION '03
1000-1550
1998

~~NO DEALS~~

GIANTS WIN



I've heard of **SMOKED FISH** BUT

SMOKING FISH

YOU HAVE THE **RIGHT** TO SMOKE

BUT YOU **DON'T** HAVE THE RIGHT TO

POLLUTE

OUR ENVIRONMENT

SMOKE RESPONSIBLY

DON'T THROW YOUR **BUTTS** INTO THE OCEAN



LUNDA



AY



Hill's Finest Market

ONE WAY

Serving
OUR
COMMUNITY
for over 30 years

aumarket.com

No Smoking

Monday
Chicken
Special

030



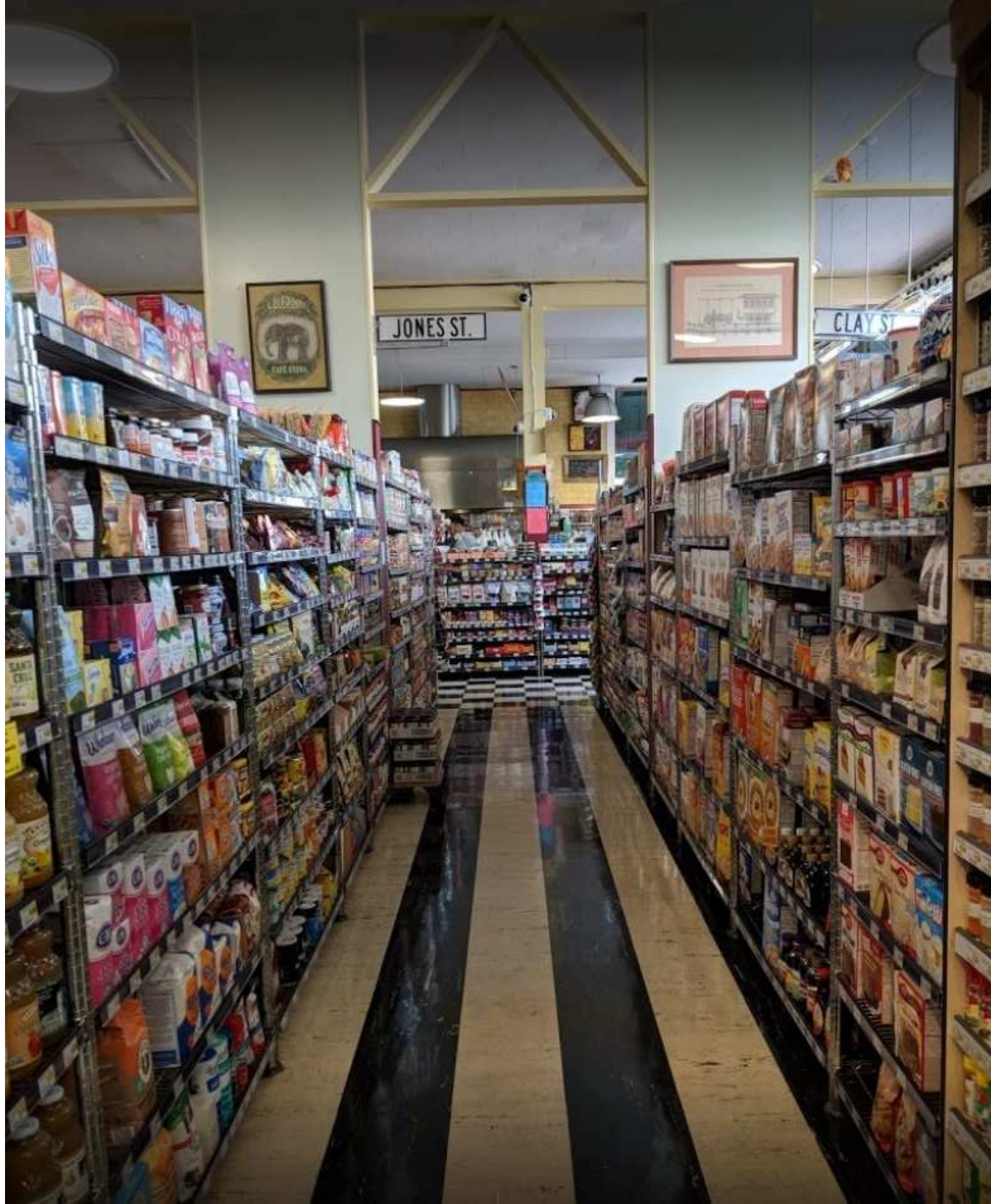


VISIT OUR
**MEAT
CASE**

for a
**PROTEIN
KICK**

Le Beau
Mon-Sun, 9am-9pm
Closes Thanksgiving
& Christmas

\$20⁰⁰
BOUQUETS

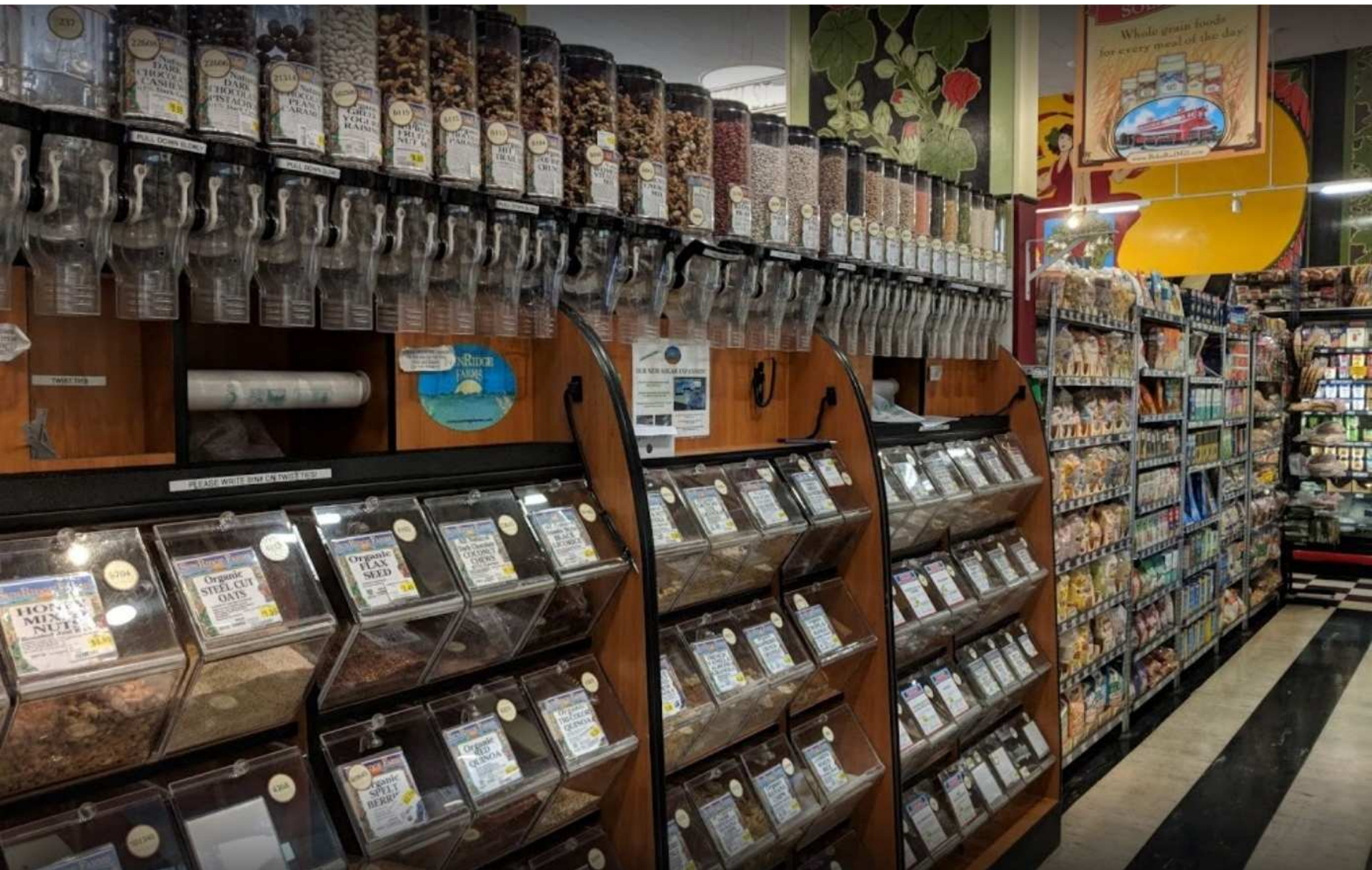


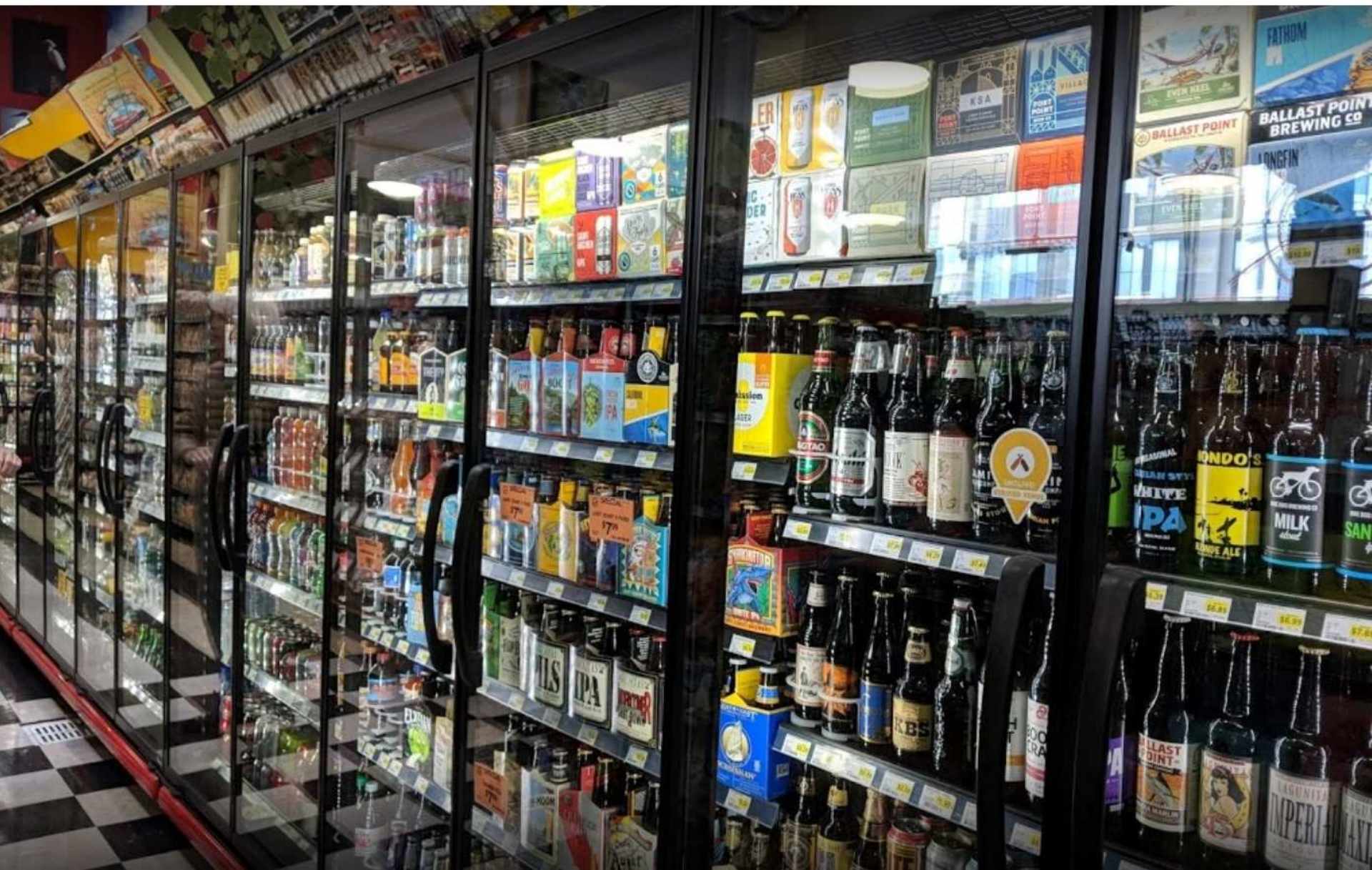


LEAVENWORTH ST.













The Grill

All Grill items come with fries

All items from apple butter to mayo
are housemade, your stomach is important to us.

California Burrito

\$9.70

*carne asada, guacamole,
sour cream, cheddar cheese,
and french fries (inside).*

Le Beau Burger

\$9.70

*house rub, grain mustard,
ketchup, mayo, sautéed red onion,
lettuce, tomato, and choice of cheese
on hamburger bun.*

Porky's Revenge

\$9.70

*grilled pork chop, house rub, slaw,
honey mustard, and havarti cheese
mango salsa on a soft roll.*

Le Beau Turkey Burger

\$9.70

*turkey, teriyaki sauce, mango salsa
spicy mayo, and swiss cheese
on hamburger bun.*

Sausagito Bandito

\$9.70

*ernesto's hot or mild sausage
with green chili, grilled onions,
spicy bbq sauce, and pepper jack
on a french roll*

The Great Steak

\$12

*rib eye steak, house rub, blue cheese
sautéed mushrooms, and grilled onions
on ciabatta*

United Airlines, desperate to rent a small diamond Dist. house for herself and young son, offered \$100 a month more than the owner was asking and threw in a free round-trip to Europe — only to be outbid. With the vacancy rate at 1 percent or less, the gouging is as fierce as the frustration.



CAENFETTI: My old friend Joe Omran of the LeBeau Nob Hill Market tips me to another underreported item: Gas prices may be skyhigh, but cereal prices — even for Shreddies — are suddenly down by as much as 25 percent after pressure from Congress ... Life imitates bad jokes: During the miniflap over the absence of Nancy Drew children's books at S.F. public libraries, I wheezed that mebbe it would help if Nancy emerged from the closet, thereby becoming p.c. by local standards, and guesswot? Mabel Maney of our town has written three Nancy Drew lesbian parodies featuring Nancy Clue, and all are at the Main Library. One clever title: "Nancy Clue and the Hardly Boys in 'A Ghost in the Closet' " ... Wotznoo in cyberspace: John Joss reports that PETA (People for the Ethical Treatment of Animals) tried to set up a website, only to find that another PETA (a satirical acronym for People for the Eating of Tasty Animals), has claimed it. The original PETA is suing and may the better peta win.



BAY CITY BOUNCE: Todd Rundgren's farewell (he's moving to Hawaii) will be a benefit for the Presidio Hill School Sat. night at the Fillmore. Other immortals performing: Paul Kantner, Jack Casady and my favorite live drummer, Prairie Prince ... The S. F. Mime Troupe, perennially on the shorts, as befits a counterculture icon, is staging a fund-raiser today, 5:30 to 8, at the Dia 57.

kick for the ancients is to hear new broadcasters saying "Clement," with equal stress on both syllables, and "San RAF-ael." "Greenich" for Greenwich is OK. Only dinosaurs still insist on "Green-witch" (and "Carney" for Kearny).



"EXCITING times ahead!" exults Richard Clark of Berkeley. "I see this scenario of the four guys who beat up Reginald Denny going into a long trial, getting acquitted, and Simi Valley people rising up and burning down their town" . . . At the laff-a-minute Le Beau Market on Nob Hill, they're selling the long creepy legs of giant Alaska king crab as "Alien 3 Crunchies" and that's what they look like. Minus the drool . . . Roozbeh Chubak of Berkeley is baffled. She applied for license plate "OLD EART," as a tribute to our planet, and was turned down by the DMV because it "carries connotations offensive to good taste and decency." Meanwhile, Mark Bronder caught "DIG BIC" on a Nissan "owned by a well-endowed dyslexic or a disposable pen enthusiast," and Lance Roberts espied an Acura Legend plated "UPYR BMW." Look, there's "PHKMALL" again! Aw, missed it . . . More culture: Leo Stutzin, the Modesto Bee's music, art and theater critic, asked at the downtown PO for some commemorative stamps "with artists or entertainers." "Wellll," said the clerk after flipping through the sheets, "how about somebody named Earl Warren?"



DEAR OLD Cable Car Clothiers, which is losing its Grant-O'Farrell space to Georgie An

BREAKTHROUGH: In an interview published on the front page of the afternoon paper last Thurs., Mr. Brown pointed out that due to the large influx of Asians and Hispanics into the city, "every politician has to go back to school to lead the new residents." Next day, he was seen to be lunching at Le Central with Ann Getty, Harry de Wildt, Denise Hale, Wilkes, Jo Schuman and Maryon Davies Lewis. That's getting to know the new residents.



HONESTLY: Spending a wkend at home can be fun. Also fattening. Friday evening, shopping at my neighborhood grocery (LeBeau at L'worth and Clay), I celebrated St. Patrick's Day by buying a large round loaf of Irish soda bread. Mistake. Irish soda bread makes the world's greatest toast. By Saturday night it was gone. One chorus of "The Pig Got Up And Slowly Walked Away." Saturday and Sunday mornings mean John Rogers on KJAZ, a calm, literate, informative voice in a maelstrom of mediocrity.



ALSO, BASEBALL was on the tube for the first time this season and no better than usual. This lovely game simply doesn't work on TV, but is OK on radio (come back, Hank Greenwald). The camera doesn't and can't show enough; you need to see the whole field, the so-called subtle moves, the ball AND the runner. During other breaks from answering the mail, I took quick peeks at ESPN, that invaluable network, to watch a truly incredible Davis Cup match in Asuncion, Paraguay, between our Jim...

and that color code red, blue or green was called. Not in San Francisco. The color codes were fuchsia, silver and magenta. "We have to amuse ourselves somehow," said a clerk. . . . Scott Smith saw a Volvo 760GLE on Castro Street the other day, and in its back window was a sign saying, "Warning — do not buy a Volvo. They do not stand behind their product." I guess if they did, they'd read the sign.

●

IN FIRST: "How do you like our new receipts?" said the man at Le Beau Market on Leavenworth. The new receipts tell you how much you spent, but right above that they say "GO GIANTS, Humm-baby! It's going to be fun!" We like the new receipts, Le Beau Market. . . . KNBR is carrying an ad for GiantsVision featuring a guy with a fakey New York accent talking about real baseball and how he's from "the Grand Concourse, Queens." For that, people in the Bronx are giving their homegrown cheer.

●

DESIGNER CUSSING? Director Stanley Kubrick has a new movie due for release in June, a Vietnam War flick called "Full Metal Jacket." It's already achieved controversy because some newspapers will not print the promotional line on the ads. The line says, "In Vietnam, the wind doesn't blow. It sucks." OK, a poll: If you are a Vietnam veteran, did you ever hear this expression? Ed Reitz



01/01/2012

Retailer Profile: Le Beau Market

For more than a quarter-century, this San Francisco retailer has seen other specialty stores in its Nob Hill neighborhood come and go. By engaging the community with good food and big ideas, Le Beau has held its footing as a mainstay among locals.

by Eva Meszaros

Photos by Eva Meszaros

Joseph Omran gives credit where credit is due. His corner grocery shop, Le Beau Market, in the tiny San Francisco district of Nob Hill, has survived and thrived in its 27 years under Omran's ownership. He attributes the success adamantly to the continued support of the neighborhood and its denizens. "Without them," he says, "we would've blow away into the wind."

To show his thanks over the years, Omran has committed himself and his market to the neighborhood, learning his customers' needs, seeking out quality goods with an emphasis on seasonal and local products and playing an active role to improve not only his store but the community as a whole.

Profile

Le Beau Market

1263 Leavenworth St.

San Francisco, CA 94109

415.885.3030

lebeaumarket.com

Year Established: 1984

Total Area: 5,400 square feet

Retail Area: 2,700 square feet

Staff: 13 full-time, 13 part-time

Sales Breakdown by department

Produce: 14%

Non-food items (health and beauty, flowers): 20%

Deli: 4%

Wine & Liquor: 10%

Frozen: 5%

Dairy: 17%

Groceries: 30%

The deli posts daily specials at its counter and on Le Beau's Facebook and Twitter pages.

A Simple Goal

Departing from their careers as account executives at Merrill Lynch to start their own business, Omran and his older brother George came across a rundown grocery store in the well-to-do Nob Hill neighborhood on the corner of Leavenworth and Clay. The store held appeal to Omran, who had some food retail experience from helping in his parents' small grocery shop, where he picked up his customer skills, and working at various markets as a college student.

"Our initial target was just: Be a good food store," Omran recalls. While Nob Hill residents generally had the means to support a specialty grocery store, the brothers quickly learned that a solely high-end market wouldn't fly. They settled on an array of products that could meet any customer's needs. "You can come here and get your everyday items, and if you feel like you want to splurge, there's stuff you can do that with too," Omran says.

A few years passed, and George was ready to move on from the business, so Omran bought him out. In 1999, after taking on full ownership, he invested in an extensive store remodel, which included all new refrigeration and flooring without expanding the space. The 2,700-square-foot store stands out on the inclined street, thanks to a giant mural—designed by members of the Clarion Alley Mural Project, a San Francisco-based artists' collective—that has spanned the exterior east-facing wall of the building since 2003.

Community Drives Direction

The neighborhood is near famed tourist sites Fisherman's Wharf and Pier 39, but removed enough from the bustle of the city's main attractions to feel like a sleepy suburb. A wide sidewalk allows room for a pair of simple metal café tables and chairs in front of the market's colorful mural. Sitting outside one fall afternoon, Omran greets nearly every passerby with a smile or a brief chat, leaving little doubt that Le Beau is more than just business.



Inside, products lining the shelves are equally indicative of the store's relationship with its patrons. Omran calls much of the inventory customer-driven, noting that regulars often come in with requests for certain products, empty container in hand. Such requests have included local favorite [Toffee Talk](#) candies, cookies and brittle from [Applebaum Bakery](#), [Tcho](#) and [Fearless Chocolates](#), [Bob's Red Mill](#) grains, [Vicolo](#) pizzas, [Organic Pastures](#) raw milk, and ice creams from [Jeni's](#) and [Ciao Bella](#).

Omran and his staff look for trends in these requests, further tailoring the selection toward customer needs. "Tastes are always changing, that's the one thing you can depend on," Omran says. Even fly-by-night fads must be considered to keep shoppers coming back. "I have to listen to my customers," he adds. "They're the ones who pay the bills."

Department managers or specialists oversee product selection in their respective areas of Dairy/Deli, Produce, Frozen Food, Beverage/Beer, Wine, and Candy. Though the emphasis is on local products, national and international brands have shelf space as well. For instance, the wine selection includes Northern California wineries [Renwood](#) and [Acacia](#) as well as Plum Gekkeikan from Wakayama, Japan. Among top-selling beverages are vintage-style sodas and locally crafted beers. In dressings, customers will find Le Beau-branded varieties, such as Champagne Honey Mustard Vinaigrette and Apricot Teriyaki Ginger Glaze, alongside familiar brands [Briannas](#) (a top seller), [La Tourangelle](#) and [Girard's](#). Other popular products include [Acme](#) and [Alvarado](#) breads, [Popchips](#) and [Kettle Chips](#), and [St. Dalfour](#) and [Bonne Maman](#) jams.

The recently remodeled deli counter has been a hit with customers. Three chefs with decades of experience in Bay Area restaurants (and beyond) create a spread of ready-to-go salads and snacks, and a menu details a mouthwatering selection of made-to-order sandwiches. Signatures include the Flagship, a roast-beef pileup with mayo, pesto and provolone, and the toasted Turkey Buttah, slathered with apple butter, bacon, havarti and avocado. The staff at Le Beau

drives home the feeling of community. Employees chat cheerfully with shoppers, and it's not just a show. "From the beginning, I've had a lot of locals who have worked for us," Omran says, adding that some of these long-time employees are now managers. Staff and customers know one another, and Omran tries to pay employees competitively to keep them around. "That's the value that I see having local people working for you."

An Education in Good Food

A self-proclaimed foodie, Omran finds himself eager to emphasize local, seasonal foods. Much of Le Beau's fresh produce comes from the sprawling farmers market at the waterfront Ferry Building, where he browses for the upcoming week's offerings. Omran believes that seasonal foods are a natural means to guarantee satisfied customers.

"It's easy to look good when you're selling what's in season," says the purveyor, whose enthusiasm for peak-season fruits borders on religious piety. And with good reason: he sources produce that leaves customers anticipating it year-round, such as heirloom apples from Devoto Gardens in the North Bay Area. "Suddenly if you weren't that big of an apple lover, you'll find yourself loving apples when you taste these things, because they're so damn good," he effuses. Visiting the farmers market is half the fun, he adds. "I've got a lot of connections down there and, for me, it's kind of a game to see what new stuff is coming out and what kind of deals I can find to bring back to customers."

The local and regional emphasis comes naturally with a focus on seasonal foods, Omran notes. He concedes that certain creature comforts, from tropical fruits to Italian imports, are necessary to retain customers, but he encourages shoppers to step out of their comfort zone and try products they may never have considered, whether for price or lack of familiarity.

"[Customers] approach their food like a lot of people approach soda pop: Early on, they find out that they love Coca Cola, so they'll never try anything else," Omran explains. "Food can sometimes be that way. They get stuck eating and tasting the same food all the time, and sometimes somebody needs to introduce them to different things out there."

Giving Back

With all the local support Le Beau receives, Omran returns the favor with an active role in community outreach and contributing to causes he values, including local charities and environmental clean-up.

Le Beau gives customers several opportunities to participate in fundraising efforts. Jars at the checkout counter encourage spare change donations, which the store matches and delivers quarterly to San Francisco nonprofit Glide, whose services include free meals for the hungry, support for victims of domestic abuse and affordable access to health-care services. Omran and his staff throw an annual Customer Appreciation Day, an all-day barbecue with foods straight from the market, which this year partnered with a fundraising effort at nearby Huntington Park

to raise money for a new playground structure. The popularity of the event's hot-dog and other food-eating competitions has inspired plans for a monthly baking contest; winners will receive a \$50 gift certificate to Le Beau and \$50 to donate to a charity of their choice.

In an ongoing effort to reduce waste, Omran has honed in on his own business, identifying a prime culprit: plastics, and consumers' dependency on them. The market launched a free bag giveaway program to encourage carrying reusable bags, and Omran is working with Green Bag to initiate another similar program. Taking it a step further, he hopes to convince the San Francisco Board of Supervisors to allow markets to charge for every plastic bag given to shoppers. He declares it a simple solution that will quickly change customers' habits, and he's willing to take on the initial complaints. "After six months of griping, they'll be totally fine with it," he asserts. "And we can make a huge difference with something as simple as that."

Going for Bulk

To keep his store afloat, avoiding the fates of several other specialty grocers in the Bay Area—[A.G. Ferrari](#) and [Andronico's](#) among them—Omran is seeking new ways to innovate and keep ahead of the competition. Currently, the market has plans to dedicate 18 feet of space to introduce about 150 bulk products in the next quarter. This department will feature olive oil and vinegar dispensers as well as bins for grains, pasta, flour, dried fruits and nuts.



Omran emphasizes the end result for the customer: higher-quality products at lower prices. He's already begun selling Mason jars for use with the new bulk items to build enthusiasm and ease shoppers into the transition. Like his view of plastic bags, Omran is anticipating resistance that he expects will subside once routine sets in.

"It's going to be a bit of an educational process," he acknowledges. "And I know it will alienate some people. But I'm willing to do that because I think that in the long run it's what the

industry needs to do more of.” Already Le Beau sports bulk bins of fruits, nuts and granola from [SunRidge Farms](#) in Royal Oaks, Calif., as well as coffee beans from [Jeremiah’s Pick Coffee Roaster](#) in San Francisco.

Moving into bulk products will give Le Beau not only a refresh but potentially buffer it against impending competition. A Trader Joe’s will be replacing the Cala Foods market that closed last year—a short three blocks from Le Beau. “I think that that’s going to be a bit of a game changer,” Omran admits. Offering products in bulk will distinguish Le Beau from the competition, he notes, which has been part of the inspiration for changing the market’s strategy.

Moving Forward

Challenges aside, the market continues to thrive. “This year so far has been one of our best on record,” says Omran, who credits the primarily twenty-something customer base the store serves. A resurgence in internet-oriented companies has brought an onslaught of young techies to the city, and the neighborhood—even bringing to the team a marketing director, who handles the store’s online presence, which includes Facebook and Twitter accounts—and a smattering of enthusiastic Yelp reviews.

The growing staff, now at 26 full- and part-time employees, has given Omran a greater feeling of pride and success. He recently hired his eldest son Alexander as general manager. Though rarely does a day pass that Omran doesn’t swing by the store—“just to see how things are going,” he says—his laborious 80- to 90-hour workweeks of the past have mellowed down to fewer and (sometimes) shorter days.

Still, the new bulk department, as well as plans for a roaming food cart, offering the deli’s sandwich specialties, are set to keep Le Beau relevant and ahead of the curve. As for the incoming competition, Omran’s philosophy is live and let live. “Le Beau’s got different things to offer,” he says. “So we hope our customers will continue to appreciate what we do and they’ll continue to keep us busy.” **|SFM|**

Eva Meszaros is associate editor of Specialty Food Magazine.

VIDEOS

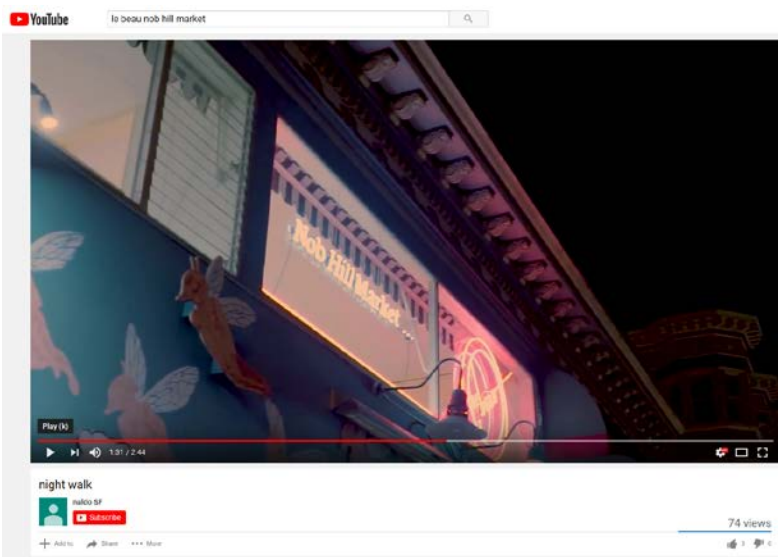


<https://www.youtube.com/watch?v=S-OQZI0UTzw>

“Lebeau Market in Nob Hill”

Published on Jan 20, 2015 by Bay Living TV

“Lebeau Market in Nob Hill offers much more than your average corner market.”



<https://www.youtube.com/watch?v=q3-p206b1QA>

“night walk”

Published on May 26, 2018 by naldo SF

“night video of january 6, 2018 in san francisco, featuring the fabulous le beau market mural. shot & edited by ronaldo farelli.”



*Certificate of Special
Congressional Recognition*

Presented to

*La Beau Nob Hill Market
Small Business Week 2016 Honoree*

*in recognition of outstanding and invaluable
service to the community.*

May 24, 2016

DATE

Nancy Pelosi

MEMBER OF CONGRESS

S T A T E O F C A L I F O R N I A

Senate

CERTIFICATE OF RECOGNITION

Le Beau Nob Hill Market

Small Business Award, District 3

Supervisor Aaron Peskin

Congratulations on being honored by Supervisor Aaron Peskin of District 3 as an inspirational and exemplary business. Your determination will help to lead San Francisco to greater economic empowerment and a brighter future for all. Congratulations and thank you for all you do!



MARK LENO

Senator, 11th District

May 24th, 2016

Certificate of Honor

BOARD OF SUPERVISORS
City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Joseph Omran
Le Beau Market

For your service and commitment to the health and beautification of your neighborhood, including by hosting local environmental clean-up events and raising funds for neighborhood park and improvement projects, and for providing fresh, seasonal produce and gourmet pre-prepared foods to the Nob Hill neighborhood for over 30 years. May your legacy business continue to serve the neighboring community with the utmost integrity and generosity.



Aaron Peskin

Supervisor Aaron Peskin
May 24, 2016

ERIC MAR

Scott Wiener

David Campos

Melina Cohen

John Lee

London Breed

Michele S. Fan

D. N. R.

Jeff Tang

Therese Yee



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-044
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
District: District 9
Applicant: Alice Light, Executive Director
Nomination Date: March 20, 2019
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

4081 24th Street from 1988 to 1996 (8 years)
 1307 Castro Street from 1996 to 2003 (7 years)
 816 Diamond Street from 2003 to 2006 (3 years)
 1367 Valencia Street from 2006 to Present (13 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

March 20th, 2019

Dear Director Kurylo,

I am writing to nominate to the Legacy Business Registry, Natural Resources All Families Foundation, Inc. Founded in 1988 in Noe Valley and based on Valencia Street in the Mission District since 2006, Natural Resources is San Francisco's oldest community pregnancy and parenting center.

Serving the Mission, Noe Valley, Bernal Heights, Castro, Potrero Hill and surrounding neighborhoods, Natural Resources provides education, resources and support for women and families of all types, from pre-conception through early parenting and beyond. It is a hub where parents can take childbirth classes, learn about and rent or buy parenting products, and make lifelong friendships through pregnancy and support groups. Natural Resources supports small businesses by creating a space where over 50 facilitators teach classes, and doulas, midwives, nannies, and others can reach potential clients. In the past few years, similar centers throughout San Francisco have closed, making Natural Resources one of the remaining places offering support to families and individuals on the journey of parenthood. As the number of families with children continues to dwindle at an alarming rate, we need to make sure that the resources they need in order to survive remain in place.

Because Natural Resources empowers women and families through education, building community, and providing the resources they need, it is my distinct honor to nominate them to become part of San Francisco's Legacy Business Registry.

Sincerely,

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

Supervisor Hillary Ronen
San Francisco Board of Supervisors

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:		
Natural Resources All Families Foundation (Commonly known as "Natural Resources")		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
501c3 Nonprofit, Natural Resources All Families Foundation		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1367 Valencia Street San Francisco CA 94110		415.550.2611
		EMAIL:
		info@naturalresources-sf.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.naturalresources-sf.com	https://www.facebook.com/naturalresourcesf	www.yelp.com/biz/natural-resources-san-francisco

APPLICANT'S NAME	
Alice Light	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	
TELEPHONE:	
[REDACTED]	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
1022203	c3803018

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
4081 24th Street	94114	3/21/1988
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1988-1996	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1307 Castro Street	94114	Start: 1996
		End: 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
816 Diamond Street	94114	Start: 2003
		End: 2006

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1367 Valencia Street	94110	Start: 2006
		End: present

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Alice Light

2/15/2019



Name (Print):

Date:

Signature:

NATURAL RESOURCES

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.

Natural Resources All Families Foundation, Inc. ("Natural Resources"), presently located at 1367 Valencia Street, was founded by Deborah Jackson and Chris Pritchard on March 21, 1988. It was originally located at 4081 24th Street next to the Noe Valley Post Office and known as the "Natural Resources Pregnancy and Childbirth Resource Center." Deborah and Chris believed that pregnant women should have "the natural resources to be informed, responsible and creative during this time of great personal transformation."

On March 21, 2018, Natural Resources celebrated 30 years as San Francisco's oldest community pregnancy, childbirth and early parenting center. Natural Resources has continued to serve this community, even while other similar resource centers have come and gone.

Following is a timeline marking memorable moments and accomplishments:

1988

- March 21, the Spring Equinox -- Deborah Jackson, a new mother and California Institute of Integral Studies student of group dynamics and cooperatives, and Chris Pritchard, a labor and delivery nurse, opened Natural Resources Pregnancy and Childbirth Resource Center at 4081 24th Street in Noe Valley.
- Memberships were \$35 per year. Chris developed the class schedule to include: Changing Women Pregnancy Support Group, Childbirth Preparation and Vaginal Birth After Cesarean, Massage for Pregnant Women, Postpartum Support Group, Pregnancy over 30, Fertility Awareness, a Workshop for Fathers, Pregnancy Resources for Lesbians, and Labor Coach Training.
- The Center offered breast pump rentals and published a quarterly newsletter with articles and classified ads.

1989

- Natural Resources hosted the Birth Consciousness Film Festival and graduated its first class of nine postpartum doulas or "mothers' helpers."

1990

- Natural Resources hosted a "Doula Training Part II" class to train childbirth assistants.
- New owners Nathalie Kelly, Ann Kenworthy and Lisa Moresco took over the helm.

1991

- Natural Resources began a 14-session lecture series. Topics and speakers included: "Women, Witches and Midwives," by Z Budapest and Ann Fuller and "Reclaiming Our Birthrite," by Dr. Michel Odent, Author Suzanne Arms and Midwife Elizabeth Davis.
- Natural Resources launched its own line of herbal products, including pregnancy tea and a postpartum sitz bath.
- Michelle Mason flew to New York to be a guest on the Phil Donahue show to advocate for the family bed and attachment parenting.

1993

- The Natural Resources newsletter launched birth stories as a regular newsletter feature.
- Ann Kenworthy, pregnant with her first child, departed to pursue a nursing career and motherhood. Samantha Allen stepped in as a new partner, joining Lisa Moresco and Nathalie Kelly.
- Natural Resources gained a new classroom in an adjacent building behind its 24th Street store.

1996

- Natural Resources moved around the corner to 1307 Castro Street, quadrupling its size, offering more retail and educational services.
- NR began certifying doulas who attend Natural Resources doula trainings.

1997

- The Natural Resources catalogue went online at www.fcinet.com/naturalresources.

1998

- Nathalie Kelly moved to Vermont, and Samantha Allen moved to Southern California. Lisa Moresco remained as the sole owner.

2000

- Natural Resources obtained its own URL: www.naturalresourcesonline.com.

2003

- Natural Resources closed its Castro Street location in July and moved temporarily to 406 Cortland Street in Bernal Heights. It re-opened in September at a new Noe Valley location at 816 Diamond Street near 24th Street.

2006

- In January, Cara Vidano bought Natural Resources from Lisa Moresco.

- In December, Natural Resources moved to 1367 Valencia Street in the Mission District, more than doubling its size.

2008

- Natural Resources ensured that all products sold in the store were safe for children and adults by having them tested for lead and PVC by The Center for Environmental Health (<http://www.cehca.org>).

2013

- Ginny Zeppa, mother of two, purchased the business.

2015

- Natural Resources became a nonprofit organization, the Natural Resources All Families Foundation, Inc.

2016

- Natural Resources became a registered 501(c)(3) non-profit organization.

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

Not applicable.

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

Natural Resources 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 ownership history of Natural Resources is as follows:

1988 to 1990:	Deborah Jackson and Chris Pritchard
1990 to 1993:	Nathalie Kelly, Ann Kenworthy and Lisa Moresco
1993 to 1998:	Nathalie Kelly, Lisa Moresco and Samantha Allen
1998 to 2006:	Lisa Moresco
2006 to 2013:	Cara Vidano
2013 to 2015:	Ginny Zeppa
2015 to Present:	Nonprofit Organization

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.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 1367 Valencia Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The structure is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The building is a contributor to the South Mission Historic Resource Survey and appears eligible for the California Registry as an individual property through survey evaluation.

CRITERION 2

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

Since its inception, Natural Resources has been a place for education, empowerment and community. It is a hub where parents make friends, obtain referrals, learn about and purchase products, rent supplies, take childbirth classes and attend pregnancy and parent support groups. In addition, Natural Resources' offerings include a lending library of books and videos and a line of herbal products, including pregnancy tea.

Natural Resources was one of the first places in the Bay Area to offer birth and postpartum doula trainings.

A nonprofit since 2015, Natural Resources now offers scholarships for classes and is working to expand its reach and accessibility to an even larger population. Natural Resources is partnering with SisterWeb to offer a pilot Spanish-Language postpartum doula training.

Natural Resources continues to thrive as a special place for expectant and new mothers, their friends and families. From the in-store classes and workshops to the upcoming effort to launch an online retail experience, Natural Resources stays true to its roots by continuing to serve families in San Francisco.

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

Natural Resources has always served as an advocacy organization for thoughtful, connected pregnancy and parenting.

In 1990, an ABC 20/20 news program encouraged parents to let their babies cry themselves to sleep. In response, Natural Resources successfully lobbied the show's producers to broadcast a counter segment discussing how parents can use more nurturing methods to help infants sleep. ABC sent a film crew to a Natural Resources parenting class, filmed the family bed of Natural Resources educator Michelle Mason and, per Natural Resources' suggestion, interviewed Dr. William Sears, a pediatrician who advocated attachment parenting.

In October 2018, Natural Resources co-hosted a book talk at the Women's Center by Filipino-American author Angela Garbes for her book "Like a Mother: A Feminist Journey Through the Science and Culture of Pregnancy."

Throughout 2018, Natural Resources hosted family reading periods with Showing Up For Racial Justice (SURJ).

Natural Resources continually hosts meaningful gatherings for the parenting and birth community. It is a hub where parents can meet midwives and doulas, learn about products and connect to natural, healthy ways to parenting.

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

In 1997, Natural Resources was voted as the Best Pregnancy Resource Center in the San Francisco Bay Guardian's Best of the Bay Readers Poll. In 2008, 2017 and 2018, Natural Resources won Best Shop For Parents-To-Be in the San Francisco Bay Guardian's annual Best of the Bay Readers Poll.

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

Many of the leading birth professionals in San Francisco teach or have been affiliated with Natural Resources. Britt Fohrman is a regular teacher and one of the most well-known and beloved birth educators and doulas in San Francisco. Rachel Yellin is an expert in Hypno-Birthing and has taught portions of Natural Resources' birth series for years. Jane Austin is a strong supporter of Natural Resources and has taught thousands of pregnant women and new mamas in her yoga classes. Anhoni Patel is a mother who developed the much-loved Mrs. Patel's lactation bars and was one of the original Board Members when Natural Resources became a nonprofit.

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

Natural Resources is open daily from 10:00 a.m. to 6:00 p.m. Mamas are welcome to come sit in our comfortable gliders, weigh their babies on our scales, enjoy free tea and snacks, use diapers and change at the changing tables, have us hold their baby while they go to the bathroom, take classes and get advice from our highly knowledgeable staff.

The organization is a community hub and serve as a place for many connections:

- Natural Resources offers free play sessions in English and Spanish.
- Natural Resources partners with SisterWeb to develop and fund a Spanish-language doula training.
- All of the retail products are safe, natural, researched and hand-selected. Shoppers can come in knowing that anything they purchase is safe for the health of them and their little one.
- Natural Resources holds numerous free “Meet the Doula,” “Meet the Midwife” and “Meet Sharecare Families” events, to name a few.

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

As a pregnancy, childbirth and early parenting education and resource center, Natural Resources serves families of all types from pre-conception, to pregnancy, to early parenting. Natural Resources also serves birth professionals by providing education, support, networking and events, and offering opportunities for birth professionals to connect to their clientele.

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

1367 Valencia Street is a classic San Francisco retail space, with clerestory windows on the front facade, display areas at the windows on either side of the entrance, a skylight within, wooden floors and high ceilings. The classroom has glass windows to allow light to come in. Display shelving is arranged along the outer walls, leaving space for strollers, a children’s play area, changing table and seating towards the middle.

Photographs of babies, pregnant mothers and families can be found throughout the store. All photography is from local photographers and artists.

Currently, the exterior and portions of the interior are painted a deep eggplant purple which matches the logo and branding of Natural Resources.

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

The opportunities for education, empowerment and community for women and families in the Mission, Noe Valley, Bernal Heights, Castro, Potrero Hill and surrounding neighborhoods would be greatly diminished if Natural Resources were to be relocated or shut down. The pregnancy and postpartum period is a time of much learning and change, which can often feel isolating. Having a neighborhood resource where women and families can go to learn about what’s going on in their bodies and with their emotions, and connect with others at a similar stage and feel welcomed is hugely important.

If the organization were to close, lifelong friendships would not be made. Support in a tender time would not happen. Mothers who just need a place to get out of the house and see other people would not have that safe space to find respite. It would also result in an economic loss for the numerous service providers for whom Natural Resources is a connection catalyst for their business: the 50+ facilitators who teach their classes at Natural Resources, doulas and midwives who find their clients through Natural Resources, lactation consultants, nannies and many others would have to find other ways to reach their potential clients.

In the past few years, other centers serving this population have shuttered their doors in San Francisco.

- Day One in Laurel Village closed their storefront to focus on an online, corporate set of offerings.
- Recess, in Potrero Hill, was a play space for young children and their caregivers. It was closed in that location in 2018 and is now being reimagined as a much smaller, nonprofit community space called Recess Collective in the Sunset.
- Carmel Blue, in North Beach, had provided birth classes and retail. They closed, and their classes were moved to Recess, until Recess closed.

CRITERION 3

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

Natural Resources is a resource center that supports families and individuals on the journey of parenthood, from pre-conception to pregnancy to early parenting and beyond. The focus of Natural Resources is providing education, empowerment and support from the lens of compassionate, healthful and natural options. Essential features of the organization are: classes, rentals of birth tubs and breast pumps, memberships, community space, books and DVDs, doula training and certification, resources, support, thoughtful retail and need-based grants.

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)

Natural Resources is committed to maintaining the core components of empowered education, connected community and general resource center. That means continuing facilitated classes and support groups; curated, natural retail; and always having a dedicated area where parents/caregivers and babies can rest, recharge and gather.

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.).

In order to provide the services that Natural Resources deeply values, there must be enough physical space to provide all of the different offerings. There currently is a front area with retail; a community gathering area; a classroom with chairs, a screen and space for around 18 students; storage space for birth tubs and pumps; and a larger studio space with room for up to 35 students.

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

Documentation that demonstrates that Natural Resources has been a pregnancy, childbirth and early parenting center for 30+ years is included in this Legacy Business Registry application.

FILEDSecretary of State
State of California

JUN 30 2015

ARTICLES OF INCORPORATION
OF
THE NATURAL RESOURCES ALL FAMILIES FOUNDATION, INC.

ARTICLE 1

The name of this corporation is: THE NATURAL RESOURCES ALL FAMILIES FOUNDATION, INC.

ARTICLE 2

A. This corporation is a non-profit public benefit corporation and is not organized for the private gain of any person. It is organized under the Non-profit Public Benefit Corporation Law for public and charitable purposes.

B. The specific and primary purpose for which this corporation is created is to facilitate full access for all families, regardless of socio-economic circumstances, to educational and community support services.

ARTICLE 3

The name and address in the State of California of the corporation's initial agent for service of process is:

Ginny Colbert
1367 Valencia Street
San Francisco, CA 94110

ARTICLE 4

The corporation's initial street address and mailing address is 1367 Valencia Street, San Francisco, CA 94110.

ARTICLE 5

A. This corporation is organized exclusively for charitable purposes within the meaning of §501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law. Notwithstanding any other provision of these articles, this

corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation, and the corporation shall not carry on any other activities not permitted to be carried on (i) by a corporation exempt from federal income tax under §501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law, or (ii) by a corporation, contributions to which are deductible under §170(c)(2) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law.

B. No substantial part of the activities of this corporation shall consist of carrying on propaganda or otherwise attempting to influence legislation, nor shall this corporation participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for the public office.

ARTICLE 5

The property of this corporation is irrevocably dedicated to charitable purposes meeting the requirements for exemption provided by Section 214 of the California Revenue and Taxation Code and no part of the net income or assets of the corporation shall inure to the benefit of private persons. Upon the dissolution or winding up of the corporation its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation, shall be distributed to a nonprofit fund, foundation, or corporation which is organized and operated exclusively for religious, charitable, scientific or hospital purposes and which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code.

Dated: 6/29/2015



Ginny Colbert, Incorporator

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 Resource Name or #: (Assigned by recorder) 1365 VALENCIA ST

P1. Other Identifier: 1365 - 1367 Valencia Street

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 1365 VALENCIA ST City: San Francisco ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 6515 020

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

1365 - 1367 Valencia Street is located on a 32.5' x 90' rectangular lot on the east side of Valencia Street, between 24th and 25th Streets. Built in 1908, 1365 - 1367 Valencia Street is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The foundation is not visible.

The primary façade faces west and includes 2 structural bays. The building features 1 commercial unit with 1 commercial entrance on the first floor, and 2 residential units above with 1 residential entrance on the first floor. The storefront appears original to the building and is located at the south side of the primary façade. It features a partially-glazed wood door in a shallow angled vestibule with a tile floor. The storefront also includes fixed plate-glass wood-sash windows above paneled wood kick panels, molded window surrounds, display area backwalls, and a divided glazed storefront clerestory. (Continued)

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property, HP6. 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

View of primary façade on Valencia Street. 12/27/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

1908 SF Assessor's Office

*P7. Owner and Address

SAAVEDRA GUILLERMO A & RITA
348 ELM AVE

SAN BRUNO CA

*P8. Recorded By:

Page & Turnbull, Inc. (CD/RS)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 1/16/2008

*P10. Survey Type:

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods Mission Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list):

Page 2 of 2

Resource Name or #: (Assigned by recorder) 1365 VALENCIA ST

*Recorded By: Page & Turnbull, Inc. (CD/RS)

*Date Recorded: January 2008

Continuation Update

***P3a: Description (continued):**

The residential units are accessed by an entrance on the north side of the primary façade. The segmental-arched opening features a scrolled keystone and a denticulated door hood. The entrance contains concrete stairs, tile flooring, and two partially-glazed wood doors with glazed transoms. Upper story fenestration consists of angled bay windows that contain double-hung wood sashes, molded surrounds, and keystones. The primary façade terminates in a box cornice with dentils, modillions, and extended brackets.

The building appears to be in good condition.



Detail view of ground level.
Source: City of San Francisco Planning Department





 NATURAL
RESOURCES
PREGNANCY THRU PARENTING

Come inside for
baby ♡ CLASSES
♡ PRODUCTS
♡ SUPPORT

BIRTH ~ PARENTING

PUSH
this side to open

RETAIL COMMUNITY

Breastfeeding
is our "bag"



Breastfeeding Mothers'
Circle - every Monday

Breastfeeding & working
Morn - every other month

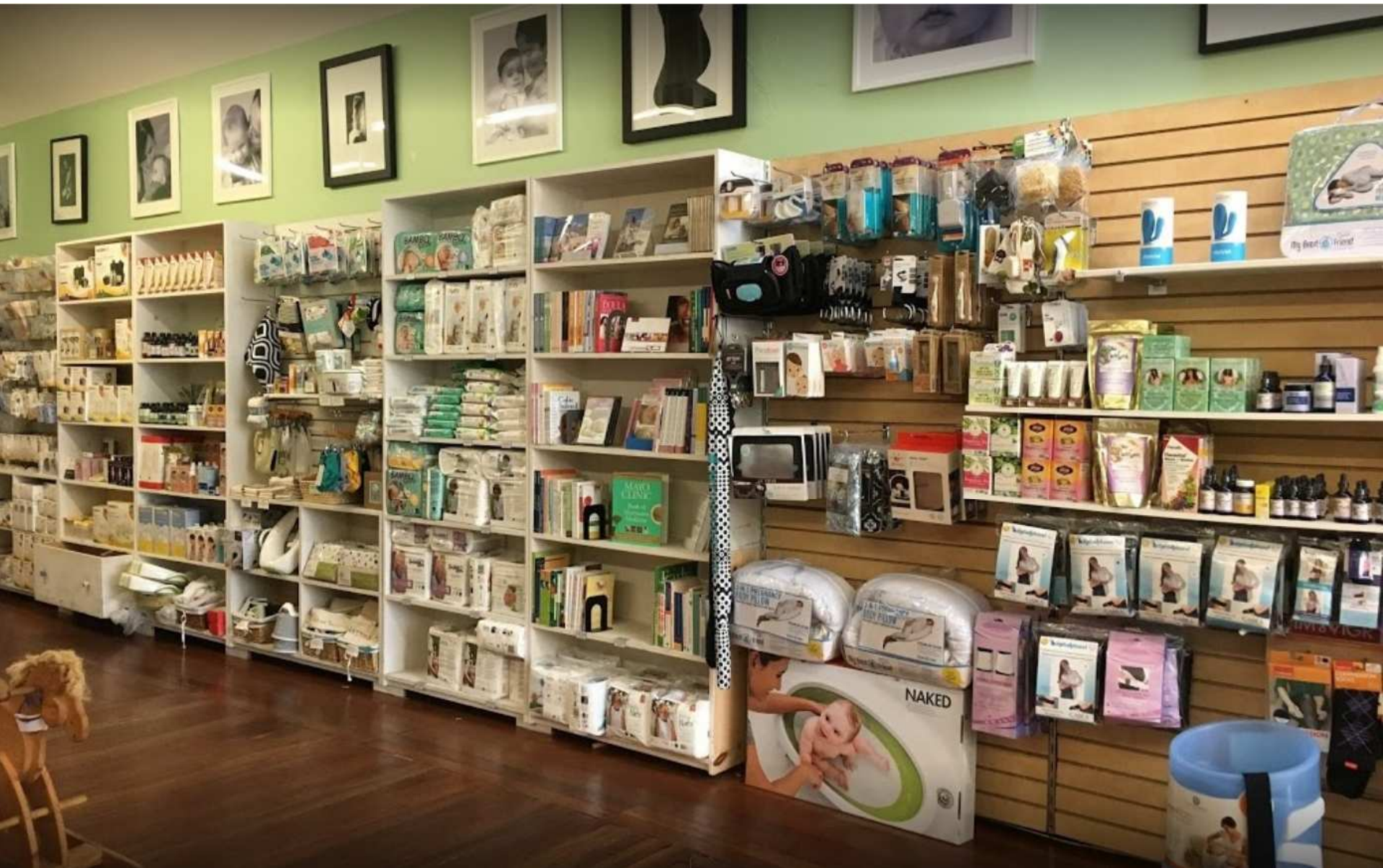
Breastfeeding Consultations
phone/in-home/in-store

















THIS MONTH

WELCOME!
CELEBRATING
THE
REBIRTH OF
NATURAL
RESOURCES

Check out our new website:
naturalspacesof.com

\$5 - ONE RAFFLE
TICKET

\$20 - FIVE RAFFLE
TICKETS

Family Membership

Rentals

MEMBERS & GROUPS



WOMEN'S GROUP MEETING - MARCH 6, 1987

In order to see what is currently available in the community (Bay Area), and to find models for the people who will visit

The following issues were raised:

- Who is this for? Moms?/Kids?/Parents?
- What are we - What do we want to accomplish?
- How medically oriented? Lesbian services?
- How are we structuring meetings? Agendas? Leaders?
- Checking in personally?
- How do we startout - what space do we use?
- Decision-making

and will check out the following in each place...

Our discussion resulted in the following:

- WHO IS THIS FOR?

Women, with availability for specialized support groups for parents, fathers, lesbians, etc.

- HOW MEDICALLY ORIENTED?

- Alternatives to medicine
- Liaisons between parents and the medical establishment
- Educating the medical community
- Referral to medical system with ratings.

- WHAT SERVICES DO WE OFFER?

- Referral
- Pregnancy/Postpartum Support
- Pregnancy Decision Making Choices (deciding to get pregnant)
- Parenting Classes
- Support Groups
- Massage (?)
- Resolving Birth Trauma
- Clothing and Toys Flea Markets
- Library
- Public Events & Lectures

GOALS/Services Offered

- Empowerment Techniques
- Baby Observation
- Gathering Place for Moms and Babes
- Working Through Childbirth Trauma

In order to see what is currently available in the community (Bay Area), and to find models for the organization we're envisioning, people will visit the following places...

JCC Parents' Place	(Judith, Janet)
Birthways	(Chris, Thyria)
Birthplace in Menlo Park	(Judith, Deb, Kate)
Santa Rosa	(Kate)
Childcare Switchboard	(Janet, Maggie)
Women's Building	(Maggie, Deb)

...and will check out the following in each place...

- Their vision and philosophy
- Who they serve
- Funding and operating expenses
- What are their services
- Structure
- Marketing/Outreach/Publicity
- How they do ratings and referrals

Parenting
 Counseling * * *
 Childbirth/Pregnancy Classes
 Massage

The next meeting will be Friday, April 3 and 10:00 a.m. at Deb Donnelly's house - 673 $\frac{1}{2}$ Kansas Street (between 18th and 19th Streets on Potrero Hill).

The agenda is to check in at the beginning, then go around and report on what we learned from the above visits and research.

Referral fee - fee to be registered there
 Membership - member discount on events
 Fundraising lectures

WOMEN'S GROUP MEETING - MARCH 4, 1987

The following issues were NEEDS:

1) COMMUNITY

Extended Family
Support for Families/Mother
Parenting

2) INFORMATION

Mainstream
Alternative
Choices

3) SERVICES

Referral
Postpartum Support
Parenting
Counseling
Childbirth/Pregnancy Classes
Massage
Exercise Classes - Pregnancy, etc.
"Mothers Helpers" (go to people's homes to help)
Library (eg., Planetree)
Public Events/Lectures

4) FINANCES

Fee for Services
Referral Fees - fee to be registered there
Membership - consumer discount on events
Fundraising Lectures

GOALS/Services Offered

Empowerment Techniques
Baby Observation
Gathering Place for Moms and Babies
Working Through Childbirth Trauma

CHANGING WOMAN **Bringing Pregnant Women Together**

by Deborah Jackson

What are the feelings and problems pregnant women talk about among themselves, those that are not found in the prevailing literature? What is the "unwritten book" on pregnancy? We overlook women's need for connectedness in this process, and the unique way that women in community draw on their own resources and intuition in order to go through profound personal change. The following article is about a pregnancy support group which started in San Francisco, and has continued spontaneously to this day. As its first facilitator, I was continually fascinated by what I was learning about women, their innate wisdom for making life's changes. The group has continued with former members taking over as the facilitator as each one outgrows the world of having babies. If you would like help forming a group such as this in your community, please feel free to write me in care of this magazine, or contact Natural Resources, a Pregnancy and Childbirth Resource Center, in San Francisco.

I arrived first, put the tea kettle on the hot plate and set out the cups and assorted boxes of herbal teas. This small symbolic offering was also my way of collecting my wits about me before the group arrived. What would it be tonight?

At 7:30 p.m. they began to arrive, trying valiantly to arrange their big, ripe bodies on pillows placed strategically around them in the carpeted room. Some would be having their babies very soon, some were newly pregnant, and looked almost "normal." It was *Changing Woman*, a pregnancy support group held weekly in San Francisco since 1988. As facilitator, I learned quickly that what was required of me was not to direct or provide answers. It was merely to bear witness - to provide the space for these women to connect with each other. If there was one thing most remarkable to me about this group, it was the strength behind their need to connect with other pregnant women. Like an ancient calling to the waterhole, or marketplace, or quilting circle, their ability to give each other exactly what they needed to find their own way was magical.

These were women living and working in the city, separated from their families, and unable to relate their pregnant experiences to co-workers. Many felt isolated and with many questions unanswered by the expert opinions offered by books, doctors, friends, etc. What did we talk about? I had read all the books, they had read all the books. It was those things not written about, yet shared by women in cultures around the world for centuries.

We didn't spend a lot of time with "What to Expect," but prepared for the unexpected. We didn't work on "How to Overcome Pain/Fear/Etc." but talked about everything, focusing on the present, not on the birth to come. Soon I learned that my role in the group was simply to be one that had crossed over to the other side - I was the only one present who had already had my baby. I could say, this is worth it, you are going through the experience of your life. I could say, this is how it was for me, and share with them my own story. I could *not* tell them "...this is how it will be for you." Anyway, they wouldn't let me if I tried!

The stories...the dreams and letters...the anger. The anger? You bet. These were not always your radiant, sweet-looking pregnant women decked out in little girlish maternity ensembles. These women were coming into their own. Anger was expressed at the way they had been treated on the bus, by their doctors, bosses, co-workers, you name it.

When Mommy's Little Girl becomes Mommy.

One interesting dynamic that repeatedly appeared in cycle after cycle of the group was communication from their mothers. When her little girl is becoming Mom, what becomes of Mom? This was a powerful transition, and many received puzzling, intensely negative communications from their mothers - a phone call, or a letter, usually around midway in the pregnancy. Mothers who were extremely attached to their identity as mother, now felt that the rug was being pulled out from under them. It stirred up a lot of remorse and guilt for the Little Girl/Mother on the other end. It was fascinating to see these pairs find ways to bridge this huge transition. With joy and a measure of relief they discovered each other on the other side.

What about early pregnancy?

There is no "baby" yet, nothing to "show." Many women are simply waiting in anxious limbo until they are sure they are past the point of previous miscarriages, they have decided whether to have the baby, or have received prenatal testing results. They are not experiencing pregnancy, as it has been described to them. They are experiencing loss of self. There is not one single aspect of their lives that will remain untouched by this event, no matter the outcome. Their bodies, all of their relationships, environments, work and/or career, will all be effected in some way. Having a baby involves a process of rebirth for the mother.

In the group, we often didn't see women until they had overcome this period of painful uncertainty, and were feeling more accepting of the fact the they were pregnant, and able to move with that reality in the outside world. However, when a brave woman did join us in the first trimester, we felt honored. At times this was the only place she was able to acknowledge what she was going through. Pregnant women seem to intuitively know the value of this chaotic, unformed time in which we're suspended as the new sense of self begins to emerge. A supportive circle was formed around them, like a womb or a nest. If they could only eat Kit Kats, we brought Kit Kats. Or ginger tea for nausea, or a massage to the temples, or the opportunity to sit quietly for the entire evening, to withdraw and be simply "at a loss."

Blessingway

The time arrives for having the baby. Classes have been taken, plans made, diapers readied. For many women, there is either no ritual, or perhaps a baby shower given by friends or relatives to mark the time when we leave "being pregnant" and begin to focus on the birth and baby. In our group, we honored the woman in her last month with a ceremony, in which they were to receive our blessings and love, and wishes for a safe passage to the other side. By this time, many felt that they had friends who would be waiting for them with babies in arms, and many long-lasting friendships were born, as well! The rituals would reflect the unique style of the women

for whom they were offered. We could all remember many anecdotes and the particular issues of her pregnancy. But, we never knew what each woman would face next. It was not always a "happy" or "positive" birth outcome. At this point, they were leaving our nest, and facing the gate between life and death. They had our respect and gratitude for sharing their story with us, and would be asked to return after their birth so that we could hear the final chapter, and welcome the baby we had spent the last few months with in our group.

Changing Woman

Changing Woman is one of the names given by native american peoples of the Southwest to their goddess of creation. She is where it all began, and embodies the dignity, humility, courage and connectedness with all nature required to travel life's transitions with a spiritual understanding. We are all Changing Woman, but never so much as when we are welcoming new life into the world. She was our guide and scout, and the spiritual mother who helped us see the wisdom we all had within us for making the journey through pregnancy and birth.

VIDEOS

YouTube

Search



Natural Resources All Family Foundation

Office Manager Natural Resources

Subscribe 0

53 views

https://www.youtube.com/watch?v=iZ1E_m3ryG0&feature=youtu.be

“Natural Resources All Family Foundation”

Published on Oct 18, 2017



CLOSED

Natural Resources - pregnancy, childbirth and early parenting center

well loved and in need

Cara Vidano
1 Campaign | San Francisco, United States

\$48,412 USD

831 backers

107% of \$45,000 Fixed Goal

FOLLOW



<https://www.indiegogo.com/projects/natural-resources-pregnancy-childbirth-and-early-parenting-center#/>

“Natural Resources - pregnancy, childbirth and early parenting center”

Natural Resources has been serving parents of all walks of life, from pregnancy through early parenting, for almost 25 years. We’ve shared many joys with our customers, first smiles, first laughs, first steps, first words. We’ve had women stop in while in early labor so we can embrace their excitement of what is to come. We get to congratulate partners and grandparents coming in shortly after birth with lists of “Oops, we realize we also need....” Often a mother’s first trip out with her baby is to Natural Resources where she knows she will be welcomed and supported while she nurses in a comfortable glider. Over the years, we’ve been part of so many heartwarming and memorable experiences.

Natural Resources has been mother owned since the very beginning when two women rented a small storefront in the Noe Valley district of San Francisco and began running classes and providing resources and support for parents, offering information that was not readily available at the time. As a mother myself, I took on the business when my oldest daughter was 7 months old. I was attracted to running Natural Resources because of my own experience during my pregnancy. I was fortunate enough to have an angel of a doula who educated me about my changing body, my growing baby, and my birth choices in the city. I went on to take classes at Natural Resources to gain more knowledge and had the most glorious and positive birth experience I could have ever asked for. What a life changer!

When I found out NR was for sale, I was excited at the opportunity of being able to offer the education and support I received during pregnancy to an entire community of people. In all honesty I had no idea what I was in for, but I put everything I had into it with my daughter by my side. And the business grew and grew. We expanded our product line always keeping in mind items that are natural, organic, eco-friendly and often locally made. We went from a 900 square foot store with a handful of classes to a 2500 square foot building with 3 times the number of class offerings. Classes we offer include childbirth preparation, newborn parenting,

breastfeeding, mother/baby support groups, father support groups, infant massage, introducing solids, and baby signing.

Since the downturn of the economy, Natural Resources has been struggling but surviving. We have always been fortunate to have a supportive and loyal customer base - we truly have the loveliest customers. Unfortunately the last year and especially the last few months, things have taken a turn for the worse. The cash is just not there to keep up with inventory. Many times a day we have to turn people away because we are out of stock of the items they need. It is important to have diapers and wipes as well as the right sized bra for the new nursing mother. Equally important are our classes, workshops, professional trainings and support groups. Our educators and facilitators bring an impressive level of quality and professionalism to each and every class. We want our educational offerings to continue to thrive while we also provide the items our customers need.

Why IndieGoGo?

This has been an incredibly difficult decision for me. At this point, I have tried everything I could think of to keep Natural Resources going and nothing has worked out as planned. Time is now running out. Therefore, I have decided to ask our community for help. The amount I am asking for is the minimum we need to keep Natural Resources open. Because of this, all funds will be returned if the goal is not reached.

With your support we will be able to do the following:

- restock the store with our carefully chosen and unique products with a special focus on the most requested, most necessary and practical items needed for pregnancy, birth and parenting such as nursing bras, baby carriers, layette clothing, breastpumps and breastfeeding supplies, and discounted maternity clothes from Maternity Xchange
- redesign the classroom space with more comfortable seating and an even cozier atmosphere
- expand our educational and support options, offering the classes, groups and workshops our parents want most

We have drastically reduced our expenses and will continue to keep them very low as we pull out of this rut. Going forward, we will be focusing on the products and services that we know bring in reliable revenue. As always, we will continue to be a safe haven, a home away from home, a place to hang out, feed and change your baby, have some tea and snacks, meet other parents, cry, share, boast, laugh. A place to build your community.

We greatly appreciate anything that you can offer. We look forward to sharing many more joys with our community of families.

With much gratitude,
Cara Vidano and the Natural Resources family



natural resources

A Pregnancy and Childbirth Resource Center

Winter 1991/1992

New Arrivals

May

- 15 Forrest Augustus born to David & Jane Bernhardt
- 17 David Samuel born to Tamar Resnick & Robin Serrahn
- 30 Henry Chase born to Marina LaPalma & Rich Goldstein

June

- 1 Rafael Harpo born to Shoshana Marchand & Luke Jaeger
- 3 Nikita Lorella born to Ted Bury & Valeric Valdez

July

- 28 Chloe Weisbord born to Nina Weisbord & Kyle Terres

August

- 10 Reese Nathaniel born to Tim & Deann Wilson
- 12 Dean Ackerley born to Jean & David Capece
- 13 Alexander Deveraux born to Lois & Gordon Brandt
- 15 Daniel Cole born to Helen Colgan & Jack Tipple
- 25 Natalie Walker born to Megan & Mark Haight

September

- 3 Reuben Gabriel born to Laura Schulkind & Daniel Perlstein
- 8 Ella Rae born to Pam Nicholls & Robin Woodland
- 10 Matthew Evan born to Fern Friedman & John Schimpf
- 17 Natalia Elisa born to Brian Powers & Katy Riggs
- 21 Maryaah Theresa born to Kathy Robran & Bill Jensen
- 30 Katya Morgan born to Gabriella Stephan Frazier & Richard Frazier

October

- 1 Jae Griffin born to Alice Scharper & Chris Park
- 1 Jacob Benjamin born to Lindy & Geff Clinton
- 1 Shoshana Mira born to Ruth Paris & Rob Saper
- 6 Zach Serota born to Sam & Loren Bell
- 8 Shay Lee born to Ron & Julia Steinmetz
- 16 William born to Tom Meyer & Julie Stevenson
- 19 Amy born to Dan & Susie Williams
- 23 Robert James born to Jan & Rory Little
- 25 Kyra Tsapls born to Robin Gould & Adam Tsapis
- 28 Alexander and Elizabeth born to Janice Braunstein & Catherine Weiser
- 29 Dominic Schwarty born to Rebecca Wightman & Steve Schwartz

November

- 3 Tara Malread born to Leslie Keir & Richard Moore
- 6 Andrea Isabel born to Ernesto & Lucia Garcia
- 7 Marshall Parting and Lindsay Anderson born to Olivia Lindsay & Trevor Marshall
- 12 Sahara Sunday born to Johnny Spain & Elisabeth Sunday Spain

Natural Resources is an independent, community-based resource center focusing on pregnancy, childbirth and early parenting.

Our belief is that we all have within ourselves, and in our communities, the "natural resources" to be informed, responsible and creative during this time of great personal transformation.



P. Picasso, Mother and Child 1921-22

Editorial

Natural Resources has always been a center with many strengths; a vision of providing education and support, a warm setting (that welcomes moms needing to nurse, babies needing a diaper change, fathers needing information) and a foundation based on community support. These strengths make Natural Resources a wonderful place, but the beauty that sustains us lies in the staff. The group of women that run the shop and conduct our ongoing classes are the heart and vitality that make Natural Resources the magical place we so strongly believe it to be. It is truly an honor to work beside these women and we'd like to acknowledge and thank them for their talent, commitment and integrity. We look forward to sharing the new year with all of them. Our heartfelt appreciation and big holiday hugs to Shannon Anton, Shanna Franklin, Liz Goldstein, Maggle Greenwood, Susan Hodges, Deb Jackson, Carista Luminare, Michele Mason, Michon Mahlstedt, Fern Neuhaus, Chris Pritchard, Margaret Stalnaker, Lluvia Esparza de Perez and Christle Josef.

Also, our deepest appreciation to Kyle Johnson, a wonderfully talented graphic

designer who worked with us in transforming our newsletter and ditto Karen Solcau for her help on in-house projects.

The Natural Resource of the Year

There comes a time when it's impossible not to recognize the important people in our community. Over the past year we at Natural Resources have seen so many people giving more than is expected of them, contributing in unselfish ways, putting their mouth where their beliefs are and working to make changes in the world. We have chosen to acknowledge one person each year as an outstanding citizen and name them Natural Resource of the year. Highest votes would win. One name definitely stood out for her encouragement, convictions, voice, hard work and support (not only of Natural Resources, but of many segments of the childbirth and parenting community) — we are proud to name Nan Scott, Natural Resource of the year.

Thank you Nan!
(Nan is owner of Dydee Wash diaper service).

Membership in Natural Resources

Receive:

- Library Privileges and Video Rentals
 - 10% Discount on Retail Items & Ongoing Classes
 - Big Savings on Breast Pump Rentals
 - Staff Consultations and Referrals as needed
 - Information Packet
 - Free Subscription to Newsletter
- \$35 – \$60 (Sliding Scale)

Hours

Mondays - Fridays 10:30 am – 6:00 pm
Saturdays 11:00 am – 4:00 pm

Natural Resources will be closed:
December 24 – 28 and January 1

Mailing Lists/Subscriptions

If you have signed our mailing list, we are happy to send you a complimentary copy of our latest newsletter. Unfortunately costs are prohibitive and our mailing list too large to continue mailing subsequent newsletters. A one year subscription is \$7.00.

Whether you are a member, newsletter subscriber or have signed our mailing list, please contact us as soon as possible with address changes.

maternity and children's clothing

preschool • 100% cotton
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18 brilliant colors
for boys & girls

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Let us help you plan your layette needs
and register for your baby shower.

We specialize in fun and affordable
100% cotton clothing
for newborns and infants.

Open 7 days a week
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(415) 648-3954



YOUR CHILD'S PHOTO HERE!
We welcome photo submittals
for the newsletter.



December 14, Saturday
Ann Kenworthy graduates from Nursing School!

January 4, 11, 18, Saturdays
Alexander Technique During & After Pregnancy
 In this class, we deal with the shifting of your weight and balance, and the consequent strain on your back. The Alexander Technique teaches you a new kind of balance using every day activities such as lifting and carrying your baby. You will learn how to move in a way that's easier on your body and will benefit you for the rest of your life.
9:30-11am/3 sessions
members \$20, non-members \$25

January 5 - February 23, Sundays
Mothercircle
 Here we circle as mothers, bringing our issues, dreams, tears and creativity. We will hold our hearts in each other's hands, and will leave with vision as a tribe, re-united. There will be body-work, soul work and spirit work. Mothers only, please. This is time for you! Facilitated by Chris Pritchard, R.N., midwife, mom and gatekeeper.
2-4pm/8 sessions \$90 in advance, \$100 at door

January 11, Saturday- Introduction to Infant Massage for Dads with Larry Miller
 My son is now twenty-two and when I give him a massage I think to myself; I would love to have had my father give me massage. When I was a child there were so few ways that we could be close with one another. As a new father join me for an Introduction to Infant massage.
11am-12:30pm \$10.00

January 12, Sunday
Childbirth Refresher
 A quickie childbirth preparation class for first or second time parents.
9am-1:30pm
\$45/couple members, \$50/couple non-members

January 25, Saturday
After the Baby Comes
 Expectant parents are invited to a free class on what to expect in the early postpartum days after birth. This class, taught by staff members of "The Fourth Trimester", a postpartum care service in San Francisco, will focus on facing the exciting transition and challenges of having a new baby. Discussion includes ways to pamper yourself while caring for your family, pulling together your support system and finding helpful community resources.
10am-12 noon members, FREE!, non-members \$5

January 25, Saturday
Networking for Childbirth Professionals
 Childbirth Educators, Midwives, Doulas, Labor Coaches, Lactation Consultants, Massage Therapists, anyone who works with pregnant and postpartum women, are invited to introduce yourself and your services to other professionals so we can refer each other's services to our clients. Don't miss it!
12 noon-2pm

February 1, Saturday
Childproofing - A Must!
 Learn what you can do to reduce the risk of injury to your child. Safety is no secret formula; it includes education, supervision and consistency. Safety tips will be provided by Mark Altman, creator of the Childproofer Service.
11am-1pm FREE!

January 17, Friday
Communicating with the Unborn Child
 Did you know that you can consciously share feelings and thoughts with your child in the womb? Your child is available to send and receive communications from you. Anyone can develop the intuitive ability to bond with their unborn child. Prenatal bonding is creative, easy and fun. Carista Luminare, MA, is a preconception, prenatal and birth educator. She is currently writing a PHD dissertation and book called *Birth Potential*.
7:30-9:30pm \$10 per person, \$15 per couple

March 2, Monday
Your Marriage & Your Infant's Wellbeing
 Al Crowell, M.F.C.C., a Noe Valley therapist specializing in marital counseling will share with us his approach to helping couples strengthen their relationship. He will demonstrate two processes he teaches. One gives couples a fail safe method of discussing emotionally-laden issues such as parenting. The other process uses partners' frustrations to grow individually and as parents.
7:30-9:00pm FREE!

Please pre-register for all events • 550-2611

Our Ongoing Classes . . .

Childbirth Preparation Class
 This class is an "eclectic approach" to childbirth preparation. The emphasis is on body awareness and positioning, relaxation, partner support, and self-advocacy skills and information as empowerment. Technical aspects of labor and birth are discussed, and options and alternatives are covered. Breast-feeding, infant care, and mother and father transition issues are discussed. The group is limited to six couples.
Weeknight and weekend classes. \$90/members, \$100 non-members
 Includes six weekly classes and a reunion after all the babies are born.

Partners In Birth:
Natural Childbirth Education with "The Bradley Method"
 It's important for you and your baby to have the best, safest and most rewarding birth experience possible. For that reason we offer this 12-week course on natural childbirth with active partner participation. We will cover optimal nutrition, avoidance of drugs, relaxation combined with natural breathing, focusing within and working with your body, immediate breastfeeding and continuous contact with your baby. Limited to 6 couples.
 Call for dates **\$135/members, \$150/non-members**

'Changing woman' - A Pregnancy Support Group
 This group will provide a safe, open and spiritual setting in which the pregnant woman can explore with others her own personal issues as they arise. The focus is on pregnancy as a rite of passage and the opportunity it presents for personal transformation. This is not specific preparation for birth. The group is ongoing.
Wednesday evenings, 7:30 - 9:30 pm \$30/month or \$10/session
 Introductory group session at no charge.

Infant and Child C.P.R.
 Cardiopulmonary resuscitation is a basic life saving technique to be used when breathing and heart activity have stopped. This class will also include how to respond to a choking victim. Red Cross Certification upon completion. Register soon, classes fill quickly! Class limited to eight.
Monthly, please call for dates and times \$33/person

The Prepared Sibling
 Come join us and find some invaluable ways to get your children prepared for the arrival of the new baby that will be coming to live at their house. It will be a major change in their little world and they would love to know about it.
Call for schedule. \$10 per person, \$16 per couple

Vaginal Birth After Cesarean
 A four week exploration into healing and empowerment in preparation for a vaginal birth after a previous cesarean. Working with your partner, labor review, visualization work, safety issues, and advocacy, in an intimate and supportive group. Facilitated by Maggie Greenwood, R.N.
Call for Schedule. \$75 per couple

Postpartum Support Group (Newborn - four months)
 This is an ongoing, drop-in group which is structured as participants desire. Interact with other moms and share your experiences of emotional and physical recovery after birth, changing family relationships, breast-feeding, infant care, sleep, etc. Bring babies!
Tuesdays 2-4pm \$30 for five sessions or \$7 per session

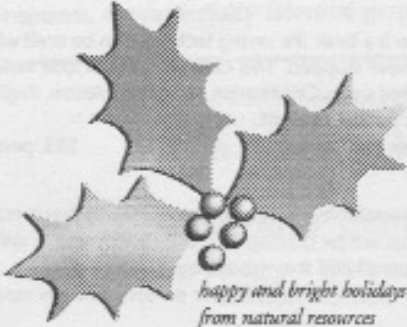
Mother and Baby (four months and older)
 This is an ongoing, drop-in group designed for the mothers of babies four months and older. Infant development, household safety, returning to work, and introducing solid foods, are a few of the topics discussed. Bring babies.
Thursdays 2-4pm \$30 for five sessions or \$7 per session

Please call us so we can arrange convenient classes for you.

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- * labor assistants
- * doulas
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- * childcare providers

Rentals:

- * waterbirth tubs
- * Medela breast pumps
 - * pagers
 - * strollers

“Feminizing” Maternity Care

by Suzanne Arms

“Feminizing” maternity care means bringing qualities traditionally associated with women into the way we care for birthing mothers, babies and families. The ability to listen and be receptive and nurturing are the primary qualities birth attendants need.

A childbearing woman cannot expect a more “feminine” approach simply because she chooses a female care provider. Some men are more supportive and protective of the natural process; some women won't stand for a patient disagreeing with them and intervene aggressively when a problem arises.

It is imperative that the midwife, doctor, or nurse does not take advantage of a woman's vulnerability in childbearing and her need to trust those around her. The power needs to remain firmly with the woman, her body, her baby. Whether or not she knows it, the mother is the expert.

A woman needs the support and care of others before, during and after childbirth. Her body should be lovingly attended to. After the birth, home visits by a midwife, nurse or home health attendant who also checks in with other members of the family can be especially supportive and beneficial.

Feminizing birth means that those who assist take the lead from the woman (which may mean helping her discover what she instinctively knows) and stay in the background, allowing mother and baby to conduct the experience.



*This article was excerpted from **Immaculate Deception II, Myth, Magic and Birth.***

*Suzanne Arms is a photojournalist, activist, visionary and internationally acclaimed author of several books, including the important work **Immaculate Deception**, originally published in the 1970's.*

This book changed the lives of thousands of women and how they viewed birth. This view was, and continues to be that birth is normal, not technological, and that women should and need to be supported, not controlled during this time.

*Suzanne's latest project is a film entitled, **Birth of the Future**, that promises to be just as important for the new century as her first ground breaking book was. **Natural Resources** will be sponsoring a fundraiser for this upcoming film. See details on page 3.*

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by Deb Jackson

Natural Resources - A Birth Story



Editor's note: Natural Resources' 10th birthday was March 21. We asked Deb & Chris, the original mothers, to reflect on their experiences from that time. We thank both of them for creating what has become such an important part of our lives.

The cosmic thread that became Natural Resources got tangled up with the weaving of my life some time around my daughter Paloma's entry into this world. Here is my story, although Natural Resources has many mothers. The question is - how far back does this birth story go? Ten years, or hundreds?

Paloma entered my life before she entered my body. I was 35 years old, and in graduate school, studying Organization Development and Transformation. I was a practical person, not given to bouts of intuitive hallucination. I experienced this "vision" or message from my intuitive self during a 5 minute relaxation and centering before one of my classes. *There were the three of us, but the identities seemed to be able to shift around me, my mother, the baby girl about to be born. The room was small, dark and peaceful. My mother was having a baby girl, and I was helping with the delivery. As the sweet child slipped into my arms, I said, "This time, we're going to do it right!"* My eyes popped open, the words still ringing in my brain. The classroom slowly came back into focus, and six months later, Paloma was conceived. I feel this was my first message from Paloma, and opened the door to a whole new era, a whole new way of seeing myself, and it was the first heartbeat of Natural Resources, although I didn't know it then.

But, Natural Resources has many mothers. Kate Luna started the *Pregnancy Awareness Support Group* in 1986. We gathered at Rocky Mountain preschool each week for candlelit tea, talk, yoga, visualization, and a type of spiritual midwifery only Katie could provide. We sat together like ripening pumpkins amid the blocks and fingerpaints, our friendships and bellies growing with the passing weeks. As the babies came, we welcomed the new mothers-to-be, to take our places in the ever-widening circle. And, Natural Resources was, without our even

knowing, tugging on us already.

It was because of this group, and friends like Katie, Janet Rivera, Maggie Greenwood and Thyra Ogletree that I started to realize I was having a quite normal uncomplicated pregnancy. Me! In spite of my age - whoa, "over-35" - and a self image that quite simply expected things to go wrong. Things weren't. This was where I discovered that there was the chance a new me was possibly trying to be born along with the baby. What luck! I decided to go with it.

Homebirth was considered, then chosen after meeting Erin Carney, Holly Rauhen and

Natural Resources has many mothers. The question is - how far back does this birth story go? Ten years, or hundreds?

Suzette Burroughs - Labor of Love Midwifery. Chris Prichard was teaching childbirth preparation classes in her Hill Street home, and was rumored to be the best. She is! A second circle of caring friends began to form with these experienced, professional women who were like lionesses possessing of an ancient wisdom. As the time of physical birth approached, they helped bring me down to earth. Helped me learn about power, and about surrender.

Paloma was born (that's another story!), and our "pregnancy support group" continued to get together regularly. The desire and need for community doesn't stop with childbirth, but continues - and seems to be a simple fact of mothering. Being a mother means a whole new level of connection, and wonderfully so.

Intermingled with our conversation about truly gross things, and 'babytalk,' we talked about how difficult it is for women in our

times, and in our city to find that connection, that community with other women, and with other families. We talked about the many resources and choices available to women around childbirth preparation, support groups during pregnancy, breastfeeding, pediatricians and health care, birth at home, at the hospital, birth centers, and on and on. How is anyone to find out all that's out there? Who could you talk to, not co-workers usually, or distant family members. We felt that we had been truly blessed to find each other, and wondered about some kind of central resource directory, newsletter, or should it be an actual place?

The idea was played out with marking pens and butcher paper, and started to take on a life of its own. Chris Prichard and I became partners, and started looking for a home for the resource center. Chris is an experienced medical professional, an R.N. and a childbirth educator, as well as a deeply intuitive woman, in touch with her inner strengths, and who truly loves women. The little shop on 24th Street which was the original Natural Resources seemed to find us (Thank you Max Selva!). And, the opening celebration was Spring Equinox, 1988!

We were a family! Maggie and Chris taught childbirth prep classes, I founded the Changing Woman pregnancy support group which was modeled after Kate's group. Labor of Love used us as their San Francisco office for prenatal exams and interviews. And, we sold memberships, and became a meeting place for San Francisco women to come and look through our resource files on every birth resource we could get our hands on. The Fourth Trimester was founded as a business to support postpartum women, and



Maria A. Iorillo, Midwife
Jennifer Clapp, Midwife
415/285-9233

Homebirth
Prenatal Care
Labor Support in Hospital

Surrender into Mothering

by Chris Pritchard

we held trainings for labor coaches. We had lectures, sold books, rented breastpumps, and had lots of fun. We were a place where you could come a talk, sit and breastfeed, change a diaper, find a labor coach, whatever!

After three years, however, events in our lives meant that Chris and I were ready to move on, and we were thrilled to be able to pass the business part of Natural Resources to three women (Lisa, Nathalie, & Ann) who were among our first clients, and it felt really wonderful to know that they would carry on, and we could let go. It clearly was part of the process, that we couldn't "own" Natural Resources, that it had learned to walk, and had become a solid organization with it's own impetus.

My thanks go to all of you who have kept the place and idea alive. I know that you are being rewarded in many ways. Happy Birthday Natural Resources. You're an ancient mother, a sweet ten year old, and hopefully the baby yet to be born.

With Love, Debbie Jackson

NR would like to acknowledge and thank all the women educators and staff personnel of past and present who devoted themselves to serving our community with integrity, intelligence and sensitivity. Unfortunately, the list is too long to print but our memories of all of you remain in our heart. We have been and are truly blessed by your presence in our lives.

Deb, Chris, Ann, Nathalie, Samantha and Lisa, Former and present Co-Directors



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When Samantha called for an article for Natural Resources' tenth anniversary (congratulations!), I first thought, how sweet. Then I froze up. Having grandmothered (mothered? midwifed?) this wonderfully thriving woman-run business ten years ago with Deb, I felt certain a great wisdom would be expected from me. Something brilliant about parenting. After thirteen years, you would think I could easily squeeze a few drops of crone wisdom from the experience. A few drops it is. In fact, what I know now is so much simpler than what I knew when I started parenting.

What I know now is about "surrender". I've also learned about how childbirth brings

with it self-discovery, self-healing, and adaptation to the new selves we become every single day of our lives. No one ever told me that, as an adult, I would keep on changing. I would have to move and flow with changes in myself, as well as all around me, for the rest of my life. No one ever explained that this process never ends, that it is infinite. Learning to surrender means learning to go with change. And change requires surrender.

From the first days of pregnancy, when the beautiful creature inside your body begins to puff out your belly and breasts, makes you nauseated and tired, makes you have emotional depths and heights, radically affects your relationship with everyone around

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you, you are asked by this tiny new life to adapt to all these changes. If you resist you will suffer. You must give in. You do let go. You shed your old self. Perhaps pregnancy, more than any other period in a woman's life, enables her to understand the complexity of this requirement in life — to change and to adapt.

So many changes in ourselves can feel imposed upon us in pregnancy, especially with the great inner shifts in body image, intimacy, workplace conflicts, and the demands of the linear world. Paradigms shift within a woman's reality in pregnancy, and the paradigms of the world often clash with these. Pregnancy enables us to open a multitude of doorways — into ourselves, into our ancestral past, and into our future. Sometimes walking through these doorways can give us insights that can shift old patterns on this planet. The gift of childbirth challenges us to take nothing for granted, and to flow and to move like a great ocean, around any rocky obstacles. On this course, we may also find ourselves unpredictable, stormy, light, dark, calm, benevolent, and often, leaky.

The womb holds inside it the entire universe. Pregnancy allows us to experience and accept, (sometimes kicking and screaming), the Goddess power we truly have within us; the power to create and destroy (like Kali Ma), the nurturance and heavenly light (like Inanna), and the magical tantric skin-shedding nature of the snake goddesses of Crete. We grow to be all-accepting in motherhood, for, if we resist, we find that we ultimately suffer. Our limitations diminish or else we bust out!

We suffer when we try to go to our workplace when we are tired and nauseated, and

our bodies are whispering to us dreamily, "slow down, sleep, eat something". We suffer when our nursing infants howl all afternoon as we try to "get things done around the house". These are times to surrender to the baby's need to connect with you. Time to honor your fatigue. Time to call for help. Time to pay attention. Your baby is a mirror showing you what you need, every step of the way. Showing you the way to surrender, the path to change, the doorway to acceptance, of self, others, and the healing ways of nature.

My job as a mother of a thirteen and nine year old is to keep my family plugged into the source of power nature provides, both in its lessons and its healing energy. The power to move along with change. I often resist change, but instinctually know when the time has come to shift. I find myself pulling the family with me. Sometimes this takes the form of leaving the work at home and piling everyone up on bicycles and going out for a sunset ride. Or it may be to clear the table and light some candles for us to state our intentions and wishes.

I find that when I am most disoriented either by parenting, or just the usual chaos in life, my children give me cues that a dose of "surrender" medicine is needed. For instance, I might be late for something, packing up the car, doing the inventory on snacks, diaper bags, lunches, dog leashes, etc., and I ask the kids to hurry up, and suddenly they go slower. They don't hear me, going amazingly deaf when asked to move at the same pace I am moving, (usually like the speed of light). But the faster I move the slower they go. Or the scene might be like this: you are on your way out and the baby throws up on your new silk blouse, the phone is ringing,

the dogs are barking at someone at the front door, and your milk begins to leak. The message? Surrender! So, you're late. Things are changing! Stop and breathe. Slow it down. Go outside with the kids and lie down on the ground or sit in the grass or near anything green. Feel the Earth below you. Breathe in and breathe out. Look at your child. Surround your child like that great ocean and surrender to this moment. Laugh out loud. Cry out loud. Love yourself and your child. This is the only moment that matters: right now. Savor this green moment, this earth moment, this love moment. This moment of sweet surrender.

Au Revoir, Nathalie

It is with much sadness that we say goodbye to Nathalie as our partner. She and her husband Greg, along with Selina and Adrian, have left the golden coast of California for the green, and sometimes white, pastures of Burlington, Vt.

We've worked so well together, Lisa and Nathalie for almost 8 years, the 3 of us for 5 years. We knew we were truly blessed with how smoothly our trio worked. We are more than co-workers; we are the greatest of friends and have raised our children together, sharing our hopes, fears and triumphs. Our friendship has blossomed and flourished alongside our business. It is rare to find someone who you can truly call your friend. Someone who is there to talk, cry and laugh with, whatever your mood. The three of us have shared something so special in these last 5 years that we know it has created the foundation for a lifetime of friendship. We love you Nat.

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Alice Light [REDACTED]

Fwd: My story

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:38 PM

To: Alice Light [REDACTED]



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1367 Valencia St., San Francisco, CA 94110 415.550.2611

----- Forwarded message -----

From: **Rebecca** [REDACTED]

Date: Mon, Feb 4, 2019 at 10:54 AM

Subject: My story

To: [REDACTED]

I wanted to share my Natural Resources story.

My three boys are ages 27, 23 and 18.

I have been to all three Natural Resources locations with each of my boys.

The first one was a small room behind the Noe Valley post office.

I connected with other moms and we set up walks through the park with our babies.

Some of them, I stayed friends with for years.

A VERY important thing that happened was to learn more about cloth diapering and be happy that that's what we chose.

I calculated that the average baby goes through 7000 diapers before they're potty-trained. It's interesting to look at people and try to replace them with either 7000 disposable diapers or a few dozen cloth diapers (we used Tiny Tots diaper service).

I would like to let every new parent know that there are other parents out there who are going through a similar situation.

Rebecca Kennedy

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Alice Light [REDACTED]

Fwd: We need YOU! NR is seeking Legacy Status and needs your stories!!

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:39 PM

To: Alice Light [REDACTED]



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----- Forwarded message -----

From: **Amy Offen-Reeves** [REDACTED]

Date: Fri, Feb 1, 2019 at 11:53 AM

Subject: Fwd: We need YOU! NR is seeking Legacy Status and needs your stories!!

To: [REDACTED]

Natural Resources was absolutely instrumental in helping our family adapt to parenthood. We participated in countless classes and drop-in visits during my first pregnancy and while my son was young. And now that we are currently pregnant with our second child, I sleep better knowing that Natural Resources is just a few blocks away. Through several pre-natal childbirth prep classes and post-birth mother's classes our family has made friendships that i know will last a lifetime. The format for "Yeshi's Mother's Group", which i began attending when my son was 3 weeks old, laid the foundation for our mindful parenting style. And I am still friends with many of the people I met at that time. The amount of benefit that NR has brought to our family and this community is immeasurable.

Begin forwarded message:

From: Natural Resources <info@naturalresources-sf.com>

Subject: We need YOU! NR is seeking Legacy Status and needs your stories!!

Date: February 1, 2019 at 9:24:30 AM PST

To: [REDACTED]

Reply-To: info@naturalresources-sf.com



Alice Light [REDACTED]

Fwd: Letter of support

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:38 PM

To: Alice Light [REDACTED]



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----- Forwarded message -----

From: **Rebekah Werth** [REDACTED]

Date: Fri, Feb 1, 2019 at 11:54 AM

Subject: Letter of support

To: [REDACTED]

Greetings,

I couldn't pass up the opportunity to write a letter of support for Natural Resources. My early parenthood would have been quite different without Natural Resources. From finding a doula, to building community at the new baby groups, to learning baby sign language and massage, Natural Resources has been invaluable. We live at 21st and Valencia and as I see the neighborhood grow and change, I hope that Natural Resources will always be available to families.

All the best,
Rebekah Werth

Letters of Support for Natural Resources

I support Natural Resources becoming a Legacy Business in San Francisco.

Natural Resources is San Francisco's oldest pregnancy, birth and early parenting resource center and has been serving families for over 30 years. A nonprofit, Natural Resources empowers, educates, and builds community. It is a place where parents make friends, obtain referrals, and attend childbirth classes and pregnancy and parent support groups. It was one of the first places in the Bay Area to offer birth and postpartum doula trainings. It offers scholarships and free playgroups.

Deeply rooted in evidence-based best practices for pregnancy, labor, birth, and early parenting, Natural Resources offers holistic classes, the safest, most effective products, and a warm and inclusive community. It is an important part of the community, and I hope it will be accepted to San Francisco's Legacy Business Registry.

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/1/2019	Tracy Pell	During Pregnancy, During Parenting		<p>A few weeks after my son's birth, I hadn't ventured out alone with him beyond the short walk to Cortland Street from our home. I joined a new mothers circle at Natural Resources, which provided the first security blanket I needed to push myself and my baby out to explore the world. The first time I went, I took my stroller out alone for the first time and couldn't figure out how to unfold it when I arrived--instead of popping up neatly like it was supposed to, it was suddenly in 3 pieces. If I'd been going anywhere else, the trip would have turned into a failure and I would have turned back home. Instead, I struggled into Natural Resources with my broken stroller and crying baby and into a new type of home, filled with 12 other women in the exact same stage of life as me. My time there made up some of my warmest memories of new motherhood. I still have a vivid vision of settling down onto the floor, snacking on fruit and cookies that someone would always bring, and going deep on the transition we were making in our lives. The last session brought tears but not the end of friendships--since then we've held picnics in Golden Gate Park, hiked up Bernal Hill, and are actually meeting for brunch tomorrow as the babies head into toddlerhood. One day when we were at lunch, an expecting mom came up to me and asked me how we'd all met--she was looking for new soon-to-be mom friends. Of course I told her to go to Natural Resources. I went back to Natural Resources recently for an infant CPR refresher. I was one of the only moms there--most of the other attendees were parents-to-be. I looked at them with a touch of envy for everything they were about to experience and hoped for all of them that Natural Resources would be a place they could call home and find a new community over their tumultuous and joyful coming months of becoming parents.</p>

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/1/2019	Kai	During Parenting		Yeshi's mama's group was my lifeline out of a pretty isolating, anxiety filled first postpartum period. Being forced to be out of the house, with other equally frazzled ladies and watching them keep it together was so unbelievably healing. We still meet now, two years later, to share and cry and get mad and celebrate.
2/1/2019	Janine Maitri	As an educator/facilitator, As a birth professional (doula, midwife, lactation consultant, etc)		I was involved with The Birth Place Childbirth Center in Menlo Park in the late 1970's through the early 1990's, where we had an education and resource center as well as a free-standing birthing center. I remember when Natural Resources was founded in San Francisco and how thrilled we all were to see this wonderful center open there! We felt like sister centers for many years until The Birth Place unfortunately closed it's doors. The fact that Natural Resources continues to serve the families and birth professionals still to this day speaks volumes to the passion, devotion and effort that keeps it thriving!
2/2/2019	Melissa Czapiga	During Parenting		Natural Resources saved my life. I was struggling with postpartum depression and was a safe haven for me during an incredibly difficult time. I joined the mother's group meetings weekly and found a community of women who I'm still in touch with today, almost four years later. Our children have grown up together and our bond as women is so strong.
2/2/2019	Olga Zilberbourg	During Pregnancy, During Parenting		It's been an amazing resource when my son was born and I needed support from other parents. I attended the breastfeeding mothers' circle, and many of the classes that Natural Resources offers to receive the kind of education I had never had about parenting before.
2/3/2019	Kristan	During Pregnancy, During Parenting		Nothing else comes even close to Natural Resources. I feel so lucky to live just a 20 minute walk away - it was a wonderful, reassuring place to take classes when I was pregnant and now that baby is here it's been such a help to have it so close, for supplies, for classes, for advice and simply for a diaper change and some nursing on the couch. I am proud to be a member and hope that in another 30 years my baby will bring his baby to Natural Resources!

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/3/2019	Patricia De Fonte	During Pregnancy, During Parenting, As an educator/facilitator		<p>When I had my children, about 10 years ago, NR was the only resource for new mothers in the southern part of the City, and as far as I can tell it is still the only place to go for hands on assistance with the literal stuff of motherhood. NR explained and sold me equipment, had nonjudgmental classes on breast feeding (I finally felt free to STOP TRYING and focus on what was working as a mother, not on what my body was having a lot of trouble with) and sold me all of the stuff I needed to get through those early days.</p> <p>I am so pleased to now give back as an educator, providing new parents with the information they need to care for their families through estate planning. Everyone on the board at NR takes it very seriously - this is a labor of love for them, they know how important NR is the new parent community.</p> <p>This truly is a legacy business - and a business that will always be needed because those babies just keep coming, and new parents are never really prepared - how can we/they be!!</p>
2/4/2019	Celine Parker	During Pregnancy, During Parenting		I recommend this place to everybody. If you go in just to shop you are welcomed by knowledgeable staff, if you go in for classes, you get passionate super qualified teachers. A wonderful place that serves all families.
2/4/2019	Nikki Milbrath	During Pregnancy, During Parenting		A place to just stop and change/feed my baby. A place to take a baby class. A safe space.
2/8/2019	Jennifer Loomis	During Pregnancy, During Parenting, As an educator/facilitator, As a birth professional (doula, midwife, lactation consultant, etc),	4 years	Natural Resources has supported those in the birth community and the pregnant and post partum moms for decades. They are one of the epicenters of care for pregnant and post partum women struggling silently in our city. Natural Resources has helped educated tens of thousands of San Francisco women which in turn has supported tens of thousands of children and helped them living happier and healthier lives because their mothers and fathers are supported and educated. We need Natural Resources to remain in our city.
2/9/2019	Heather Coffman	During Pregnancy, During Parenting	10 years	It was a safe, clean, relaxing place to recharge, breastfeed, read, shop, and socialize with other new mamas. I couldn't have developed the confidence and community I enjoyed as a new mother without them!!!

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/13/2019	Vanessa Vincent	During Pregnancy, During Parenting, for a babysitting certification class	4 years	<p>A place of unconditional support and to network and meet other moms. It was also a great place to come when I needed to feed or change my baby, or use the bathroom myself when I was in the neighborhood.</p> <p>I am a native to San Francisco and grew up in Noe Valley. In the early 1990s when I was in middle school, I took a class at Natural Resources when they were located on Diamond street. It was to become "certified" in babysitting and made me feel very confident taking on babysitting jobs when I was a young teenager.</p>
2/18/2019	Stephanie Logan	During Pregnancy, During Parenting	2 years	<p>Natural Resources was a safe haven for me to learn about pregnancy, birth, doulas, midwives, breastfeeding, infant sleep, and infant CPR. It was a one stop shop for all my belly band, carrier, probiotic drops, teething, swaddle needs. What a lifesaver to have so much good stuff in one spot!</p>
2/19/2019	Karen Tsai	During Pregnancy, During Parenting	1 year	<p>Natural Resources was, and continues to be, an incredibly important part of my journey during pregnancy and parenthood. I became a member soon after I realized how valuable of a resource it was and could be for my family, and I believe, countless other families in the community. I've so appreciated the class offerings; opportunities for connection and community for both myself, my partner, and our child; having a warm and welcoming space we can stop by at with the baby anytime the store is open; and the inventory of high-quality products. Thank you, Natural Resources, for all that you do! I hope that you'll be a part of the neighborhood and our community for years to come.</p>
3/20/2019	Anna Maier	During Parenting	0-12 months	<p>I received breastfeeding support through a referral to a lactation consultant, weekly support circles, and a pumping/returning to work class. Without this support, I don't think I would have been able to successfully breastfeed my daughter for the first year of her life. I have also taken infant massage and first aid classes here.</p>



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-050
Business Name: Ocean Cyclery
Business Address: 1935 Ocean Avenue
District: District 7
Applicant: Jeffrey Taliaferro, President
Nomination Date: March 29, 2019
Nominated By: Supervisor Norman Yee

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

1915 Ocean Avenue from 1996 to 2004 (8 years)
1935 Ocean Avenue from 2004 to Present (15 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: The business has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program





President, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

March 29, 2019

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Ocean Cyclery at 1915 Ocean Avenue to the Legacy Business Registry. The owners' contact information is listed below:

Jeffrey and Sabine Taliaferro
info@oceancyclery.com
(415) 239-5004

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop that has operated at this location since its founding in 1996. Ocean Cyclery is likely one of the only black-owned bicycle shops in San Francisco. This business is a staple on the Ocean Avenue commercial corridor and is actively engaged with promoting cycling throughout the neighborhood, especially for youth and families. Ocean Cyclery is also groundbreaking in that it was one of the first and is still one of the few bike shops in the city that carries full service family and cargo bikes.

Ocean Cyclery is deserving of recognition for the value they bring to the community. I am proud to nominate Ocean Cyclery to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

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:		
Ocean cyclery inc.		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Jeffrey Taliaferro		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1935 Ocean Avenue	(415) 239-5004	
	EMAIL:	
	info @ oceancyclery.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.oceancyclery.com	oceancyclery	oceancyclery
APPLICANT'S NAME		
Jeffrey Taliaferro		<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE		
President		
APPLICANT'S ADDRESS:		TELEPHONE:
		()
		EMAIL:
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
1079616		C 4046020
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
1915 Ocean Avenue	94127	11/1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		11/96 - 07/04

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1935 Ocean Avenue	94127	Start: 07/2004 End: present

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

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

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

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.

Jeffrey Taliaferro 04/02/19

Name (Print):

Date:



Signature:

OCEAN CYCLERY

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.

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop located at 1935 Ocean Avenue in the Ingleside neighborhood of San Francisco. It has been in business since November 1996 and is considered a neighborhood institution.

Ocean Cyclery was founded at 1915 Ocean Avenue by 36-year-old Jeffrey Taliaferro when Taliaferro purchased the lease and tools of an existing bike shop that had operated at that location since 1989.

Taliaferro was born in San Francisco in 1960. He attended Miraloma Elementary School, Paul Revere Elementary School, Denman Middle School, Balboa High School, and graduated from McAteer High School.

Taliaferro had been tuning up bikes since he was 12 years old. In 1978, he volunteered at CQ Bike Shop in Daly City for a school assignment and ended up spending 18 months there. After graduating high school, he began running a bike shop on 24th Street. Starting in 1980, he worked at Presidio Bike Shop on Geary Boulevard where he sold top of line racing bikes. During his time there, he became an avid amateur road bike racer in 1981 with the United States Bicycling Federation. In 1983, he became an auto mechanic. In 1990, Nomad Cyclery owner Steve Schroeder offered him a management position at one of his two shops. Schroeder had remembered him from his days working at Presidio Bike Shop.

At Nomad Cyclery on Ocean Avenue, Taliaferro sold bikes, parts and accessories and offered repair and maintenance services. In 1996, Schroeder sold the Ingleside location's lease and tools to Taliaferro. He kept the Nomad Cyclery shop at 2555 Irving Street. Taliaferro did not want the inventory or the store name because he wanted to start fresh. That year, Taliaferro opened Ocean Cyclery in the space that had been Nomad Cyclery, 1915 Ocean Avenue.

Without money for inventory, repairs were key to the business. After six months, bicycle manufacturer Wheeler began to sell bikes on consignment at the store. Three months later, Ocean Cyclery obtained credit with GT Bicycles, followed by Specialized and Diamond Back and Fuji. With these major, quality brands, Ocean Cyclery began selling bicycles and rebuilding the shop's presence in the community.

It took two to three years for Ocean Cyclery to become profitable. In 1999, the store carried 120 bikes plus clothing, car racks and usual repair parts for bicycle repairs. The store also began offering custom builds after finding a distributor in Tomasini Bicycles. Ocean Cyclery was also one of the three bike shops carrying BMX gear and bikes. The shop usually had four part-time assistants, but sometimes one full-time and three part-time assistants.

As the shop grew, the inventory diversified as the shop began to carry beach cruisers and double suspension bikes as well as safety gear like helmets, gloves and pads. Safety gear was important because Taliaferro wanted people to survive crashes and felt like it should be a big part of the business to have a good selection of safety gear.

In August 2004, the shop moved down the block to 1935 Ocean Avenue, a 1500 sq. ft. space. The downsizing was necessary because the landlord was preparing a rent-hike and would not allow for the space to be subdivided. This is a prime example of the business surviving the neighborhood's changing demographics.

Also in 2003, Taliaferro met his future spouse Sabine in front of Wells Electrical, which is now Kumon Ocean. Sabine, from Wassenaar, Netherlands, came to the United States as an exchange student. They married in 2004.

In 2006, the Taliaferros went to the Fietsbeurs Rai, a bicycle trade show in Amsterdam, and fell in love with baby seats for bikes. It evolved into the family bikes, which are designed to hold one front mount baby seat on the handlebars and a rear seat on the back. They found out the company was about to launch in the United States and were the first bike shop in San Francisco to promote these child carrier seats. They are one of a few bike shops that are a full service family and cargo bike dealer.

The Taliaferro's first child, Vincent, was born in 2005. Their second son Ruben was born in 2010.

Ocean Cyclery's importance to the community and positive impact on the neighborhood makes it an ideal candidate for the Legacy Business Registry. The business has operated in San Francisco for more than 20 years, but less than 30 years. It is eligible for listing on the Registry because the business has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

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

The business has never ceased operations since it was founded in 1996.

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

Ocean Cyclery is a family-owned business, defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of Ocean Cyclery is as follows:

1996 to 2004: Jeffrey Taliaferro
2004 to Present: Jeffrey and Sabine Taliaferro

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 historic resource status of the building at 1931-1935 Ocean Avenue is classified by the Planning Department as Category A (Historic Resource Present) with regard to the California Environmental Quality Act. The building is a contributor to the Eligible Ingleside Terrace Historic District.

Ingleside Terraces consists of single-family homes that were constructed as part of the Ingleside Terraces housing tract. Ingleside Terraces is comprised of one- and two-story, detached single-family houses that exhibit architectural styles such as Craftsman, Period Revival, Spanish Colonial Revival, and Mediterranean. The Ingleside Terraces housing tract occupies the former site of the Ingleside Racetrack, and the elliptical shape of Urbano Drive corresponds to the former loop of the horse-racing track. From 1910 to the 1920s, Ingleside Terraces was constructed by the Urban Realty Improvement Company as a "residence park" for high-end homebuyers. In addition to houses designed according to specific guidelines, the residence park of Ingleside Terraces includes curvilinear streets (such as Urbano Drive), non-rectangular blocks, landscaped open spaces (circular mini-parks) and ornamental street furniture (granite entry monuments, stone benches, column planters and a sundial). The Urban Realty Improvement Company was headed by Joseph A. Leonard, and later by his son George L. Leonard, both of whom lived in Ingleside Terraces until the elder Leonard's death in 1929. Ingleside Terraces represents Joseph A. Leonard's most successful garden park development in San Francisco, as well as one of the best examples of a residence park in the city. Ingleside Terraces is eligible for the California Register under Criterion 1 for its association with the residential parks development that occurred in the early 20th Century and under Criterion 3, as exhibiting the

distinctive characteristics of a type, period, region or method of construction of residential park. Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial.

CRITERION 2

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

Ocean Cyclery has been serving the Ingleside community and the Bay Area since 1996. Ocean Cyclery is one of the last African American-owned businesses in the neighborhood.

The owners take pride in serving the community by helping people find their perfect bikes. To achieve this goal, Ocean Cyclery keeps the most popular bicycles in stock and keeps close contact with their suppliers so they can have bikes ordered and shipped within a week. The shop carries many brands, including Specialized, Raleigh, Yuba, SOMA, Redline and SE. They care about quality of the product. Ocean Cyclery was the Top 50 BionX retailer in the United States. BionX is an electric kit that can be mounted on an existing bike.

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

Ocean Cyclery has participated in the OMI Festival for more than 10 years. They have hosted an event for Second Sundays. They partnered with SFMoves by hosting community classes. They also held a book reading in the shop.

During an Ocean Avenue promotion in which Woody LaBounty held a history walk, there were local posters hung at different businesses. Ocean Cyclery was one of the stops and displayed a poster in the shop.

During the promotion of making a parking spot into a parklet, Ocean Cyclery transformed the parking space in front of 1935 Ocean Avenue into a parklet for a day. They worked with Phil Ting to promote cycling by offering free tune ups at the Aptos Playground. Jeff has led two bike to work caravans for District 11.

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

Ocean Cyclery was featured in a Hoodline article in July 2016 titled, "Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More." They were also featured in an article by the SF Bicycle Coalition in August-September 2008.

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

No, Ocean Cyclery is not associated with a significant or historical person.

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

Ocean Cyclery is committed to the neighborhood. The owners participate in neighborhood events, and they are involved with the local schools.

Ocean Cyclery represents District 11 on the Bicycle Advisory Committee; participated in the Department of Environment's SF Moves where Taliaferro gave bicycling lessons; gives gift cards to the local schools for raffles; sponsored Ocean Avenue events; gave donations to the San Francisco Bike Coalition; led the Bike to Work Convoy for District 11; and donated a bike to the opening of McLaren Bike Park.

Ocean Cyclery has hired many students from City College and San Francisco State University.

They have worked with the Jewish Vocational Service to turn part-time training into a full-time job for one of their employees.

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

Ocean Cyclery serves an eclectic mix of customers ranging from families to high-end enthusiasts, students and commuters. Taliaferro knows the history of bikes and knows a lot about vintage bikes. Customers come from the neighborhood and surrounding neighborhoods like Parkmerced, Parkside and Sunset and as far away as Pacifica, Daly City, Brisbane, South San Francisco, San Mateo City, San Jose, Hayward and even one customer from Pebble Beach.

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

Alongside the east wall of the store is an elevated two-row structure to slide bikes in with the bottom row as additional bike display for children's bikes and BMX bikes.

The front displays are from the 1920s featuring hardwood flooring surrounded by large windows.

There is a poster of Major Taylor, the first African American world champion cyclist in the United States (1899) displayed in the shop year round. And he is featured in a yearly recurring window display in February during Black History Month. The window display was mentioned by the Major Taylor Association.

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

If the business were shut down, customers would have to go three miles away and would lose access to a unique inventory of bicycles and outstanding personal service. Taliaferro is super

savvy – able to perform service on all sorts of bikes himself. Further, some shops won't work on regular bikes, preferring to serve high-end clients only.

CRITERION 3

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

Ocean Cyclery is the quintessential independent bicycle sales and repair shop. It offers a unique inventory of items needed for bicycling. The store carries many brands of bikes including, but not limited to, Specialized, Raleigh, Yuba, SOMA, Redline and SE. Ocean Cyclery's ownership stays current with European biking trends to offer cutting edge products to their clientele.

Ocean Cyclery's employees are well trained and knowledgeable about most bicycles, bike frames and models, not just the bikes in the store. They provide expert diagnostics and bike repairs. Their mechanics participate in various bicycle workshops throughout the year, ensuring they stay up-to-date with the latest technology and bike designs.

The services provided by Ocean Cyclery in San Francisco California are the following:

Bike Builds & Restoration: At Ocean Cyclery, they appreciate the beauty of vintage bikes and are happy to be able to restore them. Customers bring in either just the frame or the full bike in various conditions, and it always excites Ocean Cyclery staff to be able to bring a bike back into top condition and have their customers riding them. At the occasion when none of the retail bikes is what the customer looking for and is in need of something more custom, Ocean Cyclery is more than happy to build them something to be proud of.

Bike Assembly: All of the bicycles are assembled by one of Ocean Cyclery's professional bike mechanics. They spend an extensive amount of time assembling, tuning and testing each bike at no additional charge to customers. The employees pride themselves on meeting the highest standards for their customers.

Repairs and Adjustments: If Ocean Cyclery can fix a customer's bike on the spot, they will! If not, they will always try to get the customer back on the road in a timely manner. Bring in your bicycle and they will check the status of the bike and its parts and provide you with a no-obligation estimate. They always respect customers' choices and budget.

Tune Ups: Ocean Cyclery provides three types of bike tune-ups – Minor Tune Ups, Major Tune Ups and Complete Overhauls. They will advise customers about what their bicycle needs are and explain the various options beforehand. They stand behind the quality of their work.

BionX Electric Kit Installations: Ocean Cyclery carries the complete line of BionX Kits and can install them on most bikes.

Wheel Building: Ocean Cyclery is one of the few local bicycle shops in San Francisco that has a spoke cutting machine. This means they we can build wheels of any size with the spokes of the customer's choice.

Bike Fit: Is your bicycle properly fitted to your body? Did you purchase your dream bike, ride it once and it's been collecting dust at home since then? Ocean Cyclery offers a proper bike fit on bicycles by their expert bike fitter who has over 20 years of experience. They'll make sure you can ride your bike in the proper position and make adjustment recommendations based on your height and weight. The bike fit process is the difference between a comfortable biking experience or not.

Bicycle Clinics, Workshops & Classes: Ocean Cyclery offers various classes throughout the year on variety of topics. These are held in-house; some classes will have with a guest speaker.

Consulting Services: Ocean Cyclery works with customers on special projects. This could include purchasing the perfect dream bicycle for yourself or a gift for family or friend, enhancing your existing bicycle or creating a maintenance program for your bicycle.

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)

Ocean Cyclery is committed to maintaining its historical traditions as a full-service bicycle outfitter providing a variety of bike styles and accessories, as well as repair services.

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.).

Ocean Cyclery is committed to maintaining the bicycle racks, 1920s commercial display case and the poster about an African American bike racing champion.

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

Ocean Cyclery has been a bicycle shop since it was founded in 1996.



Ocean
CYCLERY
SALES & REPAIRS

Benjamin Moore

FREE TO GO
FREE DELIVERY
EXCEPTS SEE

NOW OPEN

NOW OPEN

AVAILABLE
415.395.4311
415.395.4300

OPEN



ocean
CYCLERY
SALES & REPAIRS

HARDY'S
TACOS
BURRITOS
ENCHILADAS
CORNED BEEF
LUNCH
& DINNER
PLATES
912-234-1988

WALK
WATCH
FOR
STAMPEDE

WALK
WATCH
FOR
STAMPEDE





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C Y C L E R Y

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SEAFOOD





















ocean

CYCLERY

SALES & REPAIRS

23



Hum of the city

My name is Dorie Apollonio, and this is where I write about family biking.



Family bike shops that I like

December 2, 2014 · 4:52 pm

I get asked questions about family biking a lot (Always welcome! Feel free to email! I will be painfully slow to respond, but it will happen eventually). One of the more common questions I get from people is where I think they should shop for bikes. This can be an awkward question to answer. There are thousands of bike shops and only one me. Admittedly there are far fewer family-oriented bike shops, but still. I live in San Francisco and mostly travel north from there, because that's where my family lives. There's no way that I could ever be truly objective, let alone offer advice to people in say, Minnesota.

That said, at least I have no conflicts of interest. I am a professor of public health and health policy at a university medical center with an extremely strict policy about any kind of giveaway that could be even vaguely construed as professionally-related. Although my primary work is in tobacco control, active transportation could easily be viewed as related to public health, because, well, it is in fact related to public health. Under the terms of my contract, I can't be compensated for anything I say on this blog or accept any discounts or freebies (loaners are okay, but I have to give them back). So if nothing else it's safe to say that my wildly subjective opinions are based solely on my wildly subjective experiences.

So anyway, below is a list of family-focused bike shops that I've liked and would visit again. It is a short list. First, as mentioned, I haven't really visited THAT many bike shops, plus I only included shops that would actually call themselves family bike shops (which excludes our local bike shop). Second, I only listed places where we've made two or more purchases. My apologies to all the other family bike shops—I'm sure you're great, but I have no way to know. Third, to the extent that you can trust anonymous reviews, they all get great reviews.

Shops are listed in order of their distance from my house. I admit that this is a totally useless organizing principle to anyone but me, but hey, it's my blog.

[Ocean Cyclery](#) (1935 Ocean Avenue, San Francisco, California)

“The Enablers”

Family-friendly hit list

- Changing table in the bathroom: Not that I saw
- Kids' play area: No, but noodling around on kids' bikes is encouraged
- Customer seating suitable for nursing a baby: No
- Cargo bikes: Yuba (Mundo, Boda Boda)
- Assisted bikes: Yes, BionX both for the Yubas and as an after-market addition
- Kids' bikes: Yes, and a buyback program to help afford bigger bikes as kids grow!
- Child seats: Yes, and a lot of expertise with them
- What we bought there: My old Breezer, Bobike Maxi, Bobike Junior, accessories, service
- Other: Ocean Avenue is a nice commercial strip with places to retreat when the kids get antsy, like the burrito shop next door. Transit access is excellent (it's on the K line) and the former hippodrome around the corner is an outstanding place for test rides, especially for kids.

Ocean Cyclery is the first real family bike shop I ever visited, and they made it very easy to start biking for transportation. It is the shop where I often send people who ask me about different kinds of child seats, who want to buy bikes for their kids, and who tell me that they're not sure they're up for this “riding for transportation” thing that we've got going on but still want a bike, something inexpensive so they can ride with the kids on their new bikes in the park on weekends. Ocean has the widest selection I've seen in San Francisco of what I consider traditional family biking goods: child seats, trailers, and kids' bikes. One Christmas they had a bike in the front window with a Bobike Mini on the front and a Bobike Maxi on the rear ready for test-rides, the only time I've ever seen such a thing in a bike shop. They offer a buyback program for kids' bikes to make it easy to upgrade as your kids grow, and also have a great selection of bags and accessories. On the cargo bike side, they carry Yubas (assisted and unassisted). The owners, Jeff and Sabina, support the [San Francisco Bicycle Coalition](#) and they are incredibly nice. As a bonus, Ocean has possibly the best location for test riding bicycles in all of San Francisco: it is a block away from the city's former hippodrome, which is now a sleepy flat oval road surrounded by homes. Even little kids can safely try out bikes there. If you're interested in family biking but not sure where to start, Ocean Cyclery is your bike shop.

SF State's Crime Blotter

COMPILED BY XPRESS
NEWS STAFF

Between Wednesday, Dec. 3 and Sunday, Dec. 7 the University Police Department responded to 20 incidents. Here are some of the highlights.

Wednesday, December 3

AUTO BURGLARY Officers were notified by a subject reporting that his vehicle was burglarized in the Stonestown Mall parking lot. The total damages were reported at a loss of \$2,700. The crime occurred between 12:40 p.m. and 1:00 p.m.

MEDICAL ASSIST Officers contacted the SFFD Medic 84 for a subject suffering from a kidney infection at 8:21 p.m. The subject was transported to the UCSF Medical Center for further evaluation.

Thursday, December 4

MINOR IN POSSESSION OF ALCOHOL Officers reported to a loud party at 2:02 a.m. and determined three subjects under the age of 21 were in possession of alcohol. The subjects were cited and released at the scene without incident.

GRAND THEFT Officers responded to a call from someone reporting the theft of his iPad, iPhone and wallet between 11:20 a.m. and 11:50 a.m. in Burk Hall.

Friday, December 5

DRUNK DRIVING An officer determined a driver was intoxicated while conducting a traffic stop at 1:18 a.m. The subject was taken into custody for driving under the influence of alcohol and was transported to county jail.

POSSESSION OF MARIJUANA FOR SALE While conducting a traffic stop at Font Boulevard, an officer determined the subjects in the vehicle were in possession of marijuana. The subjects were cited for possession of marijuana for sale and were released at the scene without incident.

Saturday, December 6

MEDICAL ASSIST Officers responded to reports of an intoxicated and uncooperative subject outside of the Towers at 12:57 a.m. The subject was transported to UCSF Medical Center for further evaluation.

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FEDERAL GOVERNMENT COMMITTING FEDERAL CRIMES (for 29 years)?
by Leland Yoshitsu - Amazon • B&Nook • Sony • eBookPie

Why do President Obama, along with the US National 'NEWS' Media & Press, NOT want YOU ('the People') to voice your 'freedom and right to know' & to understand in depth & in detail about: The 'Cruel and Unusual', **BRUTAL and MALICIOUS UNRESOLVED FEDERAL CRIMES** COMMITTED secretly & intentionally against a US Citizen ('interned' for 29 years) by the US Federal Government & NBC that are documented & outlined in this eBook (available online & in Paperback)?

PRESIDENT OBAMA

After over 4 years have passed since "President Obama's August 2009 White House letter to Leland" was written and mailed:
Has President Obama COMMITTED THE CRIME OF
MAIL FRAUD to SECRETLY TORTURE AND TORMENT
a US Citizen (and his Family) for "PETITION(ING)
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News Briefs

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WE ASKED SF STATE STUDENTS:

What do you think the recent protests say about race relations in the U.S.?

Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More



Wed. July 27, 2016, 10:07am

by **Nuala Sawyer**
@lightexposures
(<http://twitter.com/lightexposures>)

Neighborhoods
Ingleside (/neighborhoods/ingleside)

Ocean Cyclery (<http://www.oceancyclery.com/>) has sat on the 1900 block of Ocean Avenue since 1996, and it's seen both the neighborhood and cycling trends evolve over its 20-year tenure. The stretch of Ocean is quiet, with little foot traffic, but business for owner Jeff Taliaferro is consistent.

Taliaferro grew up in San Francisco, moving to the Ingleside neighborhood when he was 11. He first got his start biking as a kid, and in 1978 got a job at CQ Bike Shop in Daly City. He ended up running the shop on the weekends,

and started from there. "I've always loved bikes," he told us. "I like road biking, and mountain biking, and even messing around on a BMX bike sometimes."



Also helping out regularly at the shop is Jeff's wife, Sabine. "I really like being a part of it," she told us. She works as a jack-of-all-trades, helping with the website, hiring, and customer service. She knows many of the customers by name, and all the other business owners on the street.

Ocean Cyclery, although not a large shop, manages to fit in an enormous range of items. A large selection of kids bikes caters to all ages, and are sold year-round. You can pick up a mountain bike, a commuter, a carbon fiber road bike, or a rare steel Italian frame. Unlike many other bike shops, Ocean

Cyclery doesn't carry just one or two brands—they have Raleigh, Specialized, Fuji, Redline, Soma, and Surly bikes in stock, as well as the newly popular Yuba cargo bikes, Emazing electric bikes and BionX electric kits.



In addition to bikes, the shop carries a large selection of tires, bike lights, cycling shoes, rain gear, fashionable bike bags, and even soap. The aim is to be a one-stop shop in a neighborhood with no other bike stores around.

"We're the cheapest bike shop around," Taliaferro tells us, and he might be right. The least expensive adult bike on the floor is a brand new \$450 road bike that looks pricier than it is.



A Tommasini bike being built up at Ocean Cyclery.

That said, Ocean Cyclery isn't a bike shop just for beginners, or those on a budget. There's some high-quality frames in the shop, including those made by Italian manufacturer Tommasini (<http://www.tommasini.it/eng/>). "I was selling Tommasinis back in '79 at another shop," Taliaferro tells us. "They make about 2,000 bike frames per year. They're so beautiful, very vintage-looking but very high-tech. It's our little niche."

Over the years, the selection of bikes Ocean Cyclery has carried has changed to fit the times. "In the '90s, if you were a bike shop and didn't have mountain bikes, you probably weren't doing very well," Taliaferro said. "Mountain bikes were hot from the mid '80s to '90s. There were no commuter bikes, there were mountain bikes. Then Lance Armstrong blew up

road bikes, so that started in the late '90s. Then bike companies started making all different kinds of bikes—hybrids, fat tire chompers ... the industry went nuts."



PHOTO: YELP ([HTTP://WWW.YELP.COM/BIZ/OCEAN-CYCLERY-SAN-FRANCISCO](http://www.yelp.com/biz/ocean-cyclery-san-francisco))

The neighborhood has also changed since the shop opened in 1996, but not enormously. In the early 2000s, the city moved all the wires underground, and beautified the neighborhood with palm trees and better street lights. "The neighborhood definitely looks better," Taliaferro said. "And there was a while where we had a slump where we had a lot of vacancies along the street, but we have less now."

But even today, foot traffic in the neighborhood is low compared to other areas. "Every now and again I get someone coming in, even someone who's lived in the neighborhood for a while, who asks when we opened," Taliaferro says. "This area is not a go-to area, like West Portal or the Mission. It would

be nice to have neighboring businesses that draw people here." But despite being on a quieter commercial stretch, the shop remains consistently busy, with the phone ringing and people stopping by the whole time we were there.

"At the end of the day, we try to be all-inclusive," Taliaferro tells us. "We're more of a people shop than a bike shop. That's the bottom line."

Ocean Cyclery is open Tuesdays and Wednesdays from 10am-6pm, Thursdays from 10am-7pm, and Fridays and Saturdays from 10am-6pm.

CALIFORNIA'S adventure sports JOURNAL



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Ocean Cyclery

Ocean Cyclery is a locally owned bike shop in San Francisco California. We carry a large selection of bikes (including women-specific bikes) for family riding, commuting, leisure rides and even bikes for the more experienced riders and racers – Ocean Cyclery services the novice cyclist to the experienced road cyclist.

Ocean Cyclery Bike Shop caters to families year around. We have kids bikes, BMX bikes, a large selection of children seats (front and rear mount), tag along bike and trailers. We also offer a kids bike buy-back program.

The owners and employees of Ocean Cyclery bike shop are passionate about bikes and all use bikes as their main form of transportation. With over 25 years of experience, you can expect great service and excellent mechanical repairs on newer and older bicycle models. We're always looking out for innovative products for both the novice rider as well as the more experienced rider.

Facebook Comments

From p.4



Ocean Cyclery,
1935 Ocean Ave
(415) 239-5004

After years of working on bikes, Jeffrey Taliaferro decided to buy the bike shop on the Ave from a previous owner and renamed it Ocean Cyclery. Owning a bike shop on Ocean Ave was the place to be since Jeffrey grew up in the neighborhood. As a kid, Jeffrey remembers coming to Ocean Ave for Franciscan Hobbies shop, which is now across the street from his bike shop. He says, "I love getting people on bikes" and that is exactly what he set out to do for the past 13 years.

Jeffrey and his wife, Sabine, have built the bike shop to a successful independent family-owned business. A novice rider to the more experienced riders can choose from a variety of bikes, like BMX (for adults and kids), Tommasini, and Batavus Dutch are just a few lines available at the shop. Riders can also come in for bike repair services or pick-up bike accessories and clothing.

The owners of Ocean Cyclery are a husband and wife team advocating for a more

environmentally friendly and healthy way of getting around in the City. They support many local causes and work very closely with various organizations to help make this place more bike-friendly. Last year, they donated a kid's BMX bike as a raffle prize at the OMI International Family Festival. They have also donated to the holiday decorations on Ocean Avenue for many years. Through the San Francisco Bicycle Coalition (SFBC), Sabine and other bike activists connect with students at City College and SF State to get students on their bikes. She says, "We try to get more people enthusiastic about riding bikes and making a change." Jeffrey has noticed that in the past four years there has been an increase of younger people patronizing the shop. They contribute this change to the fact that there is more environmental awareness amongst the younger generation. Members of SFBC can receive a discount at Ocean Cyclery.

Jeffrey and Sabine thinks that the neighborhood is a great place, but believes that there is room for improvements. The corridor looks vibrant with the trees, light poles, and smooth roads. The couple hopes that the Area Plan will help attract more people to shop and open businesses on the Ave.

"One Stop Bike Shop" – Jeffrey & Sabine

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Joe: Owner of San Francisco Meats - Ocean Ave.

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San Francisco Meats & Delicatessen was chosen to participate in the Shop Local Campaign

The OMI Project – Documentary Play about Urban America *By Ling Liang*

The Lick Wilmerding High School Visual and Performing Arts department presented the OMI Project, a documentary play about Urban America depicting people and voices from the OMI community and detailing the history and changes that occurred in the area over the past 100 years. The OMI Project was created by Cliff Mayotte in collaboration with Woody LaBounty and Maria Picar.

The documentary incorporated direct quotes based on interviews with numerous community members and activists in the neighborhood and their experiences in the OMI. Woody states "There needs to be a way for the City at large to know about western San Francisco. From sharing stories, people can preserve the history and culture of the neighborhoods." The students from Lick Wilmerding were fantastic in their

portrayals of the various community members such as Dan Weaver, Mary Thorn, Reverend Gordon, Al Harris, Walee Gon, John Avalos, and Woody LaBounty. "The students really got to learn a lot about what the people did in the neighborhood... This play was really done well and shows the real character of the neighborhood," says Maria. The students not only changed voices based on who they were portraying, but also took on other easily recognizable characteristics of the people they were portraying.



Photo: Ingleside Race Track in 1900
Courtesy of Western Neighborhoods Project

Steve Hall lives in the Mission with his partner Danny Della Lana and their 6-year-old son Robert. "We go everywhere by bike," explains Steve. "Robert is pretty young, so we're using the trail-a-bike, and Danny rides behind us to make a bike sandwich. Our rides are mostly from our house down Valencia to Dolores Park. Every Saturday we also bicycle to the Embarcadero YMCA for swimming lessons."

PHOTO BY TERI GARDNER



Steve, Danny and Robert bicycling to the Park to play soccer.

If you are a parent who is considering taking a bike adventure with your children, Steve suggests, "be sure that you are very comfortable riding yourself. Your confidence and self-assurance will rub off on your kids. We have been biking together as a family since we adopted Robert. It is a great way to get around. My dad is 80 years old and he still cycles everywhere."

The Haight is home to Stephanie Kwan, Joe Speaks and their two children, ages 1 and 3. "We do a lot of bike trips in the city with the two kids in the Burley trailer. Most of our rides involve snacks or picnic dinners at places like Dolores Park, the beach, or the GG Park Children's playground," said Joe.

Joe has been biking all of his life, and though his wife was

somewhat new to bicycling for everyday transport, she now enjoys it tremendously. "Stephanie, found it much easier to grocery shop with our tandem bike and trailer and not to have to mess with the car. She can fit 2 or 3 bags of groceries while carrying the kids." And their kids love being in the trailer.

"Whenever we're out on the bikes we stop to talk to people and make new connections in the neighborhood. I feel good that my kids only get in a car a few times a month. Driving in the city is hectic; we don't have to endure a stressful car trip to enjoy the Randall Museum or Baker Beach. When you are on a bike with your children your transportation becomes a big part of your fun. It is easier than you think."

Have questions about biking with your child? Have a great ride to take with kids? The SFBC has set up an online family forum to help families share information about how to better pedal through the city. Sign up at: sfbcfamilyforum.freeforums.org

BY RHONDA WINTER

Gearing Up As Your Child is Growing Up

PHOTO BY TERI GARDNER



PHOTO BY KATE MCCARTHY

left: Vincent on his Like-A-Bike. right: Vincent and Sabine enjoying GG Park.

"Try it, but don't force it," is the advice that Sabine Taliaferro gives parents. Sabine and her husband Jeff Taliaferro own Ocean Cyclery and have a 2½-year-old son, Vincent. Avid cyclists all their lives, it's now a great hobby for the whole family.

Knowing when your child is old enough to be on a bike is important. Once your child can hold up his head with a helmet on (around 9 months old), (s)he can go on a bike, but that doesn't mean (s)he'll want to go on a bike. Sabine suggests getting your child used to seeing you on your bike.

"We got Vincent on a front mounted Bobike seat when he was 9 months old and couldn't get him off, he absolutely loved it," says Sabine.

"He's in front and I can see what he's doing. He points at things that he sees and we interact and have fun conversations." Having the child up front also lets them see how you maneuver the bike and they're protected from the wind by the windshield. "We have an extra bracket to switch the seat between our bikes," says Jeff. "It has a quick release, so it's easy to mount on and off."

Vincent is now learning to balance with the Like-A-Bike. "At first the Like-A-Bike resembles a rocking horse, getting kids used to sitting on the saddle, but soon they start to walk with the bike, then run and before you know it they're lifting their feet and balancing. We've seen many kids get the hang of it," says Sabine.

Design features like a disk wheel (no spokes!) and lack of chain prevent fingers and clothing from getting caught and the limited steering angle make it a safe bike to learn on. Feet stay on the ground, unlike training wheel bikes with pedals, so the child is more in control and less apt to tip over. Vincent loves his Like-A-Bike so much, they haven't used a stroller in over a year.

They've been going to the SFBC's Freedom From Training Wheels (see Chain of Events) in Golden Gate Park. "Vincent loves the makeshift mini streets with traffic lights and signs," says Sabine. "It's a great way to spend time in a car-free area surrounded by other kids on bikes."

Sabine and Jeff have found a new child's training vest, BikyBiky that they are very excited about. "When you teach a child to ride a bike, you're often hunched over holding onto the bike seat. If the child starts to lose balance, you reach out to grab the bike or a body part," says Sabine. The vest has a handle on the back for parents to grab and take control when needed. It also helps to build confidence so the child can ride on their own.



BikyBiky Vest

"It's been great to see the various stages that Vincent has and is going through. There are so many more opportunities and choices for riding. We hope to see more safe areas for children to ride bicycles."



For more equipment and parent resources, see sfbike.org/kids or sign on to the SFBC's online family forum at sfbcfamilyforum.freeforums.org

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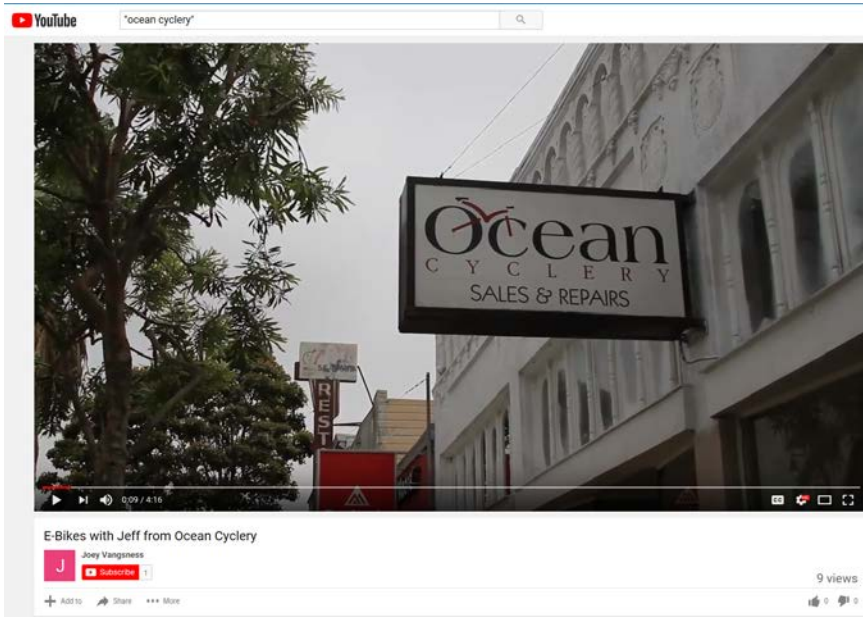
www.warmplanetbikes.com

Biggest. Best. Bike to Work Day. EVER

I know, I know, we say that every year, but this year, we have the receipts to back it up! Bike to Work Day is clearly the number one day of the year for getting someone to try biking to work for the first time, and it's especially gratifying when elected officials catch the cycling bug. This year it was time for Supervisor Ahsha Safai (right), who biked to the Bike to Work Day rally at City Hall with Ocean Cyclery owner Jeff Taliaferro (left).



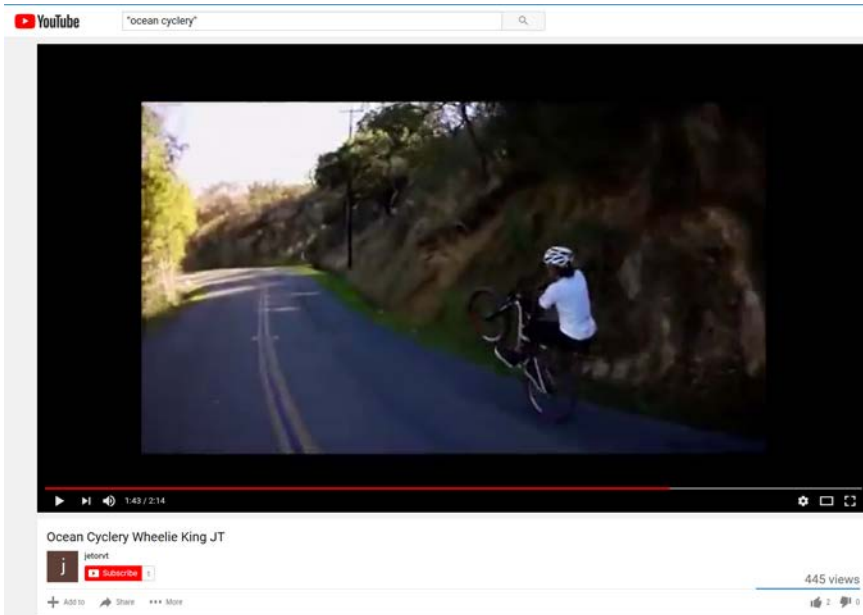
VIDEOS



https://www.youtube.com/watch?v=kIS_Czg0KF8

"E-Bikes with Jeff from Ocean Cyclery"

Published on Feb 21, 2019, by Joey Vangness



<https://www.youtube.com/watch?v=H5ibqmYnoKk>

"Ocean Cyclery Wheelie King JT"

Published on Nov 25, 2010, by jetorvt

Jeff from Ocean Cyclery San Francisco

<http://oceancyclery.com>

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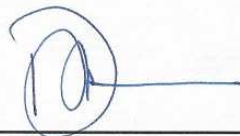
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Donna Bero, Executive Director

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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-043
Business Name: Soko Hardware
Business Address: 1698 Post Street
District: District 5
Applicant: Philip Ashizawa, Owner
Nomination Date: March 8, 2019
Nominated By: Supervisor Vallie Brown

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

- 1683 Post Street from 1925 to 1950 (25 years)
- 1698 Post Street from 1950 to 1970 (20 years)
- 1674 Post Street from 1970 to 1972 (2 years)
- 1698 Post Street from 1972 to Present (47 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 5



City and County of San Francisco

VALLIE BROWN
浦慧理

Friday, March 8, 2019

Office of Small Business
Small Business Commission
City Hall, Suite 110
San Francisco, CA 94102

To Whom It May Concern,

I write to nominate Soko Hardware, located at 1698 Post Street, for the San Francisco Legacy Business Registry.

First opened in 1925 at 1683 Post Street by husband and wife Masayasu and Naka Ashizawa and named "Soko" after the Japanese term for San Francisco, today Soko Hardware remains one of only four original family-owned businesses still operating in Japantown. Soko Hardware is a key contributor to the culture and small business community of Japantown and San Francisco.

With the exception of World War II, when the Ashizawas were forced to close the business due military ordered interment at Topaz, Utah, and several years after they had returned to San Francisco, Soko Hardware has now continuously offered San Franciscans a wonderful and unique assortment of tools and housewares since its founding 94 years ago. Determined to preserve the cultural community of Japantown, the Ashizawas relocated Soko Hardware to its current location at 1698 Post Street in 1950.

People from all over the Bay Area visit Soko Hardware to shop for paper lanterns, authentic teapots, and other specialty Japanese items unavailable anywhere else in the area. The basement at Soko Hardware is filled with a breathtaking selection of Japanese cast iron cookware and knives, an impressive collection of Japanese tools for gardening and woodworking, and a selection of seeds for Japanese plants and books about making shoji screens.

Over the decades, Masayasu and the Ashizawa family have contributed significantly to Japantown. When Japantown was demolished during redevelopment, they worked to build the Japan Center and the Peace Plaza. As the founding President of the Nihonmachi Community Development Corporation, Masao, Masayasu's son organized to support Japanese American ownership in Japantown. He was also among the early organizers of the Cherry Blossom Festival, serving as chairman in its fourth year in 1971.

For all of these reasons, I can think of no better candidate for San Francisco Legacy status and I'm proud to nominate Soko Hardware for the San Francisco Legacy Business Registry Program.

Should you have any further questions related to this letter, please do not hesitate to reach out to my legislative aide, Juan Carlos Cancino, at (415) 554-7687 or to brownstaff@sfgov.org. For any questions about Soko Hardware more generally, please contact Nikki Yoshikawa of the Japantown Task Force at (415) 269-4765.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Vallie Brown".

Vallie Brown
Supervisor, District 5
City and County of San Francisco

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:		
Soko Hardware Company		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Philip Ashizawa		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1698 Post Street San Francisco, CA 94115		(415) 931-5510
		EMAIL:
		sokohardware@att.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
http://sokohardware.com/	https://www.facebook.com/pages/Soko-Hardware/143162735716906	https://www.yelp.com/biz/soko-hardware-san-francisco?osq=soko+hardware

APPLICANT'S NAME	
Philip Ashizawa	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
1698 Post Street San Francisco, CA 94115	
TELEPHONE:	
(415) 931-5510	
EMAIL:	
sokohardware@att.net	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0158134	

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
1683 Post Street, San Francisco	94115	1925
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1925 – 1950	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1698 Post Street, San Francisco, CA 94115	94115	Start: 1950
		End: 1970

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1674 Post Street, San Francisco, CA 94115	94115	Start: 1970
		End: 1972

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1698 Post Street, San Francisco, CA 94115	94115	Start: 1972
		End: Present

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

PHILIP ASHIZAWA
Name (Print):

2/19/19
Date:


Signature:

SOKO HARDWARE

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.

Soko Hardware, presently located at 1698 Post Street, opened in 1925 at 1683 Post Street in the heart of old Japantown. The founders of the business, husband and wife team Masayasu Ashizawa and Naka Ashizawa, emigrated from Japan in the early 1920s. "Soko" is the old name used to reference San Francisco.

Soko Hardware has been operated by four generations of the Ashizawa family. First Masayasu and Naka, then their son and daughter-in-law Masao Ashizawa and Agnes Ashizawa, and then their grandson and granddaughter-in-law Philip Ashizawa and Eunice Ashizawa, who manages the store today. Philip and Eunice's son, David Ashizawa, is the fourth generation of Ashizawas to work at Soko Hardware.

The store was temporarily forced to close for a period of years during the evacuation of more than 120,000 Japanese Americans on the West Coast during World War II. After WWII was over, the Ashizawas returned from the Topaz internment camp in Utah to San Francisco to start up the store again in 1946.

In 1950, they moved their store across the street to 1698 Post St. Then in the 1960s/1970s, the Redevelopment Agency leveled most of the buildings in the neighborhood and required the Ashizawas to tear down their existing building and rebuild it to the Agency's requirements. The Ashizawas temporarily relocated their hardware store a few doors up on 1674 Post Street where they continued business until their new store was rebuilt to the Redevelopment Agency's forced standards.

Soko Hardware was the first hardware store in Japantown and is much more than a typical hardware store. In addition to carrying all of the general merchandise one would find in a standard hardware store, Soko Hardware carries vital tools and housewares specific to the Japanese culture, such as Japanese woodworking tools, cookware and "Butsudans" (Buddhist shrines for temples and homes). Today, the store still carries many of these same Japanese items, but has also expanded to carrying Japanese knives, bowls, teacups, teapots, appliances, gourmet cookware, books and much more. It is a unique hardware store, like no other.

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

Soko Hardware's operations were interrupted by the events of World War II, pursuant to the Executive Order 9066. President Roosevelt's Executive Order 9066 and subsequent proclamations issued by General John L. DeWitt led to the closure of operations and the eventual forced eviction 120,000 Japanese Americans on the West Coast, including the Ashizawa family from March 1942 to 1946. Although some of their hardware store's goods were stolen while they were imprisoned, they were also able to store some of their other goods in the back of a used car dealership on Van Ness Avenue. During their time being held in the incarceration camp in Topaz, Utah, the Ashizawas had a Jewish friend that oversaw and leased out their property. After their release from Topaz, the Ashizawa family returned to San Francisco where Masayasu and Naka worked hard to reopen their hardware store and resumed operations again in 1946. Other than the closure during the WWII imprisonment years, Soko Hardware has remained open for business to the present day.

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

Yes, Soko Hardware is a family owned business. The business was first established by Masayasu and Naka Ashizawa in 1925 in the heart of bustling Japantown and is one of only four original family-owned businesses in all of Japantown. When the family was incarcerated during World War II, Soko Hardware was forced to close. After the war ended, Masayasu and Naka reopened the store in 1946. The founder's son, Masao Ashizawa, a graduate in math at UC Berkeley, and his wife Agnes, took over Soko Hardware in 1949, after his father died. Masao's son, Philip Ashizawa, a graduate of UC Berkeley in biophysics, came into the family business in 1979 and has been running the store since with his wife Eunice. Philip and Eunice have two children, David and Lauren. David is currently helping out full-time in the store, which makes him the fourth generation of Ashizawas to run Soko Hardware.

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

The original family of Soko Hardware remains as the current owners and has operated as the same family business for three generations of Ashizawas. The ownership history of Soko Hardware is as follows:

1925 to 1949	Masayasu and Naka Ashizawa
1949 to 1979	Masao and Agnes Ashizawa
1970 to Present	Philip and Eunice Ashizawa (and son David Ashizawa)

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.

Soko Hardware's existence has spanned several periods of significance. They are: early Japantown history, particularly Japanese settlement in the Western Addition (early 1900s); Japanese resettlement and renewal (1945-1954); and redevelopment in the Western Addition (1955-1990).

After returning from Topaz internment camp following the end of WWII, the Ashizawas and folks in Japantown faced another upheaval. A portion of San Francisco's redevelopment plan for the Western Addition, adopted in 1948, demolished Japantown and blocks of Japanese and African American homes and businesses in the area. By the 1960s, much of the area south of Bush Street between Divisadero and Gough had been leveled. But the founder's son, Masao Ashizawa, and others were determined to preserve the Japanese character of their neighborhood. Masao relocated Soko Hardware from its original home at 1683 Post Street and worked with the City to get Japan Center and the Peace Plaza built in its place on the south side of Post Street. Masao took over the space across the street at 1698 Post Street, formerly occupied by the *Goshado Bookstore, and then carried out business for Soko Hardware there, until the Redevelopment Agency forced Masao to knock down his building and rebuild to the Agency's requirements. Masao relocated his business up the street on 1674 Post Street for a couple of years, then moved it back to 1698 Post Street, where it remains today.

(*From SFPlanning.org's site: San Francisco Japantown Better Neighborhood Plan Historic Context, 1880s-1980s)

CRITERION 2

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

Soko Hardware sits on a prominent corner on Post and Buchanan streets, which is in the very center of Japantown. It was the first, and is now the only, hardware store in all of Japantown. This is the only place that provides the Japanese, imported, professional quality tools (such as woodworking, saws and chisels) that are hard to find anywhere outside of Japan. Not only is Soko Hardware one of very few places that carries these type of tools, but it is the only place where one can get the Japanese tools, paper and brushes, along with other hardware, housewares, appliances, etc. all in one place! Japanese housewares remain their biggest sellers to this day. Soko Hardware has always been the "go to" place that everyone in the community goes to first, not only for hardware needs, but for any Japanese-related product or goods.

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

As San Francisco's Japantown was the first in the United States, Soko Hardware was also one of the only places where people could buy both hardware and hard-to-find Japanese goods (woodworking tools, cookware, painted screens, tansu parts, paper lanterns, etc.) all in one store since its founding in 1925. For years, Soko Hardware has provided the goods and tools essential to execute successful parades, festivals and events in Japantown (such as the Cherry Blossom Festivals and parades).

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

Soko Hardware has been featured in newspapers articles, newsletters, magazines, Japantown tours and more. Follow are some of the examples of Soko Hardware in the news:

- "Talk of the Town" - The New Yorker (December 13, 1976).
- "At Soko Hardware, it's the mix that works" - The New Fillmore (April 29, 2016).
- "Everyday Japanese flair in the home" - Nichi Bei Weekly (August 18, 2016).
- "Japanese-themed Decor in the American Home" - Nichi Bei Weekly (August 23, 2012).
- SF Tourism - Voicemaps Audio Tours (2019).

Soko Hardware has also been the subject of many college essays for American Asian studies over the years.

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

Masao Ashizawa (second generation owner of Soko Hardware) was an active member in the Japantown community and became the founding President of the Nihonmachi Community Development Corp, which functioned from the 1960s through the 1980s to keep Japantown properties in the hands of Japanese Americans. This was very much needed due to the vast turnover of properties during that time (especially after the return from internment camps after WWII when most Japanese American families lost their homes, stores and properties). Masao was also among the early organizers of the first Cherry Blossom Festival in San Francisco's Japantown, serving as Chairperson in the early 1970s. He was a Board Member and former President of the Nihonmachi Community Development Corporation, as well as a member of the Optimist Club (a nationwide organization). Masao was well known for his ambition and strong commitment to keeping Japantown vital and true to many of its traditions.

From a customer perspective, singer/songwriter Boz Scaggs was a regular customer that used to come into Soko Hardware during the '70s/'80s. Singer/songwriter James Taylor had been known to come in as well.

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

The Ashizawas have demonstrated a strong commitment to Japantown by maintaining stock of various Japanese products since its start in 1925. For years, Soko Hardware has provided the

goods and tools essential to carry off successful parades, festivals and events in Japantown. Also, Soko Hardware still carries many of the traditional Japanese housewares, which remain their biggest sellers to this day.

Another strong commitment that cannot be overlooked has been their ability to stay in business for 94+ years. To stay in business through all of the adversities that the Japanese Americans had to endure – through the WWII internment; through redevelopment of the Western Addition in the 1960s and 1970s; through the presence of mega hardware stores like Home Depot and Lowes; and through the ease of online buying in recent years – Soko Hardware has committed to keeping their presence in the community through strong family pride and perseverance of the four generations of Ashizawas.

Also over the years, Soko Hardware has always been a generous donor to community organizations such as the Nihonmachi Little Friends, SF Buddhist Church, Konko Church and the Christ United Presbyterian Church.

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

San Francisco's Japantown was the first, and remains the oldest, of the three remaining Japantowns in the United States. Established in the Western Addition right after the 1906 San Francisco Earthquake and Fire from ethnic enclaves from South Park, Chinatown and the Mission, Japantown remains at the same location within the blocks bordering Octavia, Fillmore, Laguna and Geary Boulevard. What was once about 40 blocks of Japantown is now only about 4 blocks. And what were businesses and properties primarily owned by Japanese Americans is now run mostly by non-Japanese owners. Due to the circumstances of WWII internment and redevelopment in the '60s/'70s, most Japanese Americans were displaced to other areas in the Bay Area, or elsewhere.

While many of the third, fourth and fifth generation Japanese Americans no longer live in Japantown today, it continues to hold immeasurable symbolic and cultural meaning. It is the place where Japanese Americans still come to for cultural and educational events. The streets in Japantown are the site for annual events such as the Cherry Blossom Festival, Nihonmachi Street Fair, Bon Odori, Sumo Events, etc., which bring the regional community together.

And now alongside many of the Japanese businesses in Japantown, you will also find Korean, Chinese, Hawaiian and other Asian-based retail shops and restaurants. These days, the majority of patrons in Japantown are primarily not Japanese, but mostly represent the diverse population of San Francisco and its tourist industry. But Japantown still remains the unique place to get a taste of the Japanese culture, without having to take a trip to Japan.

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

In the early 1960s federal funding was secured to establish Japantown and Western Addition redevelopment projects labeled A-1 and A-2. Although opposed by leaders in both the Japanese American and African American communities, these projects eventually moved forward, resulting in extensive demolition of Victorian-era buildings and displacement of established residents. Redevelopment forced the demolition of Soko Hardware's store. Redevelopment took control of the buildings, forced rebuilding to their standards and dictated the look and architecture of the new building and their current store located on 1698 Post Street. During that time of forced redevelopment, Soko Hardware relocated up the street to 1674 Post Street temporarily while the original building on 1698 Post Street was being built. Due to the redevelopment and "urban renewal" of years past, the area has been, and is, defined by its cultural significance more than its architectural identity.

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

Soko Hardware remains as only one of four family-owned businesses in San Francisco's Japantown and has served the community for 94 years. If the business were to be diminished, sold, relocated or shut down, there would be no more local hardware store within the community or, more importantly, the all-in-one shop that offers many of the hard-to-find Japanese woodworking tools, Japanese housewares and cookware, Japanese Butsudan (Buddhist shrines for homes) and many, other unique and traditional items.

Soko Hardware is a large building that stands prominently on a key corner in the heart of Japantown and has been a business that all of the community has been familiar with for generations. If it were to go away, it would definitely remove a huge part of Japantown history.

Just looking at a few of the Yelp reviews and comments, one can tell how loved Soko Hardware is to so many people:

- "One of my favorite places in San Francisco. Incense. Pottery. Household hardware. Paper lamps."
- "I swear if you are looking for a certain Japanese item, look here first!"
- "This has been one of our favorite places to visit in Japantown!"
- "Coolest hardware store. Overall it is less of a hardware store and more of an all purpose shop."
- "Felt like a child in a candy store when I first visited Soko - rice paper, donabe ceramic pots, tea pots, excellent cutting boards, delicate temple bells, black ink for sumi painting!"
- "Soko Hardware is one of my favorite places to shop in San Francisco!"
- "We can't go to San Francisco without coming here."

CRITERION 3

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

Soko Hardware has been run by the same family for four generations, and the Ashizawas and the business are well known in the Japanese community. The business is known not only for carrying most of your typical hardware needs and general merchandise, but items with an emphasis on Japanese products all in one store. One would be hard pressed to find any other store like it in the United States. The ability to find saws, hammers, nails and gardening supplies, as well as Japanese bowls, teapots, cups, sake sets, cookware, appliances, cookbooks, Buddhist shrines and more, is a unique and defining character of Soko Hardware.

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)

Philip Ashizawa, his wife Eunice and son David over the years have maintained a commitment to providing the same product mix of hardware, plus Japanese goods, tools and housewares as they always have for many generations. They have also run the store with the same friendly "family run" feel as it always has since 1925. The Ashizawas have put a lot of care into the selection of their merchandise, as well as into their customer service.

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.).

On the exterior of the building, the Soko Hardware signage written in both English and large, Japanese Kanji characters along with the Ashizawa "mon" (Japanese family crest/emblem) has been hanging outside of the building on Plexiglas ever since the Ashizawas moved back to 1698 Post Street (their current location) in the early 1970s after their building was forced to be rebuilt by the City's Redevelopment Agency. Soko Hardware's exterior also has two panels that light up at night, which are a part of the Japantown Historical Walk.

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

Not applicable.





soko
HARDWARE COMPANY

[ABOUT US](#) [OUR PRODUCTS](#) [CONTACT US](#)



1698 Post St
San Francisco, CA 94115
b/t Laguna St & Buchanan St
Japantown, Lower Pacific Heights

Phone: (415) 931-5510

Monday - Sunday 9:00AM - 5:30PM
Sunday: Closed

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gettyimages
Rick Gerharter

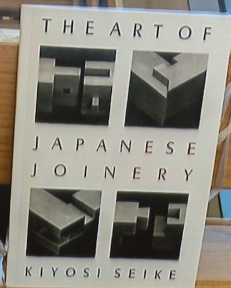
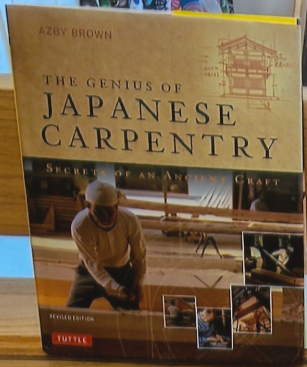
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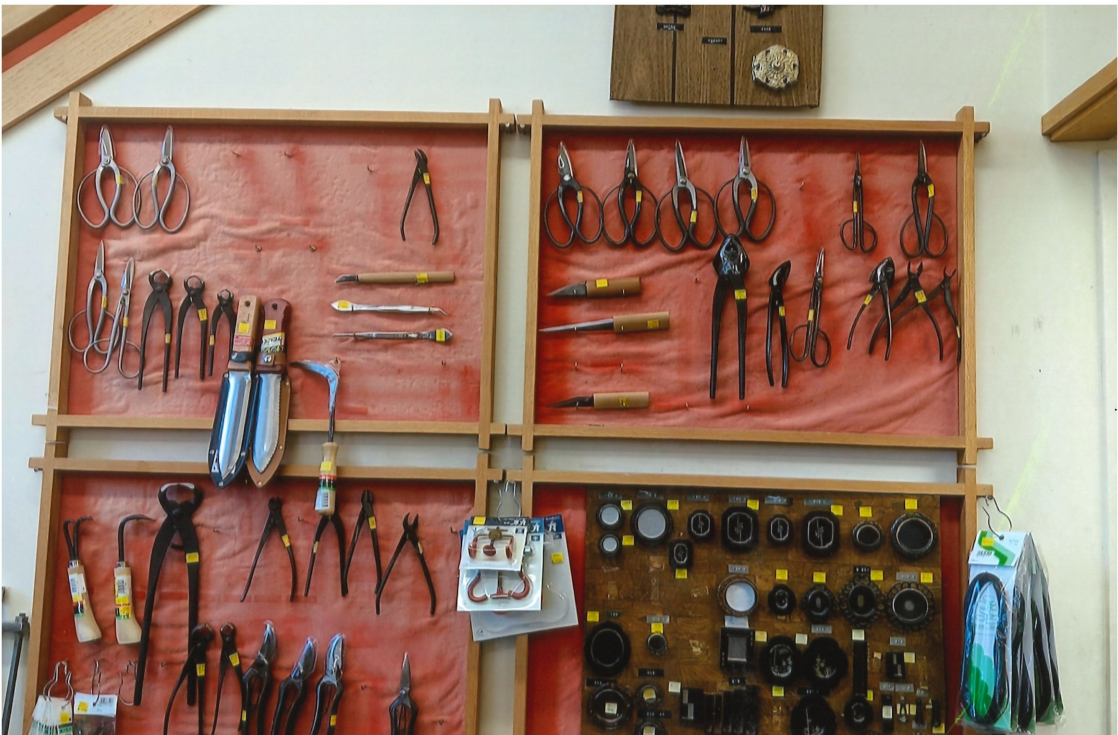














NK1
\$425

NL 104
\$425

NK2
\$425

1092 AD
\$220

1092 AD
\$220

NL 105
\$425

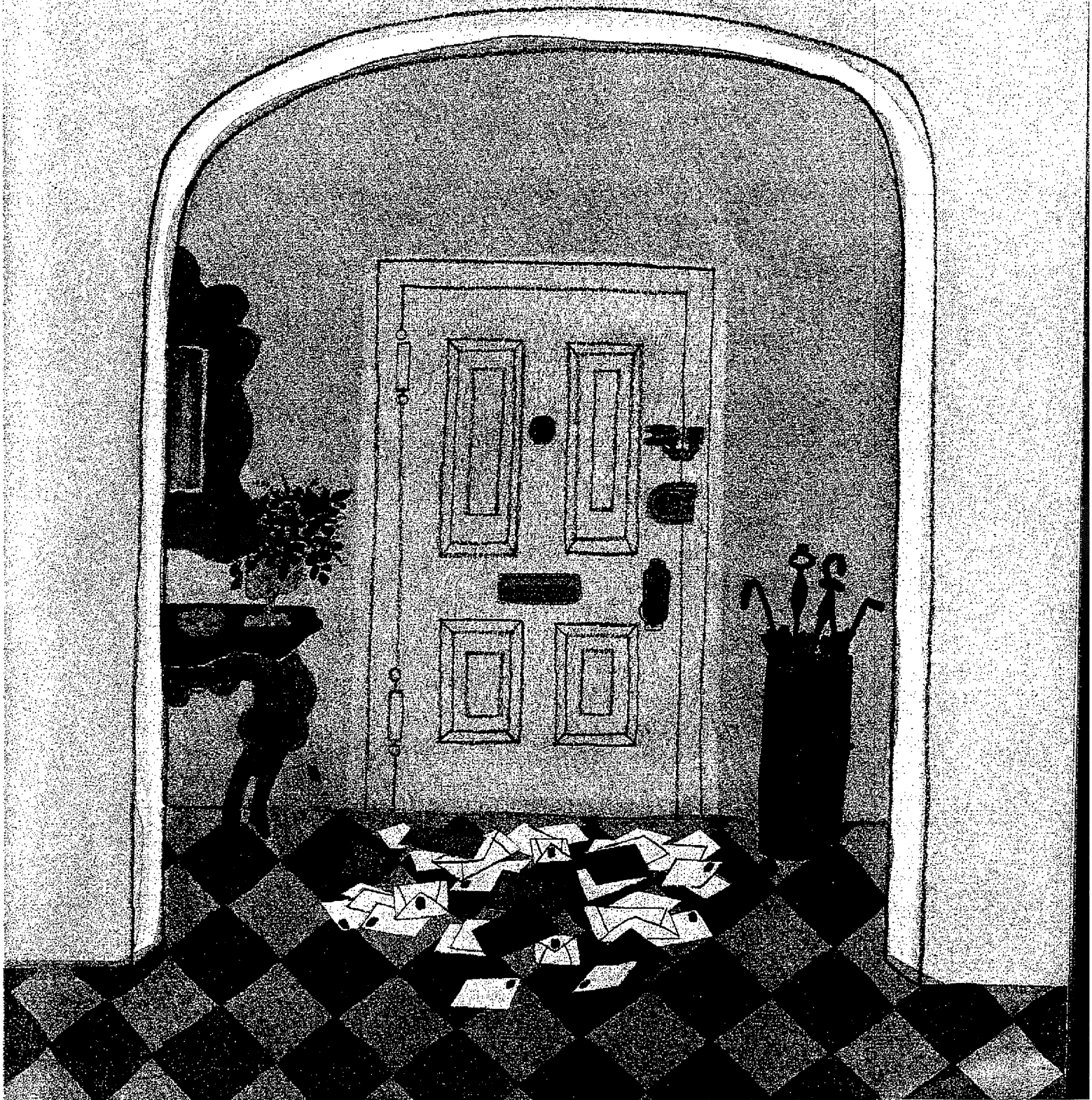
NL 103
\$425

Paper Lantern Price			Paper Lantern Price			Paper Lantern Price			Paper Lantern Price		
Lantern	Description	Price	Lantern	Description	Price	Lantern	Description	Price	Lantern	Description	Price
124-90	12"	4.50	108-210	12"	4.50	108-210	12"	4.50	108-210	12"	4.50
124-91	12"	4.50	108-211	12"	4.50	108-211	12"	4.50	108-211	12"	4.50
124-92	12"	4.50	108-212	12"	4.50	108-212	12"	4.50	108-212	12"	4.50
124-93	12"	4.50	108-213	12"	4.50	108-213	12"	4.50	108-213	12"	4.50
124-94	12"	4.50	108-214	12"	4.50	108-214	12"	4.50	108-214	12"	4.50
124-95	12"	4.50	108-215	12"	4.50	108-215	12"	4.50	108-215	12"	4.50
124-96	12"	4.50	108-216	12"	4.50	108-216	12"	4.50	108-216	12"	4.50
124-97	12"	4.50	108-217	12"	4.50	108-217	12"	4.50	108-217	12"	4.50
124-98	12"	4.50	108-218	12"	4.50	108-218	12"	4.50	108-218	12"	4.50
124-99	12"	4.50	108-219	12"	4.50	108-219	12"	4.50	108-219	12"	4.50
124-100	12"	4.50	108-220	12"	4.50	108-220	12"	4.50	108-220	12"	4.50

Dec. 13, 1976

Price 75 cents

THE NEW YORKER



erson, even talked the studios in Radio City into giving him broadcast time on Saturday afternoons. This bailed out a lot of musicians. It also told a lot of listeners what Condon music was like, and it enabled them to hear that wonderful, ruminative, cloudy voice of Lee Wiley, who to most of us was the queen bee that Mabel Mercer is today. Going on the road with a Condon band when he was barnstorming practically everywhere between Boston and Chicago and was wisecracking with interviewers even more glibly than Jimmy Walker, who was for a while his mayor and mine, was a twenty-four-hour-a-day treat. Soon some of the boys in the Village who were engaged in certain laudable but illegal practices during Prohibition became interested in him, not only as a friend but as a product. And they set him up a few years later in the first place to bear his name, a block south of Washington Square, then moved him up near Sutton Place. His greatest moment, I guess, was the night he brought his bandsmen into Carnegie Hall, then rather stiff-necked about jazz, and was introduced to the audience by Fiorello LaGuardia.

The other afternoon, the first person I encountered after saying hello to Phyllis was Milt Gabler, who between 1926 and 1958 ran the Commodore Music Shop, opposite the Commodore Hotel, on East Forty-second Street. Any jazz record ever made anywhere, it seemed to me, was on his shelves or could be got by him, even if sometimes a trifle pockmarked. I had not seen him in twenty-six years. "Days of the United Hot Clubs of America," I said to Gabler, "and the Sunday-afternoon sessions the local chapter gave on The Street." "Your membership-card number was eighty-eight," said Gabler, "and, even though I was president of the New York chapter, my number was down at one hundred." The reasons for the Hot Clubs, now long disbanded, were the collecting of records, the listening to records, and the organization of jam sessions. The Commodore Music Shop was really a post office. Anyone who wanted to get in touch with a roving musician and didn't have the address sent a letter to Gabler, who either kept it until the musician came to town or sent it forward when he got a new address from the rover. As far as I know, nothing was ever lost in transit.

The present Eddie Condon's is owned by Red Balaban, whose father was the B. of Balaban & Katz, who had a big string of Chicago movie houses. Red came to New York with

& Cats, and has been in business ever since. His band was on and off the platform with agreeable frequency during the wake. And now and again musicians who had stopped by to pay their respects to Phyllis sat in. Marian McPartland, who is now at the Carlyle, and Jimmy McPartland sat in together, though the jazz she plays is hardly Condon—we used to call it progressive jazz. Jimmy's jazz is. At the Condon wakes, you see people you never expect to see. For one, Minerva Pious, whose curious voice adorned the Fred Allen radio show for those many years. She and her voice are unchanged.

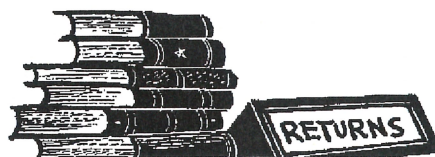
Jimmy McPartland came down off the stand and sat beside me. He said, "Well, it's been like this for fifty years. Do you remember when I was in the Ben Pollack band back in 1928, when we were playing downstairs at the Park Central at Seventh Avenue and Fifty-sixth Street?" "In between shootouts," I said. "That's right," said Jimmy. "That was the year they picked off Arnold Rothstein, the gambler, during the poker game. And that pretty Irish girlfriend of his—what became of her?" "I was out on the town with her two weeks before it happened," I said. "She had permission to run around with us the nights he wasn't seeing her. Next day, no one could remember ever having heard of her." "That was life in those days," Jimmy said, "I think that's life now," I said.

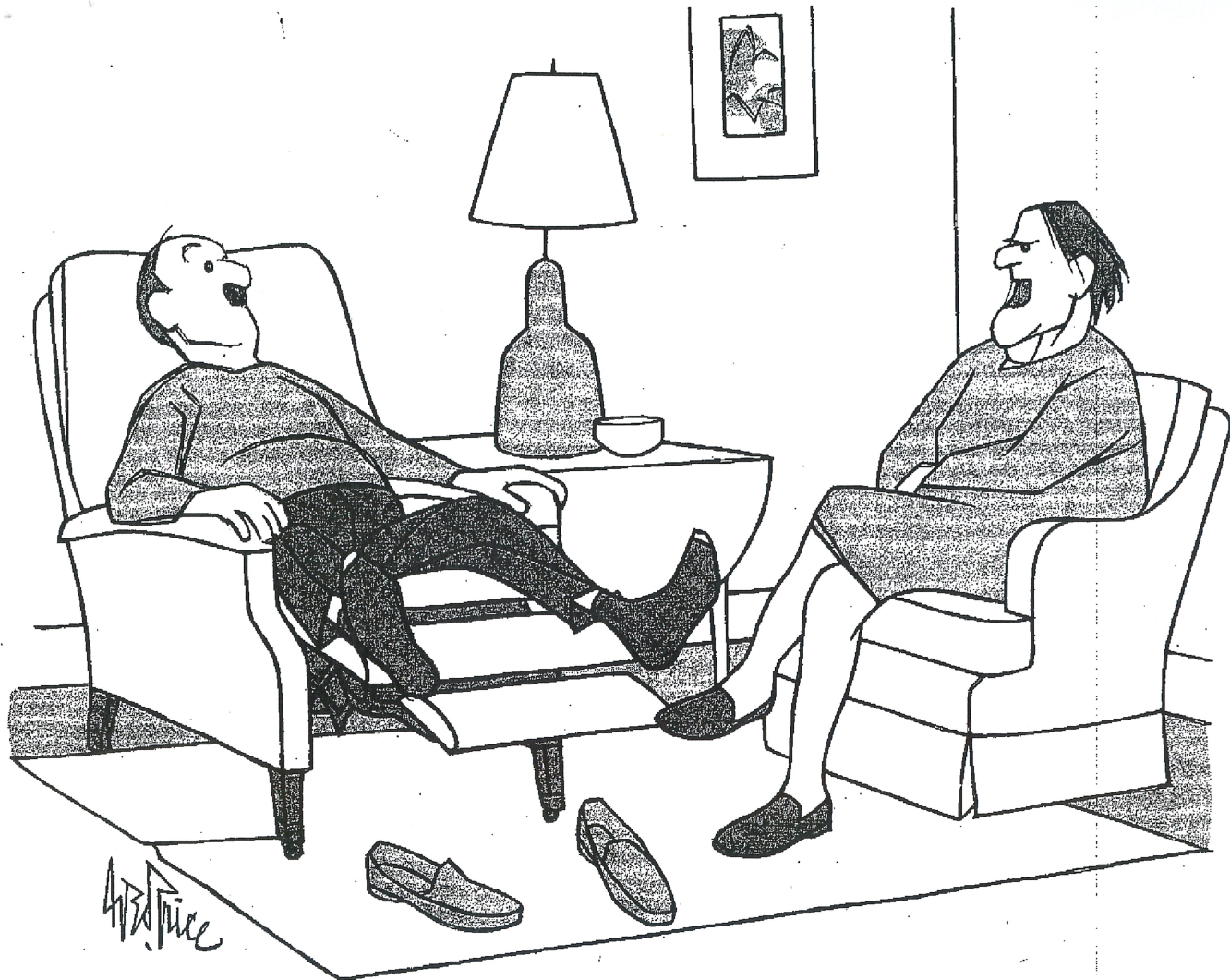
Frisco

HERE in the Bay Area—Frisco to you (wires an easily transplanted New Yorker)—the roses were blooming on Thanksgiving Day and everyone says the weather's cold, meaning it gets up to about sixty degrees. Patty Hearst is back home on Nob Hill, BART is functioning smoothly, the Oakland Raiders have the best record in the National Football League, there is beautiful light in the cloudless skies, and there's a cottage in Berkeley with a Franklin stove and a plentiful supply of eucalyptus logs which I would buy today if I weren't flying back to New York tomorrow. In four days here, I've discovered the best Chinese restaurant in the world, the best store for Christmas shopping, and the most interesting scientific news of the year. See what I mean? You

can get out of town, forget about the holidays, find a new town, adopt it, and celebrate it for a few days.

The Ashizawa family's Soko Hardware Store, on the corner of Post and Buchanan, in Japantown, opposite the Japan Center, the only Japanese shopping mall in the country—and not far from two eateries: the Donut Hole ("World Famous Donut Hole") and the Golden Peacock Pizza Place ("Home of Original Big Foot Subs")—looks deceptively Occidental from the street, with Hoyt-heater emblems and Dutch Boy Paints emblems on the redwood panels over the store's plate-glass windows. And inside there's a complete line of American hardware and appliances and gardening tools and teapots and San Francisco posters neatly crammed, in the manner of hardware stores, into a couple of good-sized rooms, which sounds ordinary enough. What makes Soko amazing—and well worth any Christmas shopper's time—is that stashed amidst the indoor-outdoor thermometers, screwdrivers, wallpaper, and toggle bolts is an equally complete line of traditional and quite exquisite Japanese hardware and household utensils, all of which, according to Mrs. Ashizawa (part of the second of three generations that run Soko), are in great demand: both by the Japanese community in San Francisco, which, because it is already American, sees no reason to have to try to be American and holds to nineteenth-century Meiji customs that are hard to come by in up-to-date Tokyo, and still speaks a kind of Dickensian Japanese that doesn't have a lot of modern modish words taken from English and French (in modern Japan *abekku*, from *avec*, means two couples who go around together); and by a lot of young American craftsmen—carpenters, hobbyists, sculptors, street artists—who find, for instance, that they can make a much finer cut through a piece of wood with a traditional Japanese saw than they can with a modern American saw. A Japanese saw—Soko also sells Japanese planes, *nomi* (Japanese chisels), *kebiki* (ancient Japanese gadgets for marking lines parallel to the edge of a piece of wood), and Japanese whetstones—looks like a samurai woodsman's tool; it has a bamboo handle and a thin, delicate-looking blade about a foot long with teeth on both sides. The blade is made of carbon steel, which is a steel that can be ground to an extremely sharp cutting edge; and, unlike all other saws, it cuts on the pull stroke instead of on the push stroke, which gives you a





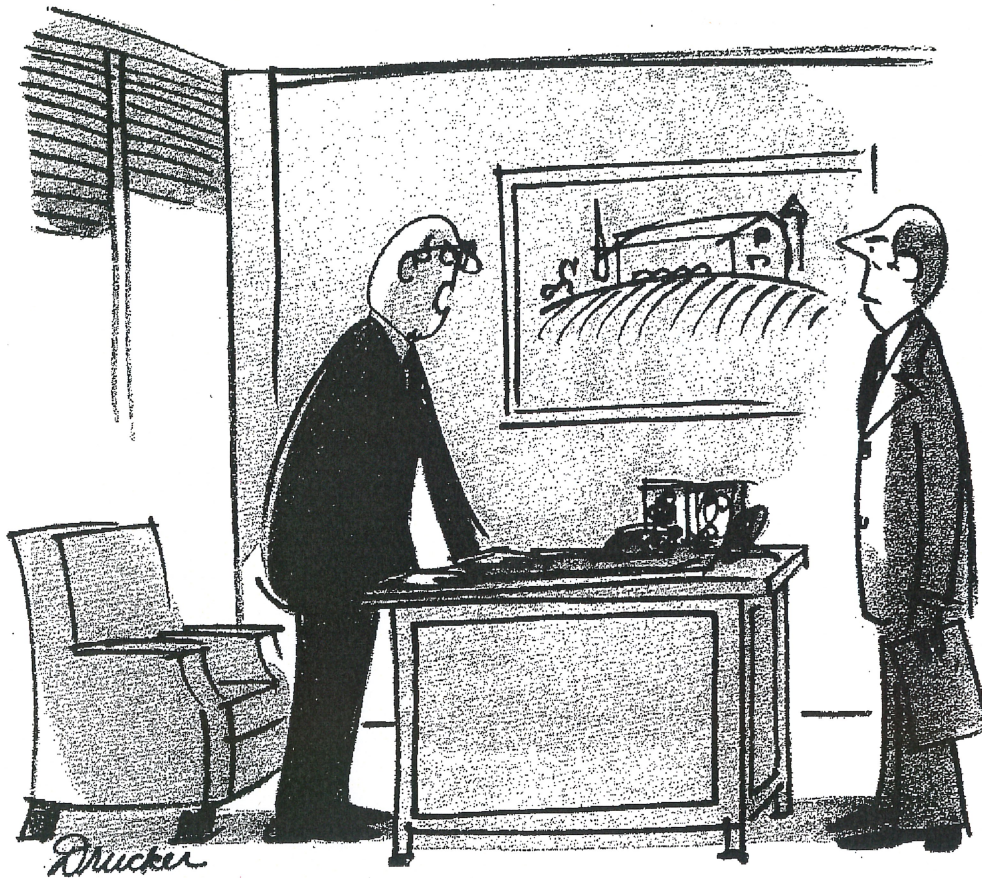
"Well, you certainly look relaxed. What the hell is that all about?"

cut, because when you pull on a blade it stays in tension and stays straight, and when you push a saw, it tends to buckle.

What else has Soko got? Japanese and Mainland Chinese kitchen knives, which have finer and thinner blades than the celebrated European Henckels knives (which Soko also stocks) and can be used for *kikusagiri*, a form of Japanese legerdemain: you take a vegetable you want to decorate, hold it between two chopsticks (Soko, of course, stocks chopsticks), and score it with a series of cuts one-eighth of an inch apart; then turn ninety degrees and make another series of parallel one-eighth-inch-apart cuts. One of the Soko knives comes with a printed guarantee that says, "GUARANTEE VOID IF HONED OR GROUND. The only attention 'MAC' knives may need—occasional few strokes at ten degrees angle across unglazed ring on the bottom of a piece of china, or use a fine butcher's steel." Then, there's a Poliflon-coated, no-stick *tamago-yaki nabe*,

a rectangular omelette pan; everything you'd need to construct a Japanese room, including tatami mats, decorated *tokonoma* pillars, which stand to one side of the alcove in a room that contains a flower arrangement and a scroll, and *shoji* paper, the traditional rice-paper covering for partitions, though partition coverings are now also available, Mrs. Ashizawa told me, in more practical fibre glass, which is much harder to punch a hole through; twenty-four different ink brushes for drawing and calligraphy; beautiful etched and inlaid finger pulls for sliding doors and closets; Buddhist altars; special hibachis for the tea ceremony; ceramic charcoal stoves with Mongolian cookers, which are little round metal hats with holes in the dome-shaped crown, and a curly brim (the stove sits on the table, and you grill your own meat over the holes and then dip the meat in the juice that has collected on the brim); a Japanese kiddies' carpenter set, which comes with small-sized saw, T square, hammer, file, mallet, and

wood plane, and a couple of chisels and screwdrivers; seeds (fifty-nine cents a packet) for growing Chinese okra, Chinese bitter melon, Chinese celery, Chinese spinach, Chinese chives, Chinese kale, and chrysanthemums (they all come either from Taiwan or from the Kitazawa Seed Company, in San Jose, California); and, of course, all kinds of Oriental dishes, such as *sake* cups and pitchers, and donburi, which are big bowls for rice or noodles, and things like planters, teapots, small rice dishes, teriyaki plates, and baskets. And then, most fascinating to me, a complete line of bonsai tools, which look like something found in a hobbit surgery or dentist's office. There are special nippers and shears for cutting buds or leaves or roots or twigs, tourniquets for shaping branches, tiny trowels for repotting, little whiskbrooms for brushing away gravel. I bought myself my first Christmas present: a pair of trimming shears with curved handles—they're smaller than a standard pair of sewing scissors and have a blade a couple of inches



"It just so happens, Perkins, I do believe in Santa Claus. You're fired!"

long—to use on my miniature roses back in N.Y.

Mrs. Ashizawa says her family, who come from Yamanashi, which is slightly to the south of Tokyo, sold their Frisco laundry about fifty years ago and bought Soko, already a going concern. They were interned during the Second World War, and most of their stock was stolen before the government put what was left in a warehouse, but they went right back into business after the war; they've been at their present site since 1950. Soko accepts BankAmericard.

DR. CHARLES T. TART, a professor of psychology at the University of California at Davis, is already well known in his field for three projects: in 1969, when interest in altered states of consciousness was running high, he brought out the first scholarly book on the subject, "Altered States of Consciousness," which has sold about seventy thousand copies and has served as a focus for organizing university courses in the subject (practically every major university in the country now has at least one small course in the field as a

juana intoxication, which established a general map of the effects of marijuana use in American culture and served as a guide for doing lab studies that were representative of what went on in the real world (Tart discovered that laboratory results at the time often bore little relation to the effects experienced in other settings; nausea, for instance, was common in the lab and rare anywhere else, and this suggested that investigators were routinely overdosing their subjects or doing something wrong); and in 1975 he published a book entitled "States of Consciousness," in which he presented a new theory on the nature of consciousness. Now he has published a study, "Learning to Use Extrasensory Perception," available from the University of Chicago Press, in which he addresses the three main problems encountered in previous serious scientific experiments to detect ESP and describes an experiment of his own that he thinks provides a solution. The three problems have been: a lot of the experiments haven't worked; even those experiments that report what is considered a statistically significant amount of ESP (a subject will for in-

on the backs of cards that he can't see at all and be right fifty-one per cent of the time, where chance would predict only fifty-per-cent accuracy) show the presence of what Tart calls "such low level ESP as to be practically trivial;" and experimenters have occasionally reported discovering talented subjects, or percipients, but have invariably found that as they kept working with these percipients the talent declined and eventually disappeared. "That was discouraging," Tart notes.

Tart, who is thirty-nine, unruly-haired, talkative, and friendly, and who drives a motorcycle, told me at lunch at the Hunan Restaurant, the best Chinese restaurant in the world (more about the Hunan in a minute), "We've been at the stage where the science of electricity was during practically all its history. Before the battery was devised, people working with electricity had only two phenomena to consider. One was lightning, which was spectacular but over in an instant—which existed primarily in memory. The other was that if you rubbed a piece of amber with some fur, and if the weather was just right (and they didn't even know at the time that the weather had to be just right), you could pick up a feather with the amber. This was piddling. What was needed was a reliable, steady flow of electricity that was available any day of the week. When that became available—through the battery—we were able in practically no time, considering the length of time that had gone before, to develop electronics. That's what I think I've found—a way of stabilizing ESP performance over a long series of tests on the part of people who have previously demonstrated a certain amount of ESP talent in rigorous shorter tests, and a way of helping percipients with quite a bit of demonstrated ESP talent to increase their performance over a long series of tests. In the standard ESP tests, a percipient was never scored or told how he'd done until he'd completed a run through an entire deck of, generally, twenty-five randomly shuffled cards. In 1966, I published a theory to the effect that the only way an organism—a rat, a pigeon, a person—learns something and gets better at it is by getting immediate feedback about his performance, so that if he's right he can proceed along the same lines and if he's wrong he has a chance to figure out where the error was. In an ESP experiment, you sit down and try to quiet the noise in your head and get an im-

Japanese-themed decor in the American home

By TOMO HIRAI
Nichi Bei Weekly

Choosing furniture that is right for the home can be a challenge. When basing interior décor on “Japanese aesthetics,” a variety of questions come up. A major concern, especially today, is price. Others include authenticity or how Japanese décor can be functional to American living.

The *Nichi Bei Weekly* researched a number of options consumers have when decorating their homes.

The Varietal *Tansu*

One of the largest pieces of Japanese furniture available is the *tansu*. The wooden chests come in a variety of styles, depending on their intended use, and can run anywhere from \$600 to \$6,000, based on their size, quality and age. There are many types of *tansu* and their price depends on the type of wood used, the amount of decoration and its condition.

A typical set of *isho tansu* (clothing drawers) from Asakichi, located in San Francisco's Japantown (Japan Center West Mall, 415-921-2147, www.asakichi.com), for example, can be \$800 or \$1,700 depending on whether the item is a new reproduction or an antique. The price can also differ according to the amount of embellishments, age and style.

Jiro Nakamura, owner of Narumi Japanese Antiques & Dolls (1902B Fillmore St., San Francisco, 415-346-8629, www.narumiantiques.com), said his *tansu* run anywhere from \$600 to \$5,000, based on age, quality, and how much iron is used to decorate them.

Wayne Sanders, owner of Mashiko Folk Craft (located in San Francisco's Japantown, second floor of the Kinokuniya Building, 415-346-0748), warned buyers to carefully examine what they are purchasing. “The kind of finish and craftsmanship of authentic Japanese antiques are completely

gano, travels to Japan once a month to purchase Japanese antiques from auctions in Tokyo, Nagoya and Kyoto and is knowledgeable enough to identify the origin of furniture through specific and minute features.

“We have a warehouse and workshop on the second floors and restore or redesign items to meet American needs,” Gomi said. “Sometimes we'll be asked to take a *tansu* and take out the shelves so a TV will fit; other times, we might cut a large kitchen *tansu* in half and make a buffet countertop instead.”

Gomi keeps costs down by driving his own truck to pick up and transport merchandise in Japan, and does the restoration in-house to the customer's specifications. A typical *kimono tansu*, popular among *Nikkei* customers, costs anywhere from \$750 to \$875, according to Gomi.

Gomi also said his business is popular with those who are eco-conscious, as what he sells is, in a sense, similar to recycling.

Similar to Kiku, another importer, Kuraya Japanese Antiques (2425 California St., San Francisco, 415-885-3313 and 2345 Harrison St., San Francisco, 415-285-2011, www.kurayaantiques.com), sells furniture pieces primarily from Kyoto. “Jin,” a salesperson at Kuraya, said it cheaply purchases old furniture from the Meiji or Taisho period and restores them. “It's like recycling,” Jin said. “Many people throw away perfectly good *kiri tansu* (*tansu* made from Paulownia wood). We purchase them cheap, restore them ... and they're good for another hundred years of use.” According to Jin, Paulownia is commonly used to build *tansu* in Japan because of its faster rate of growth compared to other woods.

Kuraya, which also restores its own antiques, generally sells their larger *tansu* for an average of \$2,000, which

whole new set of *tansu* might not be needed. Soko Hardware Company (1698 Post St., in San Francisco's Japantown, 415-931-5510), which not only sells *byobu* (painted screens) and paper lanterns, also offers replacement parts for *tansu* and *shoji* screens. The relatively affordable metal parts for *tansu* cost anywhere from \$2.50 to \$40 and can spruce up an old *tansu* or replace missing parts as needed.

A Decorative Flair

While *tansu* and other larger pieces of furniture represent major components of a room's décor, they alone do not create the room. *Byobu* and wall scrolls are tasteful decorations for the home and can range in price depending on how elaborate or old each piece is. Soko has a collection of *byobu* from \$300 to \$1,000. Kiku, Kuraya, Mashiko and Narumi also sell wall scrolls. Scrolls can cost anywhere from \$70 to hundreds of dollars.

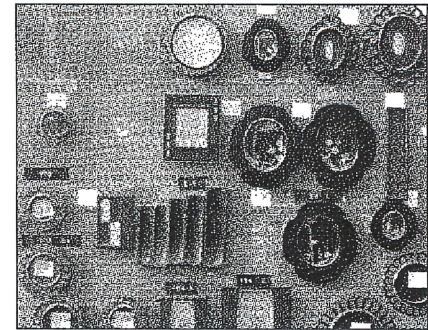
“The price of scrolls and prints depends on the age and condition of the piece,” Sanders said. “But it also depends on the artist as well.”

Sanders' Mashiko, which offers scrolls and woodblock prints, also has a large collection of traditional pottery on sale. The store, named after a town in Japan that is known for its pottery, has a large selection of traditional pottery. Sanders pointed out the variety of styles Japanese artisans produce — from brown and green tones from Oribe, the two-toned Kamakura style, and a lacquer based on persimmon juice.

Meanwhile, Nakamura sells Japanese-themed stained glass among his antiques at Narumi. The Kyushu native first came to the U.S. in 1973 as an art student and studied stained glass. After going back to Japan after school, he returned to San Francisco and started Narumi Antiques in 1981.

FOLLOWING JAPANESE DECORUM — Interior

decorating with Japanese aesthetics can be as simple as adding new *shoji* handles from Soko Hardware (right) or purchasing a new center piece for the room, such as a step *tansu* from Kuraya Japanese Antiques (below right).
photos by Tomo Hirai/Nichi Bei Weekly



The stained glass decorations, running anywhere from \$100 to \$400, feature designs containing *geisha*, *samurai* and flowers.

Wall to Wall Décor

While furniture and decorations are central to the décor of a room, further remodeling can add more Japanese aesthetics to the home. Aspen Ten, which operates a showroom at 140 East Jackson St., San Jose's Japantown, inside Nichi Bei Bussan (408-923-4902, <http://aspenten.com>), is a *shoji* (paper screen door and window) company owned by Henry Nakata Jr. The company installs an innovation of the traditional Japanese *shoji* design.

First developed in 1981, the Solar-Ji is a *yukimi* style *shoji* that features a movable grill panel within the *shoji*-frame. Nakata said he found his business as a window insulation company and only added *shoji* screens and *shoji* shades later.

“I tried to make them function as an insulated device, an improvement from traditional *shoji*,” he said. He initially got his idea to do so after energy costs skyrocketed in the late 1970s.

Nakata builds the Solar-Ji to order, and thus charges based on how much



he needs to make. For regular *shoji*, Aspen Ten charges \$24 per square foot, while the Solar-Ji is \$29.

There are a variety of businesses catering to Japanese aesthetics in the home in the Bay Area. Through careful selection of antiques and refurbished goods from local dealers and artisans, an American home can take on a uniquely Japanese air.



San Francisco's Japantown サンフランシスコ日本町

SHOPPING IN J-TOWN: Take home a souvenir

By BETH HILLMAN TAGAWA
Nichi Bei Weekly Contributor

If you've chowed down on *ta-koyaki*, soaked up some culture and still have energy to brave the crowds, why not participate in San Francisco Japantown's signature activity: shopping?

Many unique stores, inside the malls and along Buchanan Street, are great places for souvenirs and gifts. Some have been around for decades, making them true local institutions.

The San Francisco branch of **Kinokuniya Book Store** (1581 Webster St. in the Kinokuniya Building, (415) 567-7625), a Japanese chain, opened in 1969, but according to Satoshi Ida, the assistant manager, the store is constantly innovating. "We're trying to be as unique as possible," Ida says, "So you always find something new and exciting." In addition to an impressive stock of Japanese books and magazines, Kinokuniya sells fun gifts like an original totebag with a cute, blob-like character reading a "Bird Book" (\$5.95) and plastic toys like a kewpie doll wearing a variety of fruit as hats, like melon, peach and pineapple (\$6.99). Kinokuniya has recently lowered prices on some imported goods based on the exchange rate, so it's an opportune time to shop.

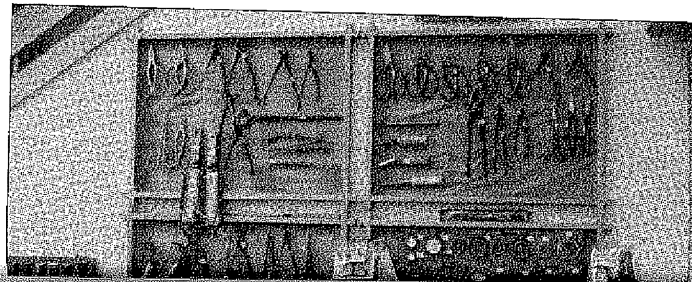
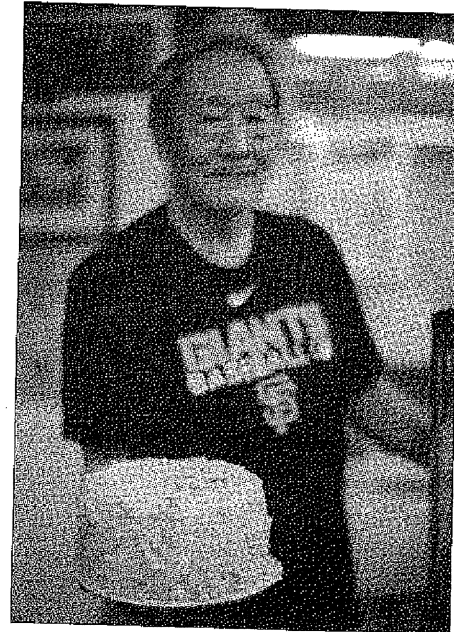
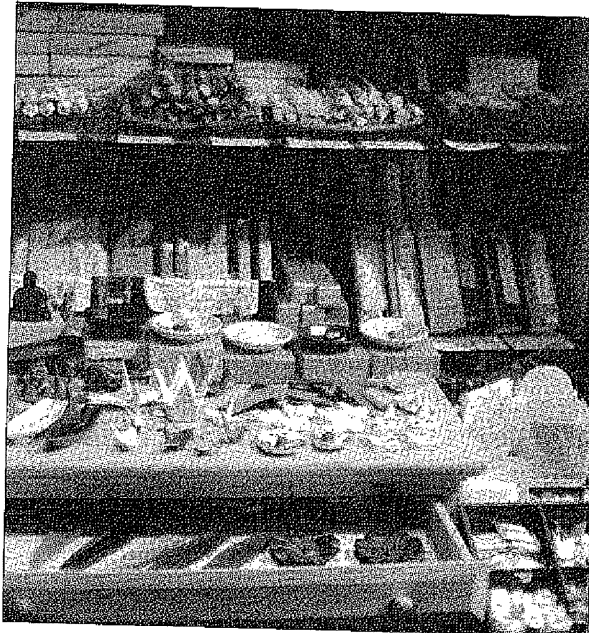
Just across the mall, **Mitsukoshi** (1501

nese carpentry tools, are imported directly from Japan and simply can't be found elsewhere, Ashizawa says. In addition to typical housewares, Soko also stocks an array of Japanese dishware and lunch boxes.

The Face Shop (1737 Post St., Suite 300, between Webster and Buchanan in the Japan Center West Mall), a popular Korean beauty shop open for two years in Japantown, boasts a variety of moisturizing face masks made from ingredients like kelp, bamboo and ginseng (\$2). But, according to an employee, its most popular item by far is the CC Cream, a cover-up made with sunblock that brightens skin, improving the user's complexion (\$47). Staff will happily discuss your skin type and needs to help you choose the most appropriate product.

At **Daiso** (22 Peace Plaza, Suite 400 in the Japan Center East Mall, (415) 359-9397), everything is \$1.50 (except for a small number of goods that are otherwise marked). The cavernous shop holds a plethora of cooking items and cleaning supplies like whisks in neon colors, frog-shaped kitchen timers and microfibre mittens that look like hedgehogs.

Just upstairs, **Ichibankan** (22 Peace Plaza, Suite 540, (415) 409-0472) is another variety goods shop known for its low prices. They stock



SOMETHING SPECIAL — Whether you're looking for a gift (Asakichi incense shop, top left), something sweet (Yasukochi Sweet Stop, above), or even basic household goods (Soko Hardware, left), the shops in San Francisco's Japantown have you covered.

photos by Daisuke Tagawa

so it's an opportune time to shop.

Just across the mall, **Maido** (1581 Webster St. Suites 185 and 260), a stationery and gift shop with a history of more than 20 years, sells "goods that are really hard to get anywhere else besides this store," according to the manager, Tetsu. Their most popular item? Japanese Hi-Tec-C gel pens, which come in a stunning variety of colors (\$3.95) and, Tetsu says, are of much better quality compared to some American brands. All stickers are \$2.50, including felt squirrels with chestnuts and fuzzy pink alpacas. Other *kawaii* merchandise, like tiny clips shaped like pigs (\$7.15 for four), would immediately brighten up any office.

The **Asakichi** incense shop (1730 Geary Blvd., Suite 209 on Webster Bridge) offers an amazing variety of the fragrant sticks, with scents including frankenscense, sandalwood and, perhaps most appropriate for the season, cherry blossom. The shop's owner, Asakichi himself, recommends the Shuyei brand, a traditional incense made in Kyoto of all natural ingredients, with scents like Moss Garden, Golden Pavilion and White Cloud. Asakichi says that he's been selling incense for 25 years and has gradually seen Japanese brands grow more popular, as compared to less expensive incense from India, which used to dominate the market. You can also find a variety of incense holders, in whimsical shapes like an owl, cat, frog or *origami* crane.

Soko Hardware (1698 Post St. at Buchanan, (415) 931-5510), is a true Japantown institution, around since 1925. Philip Ashizawa attributes his store's success to the wide variety of merchandise and the unique items they sell. Some goods, like Japa-

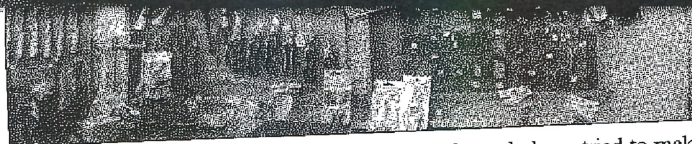
knows how to make a variety of Japanese foods, like chips, bread and gummies (lychee, yuzu, peach, watermelon, \$2.49). You can find Japanese grooming products such as hair gel and shampoo, and stuff that's cute as well as useful, like a polar bear print cooling tote bag (\$2.25).

And don't forget dessert! Enjoy the Festival a little longer by coming home with a sweet treat.

Coffee Crunch Cake from Yasukochi's Sweet Shop

This rich, crunchy cake looks deceptively simple, but the flavor and texture are something special (\$30). More than 40 years ago, Moses Ya-

sukochi got the recipe from a former employee of Blum's bakery, where the cake had been a popular item before it closed. **Yasukochi's** (1790 Sutter St., (415) 931-8165) crunch cake was featured in the *San Francisco Chronicle* about 10 years ago "and from then it just snowballed," Yasukochi says. So what's the secret to the melt-in-your mouth crunch coating? "I don't even tell my grandson," Yasukochi says with a smile.



"A lot of people have tried to make the crunch. They say, 'How come mine don't come out like yours?' There's a knack to it. I ain't gonna tell you."

Strawberry Mochi from Benkyodo

At **Benkyodo Co.** (1747 Buchanan St., (415) 922-1244), you can get fresh, homemade mochi in a variety of flavors all year round. But come springtime, they start making

something special: red bean *mochi* with a half strawberry tucked inside (\$1.35). Benh Nakajo, a longtime employee, says that he thinks its uniqueness attracts people, as the strawberry *mochi* consistently sells out. As with all of Benkyodo's products, the strawberry *mochi* is freshly made and, given the fruit inside, it must be eaten within a day. Don't worry — you probably won't be able to resist it for long anyway.



ASAKICHI

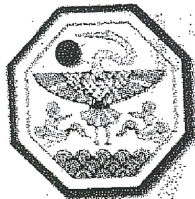
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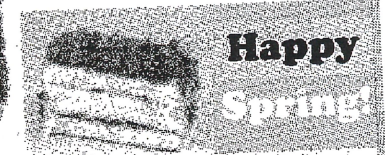
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Regional/National

'Mas' Ashizawa, S.F. J-Town businessman, dies at 90

By TOMO HIRAI
Nichi Bei Weekly

Japantown business leader Masao "Mas" Ashizawa passed away March 31 in San Francisco, his son, Philip Ashizawa, said. He was 90.

Born May 31, 1925 in San Francisco, he was the son of Masayasu and Naka Ashizawa, who opened Soko Hardware in the city's Japantown in 1925.

Upon returning from the Topaz (Central Utah) concentration camp, Ashizawa took over the family business. Additionally, he became a leader in Japantown's development as the president of the Nihonmachi Community Development Corporation during the neighborhood's redevelopment, spanning from the 1960s through the '80s.

Allen Okamoto, a local realtor, said **Soko Hardware is "one of the best-known businesses in Japantown."** Currently run by Philip Ashizawa, Okamoto said the business serves as both an independent hardware store and a tourist attraction to the neighborhood. "They've been pretty stable, a rather strong business," Okamoto said.

"Mas" Ashizawa, however, was also known for his work redistributing and developing properties taken by the city under eminent

domain during the 1960s through '80s. Community members credit Ashizawa for keeping Japantown properties within the Japanese American community and for reshaping the neighborhood to what it is today.

Following the redevelopment of Japantown to build the Japanese Cultural and Trade Center on the south side of Post Street in 1964 as part of the city's A1 redevelopment area, the Japantown community organized the NCDC to work with the San Francisco Redevelopment Agency to redevelop the A2 neighborhood north of the center with greater community input.

"The city suggested the creation of an entity that gave structure to the Japantown community's property owners during redevelopment," Okamoto said. "Mas helped distribute the property among the property owners and was the main voice of the NCDC."

Okamoto said that Ashizawa dissolved the NCDC after the final parcel of land was developed and created the Nihonmachi Parking Corporation to oversee the shared parking lots the NCDC created in lieu of onsite parking for the commercial properties on Buchanan and Post streets.

"He is one of the very few people who (it) can be said ... their efforts resulted in Japantown as we know it today," said George Yamasaki, a longtime volunteer for San Francisco's Cherry Blossom Festival and former legal counsel for National Braemar, the company responsible for constructing the Japan Center.

Yamasaki characterized Ashizawa as "solid, honest, hard working, quiet and brilliant" and was recognized "for better or for worse," the leader by both supporters and detractors during his tenure as president of the NCDC. He was also an early organizer for San Francisco's Cherry Blossom Festival and was the festival's committee chair during its fourth year.

"Mas really had a sincere desire to continue the vibrancy of Nihonmachi," Yamasaki said. "He lived in the area and wanted it to thrive and prosper. That kind of love of community is hard to describe and rarely found anymore."

A memorial service is planned for Sunday, May 15 at 3 p.m. at the Buddhist Church of San Francisco, located at 1881 Pine St. in San Francisco's Japantown. The family requests no gifts or *koden* be given.

Adachi and ACLU call for stronger civil rights probes of police department

Bay City News Service

San Francisco's public defender and the American Civil Liberties Union both called April 5 for independent governmental investigations into alleged racist text messages and use-of-force policies in the city's Police Department.

Public Defender Jeff Adachi asked California Attorney General Kamala Harris to undertake a state probe.

Adachi said in a letter to Harris that a collaborative review currently being conducted by the U.S. Justice Department and a review by a commission established by District Attorney George Gascon both lack mechanisms for enforcing any recommendations that may be made.

A civil rights investigation by Harris's office, on the other hand, could result in a stipulated court order or consent decree requiring reforms under state supervision, Adachi said.

"I believe strongly that the path to reform is through accountability and an independent investigation," Adachi wrote.

Harris press secretary Rachele Huennekens said, "We are reviewing the letter."

The ACLU, meanwhile, asked the federal Justice Department to ratchet up its current collaborative

lying on a collaborative review of policies," said ACLU attorney Alan Schlosser.

The current federal review is a so-called collaborative reform process sponsored by the Justice Department's Community Oriented Policing Services, or COPS, office.

In that process, federal officials work collaboratively with local authorities. Compliance with the agency's recommendations is voluntary.

Adachi's letter asks Harris to look into a new set of allegedly racist text messages exchanged among officers and into three fatal police shootings of young men of color who were suspects or were being pursued by officers since March 2014.

The new messages, revealed last month, were sent by at least four officers, according to Gascon.

Another set of such messages, found in connection with the federal prosecution of a police corruption case, was revealed last year.

The ACLU's letter asks the federal Justice Department to investigate the newly disclosed text messages, and supplements a previous Jan. 29 letter asking for a probe of the fatal shootings.

Also April 5, Board of Supervisors President London Breed and Supervisor Malia Cohen urged the

Anti-nuclear energy groups hold meeting in S.F.

By TOMO HIRAI
Nichi Bei Weekly

No Nukes Action Committee.

protests larger issues, including the Japanese government's attempt to revise its war-renouncing constitution

denialism of nuclear hazards in Japan joins the denialism his administration had regarding the

<http://newfillmore.com/2016/04/29/at-soko-hardware-its-the-mix-that-works/>

THE NEW FILLMORE

THE LATEST NEWS FROM THE HEART AND SOUL OF SAN FRANCISCO

At Soko Hardware, it's the mix that works

By FRAN MORELAND JOHNS

Posted on April 29, 2016 by editors



Eunice Ashizawa and her nephew Aaron Katekaru help run Soko Hardware in Japantown.

After Masayasu Ashizawa came from Japan to San Francisco nearly a century ago, he opened a hardware store in 1925 in the heart of bustling Japantown and named it Soko — Japanese for “that place.” Soko Hardware’s founder could not have imagined the family business would be thriving in that place today under the management of his grandson Philip, born years after his grandfather died.

Soko Hardware, at 1698 Post Street, thrives not just as a local hardware store, but also as a destination for Bay Area residents and visitors who come for the paper lanterns or the authentic teapots or the delicate china — sometimes even for the hardware.

“I think of going to Soko as a special treat, like going to a museum and finding things I didn’t know existed,” says Mill Valley resident Sue Steele. “I go for so many things, but foremost the flower vases. And the frogs used for arranging flowers — I can’t find them anywhere else. The scissor collection for Ikebana is wonderful, too.”

Nob Hill resident Julia Held goes for the teacups she likes to use and to give as gifts. “But it’s terribly hard to make a choice because they are all so lovely,” she says.

The store stocks basic hardware, from nuts and bolts to fancy tools. “But there’s also a lot of housewares and imports,” says third generation owner Philip Ashizawa. “It’s the mix that works.”



Philip Ashizawa is the third generation owner of Soko Hardware. Photos by Erik Anderson.

The mix includes appliances, gourmet cookware, paint, plumbing and electrical supplies, toothpick holders, note cards and additional unexpected delights. The store also stocks an impressive collection of Japanese tools for gardening and woodworking, plus seeds for Japanese plants and books about such topics as making shoji screens.

The founder’s son, Masao Ashizawa, then a graduate student in math at UC Berkeley, took over Soko Hardware in 1949 after his father died. Only a few years after returning from internment camp during World War II in Utah, he and his fellow *Nisei* — second generation Japanese Americans — faced a new upheaval. A portion of San Francisco’s redevelopment plan for the Western Addition, adopted in 1948, demolished Japantown and blocks of Japanese and African American homes and businesses in the area. By the 1960s, much of the area south of Bush Street between Divisadero and Gough had been leveled.

But Ashizawa and others were determined to preserve the Japanese character of their neighborhood. He relocated Soko Hardware from its original home at 1683 Post and worked

with the city to get Japan Center and the Peace Plaza built in its place on the south side of Post Street. He became founding president of the Nihonmachi Community Development Corp., which functioned from the 1960s through the 1980s to keep Japantown properties in the hands of Japanese Americans. Ashizawa was among the early organizers of the Cherry Blossom Festival, serving as chairman in its fourth year in 1971.

Fusaye Kato, a Post Street resident, was sent to the same Topaz internment camp in Central Utah during World War II and was one of Ashizawa's classmates. She recalls his mother with great fondness, and remembers him as a man of ambition. "I think he was president of the student body," she says.

When Ashizawa died on March 31 at age 90, he was hailed for his commitment to keeping Japantown vital and his love of the community. A memorial service will be held on May 15 at 3 p.m. at the San Francisco Buddhist Church at 1881 Pine Street.

His son Philip Ashizawa came into the business in 1979 after graduating from college, where he majored in biophysics. It was, he says, as good a background as any for running a hardware store.

It's unclear whether yet another generation of Ashizawas will take over Soko Hardware. "Our son has gone on to other things after college," says Philip Ashizawa. "Our daughter helps out part time."



Lauren Ashizawa works part time in her family's hardware store in Japantown.

But for now, the care and customer service that are hallmarks of the unique shop are continuing.

An elderly Japanese woman recently came into the store and approached the counter holding four packets of pumpkin squash seeds.

"Which one?" she asks in heavily accented English.

Ashizawa lay the seed packets out on the counter. They're all similar, he explains, but this one has a slightly different flesh, this one differs in other ways.

"So I should buy this one?"

"Well, no, it's kind of late in the season," he says. "You probably want this one, with a shorter growing season."

The home gardener smiles, reassured, and leaves with her packet of seeds.

Several young women carrying artists' portfolios glided through the door and down the stairs, presumably to buy new brushes for their calligraphy, or elegant imported papers. Soko Hardware carries an assortment of Japanese papers and brushes. As they were disappearing downstairs, a tall, burly, bearded man wearing a black T-shirt with Vet*er*an in bold letters on the front approached the counter. He seemed to be a regular customer. Phil Ashizawa's wife Eunice, who helps run the store, had been working with the customer to find what he sought: a cast iron incense holder. "The kids can't break this one," he says to those gathering at the counter. "They're 7 and 9."

He also had in hand about \$150 worth of tools. "I don't buy everything at once," he says. "I slip it in a little at a time so the wife doesn't complain."

JAPANTOWN HISTORY



San Francisco History Center | San Francisco Public Library

Soko Hardware — which opened in 1925 at 1683 Post Street in the heart of old Japantown — is pictured above from Post and Buchanan circa 1930. In the 1960s, the Redevelopment Agency leveled most of the buildings in the neighborhood and the Japan Center complex and Peace Pagoda were built. Soko Hardware moved across the street to 1698 Post Street, where it continues today.

<https://www.nichibei.org/2016/08/everyday-japanese-flair-in-the-home/>

Nichi Bei

Everyday Japanese flair in the home

August 18, 2016 by [TOMO HIRAI](#), [Nichi Bei Weekly](#)

A visit to one's local Japantown can help refresh any home with furniture and decorations that give it a distinctly Japanese aesthetic. Whether it be a kotatsu (heated table) or a hand-crafted tea bowl, there are various options to decorate the home.



Asakichi specializes in Japanese tea ceremony supplies, its selection of hand-crafted tea bowls can serve a decorative purpose. photo by Tomo Hirai/Nichi Bei Weekly

In San Francisco Japantown's Japan Center West Mall, Asakichi sells a variety of small to mid-sized goods. While the store offers specialized goods for advanced levels of Japanese tea ceremony, they can also be used as decoration. The store carries Japanese lacquer ware (\$12 to \$48) and handcrafted Japanese tea bowls (around \$100). While primarily meant for tea ceremony, a hand-crafted tea bowl can serve as a decorative piece, along with some finer tea pots recently stocked from Japan (\$100 to \$200). Also in stock are several Japanese antiques and folk crafts from Japan. The store has a selection of antique porcelain, such as an Imari porcelain basin for washing sake cups (\$325) and hand-loomed and hand-printed decorative strips of fabric from Kyoto (\$65), to add a pastel streak of color to any wall.

Etsuyoshi Shimada once worked as a travel agent, but now brings Japan to the home through Neat Asian Things. Opened in 2011, Shimada took over the space from Masao Konishi who ran Townhouse Living on the first floor of the Kinokuniya Building. The store specializes in Japanese decorations and furniture, most notably, pillows, cushions and tatami products.

According to employee Tom Suzuki, noren are also popular. Ranging in price from \$20 to \$100, the store carries a wide selection of 20 or so designs for short, medium and long noren lengths. "You can use the longer ones as a room divider in the place of a door," Suzuki said. "If you have a little window, a shorter one is good for them."

Other popular items include the tatami bed (\$688), zabuton (seat cushions) (starting at \$30) and buckwheat pillows (starting at \$24).

The store also sells more than 20 different kinds of Isamu Noguchi lamps (\$105-\$1,000). "We're the only ones around here that has such a wide selection," Suzuki said.

Sanko Kitchen Essentials, located on the northern corner of the Buchanan Street Mall at 1758 Buchanan St., sells a wide variety of household goods, especially for the kitchen. After 35 years, the store changed its name from Sanko Cooking Supply to Sanko Kitchen Essentials as it came under new ownership by JPT America in July 2016. The former owner, Mariko Suzuki, continues to work today as an employee.

Suzuki said some items for the home include Japanese vases (\$48 to \$300), or wall scrolls (\$28). The store also carries decorative masks (\$100) and kimono style wine bottle covers (\$36).



While no longer purchasing new stock, Soko Hardware carries imported furniture such as tansu and tables from Japan. photo by Tomo Hira/Nichi Bei Weekly

Soko Hardware, located at 1698 Post Street, is the last family-owned hardware store in the ethnic enclave. Outside of the tools and materials typically found in a hardware store, the business has a selection of kitchen appliances and decorative items for the home.

A colorful selection of paper lanterns (\$1.95 to \$25.50), and decorative furoshiki (wrapping cloth) (\$55) worthy of being put up on the walls are on display at the store. Also in stock are decorative items such as tanuki (raccoon dog) statues (\$63.20), byobu (painted partitions) (\$20-\$1,000) and tatami goza mats (mats made of woven rice stalks) (\$28 to \$170).

Eunice Ashizawa, the hardware store's co-owner, noted that bathroom accessories have also been popular. The store carries wooden bath mats (\$23 to \$66), bath stools (\$29.95 to \$243) and buckets (\$11) for the furo (Japanese bath) made of fragrant Japanese cypress.

While specializing in smaller goods, Soko once dealt in larger pieces of furniture as well. During the '80s Agnes Ashizawa, the late matriarch of the family, started Soko Interiors further up the street at 1672 Post St. While Ashizawa said Soko no longer actively stocks larger pieces of furniture, the Ashizawas have several imported pieces of furniture in stock.

There are a number of keyaki (Japanese elm) pieces, including chadansu (Japanese tea cupboard) (\$1,668 to \$2,265) and a table (\$720). Also available is an oak geta bako (shoe storage box) and a wadansu (Japanese armory closet) made of white oak (\$2,595).

San Jose Japantown's Nichi Bei Bussan is a storied Japanese American department store dating back to 1948. Located at 140 Jackson St., it sells bedding and cushions for the home.



Nichi Bei Bussan offers a selection of decorative and functional items such as zabuton, futon, byobu and noren. photo by Arlene Damron

Popular staples include zabuton (starting at \$69.95), buckwheat hull pillows (\$24.95 to \$59.95) and a tri-fold foam folding bed (from \$230).

Store owner Arlene Damron recommends a tri-fold foam folding bed, which is “especially good for kids going back to college or temporary bedding for people,” paired with a tatami bed (available by special order).

The store also sells other tatami products such as tatami goza mats (\$54.95) and tatami mats (by special order).

Among other larger items, Nichi Bei Bussan stocks shoji screens (\$120.95 for three panels) and kotatsu (from \$350).

Damron also said a “Uniquely NB” line of products are available, including tsuzumi pillows (\$18.95) featuring some fabrics that are no longer available. She went on to say that her store takes custom orders for noren, zabuton and pillows using these fabrics.

From a throw pillow to a full-sized armory, stores in California’s Japantowns can offer a touch of Japanese decor to any room. To add a flair of Japanese aesthetics to any home, visit any of these stores today.

Asakichi Antiques, Arts, & Tea Ceremony, 1737 Post St., Suite 365, in the West Mall of the Japan Center Malls, (415) 921-2147.

Neat Asian Things, 1825 Post St, in the Kinokuniya Building, (415) 563-1417.

Sanko Kitchen Essentials, 1758 Buchanan St, (415) 922-8331.

Soko Hardware, 1698 Post St., (415) 931-5510.

San Jose’s Japantown

Nichi Bei Bussan, 140 E. Jackson St., (408) 294-8048.

February 7, 2019

Richard Kurylo
Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Mr. Kurylo,

It is with my pleasure that I write this letter in support of Soko Hardware's application to the City's Legacy Business Registry.

Soko Hardware has been a very important part of Japantown's history since 1925. The four generations of Ashizawa's have provided our community with not only hardware supplies, but with many of the traditional Japanese tools, goods and housewares that are hard to find elsewhere. And it is one of only four family run businesses left in Japantown that have been in business for over 50-years+.

Many people in the community have been longtime patrons of the store, and depend on it for everyday needs, as well as for supplies to help with our community events, festivals and parades. And now tourists and people outside of SF have been coming to Soko Hardware for years as a destination for buying traditional Japanese and other unique items.

It is a main staple of Japantown, and for that reason, I strongly recommend Soko Hardware to the Legacy Business program, which is rightly deserves.

If you have any questions, please feel free to contact me.

Sincerely,



Steve Nakajo
Executive Director
Japantown Task Force
1765 Sutter St, 2nd Floor
San Francisco, CA 94115
sknakajo@japantowntaskforce.org



February 11, 2019

Richard Kurylo
Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Re: Letter of Support for Soko Hardware

Dear Mr. Kurylo:

It is with pleasure and pride that I offer a letter of support for Soko Hardware as a Legacy Business in San Francisco's Japantown.

I was first introduced to Soko Hardware 48 years ago when I became an active member of the Japanese American community in San Francisco. As a recent graduate of UC Berkeley, I moved to San Francisco in 1971 and served on many non-profit boards of directors serving the Japanese and Japanese American communities.

From my community involvement perspective, Soko Hardware has demonstrated, to this day, to be a generous donor to community organizations such as the Nihonmachi Little Friends, the San Francisco Buddhist Church, Konko Church, and Christ United Presbyterian Church. They provide goods and tools essential to support successful parades, festivals, and events in Japantown.

As a homeowner, I count on Soko Hardware to provide a consistent mix of quality hardware, plus traditional Japanese goods, tools, and housewares which are essential to Japanese households. It is the only establishment that provides Japanese-imported, professional, quality tools (e.g., woodworking, saws, chisels), which are hard to find anywhere outside of Japan. Their unique mix of products and exceptional customer service have spanned multiple generations. The fact that they have been family-owned for four generations – 94+ years -- demonstrates their importance to the community – and that has not waned in the face of war, internment, the emergence of big-box stores such as Lowe's and Home Depot, the recession, or the one-click ease of online purchasing and free delivery.

Soko Hardware continues to hold immeasurable symbolic and cultural meaning while providing basic hardware services to the now-diverse local community. It is an integral part of our community and a living and enduring legacy to our heritage.

I urge you to support Soko Hardware as a Legacy Business.

Kind regards,

Rhonda Hirata
VP, Marketing
San Francisco Design Center