



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: AUGUST 21, 2019

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THIS REPORT PROVIDES RECOMMENDATIONS FOR THE FOLLOWING FOUR (4) LEGACY BUSINESS REGISTRY APPLICATIONS.

- Case No. 2019-014681LBR: 1452 Valencia Street, "EHS Pilates"
- Case No. 2019-014683LBR: 474 Valencia Street, "La Raza Centro Legal"
- Case No. 2019-014685LBR: 2092 3rd Street, "Moshi Moshi"
- Case No. 2019-014684LBR: 300 Page Street, "San Francisco Zen Center"

The associated Legacy Business Registry Applications are not printed for distribution due to their size, but are available online at: <https://sfplanning.org/hearings-hpc>

Filing Date: July 24, 2019
Case No.: 2019-014681LBR
Business Name: EHS Pilates
Business Address: 1452 Valencia Street
Zoning: Valencia Street NCT (Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 6531/010
Applicant: Tracey P. Sylvester, President
1452 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Ronen
Located In: District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
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BUSINESS DESCRIPTION

EHS Pilates (“EHS”) is a Pilates-based movement studio and education center founded in 1992 by master instructor Ellie Herman. Pilates is a physical fitness system developed in the early 20th century by Joseph Pilates, after whom it was named. The EHS Pilates studio first opened at 3435 Cesar Chavez Street, and was one of the earliest Pilates studios on the West Coast. Herman, a second-generation Pilates instructor, designed one of the first teacher training programs in California, wrote Pilates for Dummies, and invented new Pilates apparatus.

In 2002, the business moved to its current location on Valencia Street, and in 2004, Tracey Sylvester joined EHS as a business manager. Sylvester and a lead instructor purchased the San Francisco Studio after Herman’s relocation to New York in 2007. They changed the business name from “Ellie Herman Studios” to “Energy Health Strength,” keeping the EHS brand. In 2009, EHS partnered with Balanced Body to provide a globally branded Teacher Training.

In 2013, EHS Pilates was severely damaged by a fire that started in a neighboring building. EHS staff, trainers, clients and neighbors pulled together to salvage the business and preserve the original front facade. They quickly found a temporary location in a historic decommissioned church around the corner on Cesar Chavez Street. EHS only closed for a week while relocating and remained in the temporary location until 2015. Sylvester became the sole owner of the studio upon relocation. Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. The business is currently in negotiation and facing a potentially significant rent increase.

The business is located on the west side of Valencia Street between 25th and 26th streets in the Mission neighborhood. It is located within the Valencia Street NCT(Neighborhood Commercial Transit) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1992.

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

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

- i. EHS Pilates has operated continuously in San Francisco for 27 years and faces significant risk of displacement due to upcoming lease negotiations.
- ii. EHS Pilates has contributed to the history and identity of the Mission and San Francisco.
- iii. EHS Pilates 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 Pilates tradition.

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 code of "B" (Historic Resource Present) because of the building's age (constructed 1922).

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. EHS Pilates has been featured in several local and media and publications, including the San Francisco Chronicle and Mission Local. EHS Pilates has also won the best Pilates studio in SF Weekly's "Best of" for the past five years (every time the Pilates category was included in poll).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1452 Valencia Street

Recommended by Applicant

- Pilates and movement therapy services for all ages and bodies
- Training and certificate program
- Business services for movement professionals
- Building's front façade, including original double doors, windows, cornice, and moldings

- A business culture that embraces community, diversity and total well-being
- Direct generational line to Joseph Pilates, founder of the discipline

Additional Recommended by Staff

- None

Filing Date: July 24, 2019
Case No.: 2019-014683LBR
Business Name: La Raza Centro Legal
Business Address: 474 Valencia Street, Suite 295
Zoning: Valencia Street NCT (Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 3555/063
Applicant: Amanda Alvarado Ford, Interim Executive Director
474 Valencia Street, Suite 295
San Francisco, CA 94103
Nominated By: Supervisor Ronen
Located In: District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

La Raza Centro Legal (LRCL) is a community-based legal organization dedicated to empowering Latino, immigrant and low-income communities of San Francisco to advocate for their civil and human rights. The organization combines legal services and advocacy to build grassroots power and alliances towards creating a movement for a just society. About 85% of the organization's clients are of Hispanic and indigenous descent. They remaining 15% of clients are of all other ethnicities, including African American, African diaspora, European American, Asian American, and Native American. About 90% of LRCL's clients are San Francisco residents.

LRCL was founded in San Francisco by a group of Latino students from University of California, Hastings College of the Law in 1974. The students took inspiration for their non-profit social justice center from the 1960s and 1970s civil rights and Chicano movements. The students came from immigrant families, so they had personally experienced the lack of access to the justice system as well as financial, language and immigration status barriers. They wanted to change this lack of economic and cultural access to legal services for the heavily Latino community in the Mission and all over San Francisco. LRCL started by providing legal and counseling services on immigration and welfare to residents in the Mission District in 1973.

LRCL's clients and community continued to grow, and the tenant's rights practice and lawyer referral services were soon offered to the public. LRCL worked out of 3176 24th Street from 1973 to 1989 before co-buying and moving to its current location at 474 Valencia Street, Centro del Pueblo. The site opened its doors in 1972 and rents its offices to a variety of organizations in order to create a safe space for the raza/indigenous community to advance culturally and politically in Northern California.

The business is located on the west side of Valencia Street between 15th and 16th streets in the Mission neighborhood. It is located within the Valencia Street NCT (Neighborhood Commercial Transit) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1974.

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

Yes. La Raza Centro Legal qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. La Raza Centro Legal has operated continuously in San Francisco for 45 years.
- ii. La Raza Centro Legal has contributed to the history and identity of the Mission and San Francisco.
- iii. La Raza Centro Legal 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?*

No.

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 code of "C" (No Historic Resource Present) because it was found to be ineligible for listing on historic registries through surveys conducted in 2004 and 2011.

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. LRCL is often cited in publications with legal advice or discussed in their fight for equality. In 1974, the S.F. Sunday Examiner was the first of countless articles to come, which recognized LRCL for its legal and community-building work in the Mission District.

Other examples include the June 1982 article in El Tecolote, where LRCL attorney Ramiro Castro is quoted to be against the Simpson Bill and in October 1985, where The Bay Area Reporter details LRCL's legal support in Stanford Law School's ban of anti-gay employers. In another instance, the November 2003 San Francisco Chronicle article on the minimum wage increase quotes LRCL attorney and member of the Proposition L steering committee Renee Saucedo on how the change affects the community. LRCL is a trusted source to residents and many will turn to the attorneys for a reliable source of information and advice.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 474 Valencia Street

Recommended by Applicant

- Not-for-profit legal advocacy and social justice services
- Commitment to upholding the community's heritage, cultural values and art forms
- Programming addressing immigrant, senior, disabled, and worker's rights

Additional Recommended by Staff

- None

Filing Date: July 24, 2019
Case No.: 2019-014685LBR
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
Zoning: UMU (Urban Mixed Use) Zoning District
68-X Height and Bulk District
Block/Lot: 3995/007
Applicant: Lanny Lighthill, FOH Manager
2092 3rd Street
San Francisco, CA 94107
Nominated By: Supervisor Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
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BUSINESS DESCRIPTION

Moshi Moshi is a Japanese restaurant founded by Mitsuru “Mits” Akashi in 1987 at 2092 3rd Street in the Dogpatch neighborhood. Akashi started in the restaurant business as a bartender at Nikko Sukiyaki on Pine and Van Ness in 1962. By 1974, Nikko Sukiyaki was losing patrons to a newer wave of Japanese restaurants, and Akashi and friends were able to buy the floundering business and recreate it as one of the first high-profile sushi bars in San Francisco. Akashi and his partner opened Moshi on the corner of 18th and 3rd in 1987 as a small bar and teriyaki house when there was very little other restaurant or bar presence on the east side of the city.

In 2006, under new management, Akashi got the help he needed to realize his dream of Nihoncentric Cuisine with finely crafted cocktails. He often expounds about the wafu of Moshi Moshi and what it means to offer his heart to the patrons. Wafu refers to the flow, style and overall feng shui and vibe of the restaurant. Wafu is not just Japanese style, but the way that Moshi reflects the amalgamation of the employees’ personalities and the essence of simple Japanese style back at the patrons. Akashi is not concerned with authentic Japanese cuisine but is focused on how the employees and their heritage and passions influence the Japanese style and cuisine at Moshi Moshi. The restaurant now has a reputation as one of the best sushi restaurants in San Francisco as well as housing one of the largest Japanese whisky collections in the city.

The business is located on the northwest corner of 3rd and 18th streets in the Potrero Hill neighborhood. It is located within an UMU (Urban Mixed Use) Zoning District and a 68-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

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

- i. Moshi Moshi has operated continuously in San Francisco for 32 years.
- ii. Moshi Moshi has contributed to the history and identity of the Dogpatch and San Francisco.
- iii. Moshi Moshi 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 Japanese cuisine.

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

Yes. This property could contribute to a locally eligible historic district as it relates to the development of San Francisco's Central Waterfront, as a mixed industrial and residential area. The building, constructed in 1889, may become eligible for listing in the National Register when more historical or architectural research is performed.

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 code of "B" (Further Research Required) because it was found to be potentially eligible for listing on historic registries through surveys conducted in 2012.

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. Moshi Moshi has been featured in the San Francisco Chronicle in an article by Michael Bauer in August 2017 as well as in the Potrero View in September 2017. Moshi has also been listed in Whisky Magazine, also in 2017, as having one of the best whisky collections in the United States.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2092 3rd Street

Recommended by Applicant

- High quality Japanese cuisine
- Whisky collection
- Rotating art, including exterior mural projects

Additional Recommended by Staff

- None

Filing Date: July 24, 2019
Case No.: 2019-014684LBR
Business Name: San Francisco Zen Center
Business Address: 300 Page Street
Zoning: RTO (Residential Transit Oriented) Zoning District
40-X Height and Bulk District
Block/Lot: 0840/002
Applicant: Myles Cowherd, Development Director
300 Page Street
San Francisco, CA 94102
Nominated By: Supervisor Brown
Located In: District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

The San Francisco Zen Center (“SFZC” or “Zen Center”) was established in 1962 under the leadership of Shunryu Suzuki (a.k.a. Suzuki Roshi) (1904-1971), and today is one of the largest Sōtō Zen residential training and practice centers outside of Asia. The Sōtō Zen, or Sōtō school, is the largest of the three sects of Japanese Zen Buddhism. When first incorporated, the SFZC was located at the Sokoji Zen Buddhist Temple (1881 Bush Street). As the Zen Center grew, attracting more of the San Francisco counterculture, it became necessary to look for an independent home.

Since 1969, the Zen Center’s main location – “Beginner’s Mind Temple,” or “City Center” – has been at 300 Page Street. This building, which was originally the Emanu-El Residence Club, was designed to support a residential community with small rooms for boarders on the upper floors and large communal spaces on the lower floors for activities. This layout suited the SFZC, allowing it to create its unique residential learning community. The SFZC also runs the monastic retreat and seasonal resort at Tassajara Zen Mountain Center in the Los Padres National Forest (established in 1966) and Green Gulch Farm Zen Center, in Marin County (purchased in 1972). The SFZC continues to use the building at 300 Page Street as their primary location and runs many of its outreach programs from this location.

The business is located on the northwest corner of Laguna and Page streets in the Western Addition neighborhood. It is located within a RTO (Residential Transit Oriented) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1962.

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

Yes. San Francisco Zen Center qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. San Francisco Zen Center has operated continuously in San Francisco for 57 years.
- ii. San Francisco Zen Center has contributed to the history and identity of the Western Addition and San Francisco.
- iii. San Francisco Zen Center 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 Sōtō sect of Japanese Zen Buddhism.

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

Yes. The San Francisco Zen Center is located in a Julia Morgan-designed building at 300 Page Street. This structure was originally built by the Emanu-El Sisterhood as the Emanu-El Residence Club in 1922. The building is significant not only as the home of the SFZC, and as the work of a master architect, but also for its first use as a home and a refuge for Jewish working women in the 1920s.

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

No. However, the property has a Planning Department Historic Resource status code of "A" (Historic Resource) because it was found to be individually eligible for listing on historic registries through surveys conducted in 2010.

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 Zen Center has been widely covered in the media from its early days at Sokoji to its later work at Tassajara Zen Mountain Center, Green Gulch Farm, and at Beginner's Mind Temple 300 Page Street). The SFZC also actively creates documentation, first through their early newsletter, Wind Bell (1961-2012), and also with the publication of relevant resources to Zen practice, such as Zen Mind, Beginner's Mind by Shunryu Roshi.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 300 Page Street

Recommended by Applicant

- Traditional Zen practices and vision
- Spaces for quiet, reflection, meditation, and compassion, including the courtyard garden and large common rooms
- The balance of residential and educational spaces
- A focus on service and interacting with communities outside the Zen Center

Additional Recommended by Staff

- The original features of the Morgan-designed building



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 21, 2019

Case No.: 2019-014681LBR
Business Name: EHS Pilates
Business Address: 1452 Valencia Street
Zoning: Valencia Street NCT (Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 6531/010
Applicant: Tracey P. Sylvester, President
1452 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Ronen
Located In: District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR EHS PILATES
CURRENTLY LOCATED AT 474 VALENCIA STREET, BLOCK/LOT 3555/063.**

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, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, would face a significant risk of displacement; 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 August 21, 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** EHS Pilates qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for EHS Pilates.

Location(s):

- 1452 Valencia Street

Physical Features or Traditions that Define the Business:

- Pilates and movement therapy services for all ages and bodies
- Training and certificate program
- Business services for movement professionals
- Building's front façade, including original double doors, windows, cornice, and moldings
- A business culture that embraces community, diversity and total well-being
- Direct generational line to Joseph Pilates, founder of the discipline

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 2019-014681LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 21, 2019

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Case No.: 2019-014683LBR
Business Name: La Raza Centro Legal
Business Address: 474 Valencia Street, Suite 295
Zoning: Valencia Street NCT (Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 3555/063
Applicant: Amanda Alvarado Ford, Interim Executive Director
474 Valencia Street, Suite 295
San Francisco, CA 94103
Nominated By: Supervisor Ronen
Located In: District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LA RAZA CENTRO
LEGAL CURRENTLY LOCATED AT 474 VALENCIA STREET, BLOCK/LOT 3555/063.**

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 August 21, 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 La Raza Centro Legal 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 La Raza Centro Legal.

Location(s):

- 474 Valencia Street

Physical Features or Traditions that Define the Business:

- *Not-for-profit legal advocacy and social justice services*
- *Commitment to upholding the community's heritage, cultural values and art forms*
- *Programming addressing immigrant, senior, disabled, and worker's rights*

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 2019-014683LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 21, 2019

Case No.: 2019-014685LBR
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
Zoning: UMU (Urban Mixed Use) Zoning District
68-X Height and Bulk District
Block/Lot: 3995/007
Applicant: Lanny Lighthill, FOH Manager
2092 3rd Street
San Francisco, CA 94107
Nominated By: Supervisor Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MOSHI MOSHI CURRENTLY LOCATED AT 2092 3RD STREET, BLOCK/LOT 3995/007.

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 August 21, 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 Moshi Moshi 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 Moshi Moshi.

Location(s):

- 2092 3rd Street

Physical Features or Traditions that Define the Business:

- High quality Japanese cuisine
- Whisky collection
- Rotating art, including exterior mural projects

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 2019-014685LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



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Case No.: 2019-014684LBR
Business Name: San Francisco Zen Center
Business Address: 300 Page Street
Zoning: RTO (Residential Transit Oriented) Zoning District
40-X Height and Bulk District
Block/Lot: 0840/002
Applicant: Myles Cowherd, Development Director
300 Page Street
San Francisco, CA 94102
Nominated By: Supervisor Brown
Located In: District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin - (415) 575-9117
jeff.joslin@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO ZEN
CENTER CURRENTLY LOCATED AT 300 PAGE STREET, BLOCK/LOT 0840/002.**

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 August 21, 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 San Francisco Zen Center 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 San Francisco Zen Center.

Location(s):

- 300 Page Street

Physical Features or Traditions that Define the Business:

- *Traditional Zen practices and vision*
- *Spaces for quiet, reflection, meditation, and compassion, including the courtyard garden and large common rooms*
- *The balance of residential and educational spaces*
- *A focus on service and interacting with communities outside the Zen Center*
- *The original features of the Morgan-designed building*

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 2019-014684LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2019-20-004
Business Name: EHS Pilates
Business Address: 1452 Valencia Street
District: District 8
Applicant: Tracey P. Sylvester, President
Nomination Date: July 17, 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

3435 Cesar Chavez Street from 1992 to 2002 (10 years)
1452 Valencia Street from 2002 to 2013 (11 years)
3726 Cesar Chavez Street from 2013 to 2015 (2 years)
1452 Valencia Street from 2015 to Present (4 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: Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. EHS has less than 2 years left on its current lease. The business is currently in negotiation and up against a significant rent increase.

DELIVERY DATE TO HPC: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

July 17, 2019

Dear Director Kurylo,

I am writing to nominate Energy Health Strength Pilates (EHS) to the Legacy Business Program. Ellie Herman, a world-renowned Pilates instructor, founded EHS in the Mission District in 1991. EHS has been a woman-owned Pilates studio for nearly 30 years that offers classes and educational programs to promote physical and mental well-being in San Francisco.

Beyond offering unique education and movement programs for pre and post-natal moms, as well as older residents, EHS Pilates fosters community and inclusivity in the Mission District and our city. For instance, EHS partners with the Hispanic Chamber of Commerce and Mission Economic Development Agency to provide scholarships for local, low-income residents who want to pursue a career in movement therapy. The studio also offers pro-bono sessions to low-income San Franciscans and gives free fracture-risk assessments at Sunday Streets. On top of increasing accessibility to the Pilates practice, EHS works to protect the Mission's vibrant culture. Tracey Sylvester, the current owner, sits on the Mission Merchant Association Board and regularly opens her studio to community organizations and local artists to use as a meeting space.

EHS Pilates truly embodies their goal to be an integrated part of the San Francisco and Mission District community by promoting well-being for everyone. With great excitement, I nominate EHS Pilates to the Legacy Business Program.

Sincerely,

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

Hillary Ronen
Supervisor, District 9

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
EHS Pilates		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Tracey P Sylvester		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1452 Valencia Street		[REDACTED]
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
ehspilates.com	facebook.com/EHSPilates/	yelp.com/biz/ehs-pilates

APPLICANT'S NAME	
Tracey P. Sylvester	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
1452 Valencia Street	[REDACTED]
	EMAIL:
	[REDACTED]

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
3435 Cesar Chavez Street , San Francisco, Ca	94110	1992
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1992-2002	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1452 Valencia Street, San Francisco, CA	94110	Start: 2002
		End: 11/2013

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3726 Cesar Chavez, San Francisco, CA	94110	Start: 11/2013
		End: 2/2015

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1452 Valencia Street, San Francisco CA	94110	Start: 2/2015
		End: Present

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

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

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.

Tracey P. Sylvester

06/01/2019

Name (Print):

Date:

Signature:

Tracey P. Sylvester

EHS PILATES

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.

EHS Pilates (“EHS”) is a Pilates-based movement studio and education center founded in 1992 by world-renowned Master instructor Ellie Herman. “EHS” was originally an acronym for “Ellie Herman Studios.” The business is currently located at 1452 Valencia Street in the Mission District.

Pilates is a physical fitness system developed in the early 20th century by Joseph Pilates, after whom it was named. Joseph Pilates called his method “Contrology.” It is practiced worldwide, especially in the United States, Canada and the United Kingdom. As of 2005, there were 11 million people practicing the discipline regularly and 14,000 instructors in the United States. Joseph Pilates accompanied his method with a variety of equipment, for which he used the term “apparatus.” Each apparatus was designed to help accelerate the process of stretching, strengthening, body alignment and increased core strength. The best-known and most popular apparatus today, the Reformer, was originally called the Universal Reformer, aptly named for “universally reforming the body.”¹

The EHS Pilates studio, a leading space for innovation of Pilates itself, first opened in the Old Sears Building at 3435 Cesar Chavez Street (formally Army Street). Before EHS, there were very few Pilates studios on the West Coast. Founder Ellie Herman, a second-generation Pilates instructor, designed one of the first teacher training programs in California, wrote *Pilates for Dummies* and even invented a new apparatus. Ellie developed her own style of training that was taught with manuals and DVDs as opposed to verbally the way it was done previously, helping define Pilates as we know it today. Ellie had already been practicing Pilates for over 10 years by the time it was legally termed Pilates. Pilates was known as Contrology until October of 2000 when Balanced Body won a lawsuit that deemed Pilates was a method and not a trademark.

In 2001, Ellie opened her second studio in Oakland. The Oakland studio is still in operation and has been continually serving the Bay Area for 18 years. Once Ellie was established in New York, she sold the Oakland studio in 2009 and the business is now called Precision Point Pilates.

¹ <https://en.wikipedia.org/wiki/Pilates>

2002, the San Francisco location relocated to its final home, a block away from Cesar Chavez Street to Valencia Street in the Historic Greenblatt Machine Shop, becoming the largest Balanced Body Equipment Showroom in the Bay Area. EHS is only the second business occupying the building. Mr. Greenblatt's widow, Mrs. Lorene Greenblatt, even practiced Pilates at the studio until the time of her passing. Upon taking ownership of the building, Ellie renovated the auto shop into the Pilates studio you see today.

In 2004, Tracey Sylvester joined the EHS family as a business manager. As Pilates gained more traction, there needed to be someone to help manage the business side of the studio. Tracey and Nancy, a lead instructor, purchased the San Francisco Studio after Ellie's relocation to New York in 2007. They changed the business name from "Ellie Herman Studios" to "Energy Health Strength," keeping the EHS brand. They continued to host the Ellie Herman Teacher Training Program. In 2009, EHS partnered with Balanced Body to provide a globally branded Teacher Training. This partnership has resulted in many wonderful new Pilates instructors in San Francisco and beyond.

In 2013, EHS Pilates was severely damaged by a fire that started in a neighboring building. EHS staff, trainers, clients and neighbors knew how important saving the business was and pulled together to salvage what they could. They quickly found a temporary location in a historic decommissioned church right around the corner on Cesar Chavez Street. EHS only closed for a week while relocating and remained in the temporary location until 2015. It took almost 3 years to rebuild, but our clients and trainers stayed with us through the transition. EHS Pilates reopened on Valencia Street in February 2015. The original facade remained intact and was preserved.

Once the business moved back to Valencia Street, Tracey became the sole owner of the studio continuing the legacy.

Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. EHS has less than 2 years left on its current lease. The business is currently in negotiation and up against a significant rent increase. The owner wants to sell the building in 2-3 years and suggested he would be willing to set up a long term lease with an incentive through the Legacy Business Program.

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

EHS Pilates has not ceased operations for more than six months since it opened in 1992.

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

EHS Pilates 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.

EHS Pilates has proudly been a woman-owned business since its inception. Ellie Herman founded the business in 1992. After years of working with Ellie, Tracey Sylvester, the business manager, and Nancy Myers, one of Ellie's lead instructors, purchased the business from her. They co-owned the business until 2016, when Nancy left to start a Pilates Retreat Center in Yelapa, Jalisco, Mexico. Tracey has been the sole owner ever since.

The ownership history of the business is as follows:

1992 to 2007:	Ellie Herman
2007 to 2016:	Tracey Sylvester and Nancy Myers
2016 to Present:	Tracey Sylvester

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. The San Francisco Treasurer and Tax Collector's office is unable to provide the original business license due to an update of their computer systems in 2007.

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.

EHS Pilates is located in the historic Greenblatt Machine Shop on Valencia Street in the heart of the Mission District. While there were renovations to the interior of the space, the exterior façade has not changed from its original construction. When the business changed hands in 2007, the building was painted in bright blues and greens to better meld with the vibrant culture of the Mission. The historic resource status of the building 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.

EHS is the largest Pilates studio in San Francisco, servicing approximately 850 San Francisco residents per week. Many of them are regulars and have been a part of the EHS family for over 25 years. Clients' ages range from 10 to 95! EHS helps people function in their daily lives while

moving through this fast-paced city. The widow of the original owner of the building, Lorene Greenblatt, began doing Pilates at the studio from her early 90s until her passing. EHS Pilates continues to be one of the most affordable places in the city for Pilates, believing that it should be available for everybody. The business is one of the largest rehabilitative focused studios in San Francisco, working with clients who are pre- or post-surgery and clients with severe disabilities and degenerative diseases. Clients travel from all over the Bay Area to work with EHS' highly skilled specialist.

EHS Pilates is also one of the most prolific providers of top-notch continuing education for wellness practitioners; focusing on the latest anatomical research, breast cancer rehab, foot and gait analysis and treatment, pre- and post-natal work, as well as other focused offerings. EHS is a vocational training center offering comprehensive Pilates education. Students can expect to be paid more than double the California minimum wage upon graduation. Most graduates have gone on to open their own businesses.

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

EHS has always been involved in supporting the people and small businesses of the Mission District, and the city at large:

- Participating in every one of the Mission District Sunday Streets celebrations.
- Hosting classes during San Francisco Dance Week.
- Sponsoring floats in the San Francisco Pride Parade, as well as hosting parties at the studio.
- Providing classes and workshops annually for World Osteoporosis Day. EHS offers free health screenings to community members to bring more awareness to this life altering week.

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

EHS Pilates has been featured in several local and media and publications, including the San Francisco Chronicle and Mission Local. EHS Pilates has also won the best Pilates studio in SF Weekly's "Best of" for the past five years (every time the Pilates category was included in poll).

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

The business is associated with the following significant or historical people:

- Joseph Pilates, founder of the internationally-renowned Pilates method.
- Ellie Herman, author and inventor of the Springboard produced by Balanced Body. Ellie, founder of EHS Pilates, designed one of the first teacher training programs in California, wrote Pilates for Dummies and developed her own style of training that was taught with manuals and DVDs versus verbally. In 2003, Ellie invented the Springboard, a revolutionary

piece of equipment that made use of space better than almost any other machine previously invented. In 2005, Balanced Body started manufacturing the Springboard worldwide, and EHS continues to use the original prototypes in the studio today.

- Ken Endelman, owner of Balanced Body. He won the court case to make “Pilates” a method, not just a trademark.

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

EHS Pilates is committed to supporting the community in the Mission and San Francisco. The business participates in a myriad of programs and activities to elevate and preserve community:

- Scholarships: EHS works with the Mission Economic Development Agency and the Hispanic Chamber of Commerce of San Francisco to provide an annual scholarship to a deserving recipient who wants to become a Pilates instructor but cannot afford the approximately \$7,000 tuition for the Teacher Training program. We cover 100% of the costs.
- Community classes and discount programs.
- Pro-bono sessions for clients who are unable to afford the services.
- Wellness fairs for San Francisco Public Works and local businesses.
- Free or discounted community space for community group meetings.
- Annual support of underfunded local elementary schools.
- The owner of EHS has served on the board of directors of the Mission Merchants Association for many years, and continues to be involved in preserving the heart and soul of the Mission and the small businesses that make it up.
- EHS built and maintained one of the first parklets specifically created for community usage.
- EHS donates to SF Dance Works annually to support their ballet season that also includes works created by diverse choreographers.
- EHS participates in SF Dance Week as a host site for classes.
- EHS works with American Bone Health to provide gratis fall risk assessments for the community.

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

EHS Pilates is a vocational training school providing education for people to earn a living wage and have the skills to start their own small businesses. Over the years as an education center, EHS has had 400+ students complete its trainings. EHS also provides business services for many movement professionals.

EHS is committed to providing Pilates and movement therapy to people of all ages and all bodies. We are inclusive of our entire community and offer Pilates services from prenatal to active aging, foot and gait rehabilitation and general rehabilitative therapy.

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

The business exterior remains unchanged since it was built in 1922. The double doors are its most unique and noteworthy feature. The double doors have windows inset in the frame, similar to a Dutch door, and have original mullions and glass. The original large square display window remains intact and the four unique windows across the top of the building also have all the original glass and mullions and sash-cord mechanisms. This little two-story building is unique and set apart from all other buildings on the block. EHS chose exterior paint colors of blue and green to add to the bright and vibrant culture of the Mission.

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

With approximately 1,500 clients, EHS Pilates is so much more than just a workout studio; it's a lifestyle, a community and a family all its own. EHS Pilates is relied upon by many people in its community; not only to heal and strengthen their bodies, but to improve their lives by providing a community where they can meet and gather with friends. Without EHS Pilates, these clients would have to travel far and wide to access the expertise we have under one roof. EHS has also hosted Active Aging classes for 13 years, and the students in these classes have developed deep friendships and a tremendous sense of community. Research shows that more than almost any other factor, social interaction and novel movement can stave off dementia and depression.

EHS works with many Pilates instructors who have established independent businesses in San Francisco. Some of them have well-established brands and are able to use the space as needed to grow their businesses. For example, Preggo Pilates is an established San Francisco brand and one of the premier West Coast Pilates businesses offering pre- and postnatal care. Although the founder and owner, Stephanie Forster, is a faculty member for EHS' school, she also runs her independent business out of the studio. By partnering with EHS, she provided brick and mortar administrative support and marketing. Many of the graduates from EHS' school are able to use EHS Pilates as an incubator to help them build their brand and move on to open their own studios and/or launch product lines.

These businesses would have to find other locations to services their clients. Almost all of the business partners live and work in San Francisco and would likely no longer be able to survive in San Francisco if EHS Pilates were to close. This would have a terrible effect on the accessibility of these services for clients in need.

CRITERION 3

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

We at EHS believe that a strong community is a vital part of individual health and continually strive to better serve the neighborhood we call home. EHS aims to create an environment that embraces community, diversity and total well-being. EHS offers Pilates Teacher Training Certification, as well as professional services and continuing education for the Pilates

professional. EHS Pilates' studio hosts group classes, private and duet sessions and specialty Pilates options such as rehabilitative Pilates, foot and gait therapy, pre- and postnatal Pilates and Gentle Pilates^(tm).

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)

EHS Pilates is dedicated to preserving the work of Joseph Pilates. The company's founder, Ellie Herman, studied with one of Joseph's original students and was able to carry on this tradition first through a verbal tradition, and then by developing manuals to pass this knowledge down to successive generations of teachers. EHS Pilates' teachers have a direct generational line to Joseph Pilates, which makes EHS historically unique.

EHS also offers Shiatsu massage and Qi Gong with Master Ryo Eguchi. Ryo is an experienced Shiatsu practitioner from Osaka, Japan, who has also trained extensively in Shaolin Temple Qi Gong. He is committed to the transmission of this ancient tradition to students in the United States.

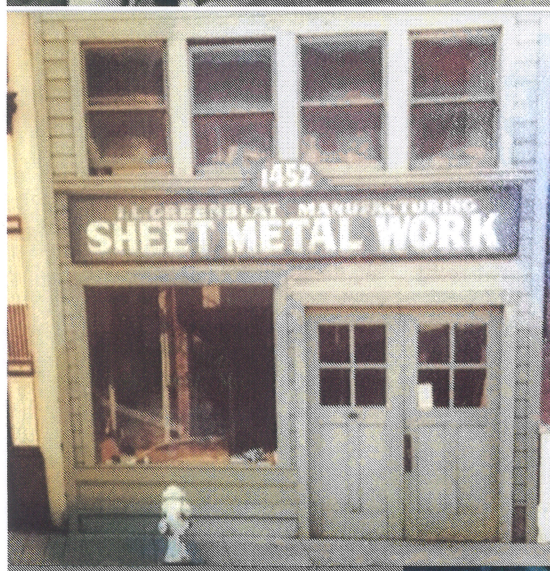
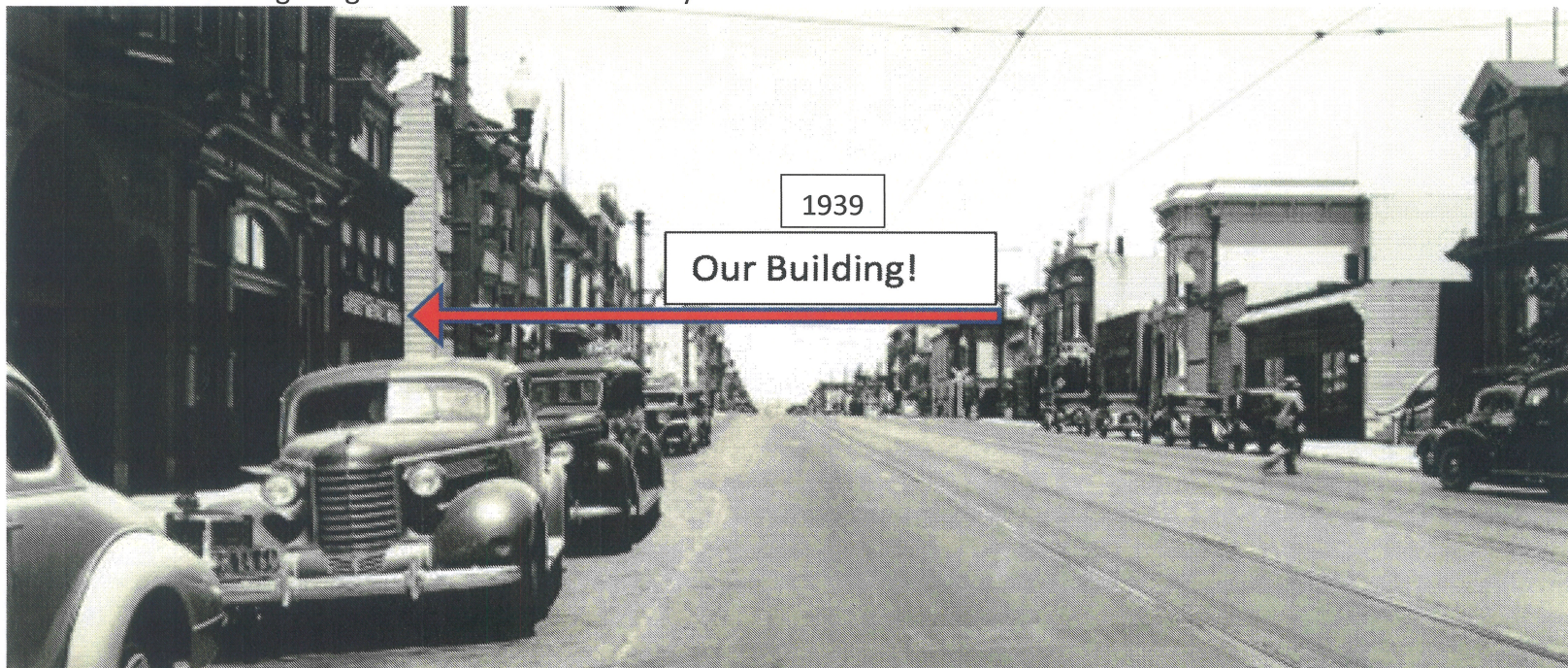
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Although the interior and rear of the historic Greenblatt building was damaged by fire in 2013, the front facades were thankfully preserved and remain intact. All the original features remain on the front of the building and have been well preserved. The most noteworthy feature is the large double doors featuring the original mullions and glass. The windows are inset and open up similar to Dutch doors. There is also large glass unique square display window on the front, as are four original double-hung windows across the top of the building with all the original glass and mullions and sash-cord mechanisms. The molding on the front top of the building is also a unique defining feature. Unfortunately, the back of the building was damaged in the fire, and those windows have been replaced.

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

Documentation that demonstrates the business has been a Pilates-based movement studio and education center for 30+ years is included in this Legacy Business Registry application.

EHS Historical Building Images and State of CA Primary Record



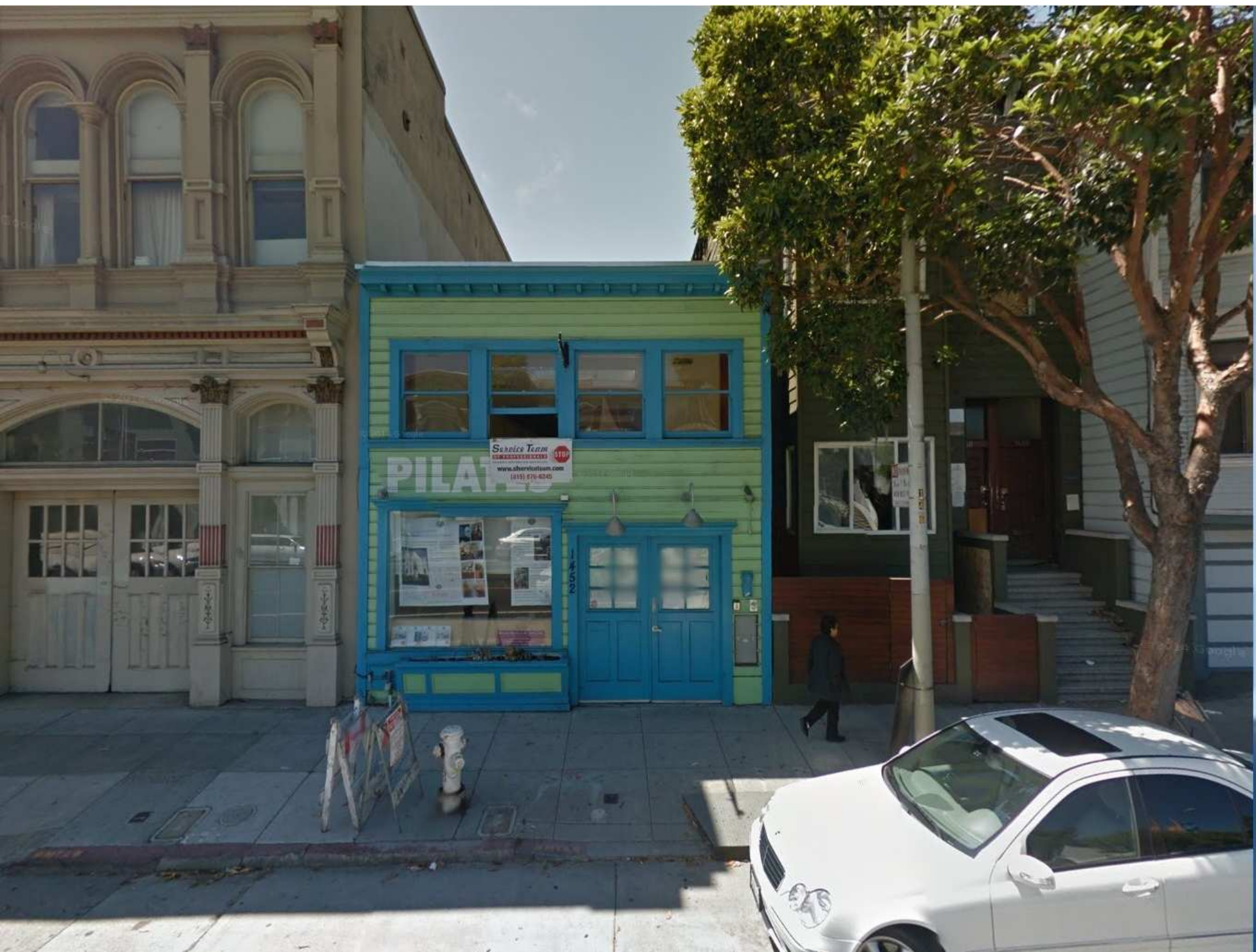
1922-1995



1995-2007



2007- Present



















PRIMARY RECORD

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

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2

Resource Name or #: (Assigned by recorder) 1452 VALENCIA 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: 1452 Valencia Street City: San Francisco ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 6531 010

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

1452 Valencia Street is located on a rectangular 20' x 90' lot on the west side of Valencia Street, between 25th and 26th Streets. Built in 1922, 1452 Valencia Street is a 2-story wood-frame commercial building with Classical features. The rectangular-plan building, clad in channel-drop wood siding, is capped by a flat roof. The foundation is not visible. The primary façade faces east and includes two structural bays. The building includes one commercial unit with an entrance at the north side of the main façade. It consists of partially-glazed wood double doors with a molded trim. Ground floor fenestration consists of a large fixed plate-glass aluminum-sash window with a molded surround. Second-story fenestration consists of wood double-hung sash windows with a continuous wood sill course and molded wood surrounds. The facade terminates in a simple cornice. Additional features on the main facade include a fabric sign with a metal mount and two light fixtures over the main entrance.

The building appears to be in good condition.

*P3b. Resource Attributes: (List attributes and codes) 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 looking west at main façade.
1/5/2008

*P6. Date Constructed/Age:

☒ Historic ☐ Prehistoric ☐ Both

1922 SF Assessor's Office

*P7. Owner and Address

HERMAN ELLEN S
1452 VALENCIA ST

SAN FRANCISCO CA

*P8. Recorded By:

Galvin Preservation Associates
(KH/BT)
1611 S. Pacific Coast Hwy, Ste. 104

*P9. Date Recorded: 1/14/2008

*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):

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # _____
HRI # _____
Trinomial _____

Page 2 of 2

Resource Name or #: (Assigned by recorder) 1452 VALENCIA ST

*Recorded By: Galvin Preservation Associates (KH/BT)

*Date Recorded: January 2008

☒ Continuation ☐ Update



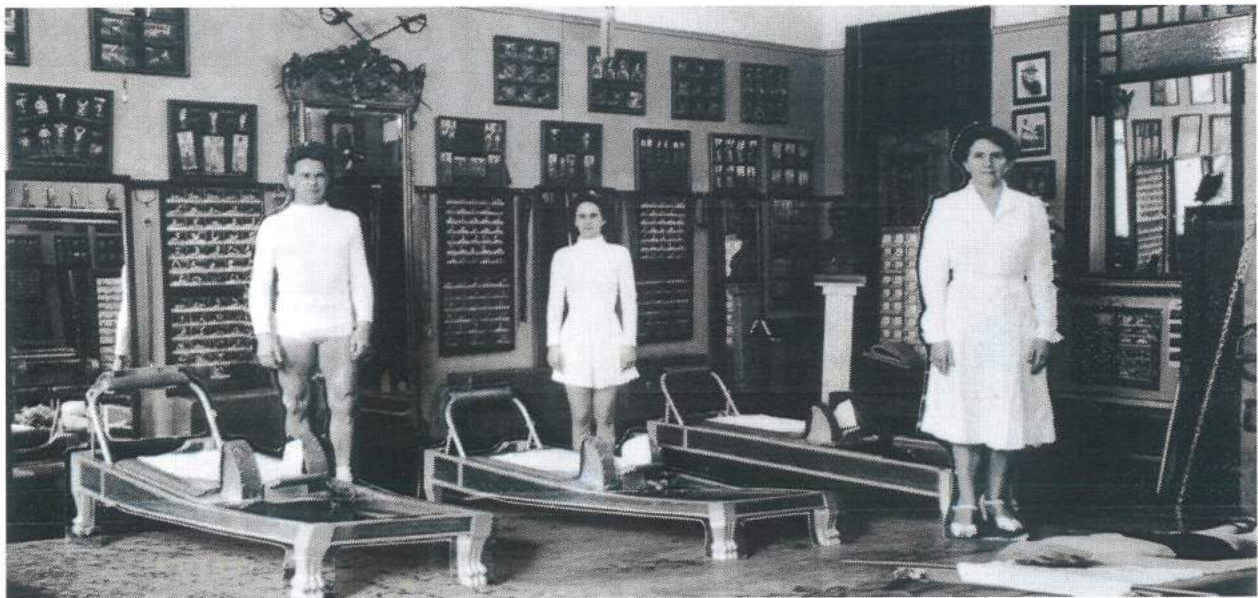
Main entrance detail, view looking southwest.
Source: San Francisco Planning Dept., Dec. 2007

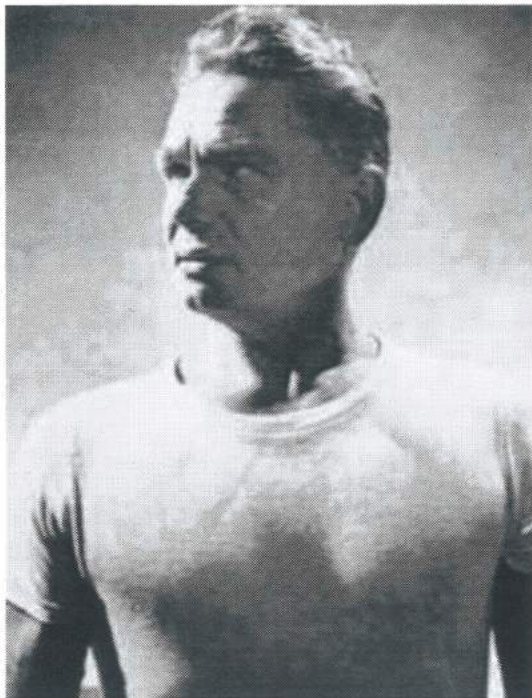
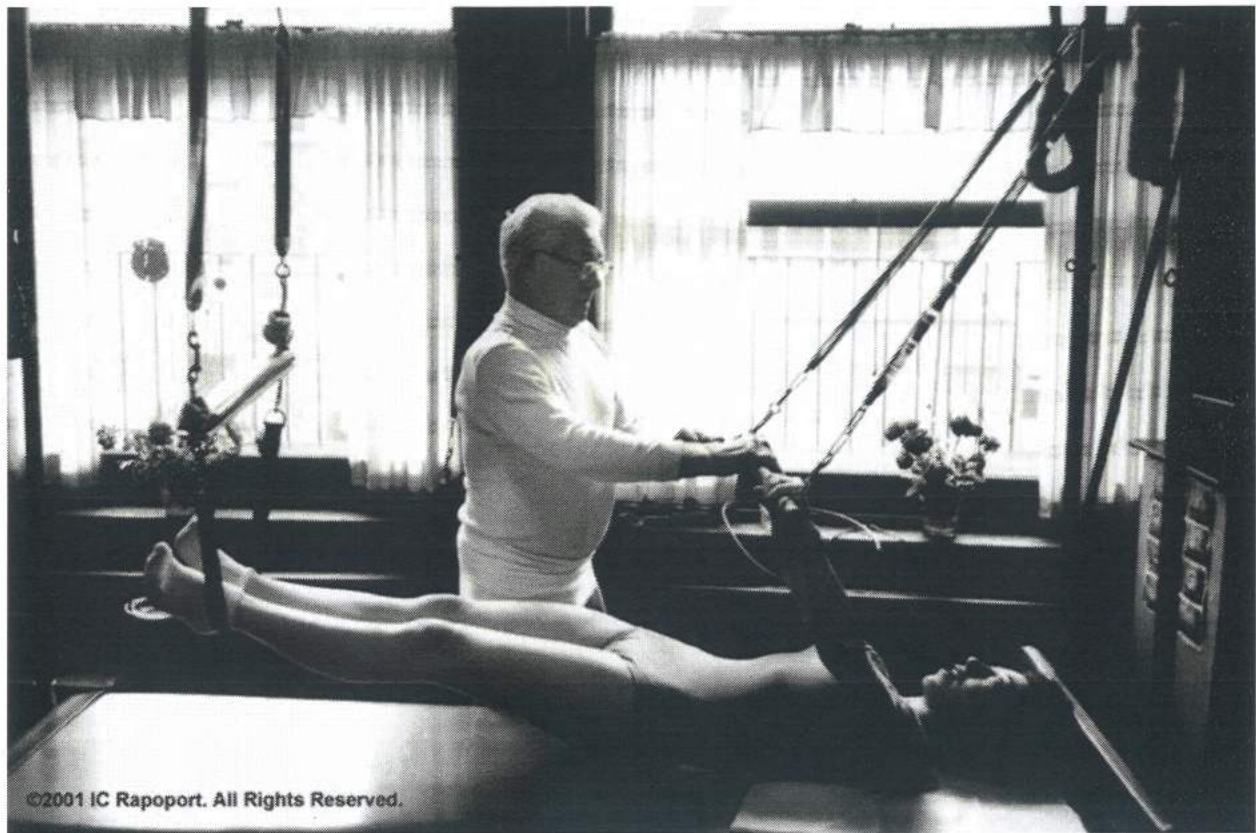
The Joseph Pilates Story

Joseph Pilates was born near Düsseldorf, Germany in 1883. Little is known about his early life, but he appears to have been a frail child, suffering from asthma, rickets and rheumatic fever. His drive and determination to overcome these ailments led him to become a competent gymnast, diver and skier.

In 1912 Pilates lived in England working as a circus performer, boxer and self-defense instructor. During the First World War, he was interned with other German nationals. During this time, he developed his technique of physical fitness further, by teaching his fellow internees. During the latter part of the War, he served as an orderly in a hospital on the Isle of Man where he worked with patients unable to walk. He attached bed springs to the hospital beds to help support the patients' limbs, leading to the development of his famous piece of equipment known as the 'Cadillac'. Much of his equipment, although slightly adapted, is still in use today in many Pilates Studios.

Pilates emigrated to the USA in the early 1920s with his wife Clara, and together they developed and taught his method called Contrology. Today the method is known as Pilates in honor of the man who devoted his life to fitness and rehabilitation.





“You are only as
young as your
spine is
flexible.”

-- Joe Pilates




[Cart](#)

Ten Years Later

The Pilates Trademark Case

A decade has passed the since the infamous Pilates trademark trial ended.

Fortunately it turned out OK for all of us.

Here's a retrospective look at the events leading up to the trial, and what was like during that time by our Founder and CEO, Ken Endelman.

"I teach an exercise that's great for core strength."

"You mean Pilates?"


"Well, um, it's kind of, uh... I teach an exercise based on the teachings of Joseph Pilates."

As a Pilates instructor can you imagine having to say that?

From 1992 to 2000 that was the case for most of the Pilates community. If you marketed yourself as a Pilates instructor there was a good chance you would be sued or receive a nasty letter from people who claimed they owned a trademark for "Pilates."

Ten years have passed since the federal court in Manhattan and the US Patent & Trademark Office ruled that "Pilates," whether describing a method of exercise, a type of equipment or a kind of exercise studio, could not be trademarked, thus freeing it for use by all those who teach or offer Pilates programs and equipment. It's difficult to believe because since those decisions thousands of Pilates instructors have given the opportunity to millions of people to try Pilates. Many people today don't know or don't remember that the phony trademark registrations nearly killed an industry when it was still in its infancy.

Following Joseph Pilates' death in 1967, there were relatively few people teaching the method outside of the Elders. They in turn taught others how to teach the method but the situation was precarious. No formal certification programs existed, and a series of dicey transfers and licenses from what was left of Joe's Studios failed to bring the method to public prominence.

From the time I made my first Reformer in 1976, I began acquiring information about who was teaching Pilates around the world. Soon I had become sort of a repository for people who taught Pilates or wanted to learn but didn't know where to find teachers. I even established 1-800-PILATES  to provide information.

By 1990 my list had grown to about 126 instructors and there were probably another twenty or thirty I didn't know about. Most instructors were centered in New York and on the east coast, and Los Angeles and the west coast. Although that number seems miniscule now, it was actually remarkable for the time. I could see that Pilates was spreading – a consequence of its effectiveness.

YOU CAN'T CALL IT "PILATES"

In 1991, the management of a now-defunct studio and training company called Pilates, Inc. announced that it had acquired and owned trademarks in the Pilates name for a method of exercise, studios and equipment. The company began issuing cease-and desist letters, many to small studios that were struggling along and could ill afford to engage in a legal battle over what they were legitimately teaching. Many continued in business by avoiding the use of the word "Pilates" in their advertising, flyers and on business cards. If people called to ask whether they taught Pilates, they'd respond that they were teaching exercises "based on the teachings of Joseph Pilates." In the face of threat from Pilates, Inc., studios and instructors actually began referring to "Pilates" as "the P word."

There were other studios, however, as well as trainees at Pilates, Inc., who bought licenses to use the "Pilates" name in their advertising. Some did so reluctantly, while others acted as informers, turning in unlicensed teachers and studios so that Pilates, Inc. could take legal action. Sadly, these people thought it was in their economic best interest to keep Pilates restricted to one school.

A "SPEAKEASY" ATMOSPHERE

At this juncture, the Pilates community evolved into a kind of "speakeasy" atmosphere. Pilates instructors openly spoke the Pilates name behind closed doors, but minimized use of it in writing. My company (then Current Concepts, now Balanced Body®) had been providing equipment to Pilates, Inc., among other studios and instructors, for a couple of years. When Pilates, Inc.'s director insisted that even I stop using the name, what could I do? I was a Pilates equipment manufacturer. I had no choice but to ignore him. My company was then given an ultimatum; I defied it and both my company and I were sued.

My open resistance gave strength and motivation to studios and instructors across the country. Most people, particularly newcomers, were still calling themselves "Pilates" instructors in hushed tones. But now, many who had been teaching Pilates long before there was ever talk of a trademark were speaking it in more like a low roar. Of course, most of them were sued as well, but publicity was growing and journalists were telling the public that Pilates, Inc. wasn't the only place to learn the Pilates method. (Pilates, Inc. even threatened a few journalists for using the P word – to no avail.) Still, Pilates, Inc. did a lot of economic damage to those studios and instructors who chose not to buy licenses and training from it. And it poisoned the community with accusations that only its particular vision of Pilates was legitimate, while all others were fraudulent if not outright dangerous. It was a very unhealthy way of doing business. The life was being sucked out of the industry.

For six years my company and I, and those studios and instructors who chose to stand up to Pilates, Inc., faced what seemed like a legal barrage almost every day. We knew we were in the right but we really didn't know what was going to happen. For me it was like working two jobs, one running my equipment company, and the other, handling the trial activity. Any extra time was consumed in conversation with the Pilates community about the lawsuits. It was draining for me, and I'm sure for others as well.

COMMON SENSE PREVAILS

Finally in 2000, the United States District Court in Manhattan declared that “Pilates” could not be a trademark because it was the generic name for a method of exercise. Pilates, Inc.’s trademark for equipment was also invalidated, on the grounds that Pilates, Inc. had committed fraud on the Patent & Trademark Office. Now the word was free to be used by all.

At that point, the Pilates dam burst. The publicity from the trial gave the community a much needed push. The Internet was moving into high gear, which really helped spread the word about the method. Mari Winsor began to appear on infomercials. What started as a method known primarily among dancers became huge. Even better, the invalidation of the trademarks unified a large segment of the community and was a major factor in creating the large but close-knit group we have become.

Sometimes you have to go through rough times to get to good ones. So many of you supported us during those really dark days, especially Deborah Lessen, who openly and vocally championed our cause within the Pilates community. I am eternally grateful for that. It may have been emotionally and economically draining, but in the end we are stronger than ever. Look around – it’s incredible. Millions of people are now doing this exercise all over the world and reaping its healthy benefits.

This is a vibrant, resilient community and it was an honor to be an advocate in helping us continue what we all love to do.



[Events Calendar](#)



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[Contact Us](#) | 1-800-PILATES ☎ (800-745-2837 ☎) or 916-388-2838 ☎

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ELLIE HERMAN

Published authority on the Pilates Method, Master Trainer Ellie Herman is an innovator in the field of Contemporary Pilates and the inventor of the Pilates Springboard. Formerly based in the San Francisco Bay Area for over 20 years, Ellie now resides in Park Slope and owns three studios in Brooklyn, New York.

Ellie has taught Pilates since 1991 and has written ten books to date; Pilates for Dummies, Pilates Workbook on the Ball, Pilates Props Workbook, Pilates Mat, Pilates Reformer, Pilates Cadillac, Pilates Wunda Chair and Pilates Springboard, Pilates Arc & Barrel, and Ellie Herman Barre Method.

How It All Started

My romance with Pilates began in 1989 when I was a professional dancer and choreographer in San Francisco. Also, an experience junkie, I decided to try my hand as a professional wrestler. My career as "Ruth Less" was cut short by a serious knee injury, which occurred during a tag-team match. As I lie on the mat with a swollen knee, I cursed myself for being so stupid.

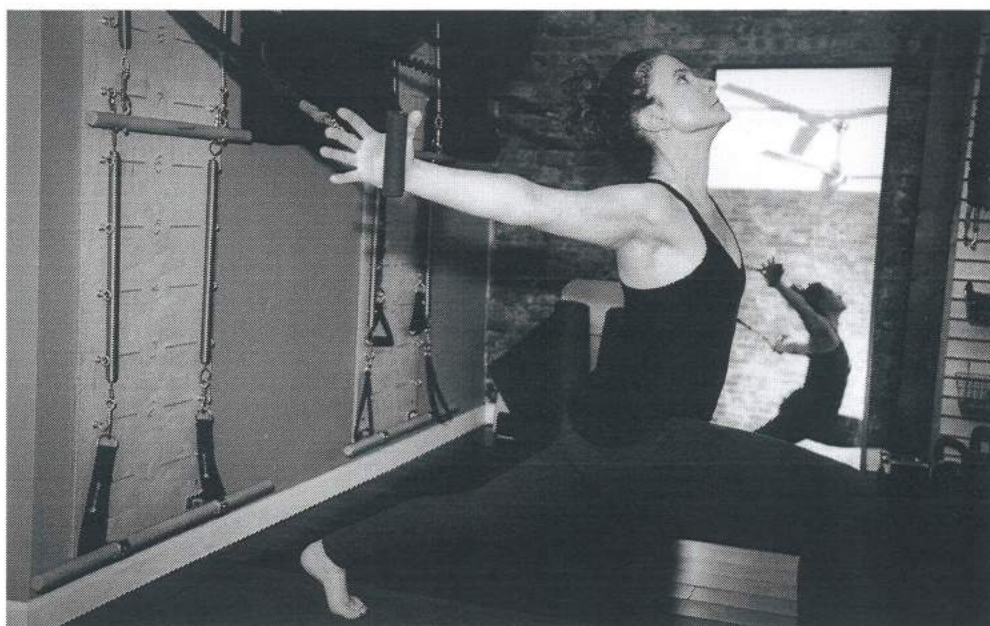
But there was a silver lining - the Dance Medicine Department at St Francis Hospital in San Francisco, where I ventured to heal myself with this mysterious thing called Pilates. I was put under the care of Elizabeth Larkham, and after months of Pilates rehabilitation and no surgery (normally advisable after an anterior cruciate ligament tear), I returned to dancing only to realize that I was a much better dancer than before my injury. Pilates had not only allowed me to return to jumping, leaping, and twirling, it had actually improved my technique, control, balance, and core strength.

In 1991 I attended the Masters Dance program at NYU where my favorite thing was the Pilates mat class with Kathy Grant, a disciple of Joe Pilates. Kathy Grant not only taught me that depth and creativity could be brought to the Pilates Method, but also helped to relieve the mounting hip pain I was experiencing due to daily ballet classes. Kathy's Pilates classes inspired me to drop out of NYU and

pursue Pilates teacher training with Steve Giordano and master teacher Romana Kyranowska, another of the Pilates Elders.

In 1992, I opened my own studio in my live/work loft in the Mission district of San Francisco, and I opened a second studio in Oakland, California, in 2001. I earned a Master of Science degree in Acupuncture & Chinese Herbal Medicine in 2001.

In 2005, I moved to Brooklyn and opened my Union Street studio, then the Class Annex in 2008, and the Court Street studio in 2012.



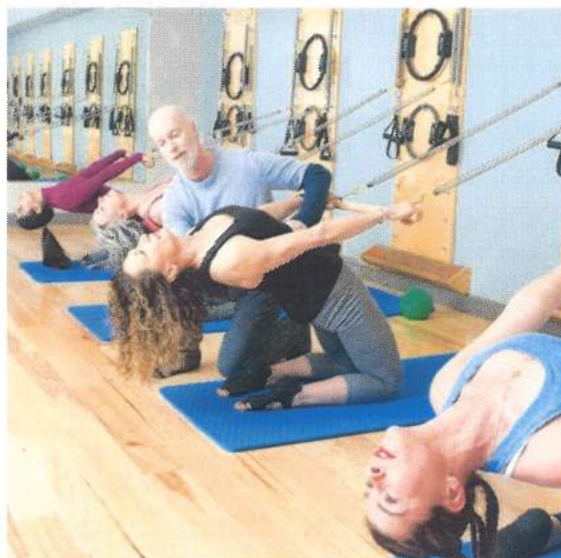
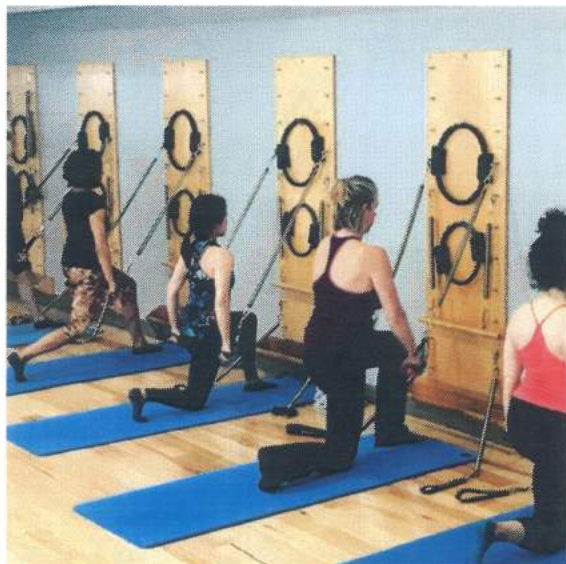
July 2007—Tracey Sylvester & Nancy Myers partnered to buy Ellie Herman Studios often known as "EHS". Because the name of the business was Ellie's name, they all agreed the studio would continue to use the well-established publicized acronym EHS to continue the legacy that Ellie began.

The Ellie Herman Springboard: Then and Now

In 2003, Ellie Herman invented a piece of Pilates equipment called the Pilates Springboard, an inexpensive and space-saving variation of the Pilates Cadillac.

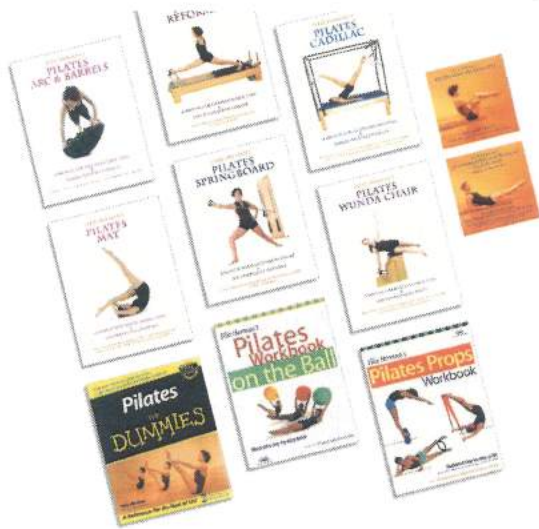
Manufactured in California by Balanced Body since 2005, the Ellie Herman Springboard is a perfect way to get full-body resistance training in Pilates studios around the world or in the comfort of your own home.

EHS Pilates still features the original Springboards at the SF studio on Valencia Street in the heart of Mission District. EHS Pilates has developed a program using the Springboards calling it SpringFit™ thus continuing the tradition and spirit of invention.



SpringFit

BOOKS BY ELLIE HERMAN



EHS Pilates 2-Minute Arms, Abs & Feet

Home & Travel Workout Accessories.

We developed these to pair with Ellie's Pilates Props Workbooks.



About Balanced Body / History and Impact on the Pilates Industry

Throughout the years Balanced Body has forged strong partnerships with the world's leading Pilates educators, both classical and contemporary. They have actively promoted and nurture relationships that bring high-quality education to the fitness industry and the medical community, the athletic community and to Pilates enthusiasts. EHS Pilates is Balanced Body's Premier Training Center in San Francisco and Pilates equipment show room featuring many of Balanced Body's original pre-patented designs. EHS Pilates graduates and employees are featured in Balanced Body marketing materials, education catalogs and training videos distributed around the world. Our EHS Faculty has the opportunity to work with Balanced Body on curriculum development and product testing for equipment Pilates props and accessories.

Their story starts here...

Way back in 1976 Ken began his career as a designer and craftsman of fine custom furniture in Hollywood's fashionable Melrose Avenue district. That background is still evident in every piece of hand-finished equipment our company makes. One day a potential customer came into the store. She taught an exercise called Pilates and wanted Ken to build her a better version of something called a Reformer. Ken had never heard of this exercise or equipment, but he was intrigued. He studied the equipment and Joseph Pilates' original designs, then consulted with other instructors to design new features with new materials that would facilitate execution of the movements. The result? A modern Reformer that was smoother, quieter, safer and more user-friendly. And a new career for Ken.

Throughout the 1980s, Ken continued to refine Pilates equipment, consulting with the most influential people in the industry including some of the original students of Joseph Pilates himself: Ron Fletcher, Eve Gentry, Carola Trier and Kathy Grant. That refinement continues today and keeps Balanced Body at the forefront of Pilates equipment design.

An advocate for the Pilates community

The more Ken continued his work the more fascinated he was by the Pilates method and what he saw it doing in people's lives. He became deeply connected with the Pilates community and his vision for Balanced Body was to become not just a manufacturer of equipment, but advocate of this special community. This commitment became dramatically evident when Ken took the lead in the [Pilates trademark dispute](#), winning the lawsuit that made the Pilates name freely available to everyone. (10 Years Later).

EHS Pilates and the Community



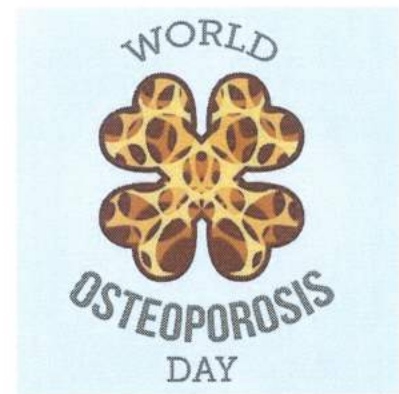
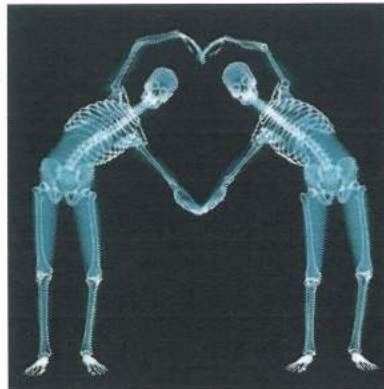
EHS Pride Floats in Parade 2010 & 2011.
We won most Spirited Crew in 2011





AMERICAN
BONE HEALTH

LOVE YOUR BONES!



EHS Annual Bone Health Events. Education, Free
Fracture Risk Screening and Community Awareness



SF Weekly has awarded EHS Pilates
Best Pilates Studio every year since 2015



EHS in the News



Tracey Sylvester, owner of EHS Pilates and educator for American Bone Health, on Bay Area Focus (on Osteoporosis).

July 27, 2017

Link: https://www.youtube.com/watch?v=zOJQV_zA9Kk



EHS Pilates stretches towards 30 years in the Mission

By Miki Katoni | Jan 3, 2019 | Business | 0

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Link: <https://www.youtube.com/watch?v=UngmWFl1Z4>

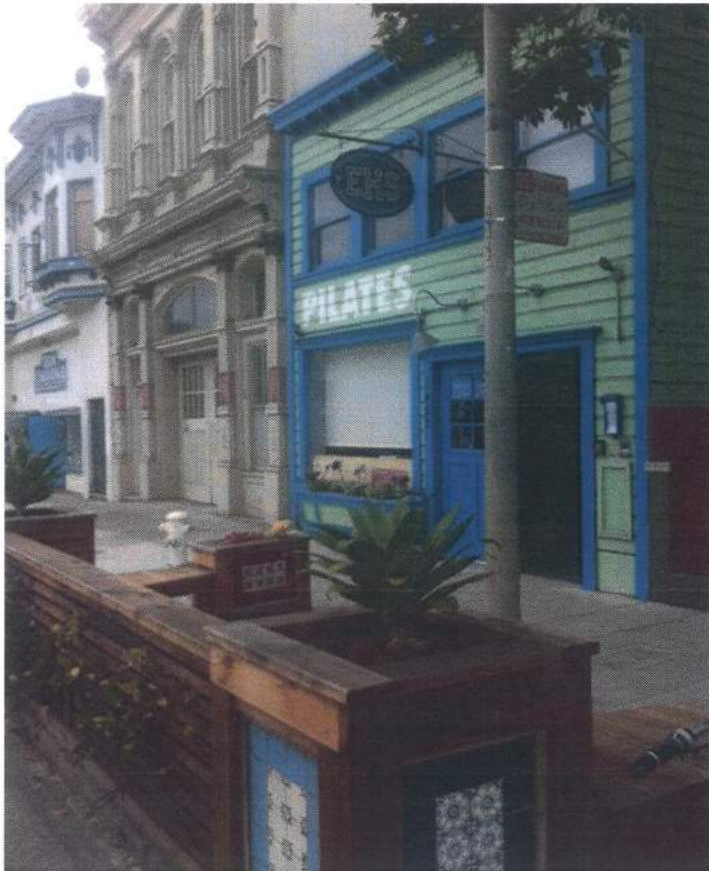
EHS Pilates stretches towards 30 years in the Mission

<https://vimeo.com/309378066>

By Miki Katoni | Jan 3, 2019

Owner Tracey Sylvester speaks on EHS Pilates' history and connection to the Mission District.





EHS Community Parklet was a passion project of ours. We saved for over two years to build a Parklet as an oasis for the most southern blocks of the Valencia corridor.

Sadly, the Parklet was destroyed by a drunk driver in August of 2013. Three days before our rebuild was scheduled the neighboring building caught fire and we had to find a temporary home while we rebuilt. Because the Parklet straddled two buildings, the rebuild was on hold until our neighbors completed their 3-story project in late 2018.

We do have plans to rebuild someday.



EHS Pilates Community Parklet 2012



Our sad Parklet.
August 14th
2013, the day
after accident
Clean-up and
rebuild efforts
were under way
the very next
day.

What are parklets? Parklets repurpose part of the street next to the sidewalk into a public space for people. These small parks provide amenities like seating, planting, bicycle parking, and art. While they are funded and maintained by neighboring businesses, residents, and community organizations, they are publicly accessible and open to all. Parklets reflect the diversity and creativity of the people and organizations who sponsor and design them. They also reflect the City's commitment to encouraging walking, bicycling, and strengthening our communities.

Alleged drunken driver smashes into Mission district parklet and fire hydrant

EXAMINER STAFF / Aug. 12, 2013 12:00 a.m. / [NEWS](#) / [THE CITY](#)



A second parklet was damaged this week, but the culprit wasn't [graffiti](#) this time.

A reportedly drunken driver

smashed through a parklet in the Mission early Monday morning, miraculously missing a sleeping homeless man before running over a fire hydrant.

The accident occurred around 1:10 a.m., fire department spokeswoman Mindy Talmadge said. The incident destroyed the parklet in front of EHS Pilates at 1400 Valencia Street.

The ruined parklet was two years in the making and cost the studio at least \$16,000 of its own money, according to the studio's manager Andrea Scarabelli.

Pictures submitted by a reader of the vehicle and ensuing geyser show a partially flooded Valencia Street and severely damaged silver SUV.

A homeless man was reportedly sleeping in the parklet before the accident, Scarabelli said. She said it was a miracle he's still alive.

“We think the car launched over him,” she said. “He said he woke up and saw the wheels fly over him.”

A neighbor was the first on the scene, looking through the rubble for the man when they saw him across the street jumping up and down, Scarabelli said.

The vehicle apparently landed on the parklet and continued for about 50 feet after it hit the hydrant, dragging both along with it.

“There were no skid marks,” Scarabelli said. The

driver “did not hit the brakes.”

The fire department responded to the scene, Talmadge said, and the driver of the SUV was taken to the hospital. Her injuries were not considered life-threatening, but she is in police custody. The battalion chief said they searched the area for additional victims but did not find any.

The Pilates studio sustained minor water damage, but the workers there were more upset about the loss of the parklet.

“It's not been a good Monday,” Scarabelli said.

As of late Monday, police had not commented on the case.



MISSION LOCAL

local news for a **global** neighborhood

October 28, 2013: EHS Pilates sustained significant damage from fire that started in the neighboring building.

Firefighters Contain 3-Alarm Fire on Valencia Street - Mission Local

<https://missionlocal.org/2013/.../firefighters-battle-three-alarm-fire-on-valencia-between-...> ▼

Residents of two **Valencia Street** apartment flats lost their homes Monday in a ... By Greta Mart and Alexander Mullaney | **Oct 28, 2013** | Featured, Front Page, ...



Cindy Chew/2004 S.F. Examiner file photoA pilates studio and residential building have been evacuated due to a three-alarm Mission district fire on Monday.

S.F. Fire Department controls three-alarm Mission district fire

EXAMINER STAFF / Oct. 28, 2013 12:00 a.m. / [NEWS](#) / [THE CITY](#)

Crews have controlled a three-alarm fire that burned in San Francisco's Mission district this afternoon, a fire department employee said. The fire caused an estimated \$400,000 in damage and displaced eight people.

The blaze was reported at 12:34 p.m. at a two-story, dark green building at 1448/1450 Valencia St., between 25th and 26th streets.

The flames spread to the attic space of the EHS Pilates studio next door and a four-plex at 1442/1446 Valencia St., fire department spokeswoman Mindy Talmadge said.

A fourth building on Poplar Street, an alleyway that runs parallel to Valencia, was also damaged, Talmadge said.

Crews controlled the fire at 1:55 p.m. No injuries were reported.

Valencia Street remained closed between Cesar Chavez and 25th Street as of 2:25 p.m.

Kerri Myers said she was teaching a class at the studio, EHS Pilates, when she heard a banging sound coming from the back of the building along Poplar Street.

She looked out the window and saw flames, and everyone in the studio fled the building, she said.

Denise Hunley, a graduate student in clinical psychology who lives across the street, said she was sitting at her desk doing some work when she smelled smoke.

When she looked outside, she saw flames coming from the roof of the green building and watched several startled-looking people being evacuated. Hunley said she worried that there were elderly people or animals still inside the building.

She also noticed debris and embers from the fire floating across the street toward her house, and called her roommates to see if they had any important papers she should save if their home caught fire.

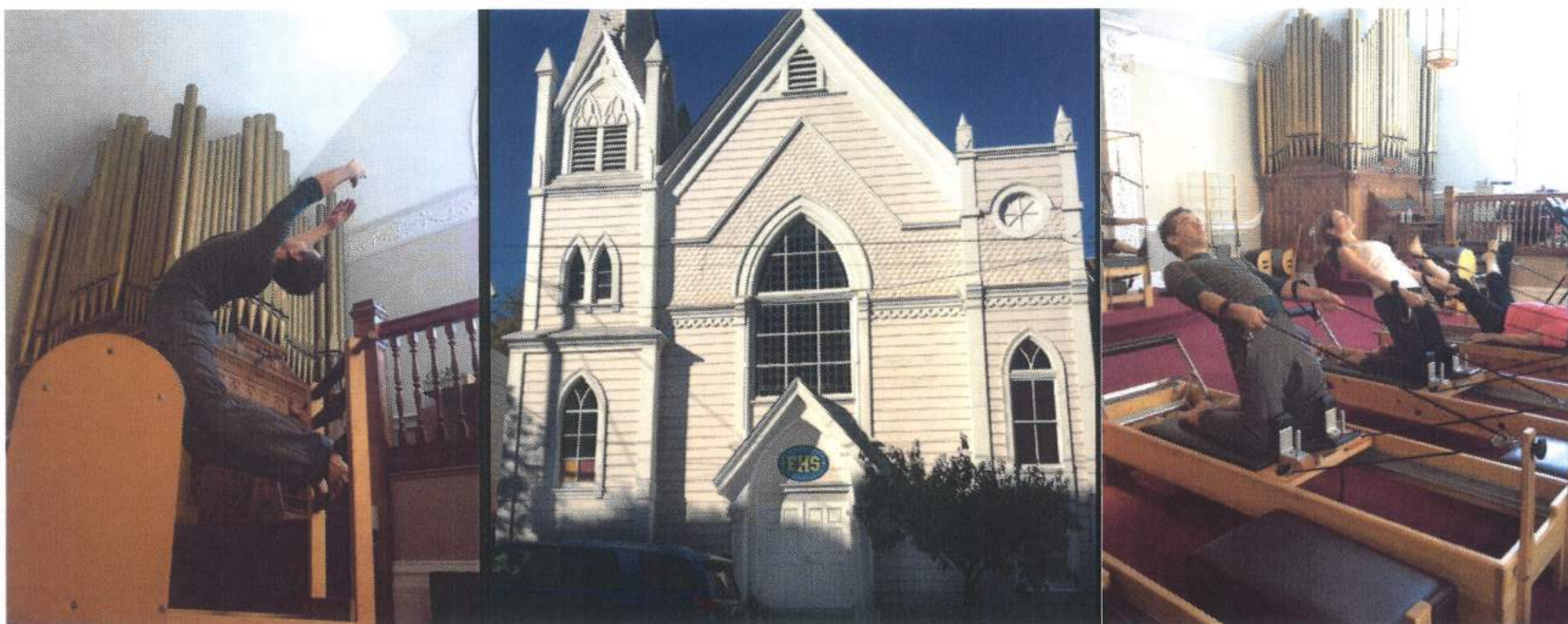
“I didn't know how bad it was going to be,” said Hunley, who moved to San Francisco a couple of months ago from Chicago.

Talmadge said she does not yet know how many people were displaced, and the cause of the fire remains under investigation.

Our former temporary home The Church of God located at 3728 Cesar Chavez.

The Church of God founded in 1906. In 1944 by Pastor Mike and his wife Ann started ministering at the church and now run the Church of God-Outpost at 160 Sixth Street. They rented us the original church until our studio rebuild back on Valencia was completed in Feb of 2015.

Interesting side note: The church pipe organ is one of the oldest in SF still in operation. We had a few talented clients play for us during our stay. We are eternally grateful to Ann and Mike for their kindness.





Bay Area Pilates Collective Report



A few weeks ago, we reported on an **emerging “collective” of Pilates professionals** forming in the San Francisco Bay Area. Here, with a report from their first meeting, is **Nancy Myers**, co-owner of **EHS Pilates**:

California is known for being at the forefront of fitness and health, and it is no surprise that the Golden State also hosts a huge and diverse sector of Pilates professionals, with many of them living in and around the San Francisco Bay Area—a vast region that stretches from San Jose to Marin to Walnut Creek and beyond. Some instructors work in or own studios while others work their trade from a home environment. The Bay Area Pilates Collective is an avenue for each and every one of them to be heard as one voice.

The inaugural meeting of the **Bay Area Pilates Collective** (BAPC) was held on Saturday August 9, 2008, at EHS Pilates in San Francisco. The initial goal was to create a community by putting faces to names and starting dialogues regarding the current Pilates industry. The 55 attendees ranged from the individual home studio owner to the larger and more corporate studios. Special guests included **Marie-Jose Blom** (Long Beach Dance Conditioning); **Nora St. John** (Turning Point Studios, Balanced Body University); **Elizabeth Larkam** (Pilates & Beyond, San Francisco Bay Club) and **Lizz Roman** (EHS Rehabilitation Department).

Blom, as a board member of the Pilates Method Alliance (PMA), was gracious enough to take notes on topics pertaining to the PMA and she plans to present them at the next board meeting to address our needs and concerns.

Discussions included: shaping a voice for the Bay Area Pilates community; scope of practice and the line between employees versus independent contractors. A speech made by St. John, was truly inspirational with the message of supporting, not policing the industry, and Roman called out the elephant in the room...to rehab or not to rehab? It seems clarification is still needed in the terminology used to describe the varied types of Pilates we all practice.

Throughout the evening, there was honest and optimistic communication with a true desire to nurture a network of support among Bay Area studios that will benefit all involved.

As a collective, we anticipate opening communication channels with the PMA and having the opportunity to open and maintain discussion forums in the near future. Even more exciting, many attendees approved of the proposition of pooling our resources for such things as group health insurance, credit card processing, marketing and advertising.

Suggestions for future meetings included "play dates" with classes being taught in "round robin style" sharing thoughts and ideas on ways to help our "one voice" be heard.

*Future plans for the Bay Area Pilates Collective are to meet every other month; one being a "play date" with "round robin" format and the alternating more of a business meeting and hosting of an out-of-town guest instructor. The next meeting will be held in October (date TBA) at the **San Francisco Bay Club** with Larkam hosting and back at EHS on February 7, 2009, with Blom.*

Thanks to all that participated in the event, and we look forward to what the future holds for this amazing, unique group. Personally, this initial gathering left me feeling appreciative for being able to take part in this incredibly knowledgeable and amazing community and for the regenerative profession that we share in common.

If you would like to become a part of the Bay Area Pilates Collective, please contact Nancy Myers at **EHS Pilates** by calling 415-285-5808 or emailing [**nancy@ehspilates.com**](mailto:nancy@ehspilates.com).

Posted on Wednesday, August 20, 2008 at 07:00AM by  **Amy Leibrock** in **Career Development, News/Research**

Support Letters

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June 11, 2019

Supervisor Ronen:

On behalf of the Hispanic Chambers of Commerce of San Francisco (HCCSF), and myself, I am writing you for support of EHS Pilates in the pursuit for Legacy Business Status. They have been in continuous operation for over 27 years in the Mission District and actively participate in the community. As part of the application process, they need an endorsement from one of the San Francisco supervisors in order to move forward with the application process.

The HCCSF have been working with Ms. Tracey Sylvester the owner of EHS Pilates identifying Scholarship recipients for their Pilates Teacher Training program for a while, this is done to assist them in getting diverse ladies' trainers with the cultural knowledge to work with the community. This scholarship covers 100% of the cost so that our underserved community in this profession have an opportunity to attend this vocational training program where graduates enter the workforce and are able to earn a living wage. Many of their graduates move on to opening their own small businesses in San Francisco. HCCSF has successfully placed a scholarship recipient in 2018, Karla Garcia and more recently, Maria Janders, for the Summer 2019 session, both are small business members of the HCCSF. We have an ongoing relationship with EHS Pilates as we see the value for our community and support their efforts to receive Legacy Business recognition.

As a member of the Hispanic Chamber of Commerce of San Francisco, EHS Pilates supports our efforts to promote business and preserve the traditions of our community. From our experience working with Tracey and the team at EHS Pilates, it is obvious that they care about the community and helping to bring diversity and accessibility to growing Pilates and movement therapy field.

We would respectfully request your approval so that they can submit their application to the small business commission.

Sincerely;

Carlos Solórzano-Cuadra
CEO

Hispanic Chambers of Commerce
Of San Francisco (HCCSF)
Office: 415.735.6120
E mail: carlos@hccsf.com

Cc: Board of Directors



June 4th, 2019

Honorable Supervisor Mandelman,

Last week at its May board meeting, the Mission Merchants Association unanimously approved going on record to support EHS Pilates in its quest to officially gain legacy business status.

EHS Pilates is coming up on its thirtieth anniversary of continuously conducting business at 1452 Valencia Street.

Its longevity is a tribute to the importance and quality of its services. It should also be noted that many of San Francisco's Pilates instructors honed their craft at EHS Pilates.

So it has also been de facto an important incubator to this segment of the City's health and wellness sector.

The Mission Merchants Association board would be grateful if your office could provide guidance to EHS Pilates' Executive Director Tracey Sylvester (pictured with you at the MMA event for your election) as to how to expeditiously and successfully proceed.

Appreciatively,

Philip Lesser
President Mission Merchants Association

June 20, 2019



To the members of the Small Business Administration:

On behalf of the Valencia Corridor Merchants Association, we endorse EHS Pilates' pursuit to obtain Legacy Business status. EHS Pilates has been a member of the VCMA since its early inception. Tracey, the owner, is dedicated to our mission and demonstrates this by actively participating in events that coalesce the business community and as an anchoring business at the southernmost end of the Valencia corridor. Tracey is able to step outside of daily operations in order to participate in the community because of the business's longevity and stability. Any steps toward the preservation of longstanding business that support the community are in keeping with the VCMA's goals.

Our understanding is that EHS has participated in almost every Sunday Streets event and worked directly with Livable City to have the entire Valencia corridor included in Sunday Streets. They provide community classes and have developed programing and offer 10% neighborhood discounts for local business owners and employees. EHS also offers local businesses custom classes and events that cater to job related repetitive stress and ergonomic challenges of the modern work environment.

We are pleased that EHS is actively pursuing Legacy Status, and they have our full support.

Sincerely,

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

Sean Quigley
President, VCMA



June 3rd, 2019

I am writing to express my whole-hearted support for EHS Pilates studio to achieve Legacy Business status in San Francisco.

I have witnessed first-hand the positive impact EHS has had to the community and the neighborhood in which they reside. I was a dancer for 18 years with the San Francisco Ballet, and my wife Cindy began her Pilates teacher training with EHS, and then became one of the trainers there herself. I have taken numerous classes at EHS, attended their community building events, and even performed a piece of my choreography there with Cindy. Tracey and her staff have always been very open and welcoming to us, and we have formed countless friends and made connections all because of EHS.

EHS exudes a positive spirit. Through all of their classes and services, the aim is to better oneself physically, and therefore in every other way as well. People walk in the door looking to improve themselves, and they return over and over because they receive a service and become part of a community that values the reach and desire to be better. The trainers who work there truly care about enriching the lives of their clients.

EHS has also been a support for SFDanceworks, the contemporary dance company I founded in 2016. They have helped promote the company and have collaborated with me, even offering their space to assist me in building an audience. For that I am truly grateful, to have a business supporting other businesses and non-profit organizations that help to build our community is so helpful and altruistic. The arts are always struggling to find support, yet are a core part of what makes San Francisco unique. To have the backing of EHS Pilates and their willingness to share their community with SFDanceworks, has been so important and vital to me. I will be forever grateful for that support.

I truly believe that businesses like EHS, that truly make an impact on a wide range of people, from all backgrounds, are gems of the city that often go on doing what they do, without a huge amount of fanfare. It is places like EHS that help make San Francisco a wonderful place to live, I would hope that every neighborhood could be so lucky to have a business like EHS Pilates.

Sincerely,

James Sofranko

Founder/Artistic Director, SFDanceworks
Artistic Director, Grand Rapids Ballet



June 18th, 2019

To Whom It May Concern,

I am the owner of a sole proprietorship business; Preggo Pilates. My practice focuses on women's wellness and Pilates fitness from pre-conception through menopause. I offer classes and teach private sessions that support pre and postnatal women as well as supporting women through menopause. During the last 15 years I have taught hundreds of women and inspired many of them to continue their Pilates practice after they "graduate" from my postnatal program. I am the only San Francisco Pilates business that focuses solely on pre and postnatal women. EHS Pilates and Tracey Sylvester have been with me all the way and helped nurture the birth and growth of Preggo Pilates.

Pregnant and postnatal women are not an "aside" in my business they are the reason that Preggo Pilates exists. I am also a founding member of the Mamas Resource Network; "We are a group of dedicated and highly skilled practitioners in the San Francisco Bay Area, who passionately support mothers, babies and their families in all dimensions of their health and through the joys and challenges of motherhood." This incredible network of practitioners allows me to offer my clients and students a wealth of referrals for body, mind and spirit as they navigate the challenges of pregnancy, postpartum and early parenthood. As part of Preggo Pilates 15th year anniversary we are hosting several fundraisers for the Homeless Prenatal program as well as researching an ongoing partnership with them to offer scholarships to some of their participants. The long term goal of Preggo Pilates is to make Pilates accessible to considerably more women in SF regardless of their financial status.

I have been involved with EHS Pilates as student, trainer and currently business partner since 2003. EHS is the studio that inspired me to take the leap and become a Pilates trainer, allowing me to leave a variety of desk and consulting jobs in the arts and empowered me to have a career in which I get to connect people to their bodies, as well as strengthen and heal their physical selves. Fifteen plus years later into my Pilates career and I'm acutely aware that the work environment I get to spend every day in is a beacon of light in a sea of work environments plagued by inequity, bureaucracy, over work and stress inducing anxiety. EHS is the place that inspired me to birth my own business, Preggo Pilates, which is a business that operates under the umbrella of EHS Pilates.

Thanks to EHS, I have the privilege of doing a job I love. There is no value that can be placed on that fact. I have had the great fortune to spend the arc of my Pilates career at EHS Pilates. From student to

apprentice, to trainer and now as a faculty member of the EHS Pilates education team and the owner of Preggo Pilates. Although I have at times worked at other studios during my career, I have always chosen to spend the majority and now all of my time at EHS Pilates. It is the unrivaled leader in an increasingly crowded field of boutique fitness studios that have cropped up of late. The level of training, education and wealth of knowledge amongst the EHS team is unrivaled. The great majority of my Pilates colleagues have been trainers closing on two decades. That vast wealth of knowledge is unparalleled in the Pilates field in San Francisco. Collectively, I'd say the EHS team has more than 125 years worth of Pilates training and knowledge under its belt. The reason that so many seasoned and expert Pilates trainers make EHS their home is in no small part due to the excellent, caring and inspired management of Tracey Sylvester. Tracey's priorities not only include running the largest Pilates studio in San Francisco but also in managing bodyworkers who rent space there, interacting with clients on a daily basis, and administering the EHS education wing while always searching for ways to improve and update all aspects of the studio. Through her long term work with the Valencia Merchants Assoc. she's got her finger on the pulse of what's going on in the Mission neighborhood and she is a great supporter of other small business owners along the corridor. Personally, she has mentored me when I decided to make the move from trainer to sole proprietor and brand my own Pilates business; Preggo Pilates. I have grown Preggo Pilates while raising two children for whom I am the primary caregiver. Tracey has supported a growth model that was symbiotic with my parenting needs. Rare is the manager who not only understands that, but is willing to work within those constraints. Preggo Pilates owes its longevity as the longest running pre and postnatal Pilates program in SF to the fact that it's home is EHS Pilates.

As you all know, commercial rents in SF are out of control and landlords are exclusively catering to the monoculture of tech renters, forcing all other small businesses from restaurants, to retail to shutter their doors. Over the years I have researched branching out on my own to open a Preggo Pilates studio independently of EHS Pilates. The current rental market makes it impossible for movement based businesses like Preggo Pilates to survive. The crushing overhead cannot be passed on to clients and students as the prices that would enable us to pay rent cannot be born by a market that is becoming saturated with "fast fitness" studios that offer much lower prices, (with considerably less qualified instruction) coupled with the advent of such companies as groupon and class pass that significantly bite into the already small profit margin of businesses such as EHS Pilates. Were EHS to close its doors, I would be forced to find another studio that would be willing to be the "umbrella" for Preggo Pilates. My business is very much a neighborhood based one. Currently, there are no other Pilates or Yoga studios in the Mission that could accommodate my schedule and client load. Therefore, I would be forced to consider opening a studio myself which as I've stated earlier would be prohibitive at the current market rate value of rents. Were EHS to be forced to move to a different neighborhood altogether I would suffer a severe financial set back as location is everything and I'd be starting somewhat from scratch to build a new clientele. There is a good chance that were EHS forced to shutter it's doors Preggo Pilates would incur a large uphill battle to remain afloat.

There are fewer and fewer long term businesses left in the Mission. EHS Pilates is an anchor of "wellness", literally, in the Mission district. There are very few high quality Pilates studios in the Mission. We have seen several small chain boutique fitness studios open up around us. This is not the same as a stand alone Pilates studio with highly trained staff. Additionally, we are the only SF arm of the Balanced Body Pilates education program in SF. As more and more people spend long hours at a desk, commuting and stressed out by the long hours required by start-ups to make life possible in SF, the need for a Pilates and wellness center becomes all the more crucial. Granting EHS Pilates "Legacy Status" is not only the right thing to do but more importantly it is the essential thing to do so that the SF spirit can continue to thrive. The survival of businesses like EHS Pilates are what will keep the soul in San Francisco.

Sincerely,

Stephanie Forster
Founder Preggo Pilates
Balanced Body Master Trainer

June 5, 2019

To the Members of the Small Business Commission:

I would like to offer my support for Legacy Business status for EHS Pilates. The Mission has been my home for over twenty-five years. In that time much has changed and continues to change. What makes the Mission a unique part of San Francisco is its neighborhoods with small businesses and interesting streets. EHS Pilates has added a great deal to that uniqueness. Personally it has been a positive part of my life. I have taken classes with excellent teachers for over ten years. EHS Pilates has provided me with programs to keep me healthy and a community of like-minded people who consider it an important part about of their lives.

The Mission needs to keep its character and uniqueness, which is rapidly changing. Lately the loss of Lucca and Paxton Gate among others has greatly impacted that character. Tracy Sylvester has worked hard to create a community of wellness. Many people rely on EHS for classes with well-trained instructors, injury rehabilitation, and rigorous teacher training. It is an important part of the Mission, especially the Valencia Corridor, losing it would be a severe loss for those of us that have been clients for many years. Please give EHS Pilates every consideration for Legacy Business status.

Thank you,

Cherie Raciti

June 18, 2019

To Whom it May Concern:

I have been a client of EHS Pilates for more than 10 years. When I came to the studio I was an overweight, middle-aged woman who had avoided exercise as much as possible for most of my life. My main concern was my balance. I had come to realize that my increasingly poor sense of balance would lead me to falls and perhaps serious injuries as I aged.

Following the example of a good friend who also did not enjoy exercise but liked Pilates, I found EHS because it was close to my home in the Mission neighborhood- close enough to walk there and back. I started working one-on-one with a trainer and soon discovered that it was different from other forms of exercise I had explored in the past. I actually enjoyed it!

Over the years I have realized that not only is my balance improved dramatically, but my lower back pain is also much less of a problem. I travel a good deal and find that I can walk over rocky paths and up and down uneven steps much better than I had before I started at EHS. The work is targeted and requires a lot of concentration and actually it is mentally relaxing, too!

My back and other physical changes have kept me coming back, year after year. I feel stronger and more confident as I head into my late 60's and plan to continue my work at EHS.

Another important factor in my relationship with EHS is the kind of welcoming and accepting attitude the owners and trainers have towards clients. In some exercise studios, the majority of clients are young, thin and seem to just "know" what they are doing. The "vibe" is that some types of people fit in and others never will. At EHS I see all sorts of people: young, old, men and women and all body types. I am still overweight, even older, and I never have felt that I didn't belong there.

I no longer live within walking distance but still not too far away. Lots of clients do live within walking distance; I see them all over the neighborhood.

Tracey has worked to bring other related services into the building, massage, chiropractic and physical therapy providers all have space there. That has been a very helpful addition to the neighborhood as well. I would be hard put to find another studio where I would feel as comfortable as I do at EHS and I do hope they can remain in their lovely building on Valencia St.

Karen Slater



June 1, 2019

To Whom It May Concern:

EHS Pilates is a true treasure in the Mission district. For more than ten years, my husband and I have been taking classes there and it has changed our lives! At the heart of this place are the dedicated working people. As you'd expect, each trainer is a diverse professional with exceptionally and thoughtful experience. In the work process, you gain a stronger body and a life-changing joy of accomplishment and the personal inspiration from living healthier.

Best,
Maria Mejia

May 29, 2019

To the Members of the Small Business Commission:

Pilates has changed my life. Since I started doing it 10 years ago, I feel so much stronger, have better posture, and am in less pain. I plan to continue practicing the rest of my life. I tried out many studios, but nowhere felt quite right until I found EHS. The location is easy to get to, and the studio is bright and spacious with multiple rooms with varying equipment. They offer so many different types of classes, including CoreAlign and Pre/Post-natal Pilates. This was a great advantage as I was already familiar with the studio when I became pregnant 4 years ago, and I practiced throughout my pregnancy and afterwards. Post-natal Pilates classes were great because new moms can bring their babies until they are able to crawl. It was so nice to be able to get out of the house and exercise without having to hire a sitter, plus I was able to make a couple mom friends too!

CoreAlign is an amazing machine that has made a huge impact on my balance and core strength. I did it throughout my pregnancy and ever since. I love this machine so much I even took a teacher training class last year (also offered at EHS) just so I could learn it better. I'm not aware of any other studios in San Francisco that offer CoreAlign. I would be devastated if EHS would ever have to close its doors or relocate. I honestly don't know where I would go. I can't imagine any other place that offers all that EHS does. They even have an on site chiropractor, and I love to get adjusted before a class just so I know my body is in correct alignment before I work out.

The staff is friendly and encouraging, and the studio is absolutely beautiful. It is centrally located and easy for many people to get to. I love supporting a well established neighborhood business, and hope I am able to for the long run.

Thanks,
Marika Bryant

May 30, 2019

Dear Small Business Committee members,

My name is Michele Bitton and I have been an EHS Pilates devotee since January 2002. I herald EHS as an integral part of my everyday life. I suffer from chronic joint pain and I am 100% convinced my EHS practice keeps me on my feet.

The studio provides as much emotional support as physical benefit. From the minute you walk thru the door you can feel the warm & welcoming spirit from the staff, trainers & other clients. It's a place to strengthen your core as well as your heart & head.

This is a business that not only needs to remain in our community, it sustains a community. EHS owner Tracey Sylvester is a beacon of kindness, inclusiveness, creativity & business acumen. Exactly what the Mission needs today & everyday!

Please help them stay exactly where they are. A quick jump from my apartment that makes me jump for joy every time I step inside!

Thank you,

Michele W. Bitton

[REDACTED]

San Francisco, CA 94110

June 11, 2019

To Members of the Small Business Commission,

I started Pilates classes 14 years ago at EHS Pilates just after I retired. As an aging woman, I felt it was necessary for me to have an exercise regimen that would enable me to remain as strong, healthy and flexible as I aged, so I started with EHS Gentle Pilates mat classes for strength and flexibility (2x week) and aquafit classes (3x/week) for added cardio exercise. I have maintained that pattern as much as possible. I have a background in anatomy and physiology and wanted something that would involve and strengthen all parts of the body.

At EHS I have had 3 excellent instructors over the years. I appreciate the Pilates mat classes as these teachers are very knowledgeable about Pilates routines and exercises. We get a variety of exercises and routines that address various different muscle systems and body parts. Although the body parts being exercised or stretched are the same from week to week, the instructors vary the routines so we are always mentally engaged. I especially appreciate that the instructors know anatomy well as well as how to adapt exercises. They are consistently friendly and concerned with each of us. I have physical quirks and limitations (some from birth, others from 75 yrs of life) not shared by others in the class. The instructors have shown me how to adapt various exercises to accommodate these limitations and still get the benefit of the exercises. As a result of this exercise regimen I feel like I am a relatively strong septuagenarian...YEA!

The atmosphere at the studio is pleasant, friendly and welcoming. The folks at the desk and others involved with the studio are pleasant and accommodating. I think EHS Pilates is certainly deserving of recognition as a Legacy Mission District establishment.

Susan Floore



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-2018-19-073
Business Name: La Raza Centro Legal
Business Address: 474 Valencia Street, Suite 295
District: District 8
Applicant: Amanda Alvarado Ford, Interim Executive Director
Nomination Date: June 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

3176 24th Street from 1973 to 1989 (16 years)
474 Valencia Street, Suite 295 from 1989 to Present (30 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: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

June 20, 2019

Dear Director Kurylo,

It is with great pleasure that I nominate La Raza Centro Legal (LRCL) to the Legacy Business Program. LRCL is a community-based legal organization that was established in 1973 in the Mission District. The organization was the first of its kind in offering free legal, educational, and counseling services to San Francisco's low-income, immigrant, and Latino populations.

Throughout its 46 years, La Raza Centro Legal has combined advocacy and human rights work to foster a more just society in San Francisco and beyond. For instance, in 2002, Centro Legal organized parents to create the Coalition for Fair and Caring Schools, which reformed racist policies and discipline practices in SFUSD. Most recently, LRCL has collaborated with other San Francisco groups to host Know Your Rights presentations and offer a 24/7 legal advice hotline to address questions on immigration, ICE, and deportation. On a national stage, LRCL was co-counsel on the Flores Settlement Agreement and continues to protect detained minors today by monitoring detention conditions at border facilities. Beyond its legal work, Centro Legal is committed to protecting the Mission's cultural traditions. The organization frequently hosts and supports community art events, like the Chicano International Film Festival on Calle 24.

This organization plays a crucial and irreplaceable role in empowering San Francisco's underserved populations and preserving the city's unique cultural traditions. I am honored to nominate La Raza Centro Legal to become part of San Francisco's Legacy Business Registry.

Sincerely,

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

Hillary Ronen
Supervisor, District 9

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
La Raza Centro Legal Inc.		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
N/A; Margarita Vargas Patron, President, Board of Directors Amanda Alvarado Ford, Interim Executive Director		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
474 Valencia St. Suite 295 San Francisco CA		(415) 575-3500
		EMAIL:
		amanda@lrcl.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
lrcl.org		

APPLICANT'S NAME	
Amanda Alvarado Ford	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Interim Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
474 Valencia St. Suite 295 San Francisco CA 94103	(415) 575-3500
	EMAIL:
	amanda@lrcl.org

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0942773	C0727744 (State of CA File No.)

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
3176-24th St. San Francisco CA		12/13/1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1973-1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
474 Valencia St. Suite 295 San Francisco CA 94103	94103	Start: 1989 End: Present Date

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

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

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

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

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A		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.

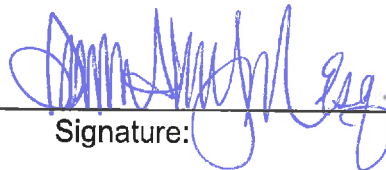
- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of 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.

Amanda Alvarado Ford Esq.

Name (Print):

06/17/19

Date:



Signature:

LA RAZA CENTRO LEGAL

Section 4: Written Historical Narrative

CRITERION 1

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

On December 13, 1974, a group of Latino students from University of California, Hastings College of the Law, established La Raza Centro Legal (LRCL) at 3176 24th Street in San Francisco. It has since moved to 474 Valencia Street. The students took inspiration for their non-profit social justice center from the 1960s and 1970s civil rights and Chicano movements. The goal was to create a community-based legal organization and grassroots movement that would empower Latino, immigrant and low-income communities and advocate for civil and human rights.

The students came from immigrant families, so they had personally experienced the lack of access to the justice system as well as financial, language and immigration status barriers. They wanted to change this lack of economic and cultural access to legal services for the heavily Latino community in the Mission and all over San Francisco. LRCL started by providing legal and counseling services on immigration and welfare to residents in the Mission District in 1973.

Many law practices at the time were very traditional, expensive and exclusive, plus few kept up with all the political and socioeconomic changes involving immigration. LRCL's founders were motivated to develop their immigration and law practice as a means to provide legal defenses to meet the community's immediate needs and match the current political climate. LRCL recognized the need to continually expand and evolve the immigration law practice in response to the passage of the Immigration Reform and Control Act, Proposition 187, the Patriot Act and the government's recent anti-immigrant enforcement activities.

LRCL's clients and community continued to grow, and the tenant's rights practice and lawyer referral services were soon offered to the public. LRCL worked out of 3176 24th Street from 1973 to 1989 before co-buying and moving to its current location at 474 Valencia Street, Suite 295 in the Mission District (Centro del Pueblo).

Centro del Pueblo on 474 Valencia Street is the building LRCL operates out of and has co-owned since 1989. The site is historically relevant in the Mission district, having opened its doors in 1972 and rented its offices to a variety of organizations. Centro del Pueblo is a safe space for the raza/indigenous community to advance culturally and politically in Northern California.

LRCL grew from humble beginnings, with a few Latino law students who just wanted to change the lack of legal access to their community, and evolved into an organization that has empowered and changed the lives of countless Mission District, San Francisco and Bay Area residents and immigrants. This grassroots legal movement could not have accomplished everything it set out to do and more without support and funding from the city, state and private sectors and collaborations with key partners in the San Francisco community of nonprofit organizations.

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

N/A

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

N/A. La Raza Centro Legal is a nonprofit organization.

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

N/A. La Raza Centro Legal is a 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 organization for 30+ years is provided in the 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 474-480 Valencia Street is classified by the Planning Department as Category C (No Historic Resource Present / Not Age Eligible) with regard to the California Environmental Quality Act. However, in 2011 the property was assigned a California Historical Resource Status Codes (CHRSC) rating of "3CS – Appears eligible for California Registry as an individual property through survey evaluation." This CHRSC rating superseded the previously adopted CHRSC rating that indicated the building was not historic. The building was constructed in 1949 in the International Style and retains architectural integrity to its date of construction.

CRITERION 2

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

LRCL has been an active part of the community and affected many areas of positive change, from helping individuals fight for citizenship and basic rights to being a part of cases and movements that would alter the course of history in the Bay Area.

LRCL has been dedicated to maintaining and supporting the cultural traditions and art that define the Mission community. As featured in the July 1983 Folio newsletter, which lists one of LRCL's numerous benefit fundraisers for various social justice causes with music and dancing in the Mission. Since the 1980s and throughout the decades, LRCL has sponsored, hosted and featured film screenings, music shows, art galleries, community discussions and countless other cultural and community events.

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

The Ad Hoc Committee to Rezone the Mission emerged in 1974, consisting of LRCL and the Mission Planning Council, with the goal of halting the commercial expansion into residential sections of the Mission. The re-zoning fight was successful and LRCL continued to be active for years to promote the development of public park space, community services, and the economic well-being of the area.

There are also annual events, such as the Anniversary Awards Celebration with motivational speakers on civil rights and the LRCL Anniversary Gala that features live entertainment, food and presentations. The celebrations and galas also include a different Latino artist each year whose art empowers the heritage or community. The artist's work represents the event and is showcased during the gala, exhibited in collaboration with publicizing the event in the community and framed for preservation. A walk through the halls of the LRCL office will show many beautiful and inspiring Latino/Chicano art pieces throughout the decades.

In 2017 and up to summer 2018, LRCL was a fiscal sponsor of the Chicano International Film Festival presented at Calle 24 in the Latino Cultural District, in the Mission. The festival screened films and hosted forums that reflect the Latinx experience, aimed to uplift the Latinx film makers and to provide a platform for important community discussions.

In June 2018, LRCL celebrated 45 years of legacy in the Mission District, providing life-changing legal and referral services and education (through Know Your Rights presentations) to vulnerable communities of all ethnicities. Michael Smith, from East Bay Sanctuary, was recognized and awarded a Recognition Award for his contributions to immigrant rights since the early days of the Sanctuary Movement in California and beyond, and he delivered a touching speech at that event.

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

LRCL is an ever present source in community and city newspapers and articles, often cited with legal advice or discussed in their fight for equality. In 1974, the S.F. Sunday Examiner was the first of countless articles to come, which recognized LRCL for its legal and community-building work in the Mission District.

Other examples include the June 1982 article in El Tecolote, where LRCL attorney Ramiro Castro is quoted to be against the Simpson Bill and in October 1985, where The Bay Area Reporter details LRCL's legal support in Stanford Law School's ban of anti-gay employers. In another instance, the November 2003 San Francisco Chronicle article on the minimum wage increase quotes LRCL attorney and member of the Proposition L steering committee Renee Saucedo on how the change affects the community. LRCL is a trusted source to residents and many will turn to the attorneys for a reliable source of information and advice.

Not only is LRCL cited often in newspapers, it is also present at rallies and community events. LRCL can be seen at rallies regarding housing, Deferred Action for Childhood Arrivals (DACA) and numerous other affecting relevant issues to the community. After significant events in politics, such as when President George W. Bush called for National Guard Troops along the Mexican border in 2006, there will often be an increase in attendance at the weekly meeting set up by LRCL's Day Labor Program. The weekly meeting was created for day laborers to discuss job issues, grievances and any other relevant concerns. The Day Labor program was moved to Dolores Street Community Services in 2010. A May 2005 San Francisco Chronicle article follows a crowded Day Labor Program meeting at Cesar Chavez Street.

The Workers' Rights program continues to provide legal advice to vulnerable populations in wage and hour violations, rest break violations, and sexual harassment claims in the workplace.

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

None.

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

La Raza Centro Legal is a community-based legal organization dedicated to empowering Latino, immigrant and low-income communities of San Francisco to advocate for their civil and human rights. The organization combines legal services and advocacy to build grassroots power and alliances towards creating a movement for a just society. LRCL has dedicated itself throughout the decades in providing up-to-date services and programs that would protect the community under our ever-changing political climate. LRCL only continues to strengthen its resolve over time and collaborations with various sectors and organizations are made in order to create projects that can change and improve lives.

In 1991, the Worker's Rights Program was founded when LRCL integrated its organizing campaigns with legal casework to address the rampant abuses of low wage workers by unscrupulous employers. The Workers' Rights Program works with the Mayor's Office of Housing and the Office of Labor Standards Enforcement (OLSE) to enforce the local labor laws of San Francisco.

On the Immigration front, the Citizenship Campaign was set up in 1994 to help qualifying low-income immigrants apply for citizenship. The campaign also organized new partnerships for reaching and assisting potential citizen applicants, including building relationships and helping those in the Restaurant Workers' Union.

In the late 1990s, LRCL joined forces with other civil rights and progressive organizations to fight numerous conservative ballot initiatives, including anti-immigrant Proposition 187 in 1994 and anti-affirmative action Proposition 209 in 1996.

In 1998, LRCL adopted the Senior Law and Youth Law Projects that were once ran by the Mission Legal Defense, which had just closed its doors. The Senior Law Program protects the public benefits of the elderly and disabled, defends against illegal eviction and provides education and outreach. The program collaborates with the Curry Senior Care Center to provide holistic care and social services, which has shown to improve the quality of life and mental health for seniors.

In 2000, LRCL adopted the San Francisco Day Labor Program, which is a worker-run center with job development and various social services. The Women's Collective was added to the Day Labor Program in 2001 to create an independent space for the social, economic and political empowerment of low income Latina immigrant women. Later on, the Day Labor program was moved permanently to the Women's Collective, where it is currently housed.

In 2002, the FairCare: Coalition for Fair and Caring Schools was created out of the Youth Law Project at LRCL to organize parents to reform the racist discipline practices and policies in the San Francisco Unified School District.

LRCL's Housing Law Program was revived in the early 2000s to defend low income tenants against eviction and homelessness. The program fights for tenants' right to stay or obtain a reasonable settlement or relocation payments if they face eviction without just cause, Ellis Act eviction, or owner move-in. The Housing Law Program currently is temporarily suspended since July 2019 due to a gap in funding, and La Raza Centro Legal is presently applying for alternate sources of funding in order to restore these vital legal services to the community.

In recent years, LRCL became co-counsel in the Flores Settlement case. Today, LRCL continues cutting-edge work on this important litigation, through monitoring of detention conditions at border facilities and ORR shelters, in collaboration with the Center for Human Rights and Constitutional Law. These efforts seek to assist in improving the deplorable detention conditions of all immigrants, with a special focus on conditions affecting immigrant minors.

These efforts also seek to capture data that may be useful in the ongoing efforts of family reunification. LRCL's attorneys are also currently working on the Rapid Response Network hotline set up by the San Francisco Immigrant Legal & Education Network (SFILEN) to address questions 24/7 on deportation, ICE and various legal matters on immigration. LRCL also works with San Francisco Immigration Legal Defense Collaborative (SFILDC), which receives funding through the Mayor's Office for providing deportation defense.

In light of recent events, LRCL immigration attorneys offer free consultations for Temporary Protected Status (TPS) and DACA in addition to their legal immigration clinics around the Mission District. LRCL answers immigration questions in Spanish and helps immigrants submit affirmative filings. LRCL has upheld the Latino heritage and culture by keeping the residents and immigrants of the Mission in the Mission and working tirelessly to promote free legal aid in line with the current political changes.

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

La Raza Centro Legal is a community-based legal organization dedicated to empowering Latino, immigrant and low-income communities in the Mission and throughout the Bay Area, advocating for their civil and human rights. About 85% of the organization's clients are of Hispanic and indigenous descent. The remaining 15% of clients are of all other ethnicities, including African American, African diaspora, European American, Asian American, and Native American. About 90% of LRCL's clients are San Francisco residents.

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

La Raza Centro Legal is housed in Centro del Pueblo. In the 1990s, a group of community-based organizations in the Mission acquired a building that would house their programs and provide quality, affordable space for community nonprofits. The building was named Centro del Pueblo, center of the people. The Centro del Pueblo organizations completed rehabilitation and moved into the building in April 1993, and smaller nonprofit tenants followed. Today, the building remains an important resource for the Mission community and Mission-based nonprofit organizations.

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

If La Raza Centro Legal were to shut down, the community of residents receiving services would be affected greatly by loss of legal services offered at no cost.

CRITERION 3

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

LRCL is a non-profit legal advocacy and social justice organization and grassroots movement that has always maintained and strived to perpetuate its essential features and goals. LRCL aims to empower their clients with legal and social services knowledge, which had previously been inaccessible due to financial, language or cultural barriers. LRCL builds and strengthens its community not only with legal and counseling services and education, but also by upholding its heritage, cultural values and art forms.

Programs include: the Immigration Law Program providing assistance to low-income, immigrant and Spanish-speaking residents of San Francisco and San Mateo counties who are seeking naturalization and legal status or who are victims of workplace or home raids; the Senior Law Program, focusing on legal services of seniors and young adults with disabilities; and the Workers' Rights Program focusing on protecting the rights of low-wage and immigrant workers, including day laborers, domestic workers and restaurant workers.

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

The organization is committed to maintaining its tradition of providing legal aid and counseling services for the vulnerable populations within their community in San Francisco, particularly those who are Latino, low income, Spanish-speaking residents and immigrants.

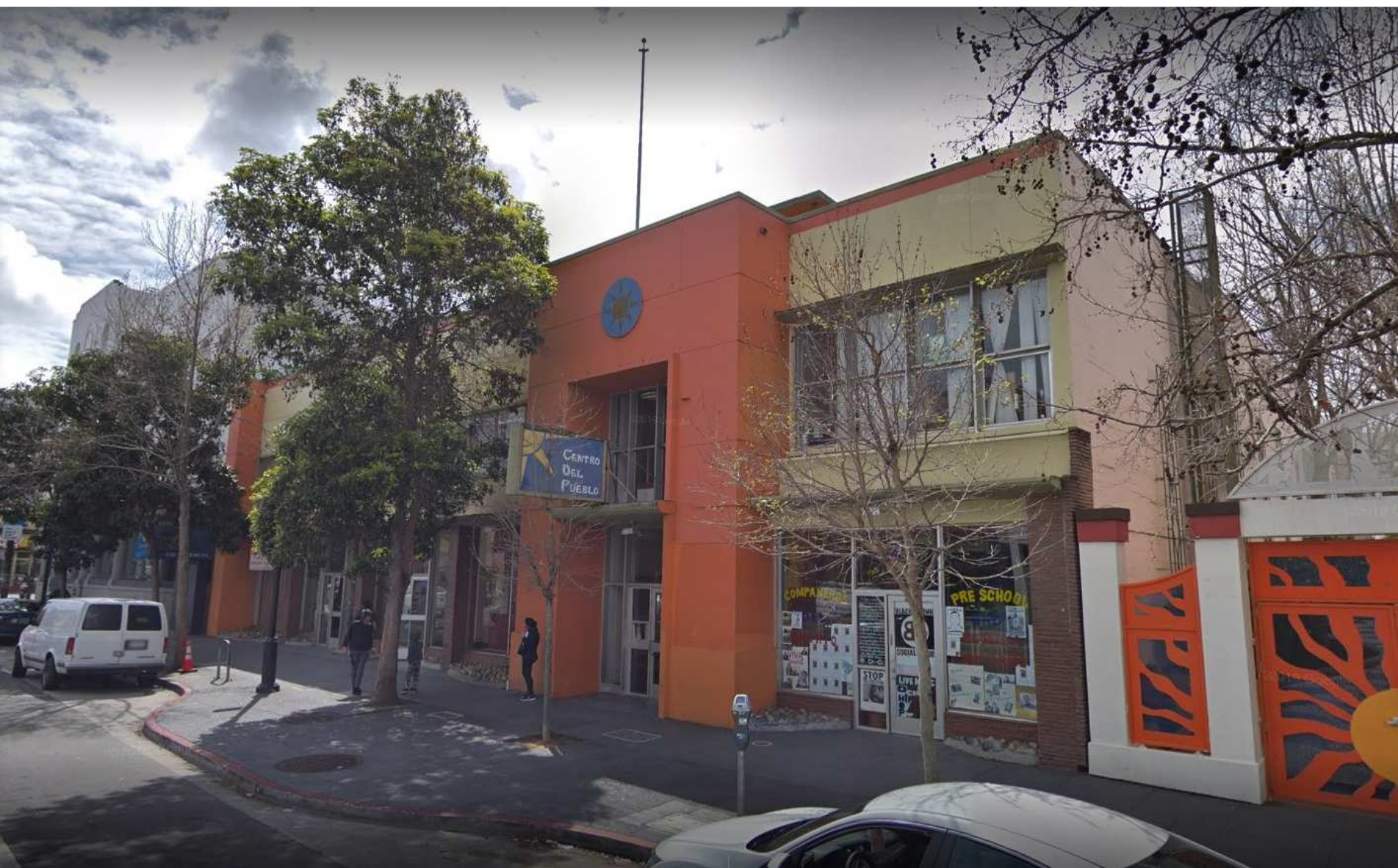
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The building housing the organization contains a collection of posters dating back several years from previous anniversary celebrations of La Raza Centro Legal.

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.



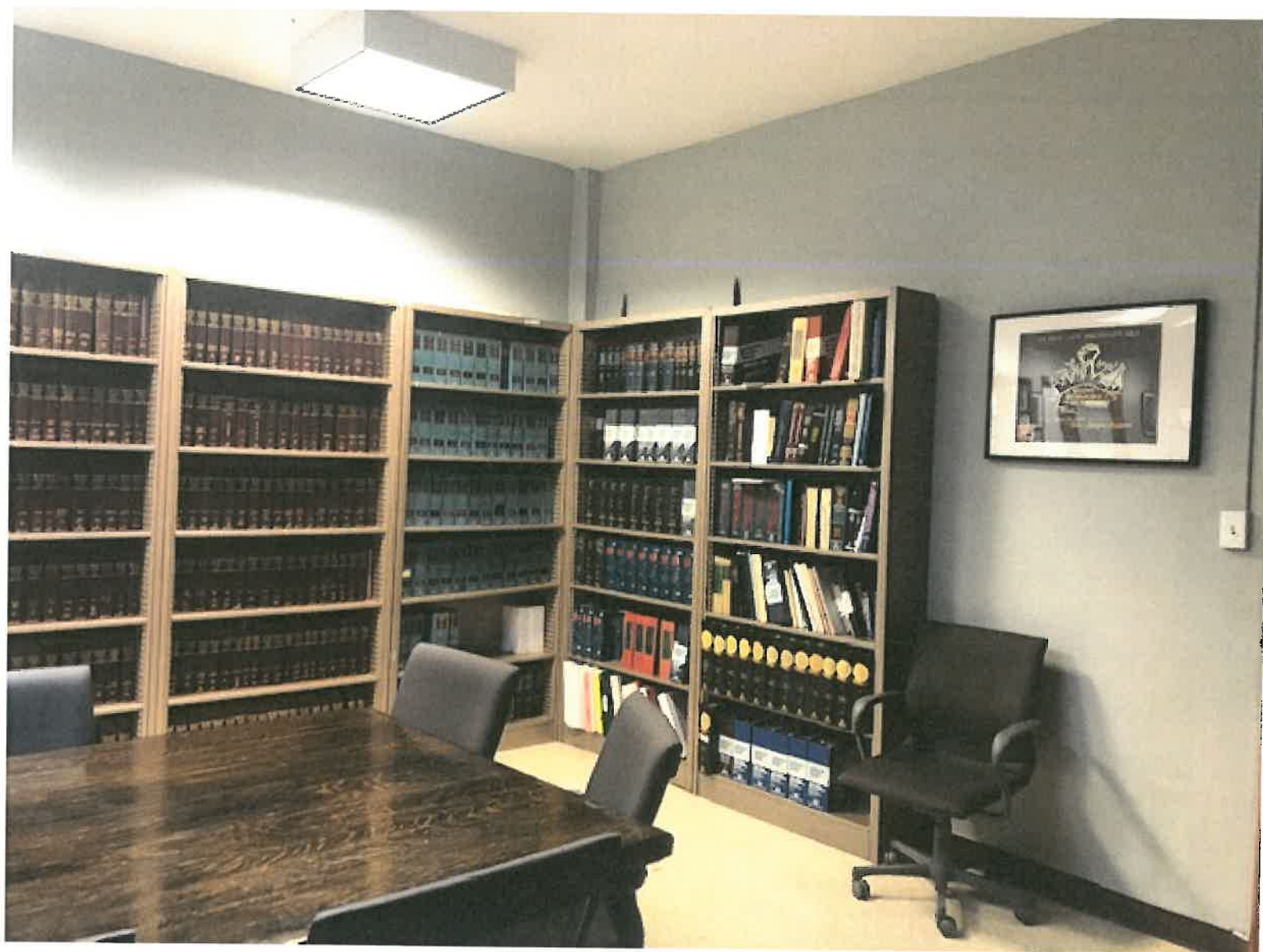


















*Recorded by: Matt Weintraub, San Francisco Planning Dept. *Date: April 2011 ☐ Continuation ☒ Update

*NRHP Status Code (Update): 3CS (CHRSC)

*This property is assigned a California Historical Resource Status Codes (CHRSC) rating of “**3CS – Appears eligible for CR as an individual property through survey evaluation**”. This CHRSC rating supercedes the previously adopted CHRSC rating that is indicated on the attached previously completed survey form. The previously adopted CHRSC rating was assigned using limited research and information. Since that time, additional research and information-gathering has been conducted that provides a more complete perspective of properties that meet eligibility standards for federal and State registers as individual historic resources and/or as historic district contributors, of areas that qualify for consideration as historic districts, and of properties that do not qualify for historic status.*

Consequently, the previously adopted findings of the Inner Mission North Survey have been revised in the following ways:

- 1) The areas that were previously designated as the Mission Reconstruction Historic District and the Inner Mission Commercial Corridor Historic District were reevaluated as thematic geographic areas, which contain individual historic buildings and historic districts that are related to the thematic contexts, but that do not constitute historic districts in and of themselves. The previous documentation for these areas did not include finite boundaries or fully defined contributing components, which are necessary components of historic districts.
- 2) Historic district boundaries were redrawn to encompass only those groupings of qualified contributors that constitute historic districts that meet federal and State eligibility requirements, which resulted in replacement of the previously adopted Mission Reconstruction Historic District and the Inner Mission Commercial Corridor Historic District with several finitely bound and well-defined historic districts. Specifically, the redrawn historic districts conform to State and federal guidelines that address requirements for thematic and visual connectivity between elements of historic districts, and requirements for retention of all or most aspects of integrity for the overall historic district and for the majority of individual contributing properties.
- 3) Properties that were previously identified as contributors to the Mission Reconstruction Historic District and/or the Inner Mission Commercial Corridor Historic District, and that are located outside of the redrawn boundaries of the historic disticts, were reevaluated as potential individual historic resources. Properties that were reevaluated, and that were determined to meet federal and/or State eligibility standards, were reassigned CHRSC ratings that corresponded to their eligibility levels as historic resources. Similarly, properties that were reevaluated, and that were determined not to meet federal and/or State eligibility standards, were reassigned CHRSC ratings indicating non-historical status. These reevaluations were conducted using adopted historical contexts, property types, and registration requirements for the Mission District.
- 4) Some properties that were previously identified as individual historic resources, and some properties that were previously identified as non-resources, were reevaluated, based on additional research and information-gathering that was conducted. Properties that were reevaluated, and that were determined to meet federal and/or State eligibility standards, were reassigned CHRSC ratings that corresponded to their eligibility levels as historic resources. Similarly, properties that were reevaluated, and that were determined not to meet federal and/or State eligibility standards, were reassigned CHRSC ratings indicating non-historical status. These reevaluations were conducted using adopted historical contexts, property types, and registration requirements for the Mission District.
- 5) Previously adopted CHRSC ratings of “5S3”, “5D3”, and “5B”, which indicate eligibility for local listing or designation through survey evaluation, were converted to CHRSC ratings that reference eligibility for listing in the California Register of Historical Resources and/or the National Register of Historic Places. Determination of eligibility for local Landmark and Historic District designations under Article 10 of the Planning Code was beyond the scope of the survey and was not performed.

For more information, see the additional documentation that is available for the Inner Mission North Survey, including: DPR 523-series forms (Primary Records; Building, Structure, and Object Records; District Records); National Register Multiple Property Documentation Form; and historic context statements for the Mission District.

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 3 Resource name(s) or number(assigned by recorder) **474 Valencia Street**

P1. Other Identifier: Operating Engineers Union hall

Form Number 400

P2. Location: ☐ Not for Publication ☒ Unrestricted

***a. County** San Francisco

***b. USGS 7.5' Quad** San Francisco North **Date:** 1995

c. Address 474 Valencia ST

City San Francisco **Zip** 94103

e. Other Locational Data: Assessor's Block and Lot 3555 063

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

This is a two-story, six-bay, stucco-clad, reinforced concrete office building. The ground story features a heavy articulated side building wall on the southern side of the asymmetric façade. Brick building piers are located between aluminum and plate glass storefronts with brick bases in the first, second, third, fourth, and sixth building bays. The fifth building bay is articulated from the remainder of the façade and features a two-story monumental frame with narrow banded divisions around the formal entrance to the building. The second story features a narrow band of aluminum windows across the first four building bays, and a wide band of aluminum windows in the sixth building bay.

The windows are aluminum, a combination of fixed, awning and double hung. The façade is divided by a thin horizontal concrete awning over the first floor storefronts. The plain parapet is a continuation of the main building wall. There is a penthouse over the fourth bay setback from the front building wall with a flat roof. The main roof is flat.

***P3b. Resources Attributes:** HP13. Community Center / Social Hall

Style or Period International Style

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



P5b. Photo: (view and date)
View From Valencia Street
looking west
4/22/2002

***P6. Date Constructed/Age and Sources**

1949 ☒ Historic

Assessor's Parcel Info

***P7. Owner and Address:**

CENTRO DEL PUEBLO INC
% MARIO SALGADO
474 VALENCIA ST 158
SAN FRANCISCO CA 94103

***P8. Recorded by:**

Planning Department
City & County of San Francisco
1660 Mission, 5th Floor
San Francisco, CA 94103

***P9. Date Recorded** 8/29/2002

***P10. Survey Type** Intensive

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

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)

BUILDING, STRUCTURE, AND OBJECT RECORDForm Number **400**Page 2 of 3 *Resource name(s) or number **474 Valencia Street**CHR Status Code **6L****B1. Historic Name:****B2. Common Name:****B3. Original Use:** Union Hall**B4. Present Use:** Office***B6 Construction History:**

Erected in 1949. Building remodeled 1996.

B5 Architectural Style:** International StyleB7. Moved?** ☒ No**Date:** _____**Original Location** _____***B8. Related Features:****B9a. Architect:** unknown**B9b. Builder:** unknown***B10. Significance:** Theme Late infill development

Area: San Francisco 1906 fire-zone

Period of Significance 1931-1957 Property Type Other

Applicable Criteria (NR): _____

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

HISTORY: In 1886, the site of this building was occupied by Forrester's Horse Market and a small marble works. In 1894, it was part of a larger parcel owned by the Market Street Cable Railway Co. The property was destroyed by the earthquake and fire of 1906, at which time the large parcel was owned by Rudolph Spreckles, and the northern portion that contained the marble works was owned by Horace Miller and A.S. MacDonald. Each continued ownership to at least 1920. By 1915, the southern and rear portions of this lot were occupied by stables, while the northern portion contained a wagon shed, paint shop, and bicycle shop. By 1935, the lots were owned by Francis Burke, and Margurite Miggs & Francis Burke. By 1946, the lots were finally under the single ownership of Glenn R & Ruth F. Baxley. The present building was erected in 1949.

BPA 1923 Erect a one-story office and showroom. Building demolished 1949.

CONTEXT: Buildings in the Inner Mission North survey area that do not fit into one of the residential property types, and are not commercial properties are classified here as "Other". Examples of this category include churches, union halls, government buildings, sculpture, and ancillary buildings. Based on the philosophies of European designers such as Le Corbusier, Marcel Breuer and Ludwig Mies Van Der Rohe, the style is characterized by an absence of ornamentation and the use of rich materials, refined details and proportions. It was intended to provide cities with efficient buildings of timeless beauty as examples of modern technology. This style represents 1% of the building stock in the Inner Mission North survey area 1850-1957. This was a sleepy period of development across the City of San Francisco (with the notable exception of the Sunset and Outer Richmond districts), as well as within the Inner Mission North survey area. Only 7% of the structures in the survey date from this period. Half of the properties erected in this period were single-family dwellings, with about equal numbers of apartment and commercial buildings.

(See Continuation Sheet)

B11. Additional Resources Attributes: _____

(Sketch Map with north arrow required)

***B12. References:**

City Directories: 1906, 1911, 1920, 1939. Sanborn maps: 1886, 1899, 1915, 1920 (Planning Dept.), 1950, 1998. WPA land use maps 1940-1965 (Planning Dept.). Block Books: 1894, 1901, 1906, 1914, 1935, 1946, 1965. Water Department Tap Records, Building Permit Applications.

B13. Remarks:

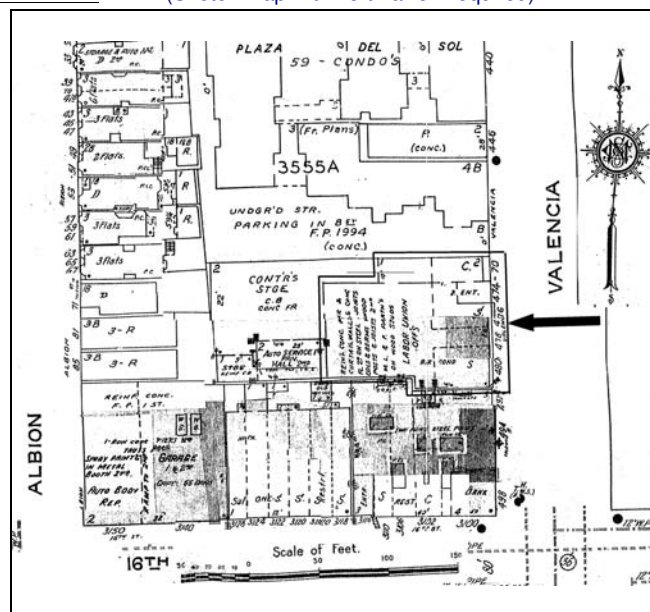
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

***B14 Evaluator:**

N. Moses Corrette, SF Planning Department
1660 Mission Street, 5th Floor San Francisco, CA, 94103

*** Date of Evaluation:** 9/10/2003

(This space reserved for official comments)



CONTINUATION SHEET

Primary # _____

HRI # _____

Trinomial _____

Page 3 of 3

Resource Name or # **Valencia 474**

*Recorded by Planning Department – City and County of San Francisco

*Date 9/10/2003

☒ Continuation

☐ Update

B10. Continued

ASSESSMENT: This building appears to be ineligible for individual listing in either the National Register, the California Register, or local listing as it lacks the historical or architectural significance for such listing. It also appears not to contribute to any potential districts in the area, as it falls outside the significant period of development identified within the Inner Mission North survey area. This property does not seem to be related to any event or chain of events important in illustrating the historic context, per National Register Criterion A. None of the persons known to have associations with this building appear to have had significant cultural contributions represented by this property, per National Register Criterion B. This property is associated with a number of other properties in the Inner Mission North survey area, and the San Francisco 1906 fire zone, however, the Early Infill Development period (1914-1930) and Late Infill Development period (1931-1957) are not significant, per National Register Criterion C. The building does retain sufficient integrity from its period to warrant special consideration in local planning. This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

INTEGRITY: The building appears to be in good structural and material condition. Materially little changed from the time it was erected in a dense urban fabric, this property retains integrity of location, design, setting, workmanship, materials, feeling and association.

FEATURES: This building retains architectural integrity to its date of construction; however, this falls outside an identified period of significance. The building does contribute the character of the neighborhood, and is consistent in use, massing, style and detailing to the surrounding contributory properties. Additionally, as the building retains integrity, it may, at a future date be reexamined under a different context, and be found significant. In that light, features of this building include, but may not be limited to: siting and relationship of the building to the street; stucco and unpainted brick cladding; roof configuration; building plan; open, recessed entry approach; windows and doors including transoms, surrounds and glazing.

State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME:

LA RAZA CENTRO LEGAL, SAN FRANCISCO

FILE NUMBER: C0727744
FORMATION DATE: 12/13/1974
TYPE: DOMESTIC NONPROFIT CORPORATION
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, DEBRA BOWEN, Secretary of State of the State of California,
hereby certify:

The records of this office indicate the entity is authorized to
exercise all of its powers, rights and privileges in the State of
California.

No information is available from this office regarding the financial
condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate
and affix the Great Seal of the State of
California this day of June 28, 2013.

Debra Bowen

DEBRA BOWEN
Secretary of State

NSS

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Housing Law Program

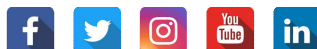


Housing Law Program

The Housing Law Program is dedicated to defend low income tenants against eviction. Our goal is to protect our clients from homelessness. We will fight for our tenant's right to stay or we will help obtain a reasonable settlement. If clients are facing an eviction without just cause, Ellis Act eviction, or an owner move-in/demolition/substantial rehabilitation eviction, we will ensure that they receive adequate relocation payments. Our Housing Law Program is partnered with Asian Pacific Islander Legal

Outreach and Asian Law Caucus and we are all committed to protecting our clients and ensuring they are well informed about their rights.

If you would like to set up an appointment with our Housing Law department, please contact Jesse Dichoso at jes@lrcl.org or 415-553-3409.



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Immigration Law Program

Immigration Law Program

[How to Access Our Services](#)

La Raza Centro Legal provides assistance to low-income, immigrant and Spanish-speaking residents of San Francisco and San Mateo counties who are seeking naturalization and legal status or who are victims of workplace or home raids.



Services provided by our Immigration Law Program:

- Provide legal consults, investigate eligibility for relief and assist in applying for immigration relief.
- Assist victims of crime and asylum seekers.
- Help individuals who are petitioning for family members to this country, applying for legal residency or citizenship, renewing their green card and work permits and fighting deportation.
- Assist youth in filing for legal status under the Deferred Action Executive Order.
- May having fee waivers approved for our extremely low income clients.
- Make referrals to non-profits and low cost immigration attorneys.
- Collaborate with other agencies to strengthen our outreach and education services, and enhance the legal expertise of our attorneys.

The Immigration Law Program provides legal consultations and immigration assistance to the low-income, immigrant and Spanish speaking community of San Francisco and San Mateo counties. Please make an appointment by calling our front desk at 415-575-3500 or emailing pilar@lrcl.org. All appointments take place at La Raza Centro Legal, 474 Valencia St. #295, San Francisco, CA 94103.

Links to Other Organizations / Resources

- [Immigrant Legal Resource Center — Immigration Options for Undocumented Immigrant Children](#)
- [Bay Area Immigrant Rights Coalition-Know Your Rights Pamphlets](#)
- [American Civil Liberties Union of Northern California – Know Your Rights](#)

Links to Government Resources

1. [Department of Homeland Security](#)
2. [Visa Bulletin-to determine familial categories](#)

To determine your A# number or next court date: 1-800-898-7180



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Senior Law Program

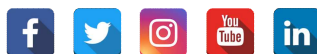
Services provided by our Senior Law Program:

- Protect the public benefits of elderly and disabled individuals.
- Defend against illegal evictions.
- Protect victims of abuse.
- Protect against consumer fraud.
- Provide education and outreach.
- Participates in a broad network of agencies to provide coordinated services.

Each day, physical and emotional abuse and financial exploitation threaten the wellbeing, mental health and economic security of our senior population! This year alone, an estimated 14.1 percent of all non-institutionalized older adults have experiences of physical, psychological, sexual abuse, neglect, or financial exploitation. Yet, for every case reported, another 23 cases of abuse go unnoticed.

In the past ten years we have provided senior law legal services to over 3,000 low-income senior residents of San Francisco.

If you would like to set up an appointment with our Senior Law Program, please contact Maribel Sanchez at maribel@lrcl.org or 415-553-3429.





En Español


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Workers' Rights Program

Workers' Rights Program

- [How to Access Our Services](#)
- Know Your Rights
- Clinic Schedule
- [Recent Campaigns and Cases](#)
- [Links to Other Organizations/Resources](#)
- [Intern / Volunteer Opportunities](#)

Services provided by our Workers' Rights Program:

- Protects the rights of low wage immigrant workers who have been exploited by unscrupulous employers.
- Assist with wage and hour cases, wrongful termination and employment discrimination cases.
- Ensure that workers receive the minimum wage, sick leave and health insurance benefits.
- Provide education and outreach.



La Raza Centro Legal's Workers' Rights Program focuses on protecting the rights of low-wage and immigrant workers, including day laborers, domestic workers and restaurant workers. For over 20 years we have operated this program, which advocates on behalf of very-low wage workers including day laborers, domestic workers, restaurant workers, car wash workers and other low wage immigrant workers who have been cheated out of rightfully earned wages or otherwise exploited by unscrupulous employers. We assist with wage and hour cases as well as wrongful termination and employment discrimination cases.

Our collaboration with the San Francisco Office of Labor Standards Enforcement (OLSE) and partner agencies including Chinese Progressive Action (CPA) and Filipino Community Center (FCC) ensures that low-wage workers receive the San Francisco's minimum wage (\$14 as of July 1, 2017), sick leave and health insurance benefits. In addition, we are also part of the California Low-Wage and Immigrant Worker Advocates (CLIWA), a state-wide collaborative of non-profit labor and employment advocates, to enhance our work with respect to wage-and-hour cases before the California Department of Labor Standards Enforcement (DLSE) and which strategizes for the expansion of necessary protections of low-wage and immigrant workers through the legislative process. In the past year we took on cases and provided education and outreach to ensure low-wage workers receive their lawfully earned wages, receive assistance in combating unlawful discriminatory and unfair business practices, and receive assistance in collecting unemployment insurance after a wrongful termination. To ensure that low-wage workers receive the San Francisco's minimum wage (\$14 as of July 1, 2017), sick leave and health insurance benefits, we collaborate with the San Francisco Office of Labor Standards Enforcement as well as community worker centers and legal aid partners, such as the Chinese Progress Association, the Filipino Community Center, and Asian Americans Advancing Justice – Asian Law Caucus. In the past year, we were able to obtain hundreds of thousands of dollars in wages in various wage-and-hour cases through settlements and judgments on behalf of restaurant workers, construction workers, car wash workers, day laborers and domestic workers. Further, we continue to increase our relationships with Spanish speaking private counsel to co-counsel with us and/or take on the complex employment discrimination cases.

1974~75

**INVESTIGATORY
GRAND JURY
REPORTS**



**CITY AND COUNTY OF
SAN FRANCISCO
CALIFORNIA**

RECREATION AND PARK DEPARTMENT (continued)

The parents' worst fears were realized. City Hall paid attention this time and the Board of Supervisors appropriated the \$550,000 in the 1975 budget to enclose and improve the pool. According to the Recreation and Park Department staff, the work is expected to be completed in October of this year.

Sharon Building

In April 1974, the historic old Sharon Building in the Childrens' Zoo and Playground in Golden Gate Park was completely gutted by fire. It had been the scene of large numbers of celebrations and activities over the years for young children and was being used as headquarters for the Recreation Department's Arts and Crafts division. This year's plan include a budget request for \$115,000 to reconstruct the building.

Koshland Park

Ground breaking ceremonies were held on June 23rd on the site at Page and Buchanan streets, given to the Department in honor of the 84th birthday of civic benefactor Daniel Koshland by his children. They have also made a gift of the necessary funds to develop the Western Addition site. Mr. Koshland was an early president of the Recreation and Park Commission.

Commission

With the change in administration this year, came changes in the personnel of City commissions. First new appointment to Recreation and Park was Msgr. Peter G. Armstrong, who replaced C.R. "Bud" Johnson. Msgr. Armstrong is Director of the Catholic Youth Organization (CYO). In April, the new Mayor appointed Lidia Margarete La Garda and Amy Meyer to the Commission. They replaced Carmen Domingues and Frances McAteer, widow of the late State Senator. Ms. La Garda is director of educational programs for the Mexican-American Legal Defense and Education Fund in the City and has worked with La Raza Centro Legal. Ms. Meyer is active in a number of conservation causes, including the Golden Gate National Recreation Area, the Planning and Conservation League and the San Francisco Chapter of the Sierra Club. It is too early to assess the affect these new appointments will have. Eugene L. Friend remains as Commission President, along with Loris De Grazia, Tommy Harris and Lucien Sabella.

The Commission will be working with a 1976-77 budget of \$23,514,000 of which \$1,949,000 is Proposition "J" money. In order to proceed with a number of its high priority replacement and reconstruction

SAN FRANCISCO PUBLIC LIBRARY



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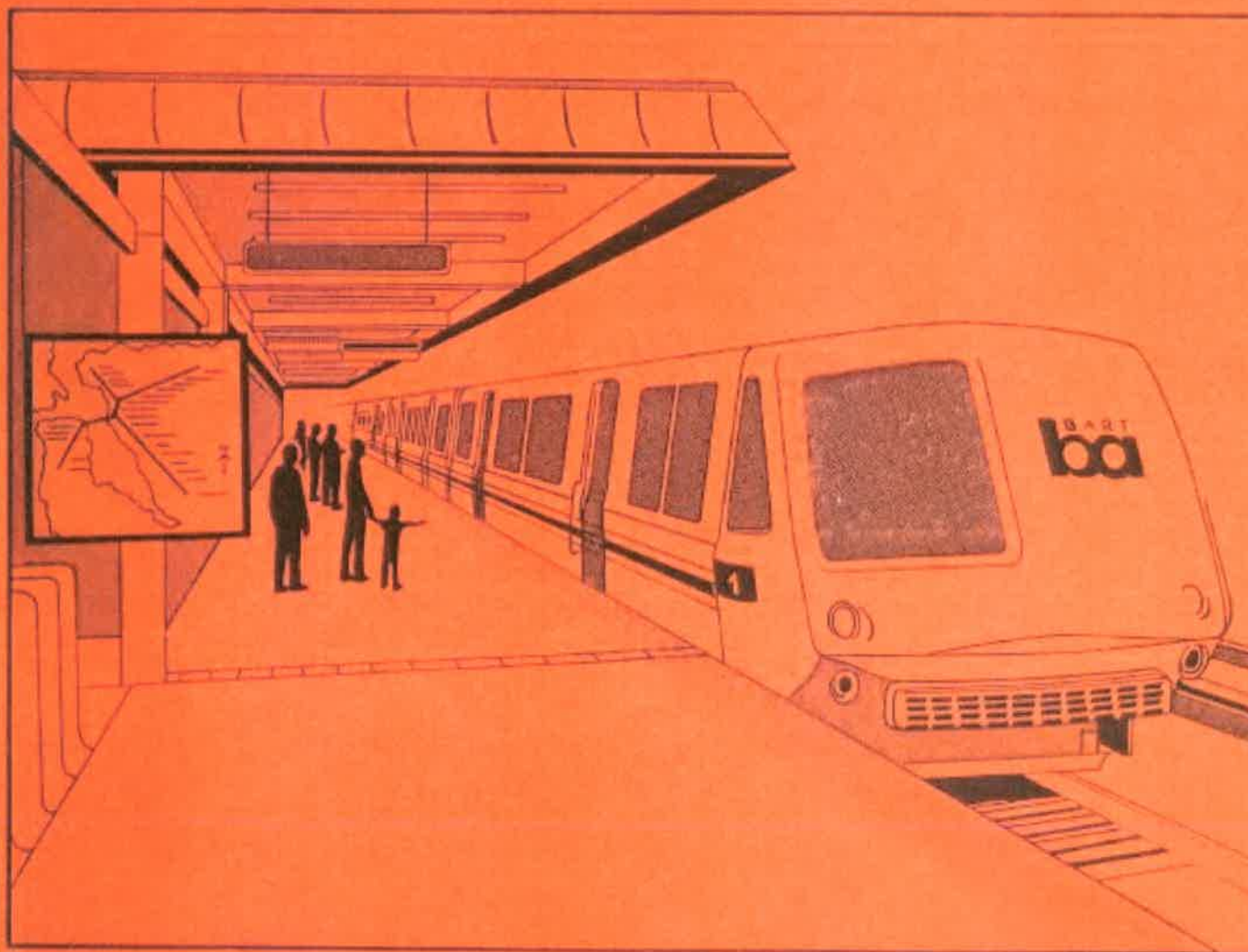
BART
Impact
Program

IMPACTS OF BART ON BAY AREA INSTITUTIONS AND LIFESTYLES

DOCUMENTS DEPT.

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AL REPORT

APRIL 1979

Recognizing the church as the source of existent local leadership, organizers went to the churches and presented their program for block-by-block organizing around immediate local problems. A broken street light, tardy or infrequent garbage collection, an unpaved segment or a hole in the street were all matters upon which community service could generate further action.

These block clubs were organized to meet once a month, and they became part of a federation of blocks and organizations that developed into the centralized Mission Coalition. From the beginning, the Mission Coalition was headed by a political elite that wished to pull its constituency along. As new issues came before the group, this elite bifurcated, then splintered into a variety of committees and programs that took it along more and more technical routes. The Coalition thus developed committees on health, community maintenance, planning, recreation, culture, finance, and employment.

Once construction of the BART station at Mission and 24th was underway, the political struggle over nearby land use absorbed major attention from the Mission political organizing elite and interested committees. This struggle was to involve many local residents as participants in collective action for a full year.

The focus of community organizational activity was the zoning status of the area between Capp and Bartlett Streets, proximate to the Mission and 24th Street BART station. Since 1960, these two streets had been zoned for commercial development, although their existing use was primarily residential. Community organizers felt that if they could effect a rezoning of these streets to residential use, large-scale, double-lot commercial development of Mission Street would be prevented.

The Ad Hoc Committee to Rezone the Mission emerged in early 1974 and consisted of La Raza Centro Legal and the Mission Planning Council. La Raza Centro Legal consists of young law students and other pre-professionals with a strong ethnic identification and a political commitment rooted in the ideology of the early Mission activists. While the concern of the Centro Legal was to preserve the cultural and political base in furthering their drive for social and economic change, Mission Planning was concerned more about the preservation of the old victorian houses in the area. The latter group consisted mainly of white, middle-class sympathizers whose immediate interests coincided with those of the Spanish-speaking community. The common interest of the two groups was to halt commercial expansion into residential sections of the Mission. Their fear was that big businesses would move into the area, build high-rise office buildings and multi-unit apartment complexes, and drive up property values and rents.

The result of the political activity in the Mission was the downzoning of the area along Capp (one block east of Mission Street) and Mission Streets between 22nd and 26th Street and of Capp Street between 18th and 22nd Streets.

Because the Mission District was organizing behind the Centro Legal around issues of culture, education, and "consciousness," the political elite was able to draw support by celebrating the area's Spanish history and calling attention to the current cultural and social renaissance of the area. The fight which eventually gained rezoning for the area was symbolically a struggle over the fate of a place for the Latin people in San Francisco.

La Raza Centro Legal and the Mission Planning Council continue to be actively concerned about the development of public park space, a range of community services, and the economic and cultural well-being of the area.



We, the Staff of La Raza Centro Legal, are honored to work for the low income and immigrant communities of the greater Bay Area. We are committed to providing legal access to all people and advocating for social justice. We thank all of our volunteers and interns for their uncompromising dedication and work.

Staff

Carla Jessenia Amador
 Catherine Atkin, Esq.
 Paul S. Cohen, Esq.
 Karen Delio
 Sofia Isabel Feal, Esq.
 Megan Galas
 Sylvia Kennedy, Esq.
 Victor M. Marquez, Esq.
 Meghan Carmen McVety
 Jesus Perez Moya
 Julia Lear, Esq.
 Patricia Petra Loya

Caroline Monique Pieters
 Marina Pineda-Kamariotis, Esq.
 Susana Razo
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 Mathew Rosen
 Shelly Rosenfeld
 Molly Simon

The San Mateo County Outreach Project

The San Mateo County Outreach Project ("SMC Project") provides legal advice and representation in the areas of citizenship, employment, housing and immigration law to all qualifying low income and Spanish-speaking residents of San Mateo County. The SMC Project staff includes Staff Attorney Paul Cohen and Legal Assistant Megan Galas, who also relies on several law clerks and community volunteers. The SMC Project has offices located in Daly City, Pacifica, Redwood City, San Mateo and South San Francisco. It is the hope of the SMC Project to expand its services to include an East Palo Alto office in the



near future in response to the intense need for services in that area.

On an annual basis, Centro Legal serves over 4,000 residents of San Mateo County. In addition to rendering legal advice and representation, the SMC Project provides valuable information, education and referrals to thousands of low income people through workshops and presentations. The SMC Project has developed various manuals to educate individuals about their rights and responsibilities, and to guide clients to represent themselves *In Propria Persona*. The following are some highlights of the SMC Project:

- Over fifty families have sought advice, counsel, and potential representation from Centro Legal concerning the planned demolition of their building complexes as part of the Bay Area Rapid

Transit (BART) system's proposed extension to the City of Millbrae. Our clients are anxiously awaiting the promise of federal relocation assistance while remaining in housing plagued with progressively worse living conditions. Centro Legal will work to protect our clients' rights to basic sanitary and secure conditions whether BART arrives in Millbrae or not.

- The SMC Project represented fifteen families in the unincorporated North Fair Oaks community of Redwood City who lived in a building in which two stairwells collapsed. In February, eleven families were relocated to a motel in Redwood City.

Centro Legal successfully defended two wrongful evictions and forced fair living conditions for the remaining families.

- In April, Centro Legal held its first annual San Mateo County Awards Reception. Supporters and friends of Centro Legal, clients and community leaders joined the SMC Project in celebrating their work and success. The SMC Project honored San Mateo County Supervisor Ruben Barrales and South San Francisco CDBG Program Coordinator Norma Fragoso for their commitment to social justice in the community.

The SMC Project's representation of individuals in San Mateo County has surpassed the annual goals well before the end of the present fiscal year. For example, in Daly City, the goal was to serve 818 individuals this year, and as of March 31, 1996, the SMC Project served over 1,100 clients. A similar result is true for South San Francisco. The SMC Project looks forward to the continued protection of individual rights and opportunities in employment and housing in the San Mateo Community as it enters its fifth year of outreach to San Mateo County residents.

Centro Legal's San Mateo County Project is proud of its continued success in keeping the families of the greater Bay Area from becoming homeless and allowing them to fulfill their true potential.

The Citizenship Campaign



Since the inception of our Citizenship Campaign in July 1994, Centro Legal has enjoyed consistent success with the program. The Campaign educates and mobilizes the immigrant community in Alameda, San Francisco, San Mateo and the greater Bay Area by promoting and facilitating United States citizenship.

During the past year, we have witnessed the maturation of the Campaign. The Campaign has developed new systems for reaching and assisting potential citizens, including Citizenship Fairs, collaborations with other community organizations, and off-site application processing in a pilot program with the Immigration and Naturalization Service ("INS"). Centro Legal is particularly proud of the relationships that the Campaign staff established with the Hotel and Restaurant Workers Union, Local 2

and the Career Resources and Development Center, both of which will allow us to target and serve new sectors of the community. The Campaign staff consists of Attorney Sofia Feal, Program Manager Nelly Reyes, Outreach Coordinator Jesus Perez Moya, Legal Assistant Karen Delio and numerous volunteers. Also assisting with the Citizenship Campaign are Centro Legal's Legal Secretaries George Zamora and Arturo Rivadeneyra and INA Anti-Discrimination Project staff, Outreach Specialists Gilliann Sanchez and Julia Lear.

The case of Pedro Antonio Panilla exemplifies the significance of our citizenship work. In 1990, at the age of 82, Mr. Panilla came to the United States from El Salvador as a Legal Permanent Resident. After waiting the five required years, Mr. Panilla came to Centro Legal for assistance with becoming a citizen of the United States; he had been outside the U.S. for almost a year to accompany his terminally ill wife back to her birthplace. Additionally, his English was very limited. With the legal support and assistance of Centro Legal's Citizenship Campaign and his deep desire to be a U.S. citizen, Mr. Panilla worked for the next year in overcoming these obstacles. On May 30, 1996, his dream was realized when the INS granted his Certificate of Naturalization.

To date, the Citizenship Campaign has served over 7,000 individuals, all with unique stories like Mr. Panilla. As a result of our success, the Citizenship Campaign has emerged as a model program in Northern California in the effort to ensure the incorporation and activation of all people in our society. Based on the increasing need for our citizenship work in the current economic and social climate, Centro Legal's goal is to extend the Citizenship Campaign well into the future.

The Day Labor Program of San Francisco

Cesar Chavez Community Service Award

In 1986, following the passage of the Immigration Reform & Control Act and the employer sanctions contained therein, widespread discrimination against foreign appearing or sounding individuals ensued, forcing many to the streets in search for work. Day laborers congregate on corners waiting for employers to drive by and offer them work.

Employment opportunities for unskilled or semi-skilled individuals are limited, and day laborers, who are often homeless, face additional obstacles in their quest for work, often lacking the appropriate skills, clothing, shoes, or tools to obtain a full-time job.

This situation, coupled with their desperation for work, leaves day laborers at the mercy of unscrupulous employers who expose them to unsafe working conditions or refuse to pay them. Many day laborers are immigrants coping with cultural and language barriers, and struggling to survive.

In 1989, merchants and residents proximate to Mission and Cesar Chavez Streets protested the presence of day laborers and sought ways to remove them, blaming the laborers for the litter, crime and drugs that plague the area. At the same time, the day laborers were victims of exploitation and abuses at the hands of employers. From meetings held with day laborers, local residents, merchants and immigrant activists, it was concluded that San Francisco would establish a "hiring hall" program to resolve the issues at hand. The Day Labor Program of San Francisco officially opened its doors in April 1991 at Franklin Square Park.

Since its inception, the Day Labor Program has successfully placed thousands of day laborers with jobs ranging in duration from one hour to full-time employment. Many laborers who once came to the Program homeless and unfamiliar

with the job market now have steady employment and housing. The Day Labor Program develops jobs, advocates on behalf of day laborers and provides an alternative gathering place for day laborers to meet with potential employers.

The Day Labor Program also offers a mechanism for workers to meet, interact and organize

with other workers. Day laborers have the opportunity and the support to build and strengthen their own community. At the heart of the Program is the philosophy that each individual has power and influence over their own lives, and as such the Program strives for each worker to

attain the determination, self-confidence and knowledge necessary to achieve and maintain full-time employment.

Working relationships with a variety of community-based organizations and service providers such as La Raza Centro Legal, the Department of Public Health, the St. Vincent de Paul Society, and the Dolores Street Community Center, enable the Day Labor Program to provide day laborers with referrals for legal assistance, clothing and shelter as well as direct medical services at the on-site medical clinic. With the support of volunteers, trainings have been conducted on employment law and discrimination, legal rights pertaining to INS and police actions, English as a Second Language, job seeking, the use of tools or equipment, and HIV/AIDS, STDs and other health issues.

Centro Legal is proud to honor the Day Labor Program of San Francisco with the 1996 Cesar Chavez Community Service Award for their dedication to the community and innovative solutions in the interest of day laborers. We hope to work with and witness the continued success of the Day Labor Program for many years to come.



The Immigration Law Unit

Centro Legal's Immigration Law Unit provides direct legal services in political asylum, suspension of deportation, family-based visas, naturalization, deportation defense issues, waivers and appeals. The staff schedules regular presentations and media forums to educate the community about immigration issues and to quell existing fears about the Immigration and Naturalization Service ("INS").

The Immigration Law Unit is currently staffed by Attorney Marina Pineda-Kamariotis, Immigration Coordinators Caroline Pieters and Florence Zolin, Legal Assistant Susana Razo and a number of highly devoted volunteers. Following are highlights of cases on which the unit is currently working:

- For the past eight years, Dolores has endured being hit, slapped and locked up by her U.S. Citizen husband. Dolores' husband refused to confer Lawful Permanent Resident status as another way of keeping her under his control. Their two children were undernourished because their father did not provide sufficient food for the family. Soon after the birth of her third child, Dolores decided to work, against her husband's orders, so that she could properly clothe and feed her children. In retaliation, Dolores' husband reported her to the INS as an undocumented worker. Centro Legal accompanied Dolores to her interview with an INS investigations officer to explain the abusive family situation and dissuade the officer from holding her in

detention. Dolores was not detained and now has the opportunity to request lawful permanent residency before an immigration judge. In an effort to have a judge grant Dolores lawful status, Centro Legal will document the abuse that she has endured and the extreme hardship that she and her children will suffer if her status is not granted.

- The Immigration Law Unit is assisting Sami, an Algerian journalist, to apply for political asylum. He was active in the Front for Islamic Salvation ("FIS") political party during

the late 1980s. The FIS' political strength culminated in the 1991 elections when it won a majority of the seats in one of the two houses of Parliament. Before the elections of the second house of Parliament, in which the FIS would be



sure to outseat the reigning national political party, the President resigned, cancelled the elections, and the army took control of the government under a state of emergency. During political demonstrations, Sami was arrested by the Algerian Army on three different occasions. During his second arrest, he was tortured. Subsequent to his final arrest, Sami was placed in a desert prison camp for two years until his escape in late 1995. If the INS grants our client political asylum, he plans to continue his efforts to support democratic reform in Algeria.

The team of the Immigration Law Unit is proud to know that its invested hard work is keeping families together and maintaining the safety of individuals intact.

The Employment Law Unit

Despite the current anti-immigrant climate, Centro Legal's Employment Unit had a very successful year fighting for the rights of immigrant and low wage workers. The Employment Unit consists of Supervising Attorney Renée Saucedo and Attorneys Catherine Atkin, Michael Schmitz and Virginia Villegas. This unit prides itself on combining legal representation with community education, advocacy and political organizing in order to ensure justice for Bay Area workers. The following cases exemplify the unit's legal work:

- Guadalupe Sanchez and members of her family, all immigrants from Mexico, worked for

Aurora's Janitorial Maintenance Company in San Francisco. Mrs. Sanchez and her sixteen year old niece were subjected to despicable forms of sexual harassment. When they complained about the mistreatment, they and their relatives were

immediately terminated. Centro Legal's Employment Unit filed the family's claims in San Francisco's Superior Court and obtained a positive settlement for the Sanchez family. Mrs. Sanchez now shares her story with the community through media and public forums to ensure that other women speak out about incidents of sexual harassment.

- Berry Company, a food distribution company in San Carlos, discriminated against its Latino workers by constantly directing racial slurs at them and, in general, by treating them inhumanely and differently from the rest of the workforce. Berry Company also failed to pay their Latino workers thousands of dollars in overtime pay, and violated health and safety regulations/codes (Berry Co. was bleaching spoiled shrimp, mislabeling canned products and distributing rice containing rat feces,

along with other contaminated products, to Bay Area restaurants). Working with Attorneys Jon Sindell and Cliff Weingus, the Employment Unit filed the suit in San Mateo Superior Court and obtained a positive settlement.

- Five Salvadoran immigrant restaurant workers were employed by Pasta's Cafe in Pleasanton, and although they worked at least twelve hours per day, six days per week, they were never paid overtime wages. After filing a claim with the State Labor Commissioner, the Employment Unit recovered the workers' wages (the terms of the settlement are confidential).



In addition to representing clients in court cases, the Employment Unit has successfully launched the *San Francisco Restaurant Workers Project*. This project organizes restaurant workers and, through education, public awareness and

community campaigns, it strives to ensure that San Francisco restaurants will respect the rights of their employees. Project staff works with a Steering Committee of restaurant workers which meets to plan each step of the Project. The Project also has a Community Advisory Board which consists of diverse community representatives, including restaurant owners.

The Employment Unit continues to work in coalitions with several organizations to fight for the rights of all immigrants. This year, its lawyers helped organize and participate in the Hunger Strike for Immigrant Rights to protest the passage of federal anti-immigrant legislation.

The Employment Unit will continue to confront exploitative working conditions and mobilize workers to demand fair treatment in the workplace and in the community.

The Senior Law Unit

In August 1995, Centro Legal launched the Senior Law Unit with the support of the San Francisco Commission on the Aging to fill the gap in legal advocacy services for older adults in San Francisco. The Unit is staffed by Attorneys Sylvia Kennedy and Catherine Atkin.

Through high quality and effective legal representation, education, advocacy, information and referrals, the Unit assists older adults in remaining independent and active members of the community. The Unit addresses the specific needs of older adults, including housing, public benefits, consumer, naturalization and elder abuse issues which affect the levels of independence and dignity of the senior citizen population.

Centro Legal's staff provides individual counseling, conducts intakes and educational workshops at various senior centers, participates in the San Francisco Citywide Senior Services Plan, and teaches a course on Elder Law for Seniors at the Mission Campus of the City College of San Francisco.

The following are some of the highlights of the Senior Law Unit:

- 72 year-old Ms. Patiño had been renting the same home for over 18 years. When her husband passed away, she was forced to obtain roommates to help her pay the rent. Unfortunately, one of her young male roommates began to verbally abuse Ms. Patiño and posed a threat to her personal safety. Ms. Patiño, who had formerly had a stroke and cancer, was suffering from yet additional health problems as a result of her roommate's treatment. Centro Legal sought and obtained a temporary restraining order against Ms. Patiño's roommate,

who was ordered by a family court to vacate the premises and refrain from approaching Ms. Patiño for the next three years.

- Last winter, Mrs. Perez' purse was stolen. Mrs. Perez is now receiving letters and notices from Medicare which list medical services she never requested nor received. She suspects that someone is using her Medicare card fraudulently. Centro Legal has notified Medicare and all the health service providers involved of the problem and possible fraud, and will monitor the case while Medicare undertakes an independent investigation.

Centro Legal's Senior Law Unit strives to protect the dignified independence of older adults in San Francisco. We are proud to offer advocacy and services for our older adult community.





City and County of San Francisco

Tails

Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 021357

Date Passed:

Resolution commending **La Raza Centro Legal** for their outstanding commitment to the San Francisco day labor population and for their tremendously successful administration, management and operation of the San Francisco day labor program.

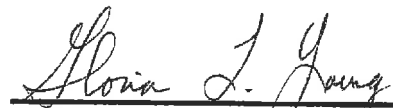
August 5, 2002 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Yee

Absent: 1 - Sandoval

File No. 021357

I hereby certify that the foregoing Resolution
was ADOPTED on August 5, 2002 by the
Board of Supervisors of the City and County
of San Francisco.

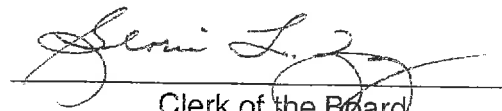

Gloria L. Young *by Kay Salazar*
Clerk of the Board

Date Approved

Mayor Willie L. Brown Jr.

Date: August 16, 2002

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.


Clerk of the Board

File No.
021357

1 [Resolution commending La Raza Centro Legal.]

2
3 **Resolution commending La Raza Centro Legal for their outstanding commitment to the**
4 **San Francisco day labor population and for their tremendously successful**
5 **administration, management and operation of the San Francisco day labor program.**
6

7 WHEREAS, The City and County of San Francisco established the San Francisco Day
8 Labor Program in 1990 to provide benefits for day laborers, contractors, and local residents
9 including worker office and meeting space, bilingual staff to inform laborers of their rights and
10 responsibilities, facilitation of job development, free English classes, medical and legal clinics,
11 social service referrals, skills training, a registration system for laborers to find work, and city-
12 sponsorship ensuring cooperation by local police departments; and

13 WHEREAS, The Day Labor Program was founded in 1991 to preserve and expand the
14 economic and human rights of all workers regardless of their position in the labor market or
15 their immigration status; and,

16 WHEREAS, La Raza Centro Legal has managed and operated the San Francisco Day
17 Labor Program since the Spring of 2000; and,

18 WHEREAS, La Raza Centro Legal's Day Labor Program is nationally recognized as
19 one of the most successful day labor program models emulated by cities throughout our
20 nation; and,

21 WHEREAS, La Raza Centro Legal's model of combined services and community
22 empowerment has facilitated day laborer leadership; and,

23 WHEREAS, San Francisco's day laborers now play a leadership role and make their
24 voices in heard in our community and at a national level through the National Day Laborer
25 Network; and,

1 WHEREAS, Since adopting the Day Labor Program, La Raza Centro Legal has been
2 able to fulfill all of the expectations outlined in the original resolution for a Day Labor Program
3 and moreover, has strengthened the program; and,

4 WHEREAS, La Raza Centro Legal has been able to provide the program with a
5 strengthened infrastructure, enhanced record-keeping and reporting capabilities, enhanced
6 job development and outreach for day laborers to increase their employment opportunities,
7 increased services for day laborers, increased staffing, leveraged funding from private
8 sources, and leadership development for day laborers; and,

9 WHEREAS, Under La Raza Centro Legal's leadership, day laborers in San Francisco
10 have increased access to employment, medical clinics, legal services, mental health
11 counseling, HIV/STD testing, substance abuse counseling, job-skills training, and
12 occupational safety training; and,

13 WHEREAS, Under La Raza Centro Legal's management the Day Labor Program has
14 made phenomenal accomplishments in the past two years including: (1) the establishment of
15 a \$10 minimum wage for day laborers, (2) the establishment of a day labor worker-led union,
16 and (3) the obtainment of a new site located on Cesar Chavez Street for the Day Labor
17 Program; and,

18 WHEREAS, In this past fiscal year alone, La Raza Centro Legal has far exceeded all
19 employment goals established by the City for the San Francisco Day Labor Program including
20 (1) the placement of over 1400 jobs for day laborers, (2) the referral of over 1200 workers to
21 medical services, (3) the referral of over 400 workers to shelter and clothing, and (4) outreach
22 to over 1500 workers throughout the course of the year; and,

23 WHEREAS, In this past fiscal year, La Raza Centro Legal has increased the self-
24 sufficiency of day laborers by coordinating education classes, training, leadership
25 development, and empowerment strategies for hundreds of day laborers; and,

1 WHEREAS, La Raza Centro Legal has incorporated a Women's Collective to the Day
2 Labor Program for the first time ever in the program's history; and,

3 WHEREAS, La Raza Centro Legal's mission is to build community power in
4 disenfranchised communities, including the day laborer community, from the bottom up; and,

5 WHEREAS, La Raza Centro Legal as part of its mission has promoted day laborer
6 leadership, self-determination, and self-sufficiency; and,

7 WHEREAS, Because of La Raza Centro Legal's commitment to day laborers in our
8 community, the City and County of San Francisco is recognized as a national leader in day
9 laborer services and immigrant-worker empowerment; now, therefore, be it

10 RESOLVED, That the San Francisco Board of Supervisors commends La Raza Centro
11 Legal for its outstanding commitment to San Francisco's day laborer population and for its
12 tremendously successful administration and management of the nationally recognized San
13 Francisco Day Labor Program.

COMMENTARY

< Hunger Strikes Turn Fasting into a Political Tool

October 4, 2006 · 9:00 AM ET

Listen

Queue

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FARAI CHIDEYA, host:

In our month-long series on fasting, we've already heard about the spiritual reasons some people choose to go without food and water, but activists also use fasts as tools for social change.

Community leaders have long waged hunger strikes to protest wars and to fight racism. Many activists say it's an invaluable nonviolent strategy for change, but one that can also pose physical danger to those who use it.

Today we hear from a San Francisco community lawyer, whose recent hunger strike drew attention to her fight for immigrants' rights.

Ms. RENEE SAUCEDO (Community Empowerment Coordinator, La Raza Centro Legal): My name is Renee Saucedo, and I'm the community empowerment coordinator at **La Raza Centro Legal**, which is a nonprofit community empowerment center here in San Francisco's Mission District.

The last hunger strike that I participated in was a few months ago, in front of the San Francisco federal building, with dozens of other activists and members of the immigrant community, to protest and denounce, and to express our outrage over the passage of the Sensenbrenner bill in Congress: which, among other things, would criminalize the undocumented community, adults and children alike.

A hunger strike, in my view, is one tool for us to get our message out to the world, to show that something is happening that's so drastic that we, as people who care about any given issue, will put our bodies on the line to expose how urgent the situation is. And, it's really worked. You know, the urgency really does come out when people see, well, geez, how come these people are willing to go without food for a significant period of time, you know, people get inspired to get involved when they see that people are willing to sacrifice their bodies for the cause.

I usually am not the one to advocate doing a hunger strike as a tactic, because it is - personally it's difficult. You know, I do - physically I am somewhat small, and when I'm on these hunger strikes, I tend to feel symptoms like nausea and chest pains. I am in a very bad mood, usually, without food. You get very cold.

However, even with the physical discomfort, when you think about why you're doing it, and when you see how people respond to you as a hunger striker, and they come and, you know, they bring me flowers, they brought me candles, you name it. I got gifts all day every day when I was fasting. It's very inspiring. It's very moving. And it's actually somewhat of a spiritual experience. It's a spiritual cleansing because you're doing it for political reasons and your body is feeling it, but at the same time, you know you're doing it for the right reasons.

Once I start a hunger strike, it's very easy to finish it, because we understand that it's part of a larger struggle. It's part of a larger context. And, you know, you have support. You organize it. It's very well thought out, very well planned.

The other thing is that, you know, we have role models. Hunger strike has been used as a tactic for years in nonviolent struggle. Everyone from Cesar Chavez to Mahatma Gandhi, and here locally, Father Louis Vitale, and others. It's part of a tradition. And I feel very inspired by other people. So the physical pain and the emotional discomfort that I feel, I have the luxury of saying it's temporary, because there are people in our world who suffer every day, and really can't see the end.

CHIDEYA: Renee Saucedo is the community empowerment coordinator for the San Francisco activist group, La Raza Centro Legal. You can learn about Renee's group, and about the previous voices in our fasting series, at npr.org.

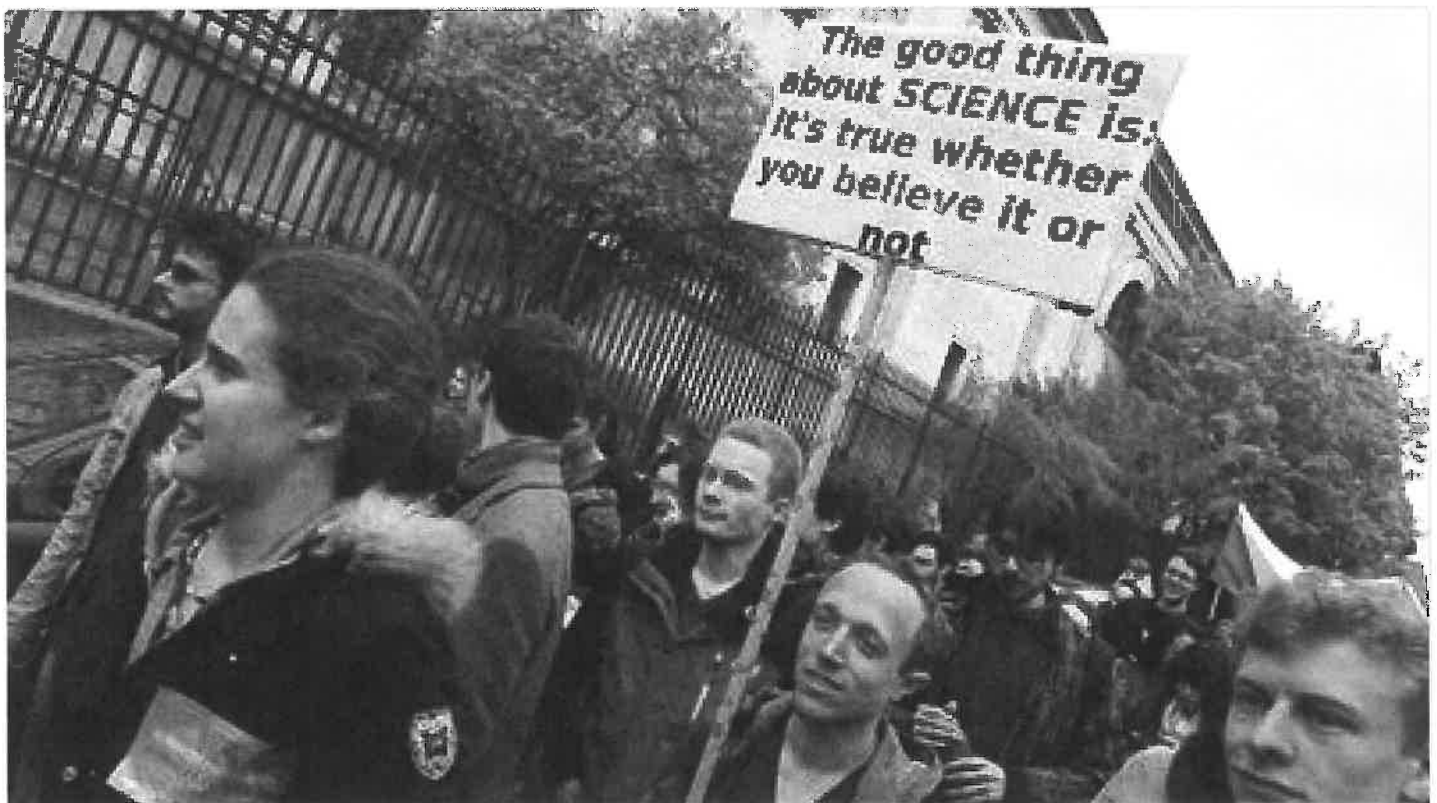
(Soundbite of music)

CHIDEYA: This is NPR News.

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COMMENTARY

Science Isn't Partisan, But Public Perception Of Science Often Is

40 years of bringing art to all

San Francisco Chronicle (CA) - April 21, 2008

Author/Byline: Jesse Hamlin, Chronicle Staff Writer

Edition: 5star

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Page: E1

Readability: >12 grade level (Lexile: 1450)

Salvador Perez strummed the guitar chords to "Cielito Lindo" the other night and sang the lilting Mexican love song with a handful of other Latino immigrants sitting in the second-floor foyer of the Centro del Pueblo on Valencia Street. The sound swelled with feeling.

"Music is a form of release," said Perez, 27, a San Francisco day laborer from Chiapas, Mexico, who stands on Cesar Chavez Street, or in front of Home Depot, hoping someone will hire him to dig ditches or pour concrete or do other manual labor.

Every Thursday evening, he and other laborers and domestic workers show up at Centro del Pueblo to rehearse with El Coro Jornalero, or the Day Laborer's Choir. It was put together by the immigrant advocacy organization La Raza Centro Legal with a \$32,000 grant from the San Francisco Art Commission's Community Arts and Education Program, which funds arts activities and street festivals throughout the city's ethnically diverse neighborhoods.

Originally called the Neighborhood Arts Program, the community arts program - a national trailblazer in nurturing art in places outside the circles of high culture - is celebrating its 40th anniversary with performances and gabfests around town during the next two weeks. The events feature everyone from lesbian comedienne Marga Gomez to poet Diane Di Prima, Danza Azteca Xitlalli and the Brown Bombers Cheer and Dance Team.

El Coro Jornalero began as an informal group that sang at labor events. The city grant has allowed it to formally organize under the tutelage of Ricardo Torres, a sharp local choral director and rock 'n' roller who leads the 10-member Coro Obrero (Worker's Choir) and plays clubs and on the street with his band Amnesia.

"People like to sing and play to express their feelings," said Torres, 29, a Mexico City native with a long black ponytail and braided goatee. "It's almost like therapy."

He's been coaching the group to sing harmony on tunes like "De Colores" and "La Bamba" and teaching some to play guitar. The other night, he was showing Ada Ortiz how to finger some chords. She's a Honduran immigrant who cleans houses for a living and belongs to the women's collective of La Raza Centro Legal's Day Labor Program.

"I come to relax," Ortiz, 36, said in Spanish that was translated by La Raza Centro Legal community organizer Renee Saucedo, a San Francisco native with a law degree from Boalt Hall School of Law. "I like to participate because we create songs for ourselves as immigrants."

Hector Valdez, a mustachioed man who coordinates social services for the Day Labor Program, was strumming the small guitar called the requinto, singing his heart out. "We sing romantic songs, like we sang when we were growing up," said Valdez, who came here from Durango, Mexico, 11 years ago. "And songs that speak about workers and immigrants."

Some of the traditional lyrics have been tweaked to reflect the group's labor identity. In place of the phrase "canta y no llores (sing and no tears)" in "Cielito Lindo," the choir sings "los jornaleros."

"Music and poetry have always been part of our movement, of the immigrant struggle, and we consider this choir part of that," said Saucedo, who sings in the group, which performs its first gig next month at the La Raza Centro Legal's annual fundraiser. Immigrant workers, documented or not, face challenges here. When people told Saucedo that "music and this choir can help us relax a little bit, help us relieve some of the tension we have from our jobs, we did everything we could to make this group more formal."

Funding for amateurs The choir is one of many small endeavors helped by the Community Arts and Education Program, which, along with other Arts Commission programs, gives out about \$4.5 million a year, most of it from the city's hotel tax fund. It brings writers into public schools, oversees the city-owned cultural centers - among them the historic Bayview Opera House, the Mission Cultural Center for Latino Arts and the African American Art and Culture Complex - and funds arts programs for elders, homeless people in the Tenderloin and kids at risk, as well as the Filipino community's Parol Lantern Festival and other street festivals and events across town.

Rather than funding professional arts groups - the city's Grants for the Arts does that splendidly - the neighborhood arts program "enriches the fabric of the communities, of neighborhood life," said the Art Commission's Judy Nemzoff, who directs the Community Arts and Education Program. "It's saying that the artist lives in all of us, and we need an opportunity to express that."

That egalitarian spirit was shared by the people who started the program in 1967, when the city was ground zero for countercultural ideas.

Some teachers and students at San Francisco State University, among them philosophy Professor Art Bierman, Rod Lundquist and Julian Theater founder Richard Reineccius, sold the Arts Commission on the idea of helping the young artists sprouting up around town. Commission President Harold Zellerbach, looking for allies to pass a bond measure to build a symphony hall, tossed them \$25,000 for the purpose, as they put it, of "nurturing arts for and by the people where they live and work."

The program didn't give grants the first few years, but rather provided performance space, sound equipment, poster printing and other valuable technical assistance. "We became the place where artists and small groups came for help," said June Gutfleisch, the first director. "We started to put together a program that would find and feature the talent that was lurking in the neighborhoods." A flatbed truck fitted with a stage brought free performances to parks around town. A little money was raised to pay artists about \$100 a performance. Gutfleisch remembers Carlos Santana's then unknown Mission District band playing one of those park gigs for a C-note.

"Populist and progressive vibe" The program, said former Mime Troupe playwright Joan Holden, "definitely had a populist and progressive vibe. There was this upsurge of culture up from the bottom - rock music, free theater in the park - and they nurtured that. They were multicultural before the word existed. They fertilized the grassroots."

The San Francisco Blues Festival and the city's Precita Eyes Mural Center were seeded by the Neighborhood Arts Program. The city gave Blues Festival Director Tom Mazzolini \$500, printed his posters, lent him sound equipment and arranged for him to use the gym at UC Extension on Laguna Street for his first event in 1972. "It was instrumental in getting the festival started," Mazzolini said.

The program really took off under the direction of Stephen Goldstine, a onetime academic who later ran the San Francisco Art Institute and was graduate dean at California College of the Arts. It was during his fruitful tenure, from 1970 to '78, that the program tapped into federal money to help fund local artists. An intern named John Kreidler, who'd worked in Washington and would later head the philanthropic San Francisco Foundation, hit on the idea of using federal grants from the Comprehensive Employment and Training Act, or CETA, to employ artists.

A slew of local performers, muralists and other artists - including the gifted clowns Geoff Hoyle and Bill Irwin of the Pickle Family Circus - got monthly stipends (Hoyle remembers it being \$400) to perform and develop their work.

"The neighborhood arts program has brought low-cost or free art to communities in San Francisco that don't have the resources to participate otherwise," said Susan Cervantes, the CETA artist who founded the Precita Eyes mural project. "And I think it's made a big difference in their lives."

Neighborhood Arts Festival The San Francisco Art Commission's Neighborhood Arts Festival runs tonight through May 3 at various venues. All events are free. For more information, call (415) 252-2598 or go to www.sfartscommission.org.

Poet Diane Di Prima: With singer-songwriters Aireene Espiritu and Rick Di Dia. Program also features a discussion about survival tactics for arts organizations, with Intersection for the Arts Director Deborah Cullinan and others. 7-9 p.m. today. Cesar Chavez Center, San Francisco State University, 1600 Holloway Ave.

Comic Marga Gomez: With playwright Joan Holden, writer devorah major, Supervisor Tom Ammiano and others discussing the pros and cons of artists being funded. 7-9 p.m. Wednesday. I-Hotel/Manilatown Center, 868 Kearny St.

The Best Intentions Motown Review: The Brown Bombers Cheer and Dance Team and poet Janice Reaves. 1-4 p.m. Saturday. Bayview Opera House, 4705 Third St.

Poets Di Prima and Jack Hirschman: With Janice Mirikitani, Nina Serrano, Roberto Vargas and others. 7-10 p.m. May 2. Glide Memorial Church, 330 Ellis St.

40th anniversary bash: Food; performances by Danza Azteca Xitlalli, the world-music Troublemakers Union and others; video and audio clips from the Art Commission's archives; more. 1-6 p.m. May 3. SomArts Cultural Center, 934 Brannan St.

Memo: E-mail Jesse Hamlin at jhamlin@sfchronicle.com.

Index terms: DATEBOOK;MUSIC;GRANTS;ARTS;EDUCATION: Centro del Pueblo;El Coro Jornalero;Community Arts and Education Program;Ricardo Torres;Neighborhood Arts Festival

Locations: USA;CALIFORNIA;SAN FRANCISCO;SAN FRANCISCO

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Saturday, September 18th, 2010

Come out and speak for the progressive revenue measures and against sit/lie!

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1

Saturday, January 1st, 2011 Happy New Years!

The Program will be closed.

[read more](#)

About Us/Sobre Nosotros

Mission and History

The San Francisco Day Labor Program is an organization of immigrant workers who struggle in means but who are rich in spirit. They are survivors of global capitalism, which forces them to look for jobs as day laborers and domestic workers in order to support their families and themselves. The DLP is run and directed by the workers, especially those who have decided to work collectively to better their situation. This program prioritizes the voices of struggling workers, the undocumented workers, and women workers.



The DLP is organized and dignified, and supports workers to have their basic needs met while at the same time building a larger movement. We combine services with community organizing, education, and leadership development to help workers take action to solve the problems they face.

The DLP was founded in 1991 to promote the health and well being of immigrant workers in the informal economy regardless of their immigration status. The Program formally became a project of **La Raza Centro**

Legal in 2000, with Centro Legal bringing to it the stability and infrastructure that comes with nearly 3 decades of immigrant advocacy and service experience. In 2001, Centro Legal founded the Women's Collective of the Day Labor Program in response to the need for an independent organizing space for immigrant women working in the domestic work industry.

About the Women's Collective

The Colectiva de Mujeres (Women's Collective) seeks to achieve economic and social justice for Latina immigrant women regardless of their immigration status. We fight to promote and uphold the human rights of women to advocate on behalf of themselves, their families, and communities in the civil, political, economic, social, and cultural arenas. The Colectiva is a San Francisco Bay Area-based membership organization of Latina immigrant women. The Colectiva was formed in 2001 by a strong and dynamic group of predominantly

undocumented immigrant women domestic workers. The Colectiva formed to create a space where women could help each other find jobs, receive training, identify community resources, and learn about legal developments in immigration and labor rights.

The Women's Collective is run by and for immigrant women workers, and specializes in connecting homeowners, renters, and businesses with high-quality, affordable cleaning services, eldercare, childcare, cooking, and catering. Collective members have decades of experience in domestic work. Each woman is committed to providing high quality work in a respectful and dignified environment.



The Collective meets weekly to provide support, make organizational decisions, and share work strategies. Collective members also receive free worker safety trainings and English classes. The community-centered nature of the Collective ensures that workers have high standards for job performance and are accountable to each other and to employers.

The Collective can fill both temporary and long-term positions and specializes in cleaning, catering, event services, childcare, and in-home care. Rates are \$15-20/hour, with a 3hr/\$60 minimum. Call (415) 252-5375 or 5376 during our business hours: 7am-1pm, Mon-Fri or 7am-12noon, Sat, to reserve one or more workers for any day or time. For further information, references, or questions about specific rates, contact Jill Shenker at (415) 553-3406. You can call for same day service, though 3 days notice is ideal. For catering, please call (415) 553-3406 at least one-week before your event or meeting.

[read more](#)

[read more](#)

El Centro de Jornaleros - 3358 Cesar Chavez St. SF CA - 415.553.3424



NATIONAL DAY LABORER ORGANIZING NETWORK



ABOUT US PROGRAM AREAS TAKE ACTION NEWS BLOG PRESSROOM RESOURCES ARTS & CULTURE MEMBERS

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HELPING THE 99 PERCENT — WITH LESS | LA RAZA CENTRO LEGAL

La Raza Centro Legal fights to address the issues raised by Occupy, and it needs support

11.08.11 | Guest Opinion | Source: SFBG.com

OPINION - La Raza Centro Legal, an organization central to the empowerment of San Francisco's low-wage immigrant workers, finds common cause with the Occupy movement during a time when our programs combining legal services and worker organizing are in jeopardy. Our hour of need falls within a window of tough times, but heightened political awareness, and we are calling out to the community to join us in solidarity as members of the 99 percent.

La Raza's resonance with Occupy shows on a bilingual sign printed for the movement. Under a day laborer's face, the sign reads, "We are the 99 percent. I'm blamed for the economic crisis, but what about the Wall Street banks?" Immigrants pay more in taxes than they use in government services, generate revenue exceeding the services they receive, subsidize the Social Security system, and provide labor that supports entire industries.

Contrary to the red herring propaganda generated by the 1 percent, the scapegoated low-wage immigrant worker is not the cause of the financial crisis in the United States. Occupy has resuscitated public discourse with the plain facts of shocking economic inequity and the corruption of our democracy. Immigration debate can now rise to the surface after nearly drowning in the lies that spawned the recent legal abominations in Arizona, Alabama, and Georgia.

In the current political and economic climate, immigrant rights organizations face an intractable three-pronged challenge: dangerous policies born of anti-immigrant zeal, a crushing economic crisis that disproportionately impacts low-income communities of color, and dwindling funds from the government and foundations that used to support our work. The Obama administration's Orwellian-named "Secure Communities" deportation program creates an unprecedented stream of profits for privately contracted immigration detention facilities rife with human rights abuses. At the same time, employers take advantage of job scarcity to exploit low-wage immigrant workers. On the same days that our advocacy and services are needed more than ever, we've receive news that a grant that we depend on will not be renewed in the coming year.

Just like so many other members of the 99 percent, La Raza Centro Legal is in financial crisis. If the organization cannot find immediate support, some of La Raza's programs that help so many people in the immigrant community could die. If La Raza is diminished, who will reunite a family unjustly torn apart, or take an employer to task for ripping off a day laborer so that the worker can feed his children? Who will organize the community so that, through La Raza's Day Labor Program and Women's Collective, low-wage immigrant workers can find their voice and build their own innate capacity for leadership in their community?

We aren't giving up. Because the Occupy movement has pushed into public consciousness the well-established but long-ignored truth of how the status quo is hurting us all, it offers incredible hope. An October 20 community meeting kicked off a new fundraising drive for La Raza. San Franciscans and the city must join us in solidarity to help us find ways to support community nonprofits in declining economies and increasing civil rights abuses — which is when they are needed most.

Kate Hegé and Kate Deeny work in the Workers' Rights Program at La Raza Centro Legal. For more information about how to help, contact Genevieve Gallegos, Executive Director of La Raza Centro Legal

TOPICS

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WE INVEST IN CHANGE

The San Francisco Foundation

La Raza Centro Legal Celebrates 42nd Anniversary and Honors TSFF

June 24, 2015, by Sara Campos



"Never give up, for that is just the place and time that the tides will turn." Harriet Beecher Stowe

Last Friday, **La Raza Centro Legal** celebrated its 42nd Anniversary with a gala awards dinner that honored The San Francisco Foundation (TSFF) with the Community Guardian of Justice Award. "We chose TSFF as an honoree," said Genevie Gallegos, Executive Director, "because of its long-term support and commitment to La Raza's immigration work as well as for the way it nurtured and helped build our skills through its Community Leadership Program."

Tessa Rouverol Callejo, FAITHS Program Officer and Civic Engagement Officer accepted the award on behalf of TSFF and commended La Raza's work and longevity. "You are the real guardians of justice," she said, "Your work is needed now more than ever." In comments accepting the award Ms. Callejo discussed the displacement of working class Latinos and African Americans due to gentrification and La Raza's housing programs to combat homelessness as well as its critical work representing unaccompanied immigrant children and young people eligible for Deferred Action.

Jeff Adachi, the elected Public Defender of San Francisco, delivered the keynote address. He applauded the bold prescience of the law students who created La Raza to deliver worker rights, senior programs and immigration services in the community, but heaped additional praise on the staff and board that has kept La Raza alive and vibrant, offering needed legal services in the community.

“While neighborhood legal aid programs have folded and morphed, La Raza Centro Legal continues to open its doors and offer services,” he said. “Because of La Raza, low-income people have access to lawyers and prevail. “Never give up,” he said, finishing his address with a quote from Harriet Beecher Stowe.

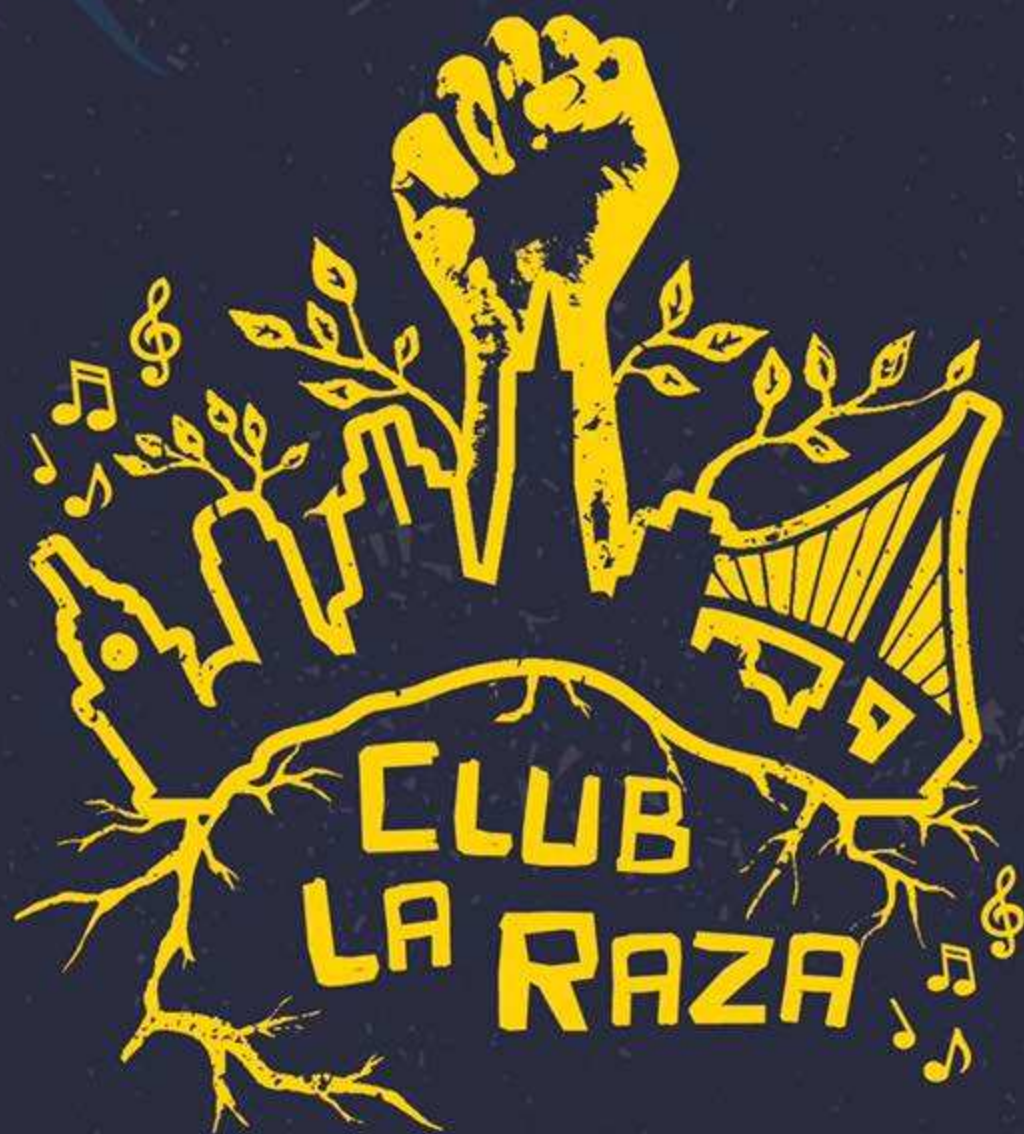
Other awardees included Carmen Plaza de Jennings, a long-time supporter and law partner with Hirschfeld Kraemer, and Causa Justa::Just Cause. La Raza Centro Legal was established in the Mission District of San Francisco in 1973 and is dedicated to empowering Latino, immigrant and low-income communities in the greater San Francisco Bay Area and providing Worker Rights, Senior Law, Immigration, and Housing Law Programs. For more information on La Raza Centro Legal, see www.lrccl.org; for more information on the Immigrant Integration Fund, contact Tessa Rouverol Callejo at trc@sff.org.

Immigration

Immigrant Integration ▶ TSFF Awards ▶

The San Francisco Foundation | One
Embarcadero Center, Suite 1400 | San
Francisco, CA 94111 | T 415.733.8500

LA RAZA- 44TH ANNIVERSARY GALA



FRIDAY *June 16, 2017* 9PM-MIDNIGHT
at the *Julia Morgan Ballroom*

LA RAZA
CENTRO
LEGAL



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-2019-20-002
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
District: District 10
Applicant: Lanny Lighthill, FOH Manager
Nomination Date: July 1, 2019
Nominated By: Supervisor Shamann Walton

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

2092 3rd Street from 1986 to Present (33 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

華頌善

July 1, 2019

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

Moshi Moshi
Attn: Mitsuru Akashi
2092 3rd Street
San Francisco, CA 94107

Re: Legacy Business Nomination for Moshi Moshi

To Whom It May Concern:

I am writing to express my support for Mitsuru "Mits" Akashi's application to recognize Moshi Moshi as a Legacy Business.

San Francisco has always been a City that embraces the ever changing neighborhoods, cultures, and the entrepreneurial spirit of its citizens. Moshi Moshi is one of the most recognized sushi restaurants in San Francisco and also houses one of the largest Japanese whisky collections in the city; in business since 1987 when it began as a little bar and teriyaki house. Setting roots in Dogpatch for over 30 years, Moshi Moshi continues to bear witness to the growth of the community and its people. Through donations to local schools and organizations and participating in community events, Moshi Moshi is an important link that brings together the past and present of the Dogpatch community.

Thank you for your consideration.

A handwritten signature in blue ink, appearing to read "Shamann Walton".

Supervisor Shamann Walton, District 10

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:		
Moshi Moshi		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Raymond Mitsuru Akashi		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
2092 3rd St San Francisco, CA 94107	((415))861-8285	
	EMAIL:	
<div></div>		
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.moshimoshisf.com	https://www.facebook.com/MoshiMoshiSF/	https://www.yelp.com/biz/moshi-moshi-san-francisco?utm_campaign=www_business_

APPLICANT'S NAME	
Lanny Lighthill	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
FOH Manager	
APPLICANT'S ADDRESS:	TELEPHONE:
2092 3rd St san Francisco, Ca 94107	(415)861-8285
	EMAIL:
<div></div>	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
019671549	

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
2092 3rd St, SF CA	94107	July 1986
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	July 1986 to Present	

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

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

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

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		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.

Lanny Lighthill 06/25/2019

Name (Print):

Date:

Signature:

MOSHI MOSHI

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.

Moshi Moshi is a Japanese restaurant founded by Mitsuru “Mits” Akashi in 1987 at 2092 3rd Street in the Dogpatch neighborhood.

The year was 1962. A young Mitsuru Akashi was working as a draftsman by day and hanging out at Nikko Sukiyaki on Pine and Van Ness in San Francisco by night. Nikko Sukiyaki was one of San Francisco’s posh *sukiyaki*-style restaurants with a piano bar, a banquet hall, fireplaces, and *tatami* rooms with *kotatsu* seating. Nikko catered to locals and tourists in an effort to bring a Japanese style to Americans and visiting foreigners. That year, Mits approached the general manager of Nikko Sukiyaki restaurant, Frank Dobashi, with a proposition: he would work the bar for free in return for the chance to learn bartending.

Mits’ training continued through late 1964 when he was presented with an opportunity to bartend at the Miyako in Oakland.

By 1974, Nikko Sukiyaki was slowly losing patrons to a newer wave of Japanese restaurants in the city. That year, Mits and a few other drinking buddies pulled together to buy the floundering Nikko restaurant. Mits recalls how the sushi bars in San Francisco, like Sanpei and Osho, were catering to primarily Japanese clientele. In response, the new owners replaced the outdated piano bar and opened one of the first high-profile sushi bars in San Francisco at Nikko.

By 1985, Mits had decided to partner with Chio Tadanori, Master Chef with the credentials to perform *hochoshiki*, a ritual in which the chef carves fish and poultry using a special kitchen knife and metal chopsticks without once touching the flesh with his hands. They created Akinai, a new business venture. Mits and Chio wanted to find the next new wave, which led them farther away from the Van Ness corridor to the area south of South of Market, before the names “Mission Bay” and “Dogpatch” were coined.

They found a sleepy chowder bar called The Barnacle on the corner of 18th and 3rd. Moshi Moshi was established there in 1987.

This was a time of considerable expansion for Akinai, as House of Teriyaki, Yum-Yum Fish, American Chow and Nikko Fish Company all opened. Unfortunately, the lease on Nikko was lost and that much-loved restaurant had to shut its doors forever.

Mits doesn't talk much about the 18 years between Nikko closing and the Moshi Moshi renaissance of 2006. You'll hear some fond musings about softball at the waterfront and the ladies from Pastiche brightening the restaurant with their smiles, but also hear a thing or two about earthquakes, light-rail construction and mortgages. During those years, Akinai sold off all of the companies, and Mits became the sole owner of Moshi Moshi.

In 2006, under new management, Mits got the help he needed to realize his dream of Nihon-centric Cuisine with finely crafted cocktails. He often expounds about the *wafu* of Moshi Moshi and what it means to offer his heart to the patrons. *Wafu* refers to the flow, style and overall feng shui and vibe of the restaurant. *Wafu* is not just Japanese style, but the way that Moshi reflects the amalgamation of the employees' personalities and the essence of simple Japanese style back at the patrons. He is not concerned with authentic Japanese cuisine, but focused on how the employees and their heritage and passions influence the Japanese style and cuisine at Moshi Moshi. This is the new *wafu*.

Thus continues the story of Mits and Moshi Moshi as they ride the next new wave in the ever-changing San Francisco.

Arigato, San Francisco!

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

Moshi Moshi has never closed in its 30 plus years of doing business in San Francisco.

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

The business is not technically a family-owned 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. Mitsuru Akashi is the sole owner of the business.

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

Moshi Moshi has been owned and operated solely by Mitsuru Akashi since 1987.

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 that houses Moshi Moshi is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

The building was constructed in 1889. It is a two-story, freestanding, wood frame building with a residential unit over a ground floor commercial unit. The two street façades are covered in stucco; the northern and western elevations clad with wood shiplap siding. At the rear of the lot along 18th Street is an attached three-car garage, formerly a detached two-car garage, with the third garage making the connection to the main building. A one-story shed used as a dining area has been added to the northern side of the building. Many windows and doors are modern replacements. A canted parapet with red terra cotta tiles is located along the 3rd Street and 18th Street façades including the garages. The main decorative element of the 3rd Street façade is a second-story rounded bay window containing five casement windows, ornamented with a plaster cartouche. The ground floor features an arched recess entryway to a single door with sidelight and transom and two fixed windows with wooden sills. Slight variations of these elements appear on the eastern end of the 18th Street façade in two regular bay windows, an ogee arch entryway and fixed ground floor windows. A projecting sign at the corner identifies the restaurant. The building is associated with development in the Central Waterfront area of San Francisco, but it is unclear whether it played a significant individual role in this trend.

CRITERION 2

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

Moshi Moshi has been a staple in the Dogpatch for almost 32 years. Moshi began as the little bar and teriyaki house on the corner of 3rd and 18th streets when there was hardly anything else on this side of the city. Moshi has grown, matured and flourished with the neighborhood and now has a reputation as one of the best sushi restaurants in San Francisco as well as housing one of the largest Japanese whisky collections in the city. Where Moshi started and where it is today is a direct reflection of the Dogpatch itself.

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

Moshi Moshi has always and continues to have a strong and lasting impact within the neighborhood. Moshi has been a part of the Potrero Dogpatch Merchants Association for years with one of the managers currently serving on their board of directors. Moshi participates in

local events such as street fairs and community get-togethers. Moshi has always and continues to donate to local schools, charities and non-profits for fundraisers and events.

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

Moshi Moshi has been featured in the San Francisco Chronicle in an article by Michael Bauer in August 2017 as well as in the Potrero View in September 2017. Moshi has also been listed in Whisky Magazine, also in 2017, as having one of the best whisky collections in the United States.

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

Moshi Moshi is definitely associated with many names that ring a bell in San Francisco. It all starts with the owner, Mitsuru Akashi aka Mits. Mits is a celebrity in his own right especially in the Dogpatch. Everybody knows him and loves him. Whether he is having a sake with you and telling one of his stories or just walking his dog around the block, he will always smile and greet you in a way that only he can do. His love, passion and leadership have earned him a long list of famous friends and acquaintances. Dusty Baker, Ronnie Lott, Jeff Adachi, multiple police chiefs, Dennis Herrera, Metallica, Huey Lewis and the News, The Tubes, you name it. If they are old school San Franciscans, they know and love Mits.

In the 1970s and 1980s, Mits fondly recalls some of the Oakland Raiders of the day coming into Nikko for sushi; players like Clarence Davis, Kenny King, Jack Tatum, and Raymond Chester. Mits used to bet sushi dinners on the '49ers games with those Raiders –and he lost “quite a bit”! After a while he asked the Raiders if they could bring Ronnie Lott to Nikko. He has warm memories of Lott and Montana and the ascendance of the '49ers in the early 1980s.

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

Moshi Moshi is very much a community first business. Management always tries its hardest to hire local staff, local being people from San Francisco. Moshi has donated to hundreds of local organizations over the years from nonprofits to schools to local businesses. Overall since 2008 alone, Moshi Moshi has donated over \$25,000 in cash and gift certificates to the community. Moshi is represented on the board of the local merchants association. Moshi raised money for Fukushima Daiichi relief after the Tōhoku earthquake and tsunami in March 2011, so not only does Moshi commit to the local community but it reaches out worldwide if the help is needed. Moshi Moshi is also a rotating art gallery which supports and showcases local artists.

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

Moshi Moshi serves a broad spectrum of patrons. Some have been coming here for 32 years or prior to that were patrons when Mits ran Niko on Van Ness. Others are new to the city and the Dogpatch inhabiting the new condos that have begun to pop up all over the southeastern side

of the city. Moshi finds a way to balance them all and hold on to the nostalgic past while preparing for the new and exciting future that the Dogpatch holds. Moshi has been a witness to people meeting here, falling in love here, getting engaged here and watching families grow here. When asked to describe the type or average customer, it is impossible because there is so much diversity within our patrons which is something that is so amazing about this place. Everybody is different yet we do our best to treat all our customers the same and continue to keep them leaving Moshi happy as they have been for 32 years.

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

The building that currently houses Moshi Moshi was built in 1889. Currently in the works is an effort to get murals done by local artists. The interior of the business is a rotating art gallery that showcases local artists.

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

If the Moshi Moshi were to close, the community would be greatly impacted by the closure. This restaurant is an integral part of the Dogpatch and has always been a staple of the neighborhood. The community would lose a legend in Mits, a spot where neighbors meet for dinner, a place where whisky connoisseurs can imbibe, a place where locals know they will see a familiar face and a place that has always been here. In addition to that, over 30 people would lose their jobs. It would be truly devastating for San Francisco to lose such a unique place.

CRITERION 3

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

Moshi Moshi is a well-known and well-loved business that caters to all of San Francisco. Moshi Moshi starts with the owner, Mits, who ran Niko on Van Ness before becoming a pioneer and moving to what was then the barren and neglected Dogpatch. Mits' love for good people, good food and good drinks is shown through his quality selection of menu items. Whether grilled or raw food or sake or whisky, Moshi serves quality items at reasonable prices. It also shows in his staff. Mits has many long-standing staff members in a time when restaurant turnover is the norm. He has found a way to keep his staff around and happy. The patrons as well as the staff love being here; everybody wants Mits to come to their table and tell "big stories." Regardless of the owner or the long-time staff members, the bread and butter – no pun intended – of Moshi Moshi is the food. Moshi has been cranking out quality food consistently for San Franciscans for 32 years.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to

retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Moshi Moshi demonstrates its commitment to the neighborhood and traditions by staying here. There was talk of redevelopment of the building, but Mits decided his legacy and his gift to the city was more important than money. Moshi also maintains its traditions by keeping the old school feel during a rapidly changing and expanding neighborhood. Moshi has found a way to grow and thrive yet still stay grounded amid the growth of arenas, hospitals and condos.

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.).

Moshi Moshi is a quaint, small, stucco building surrounded by new hospitals, condos and the Warriors' new arena. Some things have changed slightly, including the rotating interior art, outside mural projects, lighting, table surfaces, etc. The character within Moshi, however, remains the same and only continues to get better with age.

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.

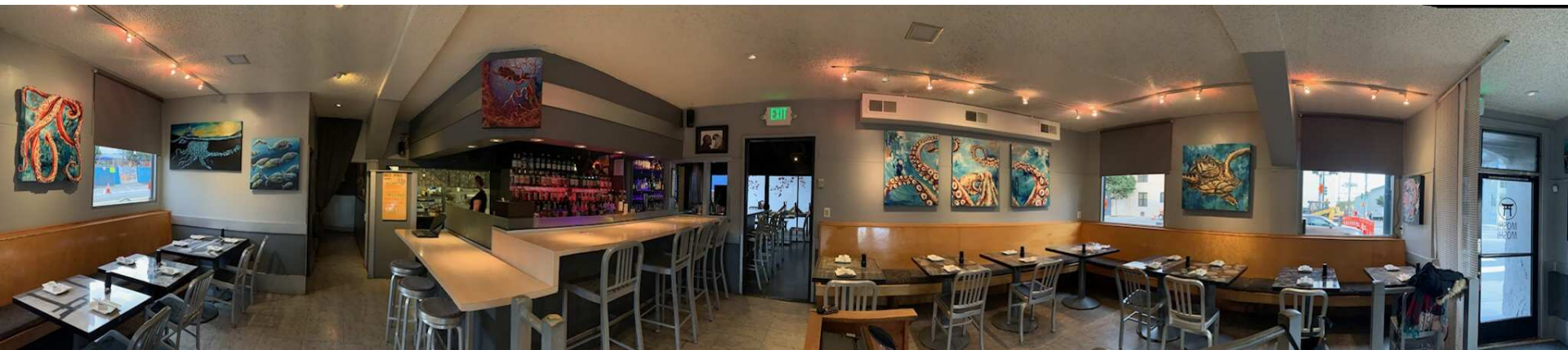
Not applicable.





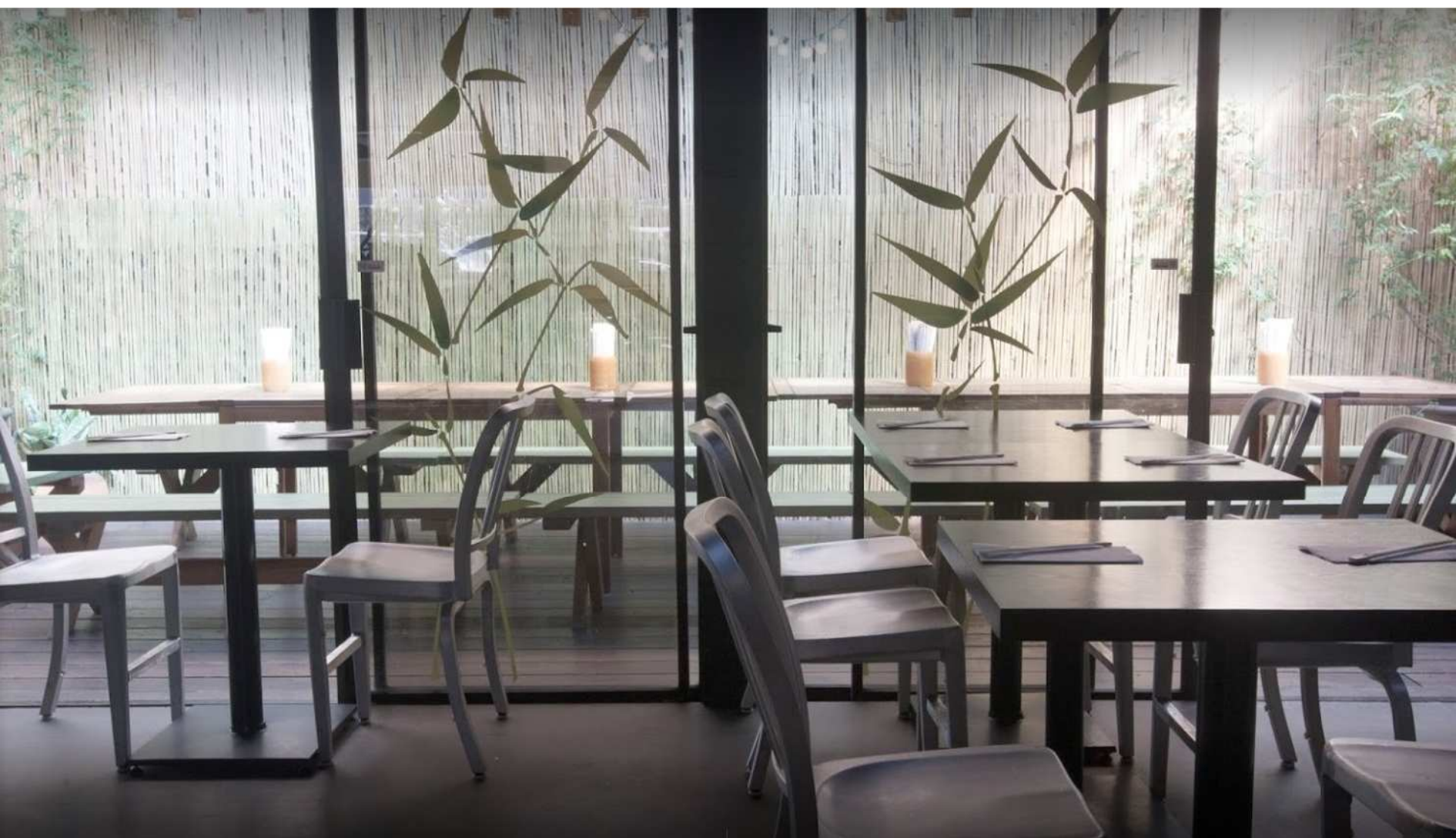




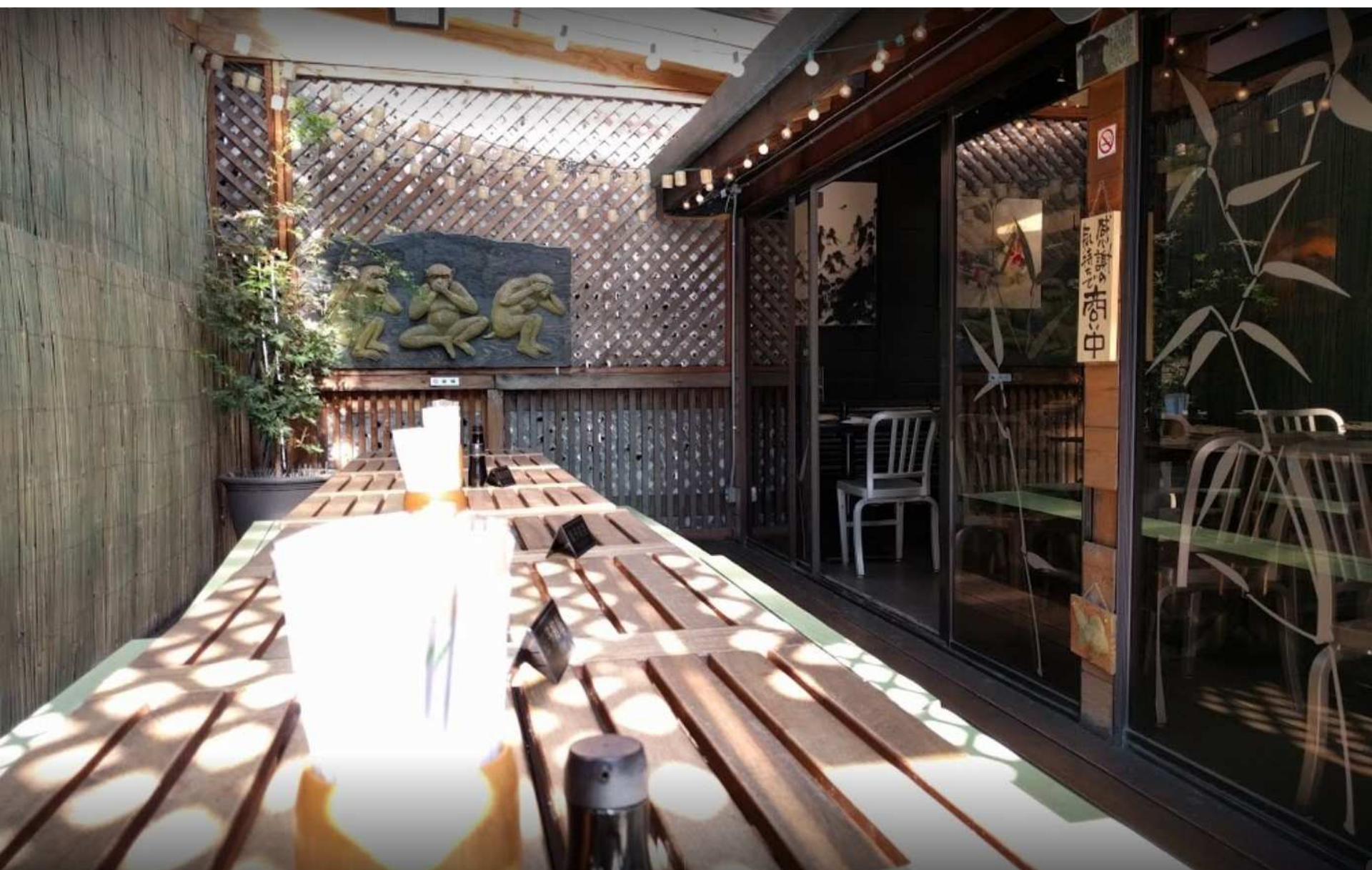












State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 Resource name(s) or number (assigned by recorder) 2092 3rd Street

P1. Other Identifier: 13; 608 18th Street

***P2. Location:** ☐ Not for Publication ☒ Unrestricted

***a. County** San Francisco

***b. USGS 7.5' Quad** San Francisco North, CA **Date** 1995

***c. Address** 2092 3rd Street

City San Francisco

Zip 94107

***e. Other Locational Data:** Assessor's Parcel Number Block: 3995 Lot: 7

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

This two-story, freestanding, wood frame building has a residential unit over a ground floor commercial unit (restaurant) and is located at the corner of 3rd and 18th Streets. The two street façades are covered in stucco; the northern and western elevations clad with wood shiplap siding. At the rear of the lot along 18th Street is an attached three-car garage, formerly a detached two-car garage, with the third garage making the connection to the main building. A one-story shed used as a dining area has been added to the northern side of the building. Many windows and doors are modern replacements. A canted parapet with red terra cotta tiles is located along the 3rd Street and 18th Street façades including the garages. The main decorative element of the 3rd Street façade is a second-story rounded bay window containing five casement windows, ornamented with a plaster cartouche. The ground floor features an arched recess entryway to a single door with sidelight and transom, two fixed windows with wooden sills, fabric awnings and flower boxes. Slight variations of these three elements appear on the eastern end of the 18th Street façade in two regular bay windows, an ogee arch entryway, and fixed ground floor windows. A projecting sign at the corner and a flat sign near the 18th Street entrance identify the restaurant.

***P3b. Resource Attributes:** (list attributes and codes)

HP2 Single Family property

HP6 Commercial Building

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

P5a. Photo



P5b. Photo: (view and date)
View west from 3rd Street.
11-16-2000

***P6. Date Constructed/Sources:**
1889 – Water Tap Record
new façade 1937- Building Permit
1937 – garage: Building Permit

***P7. Owner and Address:**
Raymond and Kazuko Akashi
600 18th Street
San Francisco, CA 94107

***P8. Recorded by:**
Planning Department
City & County of San Francisco
1660 Mission Street, 5th Floor
San Francisco, CA 94103

***P9. Date Recorded:** 12-19-2000

***P10. Survey Type:**
Intensive

***P11. Report Citation:** (Cite

survey report and other sources, or enter "none")

Water Tap Record #47087; change façade – Building Permit #31364; garage – Building Permit #31439

***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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2

*NRHP Status Code 4D2

*Resource Name or # 2092 3rd Street

- B1. Historic name: Jacob Knoblock Building
B2. Common name: Moshi Moshi
B3. Original Use: Saloon and two family dwelling upstairs B4. Present use: Restaurant and dwelling

*B5. **Architectural Style:** Spanish Eclectic

*B6. **Construction History:** (Construction date, alterations, and date of alterations)

Water Tap connection February 15, 1889. Shed (10' by 25') constructed in rear in 1912. Shed (10' by 18') attached to store on one side in 1917. Old storefront changed to cigar stand in 1922. Addition to rear of building, façade stuccoed, and new separate garage built in 1937.

*B7. **Moved?** ☒ No ☐ Yes ☐ Unknown **Date:** n/a **Original Location:** n/a

*B8. **Related Features:** None

B9a. Architect: unknown

b. Builder: unknown

*B10. **Significance:** Theme Industrial Development and Settlement Area San Francisco's Central Waterfront

Period of Significance 1854-1948 Property Type Commercial/Residential Applicable Criteria A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The earliest documentation of this building is Water Service Record #47521 for Jacob Knoblock dated February 15, 1889. It lists both 2092 3rd Street and 608 18th Street at this address, and states that the first floor was a saloon and that the second floor was a two-family dwelling. The 1900, 1915, and 1919 Sanborn Maps also show that this building continued to be used as a saloon (2092 3rd Street) and that it also housed a store (608 18th Street). City Directories from 1907 to 1921 list Charles J. Knoblock, hardware, at 608 18th Street, and a building permit from 1912 notes him as the owner of 2092 3rd Street. A building permit from 1922 states that Frank Bragozia had the storefront changed to a cigar stand and according to a permit from 1926, Edith Aimo used 2092 3rd Street as a dining room. In 1935, this building was used as a café and the name, Transfer Corner, appears on the permit. The 1939 City Directory lists Mrs. Edith Aimo, liquors, at 2092 3rd with a residence at 608 18th and Nino (Edith) Aimo, bartender, also living at 608 18th Street. By 1944, the Francis Bracken restaurant was located here and remained until after 1948. According to City Directories, One for the Road Club tavern was located at 2092 3rd Street by 1955 and remained until 1975. The Barnacle tavern occupied this building from 1975 to 1984 and the present restaurant, Moshi Moshi, has been the occupant since that time.

This building possesses integrity of location, design, workmanship, association, setting, and feeling.

This resource contributes to a potential National Register historic district under Criteria A; and as it relates to the development of San Francisco's Central Waterfront, as a mixed industrial and residential area. This building may become eligible for listing in the National Register when more historical or architectural research is performed. This property has been individually evaluated as potentially eligible for the California Register.

B11. Additional Resource Attributes: (List attributes and codes)

*B12. **References:**

Water Service Record #47521; Building Permits #45979, #19859, #106953, #31364 and #31439,

B13. Remarks:

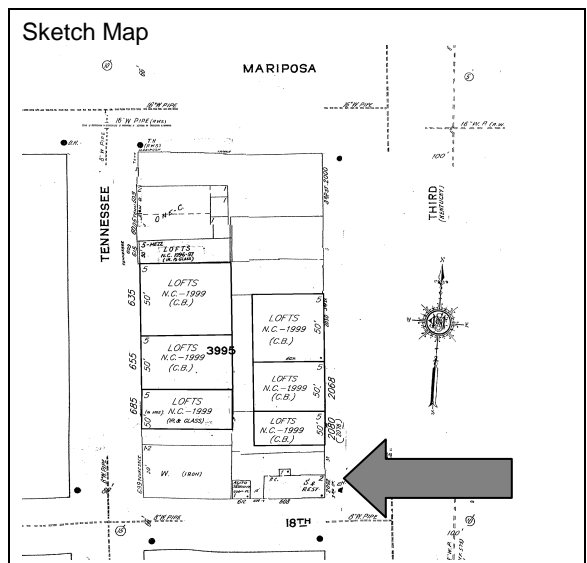
*B14. **Evaluator:**

Tim Kelley, historian, Central Waterfront Survey Advisory Committee

*Date of Evaluation:

July 20, 2001

(This space reserved for official comment)



State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#

HRI #

Trinomial

Page 1 of 2

*Resource Name or # (Assigned by recorder) 2092 3rd Street

*Recorded by: Page & Turnbull

*Date 11/8/2012

☐ Continuation

☒ Update

2092 3rd Street (APN 3995/007) was surveyed in 2001 by the City of San Francisco as part of the Central Waterfront Cultural Resources Survey and was assigned a National Register Status Code of "4D2." In 2003, the State of California converted all National Register Status Codes (NRSC) into California Historical Resource Status Codes (CHRSC). All properties listed with a NRSC of "4D2" were converted into CHRSC of "7N1," thus identifying these properties as "Needs to Be Reevaluated (Formerly NR SC4) – may become eligible for NR w/restoration or when meets other specific conditions."

The building has undergone minor changes since the last survey. The awnings, flowerboxes, and flat sign have all been removed, and the entire building, including the red terra cotta roof tiles, has been painted gray with multi-color trim. 2092 3rd Street is associated with development in the Central Waterfront area of San Francisco, but it does not appear to have played a significant individual role in this trend. The building does not appear individually eligible for listing in any national, state, or local historical registers; however, it should be given local planning consideration as an example of a residential and commercial building in the Central Waterfront area.

2092 3rd Street has been assigned a new California Historical Resource Status Code of "6L," thus identifying the property as "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning." This property was not assessed for its potential to yield information important in prehistory or history, per National Register Criterion D (Information Potential).



2092 3rd Street, primary façade (6 February 2007)

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary#

HRI #

Trinomial

Page 2 of 2

*Resource Name or # (Assigned by recorder) 2092 3rd Street

*Recorded by: Page & Turnbull

*Date 11/8/2012

☐ Continuation

☒ Update



Corner of 18th and 3rd Streets, looking northwest (6 February 2007)

<https://www.sfchronicle.com/restaurants/article/Big-heart-guides-Moshi-Moshi-s-big-menu-in-11725384.php>

San Francisco Chronicle

Food // Restaurants

Big heart guides Moshi Moshi's big menu in a changing Dogpatch

Michael Bauer

Aug. 1, 2017

Updated: Aug. 4, 2017, 9:46 a.m.



1 of 8. People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

Hyperbole runs scattershot through many restaurant websites when describing their food and service.

So it seemed like an exaggeration when I read that the owner of Moshi Moshi, Mitsura “Mits” Akashi, “offers his heart to the patrons.”

But it’s true. Our hearts melted when the smiling 83-year-old owner, leaning on a cane for support, hobbled from table to table to greet everyone. He then stood by the door, smiling and greeting customers like it was his first night in business rather than his 30th year.

Much has changed in those years. When the restaurant opened in 1987, at the juncture of Mission Bay and Dogpatch, it was an entirely different landscape, and Japanese food hadn’t yet captured the imagination of the dining public. Akashi affectionately dubbed the area the “Industrial Riviera” because of the concentration of docks, warehouses, fishermen and empty parking lots.

Akashi says that when he saw the expanse of empty land around the building, then called the Barnacle, he reasoned San Francisco would someday grow east.



2 of 8. Udon soup with fried chicken at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

It did. What he didn't anticipate is that that growth meant decades of disruptions with the construction of the Third Street light-rail line right outside his front door. A decade after the line opened, the disruptions continued, with condominiums and apartments rising on all sides of the modest gray two-story stucco restaurant. Even today the area around the restaurant looks like a construction zone.

I remember going to Moshi Moshi soon after it opened and marveling at how remote this warehouse area seemed at night. Now parking can be a challenge, and the patrons are a cross section of the emerging neighborhood and workers from the new UCSF Medical Center a block away.



3 of 8. Combination grill with the Honey Moon Roll (left), chicken teriyaki and salmon teriyaki at Moshi Moshi in S.F.

Photo: John Storey, Special to the Chronicle

Moshi Moshi bridges the two eras of Dogpatch in an understated way. The cracked Linoleum on the floor seems original, but the sleek, curved drop ceiling at the bar was added during a remodel about 14 years ago. At about the same time, Akashi also started a three-year project to turn the side patio into another bar and dining room that's now painted a dark color, giving it a kind of Gothic feel. He also installed a side garden, which is often used for private parties. All told the restaurant now seats about 60.

By today's standards, the menu, with its three-fold configuration, is impossibly long — and that doesn't include a separate sheet of specials. I was hoping the waiters would follow the pattern of trendier places with menus about one-fifth the size and ask, "Do you know how the menu works?"

Of course, they didn't. One page highlights appetizers; another has familiar Japanese specialties that include teriyaki salmon, salted wild mackerel, tempura and sushi rolls. Diners can select items individually or combine three items for \$24.95. The price includes rice and miso soup.

There's also a separate section for noodle soups and sauteed noodles, an additional expanded selection of sushi and maki rolls, and an entire category of vegetable sushi.

It's almost too much to take in.

My strategy was to choose something from as many categories as I could. So on my visit I had teriyaki, tempura, udon noodles, dumplings, sushi and maki rolls — covering the entire Japanese spectrum.



4 of 8. Gyoza at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



5 of 8. Sweet shrimp, mackerel, salmon and big-eye tuna at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



6 of 8. Green tea tiramisu at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

I was pleasantly surprised that everything was as good as it was given the breadth of the menu. I was particularly impressed with the tempura mushrooms (\$5.95) in a puffy crisp batter, and the chewy udon noodles (\$13.95) in the house-made broth. The soup comes with a side of chicken karaage.

The sushi was fine, even if the hamachi, salmon, tuna and unagi were sliced a little thick and the vinegared rice underneath was a little sticky for my taste. Still the products were fresh, and I've had worse at other sushi restaurants that charge more.

The menu offers a combination for \$33.95 that includes eight pieces of nigiri and two rolls. There's also a combination of other fish, such as hamachi, served six pieces to an order for \$18.95.

Thanks to Akashi, who was a draftsman but wanted to learn bartending and ended up working at several Japanese restaurants, Moshi Moshi also has a large cocktail selection that includes a barrel-aged manhattan (\$13) that's about as potent and generously poured as you'll find. One is about the equivalent of two at other places. As with the long menu, if you want a cocktail, you can get just about anything, including a collection of low-alcohol highballs such as one with Lillet and soda (\$8).



7 of 8. People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

The service is a reflection of Akashi's upbeat attitude. Service may not be the most efficient — you can wait 10 minutes for a cocktail, for example — but it's so well-meaning that you easily adapt and go with the flow. On my visit the place was full, and clearly the restaurant has tapped into the ever-expanding neighborhood.

Even though it was difficult for the restaurant to survive with the ongoing construction, Akashi remained an optimist. His response to hardship — the restaurant almost closed in the early 2000s when business was slow, and he has experienced health problems — is to chuckle and say, "I'm just passionate. When you have a business, you just keep on pumping."

He credits much of his perseverance to the support of his staff and customers. Even well into his ninth decade, he comes in for lunch and dinner service most days. He takes every Wednesday off, and because of his advancing age, every other Saturday.

"It's life. My life. I love it."



8 of 8. The exterior of Moshi Moshi in San Francisco.
Photo: John Storey, Special to the Chronicle



Big-eye tuna and shrimp tempura maki rolls at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



Fried Japanese eggplant starter at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

Today Moshi Moshi has become a spiritual anchor to the area, a place that holds tradition and is welcoming a new generation that can't remember a time when they couldn't jump on or off the Muni train or unlock the door to their \$700,000 starter condominiums.

Michael Bauer is The San Francisco Chronicle restaurant critic and editor at large. Email: mbauer@sfgate.com Twitter: @michaelbauer1 Instagram: @michaelbauer1

★ ★ ½

Moshi Moshi

Food: ★ ★ ½

Service: ★ ★

Atmosphere: ★ ★

Price: \$\$

Noise: Three Bells

2092 Third St. (at 18th Street), San Francisco; (415) 861-8285 or <https://moshimoshisf.com>.
Lunch and dinner continuously 11:30 a.m.-10 p.m. Monday-Friday. Dinner 5-10 p.m. Saturday-Sunday. Full bar. 5% SF surcharge. Reservations and credit cards accepted. Difficult street parking.



SERVING THE POTRERO HILL, DOGPATCH, MISSION BAY, & SOMA
NEIGHBORHOODS SINCE 1970

Moshi Moshi Celebrates its 30th Anniversary

Published on September, 2017 — in Features — by Jacob Bourne



MITSURU "MITS" AKASHI (CENTER) AND FRIENDS. PHOTO: BIANCA ELIZABETH

An anniversary celebration was held in July commemorating Moshi Moshi's 30 years of serving Japanese cuisine at 2092 Third Street. Phil Atkinson, front house manager, said that staff from the restaurant's prior decades traveled from throughout California to participate in the event. The evening was filled

with stories shared by founder and owner, Mitsuru “Mits” Akashi, employees, patrons and friends.

“The vibe was so happy when you walked in,” recalled Frank Gilson, Potrero Dogpatch Merchants Association president. “Moshi Moshi is one of the happiest places in the world. It’s a Dogpatch institution. The place was packed, and there were a lot of hugs and smiling. It was a great event.”

Akashi, 83, started in the restaurant business in 1962 at Nikko Sukiyaki, on Pine and Van Ness. He volunteered his labors in exchange for bartending lessons. Soon, he quit his day job as a mechanical engineer, which he loathed, to pursue his newfound career. He eventually purchased Nikko Sukiyaki, but lost the lease on the space, subsequently discovering the Dogpatch location through word of mouth.

Akashi endured long days during Moshi Moshi’s early years, as well as through several economic downturns, including the Great Recession. “We’ve been here for 30 years,” said Akashi. “The area around Third Street was nothing at that time. I call Third Street the Industrial Riviera. It used to be blue collar and industrial. Now it’s much fancier.”

“The changes in the neighborhood have been good for business because it represents progress,” he continued. “You don’t want a city to become stale, and San Francisco was stale for a long time. Now it’s becoming more of a first-class city. It was a first-class city for many years, as far as I’m concerned, but it was still lagging behind other cities. Now I call it ‘San Hattan’. Some people don’t like it, but I see it as a positive thing.”

Akashi was born at Merced County Hospital to Japanese immigrants. He and his family were detained in an internment camp from the time he was seven until he turned eleven. His father protested the conditions, and was sent to a different camp by the Federal Bureau of Investigation, only to ultimately be deported to Japan with the rest of the family.

In the midst of attending school in Japan, Akashi was drafted by the U.S. military to serve in the Korean War at the age of 19, since he remained an American citizen. He served with the 82

Airborne Division at Fort Bragg in North Carolina. It was a period of racial segregation under Jim Crow laws. Akashi was forced to sit in the back of the bus when traveling to the nearby City of Fayetteville on weekends. In town, public amenities, such as bathrooms and drinking fountains, were labeled “white” and “colored”. On one occasion, Akashi visited a movie theater but was unable to watch the show because a European-American attendant at the front entrance directed him to the “colored” entry at the rear, where he was referred back to the main entrance by an African-American.

Following military service Akashi made his home in San Francisco. He currently lives near Golden Gate Park. He recalled a life marked by persistent hard work to support his wife and grow his restaurant. He described his approach in his early years as different from other Japanese restaurateurs, who weren’t always welcoming to customers who were unfamiliar with eating sushi. Akashi is friendly to all patrons.

“The key is treating everyone equally; my whole philosophy is based on respecting everyone,” he said. “All ages and colors are welcome. Some places only want a certain kind of customer, but my philosophy has been essential to success.”

Akashi and his dedicated staff have had to overcome numerous challenges over the years. In the 1980s, high crime rates in Dogpatch prompted him to hire security guards to escort employees to their vehicles after evening work hours. Business was disrupted by the 1989 earthquake, as well as construction of Muni’s Third Street T Line in the first decade of the 21st century.

Akashi was devastated in 2000 when his wife, Kazuko Akashi, died, followed by the loss of another family member a couple years later. He considered abandoning the business, but a close friend encouraged him to stay committed to his customers and staff. To help him through the difficulties she introduced him to a Japanese tea ceremony, *chanoyu*, which has a spiritual aspect derived from Zen Buddhism. Akashi attributes the practice to refocusing his energies on the restaurant and the close-knit community that’s defined it.

Akashi still spends long hours at Moshi Moshi, working closely with his managers to keep the menu relevant to changing times. He attributed the restaurant's success to the support dedicated patrons and longtime staff have provided over the years.

"Business is very good, but it's difficult to have a restaurant in San Francisco," he explained. "Employees have a hard time finding a place to live, and there's no parking for them. It's a hard time, but it will get better, people just have to be patient."

For now, Akashi plans to continue working indefinitely.

[FACEBOOK](#)[TWITTER](#)[GOOGLE](#)[PINTEREST](#)

A R C H I V E S

[May 2019](#)[April 2019](#)[March 2019](#)[February 2019](#)[January 2019](#)[December 2018](#)[November 2018](#)[October 2018](#)[September 2018](#)[August 2018](#)[July 2018](#)[June 2018](#)



Moshi Moshi, established in 1987, started as an old school teriyaki house but over the years has been reimagined as a new Japanese-American restaurant. Opened before the neighborhood was coined as Mission Bay or Historic Dogpatch, owner, Mitsuru "Mits" Akashi brought Japanese cuisine and style to San Francisco locals and travelers. Instead Mits calls this area the Industrial Riviera.



Mits has never been concerned with authentic Japanese cuisine, but more with *wafu* (*simple Japanese style*) and most of all offering his heart to his patrons. Moshi Moshi unites wafu, Mits and his employee's heritage and passions which influences Moshi Moshi's style and cuisine. It may have taken decades, but Mits has created the new-wafu.



Thus continues the story of Mits and Moshi Moshi as they ride the next new wave of the ever-changing San Francisco.



Moshi Moshi's hours of operation are:
Monday - Friday 11:00-2:00; Dining room closes at 2:30
Monday - Saturday 5:00 - 9:45; Dining room closes at 10:30
Sunday -closed



Having families at Moshi Moshi has been a very important part of our history and it has been a pleasure to watch the little kids grow to adulthood over the last thirty years. Please help us in keeping your children safe while at Moshi by keeping them at the table under your supervision at all times. The service corridors in the dining room can get busy with heavy plates, hot soups, and fragile glassware being shuttled to and from tables.

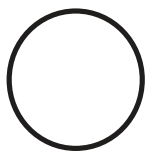
In addition, Moshi kindly asks that all kids and adults keep electronic devices on mute or used with headphones as not to disrupt other patrons.

And lastly, adults, please endeavor to keep your vocabulary at a level of respectability when dining next to children. Thank You.



- + Moshi Moshi adds a 5 % surcharge to all orders to cover SF mandated ordinances +
- + To sign up for notification of our next whisky event please go to www.MoshiMoshiSF.com +
- + Have your next large party in our back room or patio. Moshi has hosted rehearsal dinners, graduations, holiday, and retirement parties. +
- + Reservations accepted + a PDF of this menu is available for download at www.MoshiMoshiSF.com +
- + Substitutions and modifications to our menu incur additional charges. +
- + \$20 corkage per 750ml + 20% service charge for parties of 6 or more + \$1 'cake'age fee per person +
- + wheat-free soy sauce or low-salt soy sauce available on request + we reserve the right to refuse service to anybody +
- + Items & prices on this menu are available for dinner only: 5pm to close and are subject to change +
- + Moshi Moshi 2092 3rd St, SF CA 94107 + 415-861-8285 +

THANK YOU



MOSHI
MOSHI

Beverages

House-Made

BLACKBERRY YUZU SODA 5. ⁹⁵ fresh blackberries, yuzu, mint and house-made hibiscus syrup	SPICY GINGER LIMEADE 4. ⁹⁵ house-made ginger syrup, lime juice, soda and a dash of cayenne	CUCUMBER MINT TONIC 5. ⁹⁵ cucumber, mint, japanese sudachi citrus and tonic
COKE / DIET COKE / SPRITE 1. ⁹⁵	LEMONADE refills 3. ⁹⁵	GINGER BEER SODA 3. ⁹⁵
ARNOLD PALMER refills 3. ⁹⁵	TAZO LOTUS HOT TEA decaf 2. ⁹⁵	ICED TEA refills 2. ⁹⁵
KIMINO UME SODA 5. ⁹⁵	KIMINO YUZU SODA 5. ⁹⁵	

In accordance with CA Executive
Order B-40-17,
Moshi Moshi serves and refills water
on customer request only.
Thank you for your patience and
understanding.

GYOZA house-made
6 dumplings stuffed with pork, cabbage, garlic and ginger

HAMA KAMA
grilled hamachi collar (very limited)

BACON WRAPPED MOCHI 1 skewer
mochi wrapped in bacon, togarashi; grilled.

GRILLED ASPARAGUS
topped with yuzu miso

GRILLED LAMB per chop
marinated in red wine & herbs

SHISHITO PEPPERS
tempura'd and tossed with salt and pepper

POTATO KOROKKE
mashed potato, carrots, and white pepper in panko; katsu sauce

ONION KOROKKE
onion roux rolled in panko; no sauce

SPICY POKE
chunky spicy tuna on top of seaweed salad

GINGER TAKO SALAD
marinated octopus tossed with seaweed

Starters

11. ⁹⁵	MOSHI WINGS 6 grilled, spicy marinated chicken wings	11. ⁹⁵
14. ⁹⁵	SAKE KAMA grilled sake collar (limited)	7. ⁹⁵
2. ⁹⁵	HOTATE IN A BLANKET 1 skewer bacon wrapped scallops; house-made teriyaki	4. ⁹⁵
7. ⁹⁵	IKA SUGATA whole grilled calamari	9. ⁹⁵
5. ⁹⁵	ASPARA GYU 1 skewer USDA graded ribeye, asparagus, negi and house-made teriyaki sauce	3. ⁹⁵
6. ⁹⁵	PIRI TEN CALAMARI tempura calamari, greenbeans with sautéed onion and jalapeño	9. ⁹⁵
4. ⁹⁵	AHI COCONUT KATSU rolled in coconut and panko, served rare with kewpi and siracha	9. ⁹⁵
5. ⁹⁵	KIZAMI WAKAME seasoned seaweed salad	4. ⁹⁵
9. ⁹⁵	EDAMAME warm soybeans with kosher salt	5. ⁹⁵
5. ⁹⁵	your choice: plain or spicy or yuzu or garlic	

Salad

Mixed greens, tomato, avocado, daikon, carrot, cucumber, and dressing on side:
creamy sesame-miso or **wasabi - yuzu vinaigrette**

AHI TUNA
rosemary and soy marinated, served rare

SALMON SHIO
salted and grilled salmon

15. ⁹⁵	TOKYO KARA-AGE ginger-soy marinated fried chicken	14. ⁹⁵
17. ⁹⁵	HADAKA CHICKEN grilled, shio-koji marinated, boneless breast	15. ⁹⁵

Cold Soba Noodles

Our house-made soba-tsuyu starts with rishiri konbu from Hokkaido, Japan.
The ichi-ban dashi is combined with marudaizu soy, sardines and katsuo-bushi.

ZARU 10.⁹⁵
noodles with hon-wasabi, nori, negi and house-made soba-tsuyu

TEN-ZARU 17.⁹⁵
soba noodles with hon-wasabi, nori, negi, daikon suri, house-made
soba-tsuyu and tempura batter-dipped shrimp and fresh vegetables



MOSHI
MOSHI

Combinations

ONE ITEM COMBO 16.⁹⁵

TWO ITEM COMBO 22.⁵⁰

THREE ITEM COMBO 28.⁹⁵

Your choice of 1 or 2 or 3 items from ANY category in the lists below. Served with miso, rice and salad. No substitutions.

Yakimono (grilled)

CHICKEN TERIYAKI shio-koji marinated breast * ADD \$1
BEEF TERIYAKI hand-carved, USDA choice graded ribeye * ADD \$5
SALMON fresh, hand-carved; **choice of Terkiyaki or Shio** * ADD \$3
AHI TUNA rosemary-soy marinated, served rare * ADD \$1
PORK LOIN marinated in lemongrass and chili

Sushi

SPICY SALMON ROLL chopped salmon, garlic, red chili & sesame oil
SPICY TUNA ROLL chopped tuna, garlic, red chili and sesame oil
HONEY MOON ROLL shrimp tempura, cucumber and sweet chili
HIP HOP ROLL unagi, avocado topped with tobiko and unagi sauce
CALIFORNIA ROLL real blue crab and real snow crab with avocado
NEW MOON ROLL shrimp tempura and avocado
SASHIMI 4pc total. **choice of 2:** * ADD \$5
2pc **maguro** ♦ 2pc **shiro maguro** ♦ 2pc **sake** ♦ 2pc **hamachi**

Agemono (deep fried)

TOKYO KARA-AGE ginger-garlic tossed, dark meat, fried chicken with house-made spicy garlic sauce
CHICKEN KATSU shio-koji marinated breast rolled in panko * ADD \$1 with house-made tartar sauce
TEMPURA batter-dipped shrimp and fresh vegetables * ADD \$1
TONKATSU pork loin rolled in panko w/ tonkatsu sauce

Vegetable

VEGGIE TEMPURA batter-dipped, fresh vegetables+ * ADD \$1
ONION KOROKE creamy onion roux inside a crunchy panko shell+
POTATO KOROKE mashed potato inside a crunchy panko shell+
KIZAMI WAKAME seasoned seaweed salad
YUMMY YAM ROLL tempura yam and avocado+
JOLLY GREEN GIANT ROLL tempura greenbean, asparagus, avocado and cucumber+

+vegetable tempura and atsu-age tofu do not have a dedicated fryer

Soup Noodles

House-made konbu/katsuo broth, enoki, spinach, tenkasu, wakame and ito-togarashi; sanuki **UDON** noodles or buckwheat **SOBA** noodles.

CHICKEN	12. ⁹⁵	TEMPURA	17. ⁹⁵
boneless breast marinated in soy and garlic		served with batter-dipped shrimp and fresh vegetables for dipping	
SEAFOOD	16. ⁹⁵	TOKYO KARA-AGE	15. ⁹⁵
shrimp, calamari and scallops		ginger-soy marinated fried chicken served on the side for dipping	

Donburi

Our cage-free omelette donburi is made with caramelized onion, sake-marinated shitake mushrooms and konbu dashi; over rice.

KATSU DON	17. ⁹⁵	OYAKO DON	17. ⁹⁵
pork loin rolled in panko		garlic and soy marinated boneless chicken breast	
CHICKEN KATSU DON	17. ⁹⁵	PIRI - DON	18. ⁹⁵
shio-koji marinated boneless breast rolled in panko		Moshi's signature, upside-down, spicy donburi with jalapeños, spicy sesame oil, and shichimi pepper. Chicken katsu or tonkatsu.	

Sushi

DONBURI

MAGURO ZUKE DON*	23. ⁹⁵	GOJIRA DON	24. ⁹⁵
6 pcs marinated big eye tuna over furikake spiked sushi rice		grilled eel and sansho pepper on top of sushi rice	
SAKE ZUKE DON*	20. ⁹⁵	HAMA ZUKE DON*	20. ⁹⁵
6pcs marinated salmon over furikake spiked sushi rice		6 pcs marinated yellowtail over furikake spiked sushi rice	

*for above donburi ask for "NOGI-ZAKA" style and we'll add on some kani, ikura, and uni * ADD \$10



+ Substitutions and modifications to our menu incur additional charges + Moshi Moshi adds a 5 % surcharge to all orders to cover SF mandated ordinances +
+ Moshi Moshi 2092 3rd St, SF CA 94107 + 415-861-8285 + a PDF of this menu is available for download at www.MoshiMoshiSF.com + \$20 corkage fee per 750ml. +
+ 20 % service charge for parties of 6 or more + \$1 'cake' age fee per person + wheat-free or low-salt soy sauce on request +
+ Items & prices on this menu are available for dinner only: Monday thru Saturday 5:00pm to last seating and are subject to change. Our dining room closes at 10:30pm +



MOSHI
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Maki Sushi

TRADITIONAL

TEKKA wild big-eye tuna
HAMA-NEGI yellowtail and scallion
SAKE-NEGI salmon and scallion

7.⁵⁰ SABA-NEGI marinated wild mackerel and scallion 7.⁵⁰
7.⁵⁰ UNA-KYU freshwater eel, cucumber, unagi sauce 7.⁵⁰
7.⁵⁰ SHIRO-NEGI albacore and scallion 7.⁵⁰

AMERICANIZED

AKASAKA NIGHTS **
shrimp tempura and spicy kani topped with hamachi, furikake and house-made la-yu

16.⁹⁵ HALEAKALA MAKI ** 17.⁹⁵
white tuna poke roll with ogo seaweed, red clay sea salt, toasted sesame oil, avocado and cucumber topped with seared albacore, crunchy red-pepper-garlic and scallions

OSAKA SUNSET **
spicy salmon, cucumber topped with sake, lemon and kizami wasabi

16.⁹⁵ HANA-KAPPA ** 10.⁹⁵
cucumber wrapped sake, maguro, avocado, spicy tuna; topped with yuzu / wasabi sauce (no rice)

SPICY SALMON
chopped salmon, garlic, red chili and sesame oil

7.⁹⁵ CARMEL 12.⁹⁵
shrimp tempura, avocado, and cucumber topped with avocado, ebi, unagi, unagi sauce and sweet chili

SPICY TUNA
chopped tuna, garlic, red chili and sesame oil

7.⁹⁵ SPIDER ** 15.⁹⁵
tempura soft-shell crab, cucumber and avocado

CALIFORNIA
real blue crab and snow crab with avocado and tobiko

7.⁹⁵ RAINBOW SPIDER ** 23.⁹⁵
tempura soft-shell crab, cucumber, and avocado topped with assorted sashimi, avocado, tobiko and unagi sauce

FUTO KRISPY
tempura-dipped hamachi, maguro, sake and avocado

12.⁹⁵ GOLDEN GATE 15.⁹⁵
california and unagi topped with sake, lemon and unagi sauce

RED DRAGON
spicy tuna roll topped with sake and tobiko

13.⁹⁵ FIRE LIZARD 15.⁹⁵
california topped with spicy tuna and seaweed salad

NEW MOON
shrimp tempura and avocado

7.⁵⁰ CATERPILLAR 13.⁹⁵
unagi, cucumber topped with avocado, tobiko and unagi sauce

HONEYMOON
shrimp tempura, cucumber and sweet chili

7.⁵⁰ DYNASTY of LOVE ** 18.⁹⁵
shrimp tempura, spicy tuna, cream cheese, avocado, and cucumber wrapped in soy paper; topped with scallion, tobiko, kewpi, sweet chili, sriracha, ten-kasu and unagi sauce

GEISHA
tempura-dipped spicy tuna topped with kewpi and sriracha

10.⁹⁵

HIP-HOP
unagi, avocado topped with tobiko and unagi sauce

7.⁵⁰

**Some of our rolls take extra time. Please take this into consideration when ordering during busy times.

Vegetable Sushi

nigiri sushi - 1 piece each

AVOCADO
ASPARAGUS
TAMAGO house-made egg omelette with sweet sake

3.⁵⁰ SHIITAKE soy and sake marinated mushrooms 3.⁰⁰
3.⁰⁰ NATTO fermented soybeans 3.⁰⁰
3.⁰⁰ INARI tofu stuffed with sushi rice and mushrooms 3.⁰⁰

maki / rolls

AVOCADO
SHIITAKE soy and sake marinated mushrooms
ASPARAGUS
YUMMY YAM
tempura yam and avocado⁺
J. G. GIANT
tempura greenbean, asparagus, avocado and cucumber⁺

6.⁹⁵ KAPPA cucumber 5.⁹⁵
5.⁹⁵ SHE'S SO CUTE cucumber and shiso leaf 6.⁹⁵
5.⁹⁵ UME SHISO salted plum and shiso leaf 6.⁹⁵
6.⁹⁵ SWEET HEART 7.⁹⁵
7.⁹⁵ HALF MOON 7.⁹⁵
atsu-age tofu, avocado, cucumber and sweet chili⁺
tempura asparagus, atsu-age tofu, avocado and cucumber⁺

⁺vegetable tempura and atsu-age tofu do not have a dedicated fryer, but we will gladly prepare these rolls vegan-style on request

Additions and Sides

avocado	2.50	shiso leaf	1.00	cucumber	1.25	tobiko	1.75	soy paper	1.75
green onion	1.00	ginger	1.75	ume	1.50	asparagus	1.75	quail egg	1.75
cream cheese	1.25	deep fried	3.25	kizami wasabi	3.50	wasabi	1.25	hon-wasabi	2.25
spicy mayo	1.00	sushi rice	4.95	steamed rice	2.95	miso soup qt	9.00	miso soup	2.95
eel sauce	1.00	tempura sauce	1.50	thin lemon	1.50	chicken soup qt	6.00	chicken soup	1.95
oak-smoked soy	2.50	white soy sauce	2.50	marudaisu soy	2.50	tofu	2.50	side salad	2.95

✦ Substitutions and modifications to our menu incur additional charges ✦

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-070
Business Name: San Francisco Zen Center
Business Address: 300 Page Street
District: District 5
Applicant: Myles Cowherd, Development Director
Nomination Date: June 19, 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

1881 Bush Street from 1962 to 1969 (7 years)
300 Page Street from 1969 to present (50 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: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



**Member, Board of Supervisor
District 5**



City and County of San Francisco

Vallie Brown

June 17, 2019

Office of Small Business
Small Business Commission
City Hall, Suite 110
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate the San Francisco Zen Center, located at 300 Page Street, for the Legacy Business Registry Program.

Established in 1962, the San Francisco Zen Center (SFZC) is widely understood as the founding institution of the Zen community in the Bay Area. Since then, SFZC has served as a neighborhood hub— often contributing significantly to issues facing the greater community. For instance, in the 1970s, SFZC was instrumental in helping the community deal with issues around housing, a lack of recreational space. The SFZC also worked at that time to provide funding for paid-internships for local youth living in the then low-income neighborhood in which it is situated.

During the AIDS crisis in San Francisco, SFZC was actively involved in the care of those afflicted. In 1987 they opened their doors, offering hospice care. Eventually that hospice care program expanded and increased its capacity to serve a larger community.

The SFZC has not changed owners and has not closed for any significant period of time since it opened. It has remained engaged with the surrounding community, all while remaining committed to their original mission to “express, make accessible and embody the wisdom and compassion of Buddha”.

It is for these reasons that I elect to nominate the San Francisco Zen Center for the Legacy Business Registry Program. Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or BrownStaff@sfgov.org. Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink that reads "Vallie Brown". The signature is fluid and cursive, with the first name "Vallie" written in a larger, more prominent script than the last name "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:		
San Francisco Zen Center		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Linda Galijan, President		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
300 Page Street San Francisco, CA 94102		(415) 863-3136
		EMAIL:
		ccoffice@sfzc.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
http://sfzc.org/	https://www.facebook.com/zencenter/	https://www.yelp.com/biz/san-francisco-zen-center-san-francisco-2?osq=san+francisco+

APPLICANT'S NAME	
Myles Cowherd	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Development Director	
APPLICANT'S ADDRESS:	TELEPHONE:
300 Page Street San Francisco, CA 94102	([REDACTED])
	EMAIL:
	[REDACTED]

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
1881 Bush Street, San Francisco CA	94109	1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	7years	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
300 Page Street, San Francisco CA	94102	Start: 1969 End: Current

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.

Myles Cowherd

6/17/2019



Name (Print):

Date:

Signature:

SAN FRANCISCO ZEN CENTER

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 San Francisco Zen Center ("SFZC" or "Zen Center") was established in 1962 under the leadership of Shunryu Suzuki (a.k.a. Suzuki Roshi) (1904-1971), and today is one of the largest Sōtō Zen residential training and practice centers outside of Asia. The Sōtō Zen, or Sōtō school, is the largest of the three sects of Japanese Zen Buddhism. In contrast to the Rinzai or Ōbaku schools, the Sōtō school focuses on the role of meditation without the use of koans, stories, chants, or "anchors." This form of meditation is called Shikantaza.

When first incorporated, the SFZC was located at the Sokoji Zen Buddhist Temple (1881 Bush Street) where the largely white, Western membership shared space with the established Japanese-American Zen community. Differences in practice created tension between the more conservative and traditional Japanese-American membership at Sokoji and the Western membership of the Zen Center, who came to Zen practice through a growing interest in Asian culture and eastern spirituality. For many, the counterculture of the Beat Generation made ideas of enlightenment, Zen, and a non- Western spirituality accessible, and in the 1960s this fascination with alternatives to established norms in America became widespread. As the Zen Center grew, attracting more of the San Francisco counterculture, it became necessary to look for an independent home.

Since 1969, the Zen Center's main location – "Beginner's Mind Temple," or "City Center" – has been at 300 Page Street. This building, which was originally the Emanu-El Residence Club, was designed to support a residential community with small rooms for boarders on the upper floors and large communal spaces on the lower floors for activities. This layout proved to be ideal for the SFZC, allowing it to create its unique residential learning community. The SFZC also runs the monastic retreat and seasonal resort at Tassajara Zen Mountain Center in the Los Padres National Forest (established in 1966) and Green Gulch Farm Zen Center, in Marin County (purchased in 1972). The SFZC continues to use the building at 300 Page Street as their primary location, with daily activities for both the public and its membership, and runs many of its outreach programs from this location.

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

The San Francisco Zen Center has not ceased operations for any significant amount of time since it opened in 1962.

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

Not applicable.

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

The ownership history of San Francisco Zen Center is as follows:

1962 to 1991: Corporation Sole (head priest or abbot is considered the owner)

1962 to 1971: Shunryu Suzuki

1971 to 1983: Richard Baker

1983 to 1985: Dainin Katagiri

1986 to 1991: Reb Anderson

1991 to 2015: California Religious Nonprofit

2015 to Present: 501(c)(3)

The SFZC was incorporated in 1962 as a Corporation Sole and led by the chief priest (later called the abbot) and a board of directors. While the Zen Center has gone through a number of revisions to its corporate structure since its establishment, that structure has always included a board of directors acting in collaboration with a chief priest, or abbot, or with two or three co-abbots. In 1991, the Zen Center became a California Religious Nonprofit, and since 2015 it has been a 501(c)(3) nonprofit.

Suzuki Roshi served as the chief priest of the Zen Center until his death in 1971, when leadership began to be passed down through his students. His chosen successor, Richard Baker, oversaw much of the expansion of the Zen Center in the 1970s with the acquisition of Green Gulch Farm and the opening of Green Gulch Greengrocer (sold in 1989), Greens restaurant (later established as a separate for-profit business), and the Tassajara Bread Bakery (now closed). Scandals in the 1980s led to a perception of mismanagement within the leadership, and the requirement of having two or three co-abbots was introduced in 1988. A full list of abbots and abbesses of the SFZC are included at the end of this narrative.

Within the Sōtō Zen and Zen Buddhist traditions, dharma transmission between the teacher and the disciple creates a spiritual lineage that fosters consistency between the generations of practitioners. This transfer of ideals from teacher to student additionally creates consistency within leadership, as only after years of training with a master can a student be placed in a leadership role in the Zen Center.

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 organization 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 San Francisco Zen Center is located in a Julia Morgan-designed building at 300 Page Street. This structure was originally built by the Emanu-El Sisterhood as the Emanu-El Residence Club in 1922 and is a Category A historic resource as evaluated by the San Francisco Planning Department. In 2010, the Planning Department’s Market Octavia Survey determined the building eligible for individual listing in the National Register of Historic Places; however, the building is not currently listed in a city, state, or national historic registry.

The building was designed as a home for single Jewish women at a time when women were not supposed to live independently from their families. The Emanu-El Residence provided a home as well as educational, recreational, and spiritual activities for the nearly 60 women living in the building at any one time. In plan, the building reflects this dual public and private purpose, with more public spaces on the lower floors – areas that men would have been allowed to visit – and more private, residential spaces above. The building is generally H-shaped with a large formal courtyard with a fountain and arcade for visitors and residents on the east side and a smaller, informal service courtyard located on the west side. Today the SFZC uses this building in the same way as it was designed, with currently practicing residents living in the sparse but comfortable rooms on the upper floors, and visiting members and the public mingling with residents in the large, active spaces on the lower floors, including meditation halls and meeting rooms.

CRITERION 2

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

The San Francisco Zen Center is the origin of many of the Zen centers around California and provided the foundation for the current Zen community in the Bay Area. Suzuki Roshi’s leadership at Sokoji and his choice to welcome white, Western practitioners with a serious interest in Buddhism helped to establish a formal Zen community in San Francisco that was welcoming to all. The practitioners who studied under Suzuki Roshi and other priests from the Sōtō Zen School went on to become teachers themselves. Many have stayed at the SFZC, but a number have opened their own schools, while others have traveled and lived internationally to study with other Zen priests, expanding this community internationally.

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

The San Francisco Zen Center was an early responder to the AIDS crisis in San Francisco and began to offer hospice care in 1987. While this first included providing care at 300 Page Street, by 1988 the Zen Hospice Project was formed as a separate organization and went on to open the Guest House (273 Page Street) and create a long-term partnership with Laguna Honda Hospital, offering volunteer assistance for long-term care wards and running programs on mindfulness and stress reduction for caregivers.

Through the Zen Center's establishment of Green Gulch Greengrocer in 1975 (which sold produce from Green Gulch Farms in a storefront across the street from City Center) and the creation of Greens restaurant at Fort Mason in 1979, the SFZC has been involved in bringing attention to the California cuisine and organic food movements that, while considered mainstream today, were not the norm in the 1970s and 1980s.

In the 1970s, the SFZC also became more directly involved in the immediate neighborhood around City Center. Through the establishment of a separate organization, The Neighborhood Foundation (TNF), the Zen Center helped the community deal with issues around housing conditions, a lack of recreational space, and funded paid-internships for local youth. The SFZC and TNF were also involved in the establishment of the David E. Koshland Community Park at Page and Buchanan streets in 1973.

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

The Zen Center has been widely covered in the media from its early days at Sokoji to its later work at Tassajara Zen Mountain Center, Green Gulch Farm, and at Beginner's Mind Temple (300 Page Street). Some examples of this media coverage are included in this Legacy Business Registry application. The SFZC also actively creates documentation, first through their early newsletter, *Wind Bell* (1961-2012), and also with the publication of relevant resources to Zen practice, such as *Zen Mind, Beginner's Mind* by Shunryu Roshi.

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

Many well-known people have both supported and moved through the Zen Center at its various locations. In particular, a number of people associated with Zen religious and spiritual practices both nationally and internationally, have visited, taught, lived, or studied at the SFZC. In 2013, Thich Nat Hanh, the renowned Vietnamese Buddhist spiritual leader and peace activist, visited the SFZC in 2013 while on a tour of North America. Artists, musicians, writers, and poets have been frequent members and friends of the SFZC, but politicians, corporate leaders, and others have also been involved in various capacities. However, for the SFZC, the most important historical figure remains Suzuki Roshi. It was his leadership and spiritual guidance that was integral to the establishment of the Zen Center. His leadership and role as a teacher to many

holds an essential place in the history of Zen in California, since many of his early students and many within his spiritual lineage have established the various Zen centers around the Bay Area, as well as greater California, the United States, and Europe.

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

The mission of the Zen Center, “to express, make accessible and embody the wisdom and compassion of the Buddha,” includes a desire to share Zen mindfulness with a broad community. It focuses not only on monastic methods of learning in Buddhism, but believes in incorporating compassionate and intentional interactions into the lay experience. The building remains open to the public, inviting all who are interested in Zen practice to become familiar with it, but the SFZC is also engaged in going out into and serving the larger community of San Francisco. This is often geared towards troubled populations, like those who are incarcerated, formerly homeless, in recovery, or in transitional housing. Outreach includes supplying healthy meals, teaching mindfulness, meditation practices, and stress reduction, fundraising for these groups, and running a prison correspondence program for incarcerated persons to maintain – or grow – their Zen practice.

The SFZC has recently established a relationship with Creativity Explored, a local organization that provides opportunities for people with developmental disabilities to express themselves through art and helps many to become self-employed artists. The Zen Center has a rotating art exhibit that changes monthly at 300 Page Street, and art from Creativity Explored will be featured each year.

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

The SFZC serves a number of communities, from the active members, residents, and visitors of the Zen Center, to the broader community that benefits from their outreach efforts, as well as the larger community of Zen Buddhism worldwide.

Members of the public interact with the Zen Center through their daily open zazen meditation at 300 Page Street, but also do not have to be affiliated or actively engaged with Zen practices and can visit Greens Restaurant at Fort Mason, or stay at the Tassajara Zen Mountain Center. The SFZC’s robust outreach programs serve a number of different groups including seniors, families in transitional housing, the formerly homeless, residents of the city’s residential hotels, people in recovery, and the currently incarcerated.

There is also an international component to the SFZC community, with a number of international students coming to the SFZC to live and learn in the Zen Center’s unique environment, and a number of students from the Zen Center traveling to study and teach internationally.

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

For nearly 50 years, the SFZC has been located at 300 Page Street. This building was constructed in 1922 as the Emanu-el Residence Club, and was designed by Julia Morgan and Dorothy Wormser. As the Emanu-el Residence, the building allowed for single Jewish women to live and work away from their families, which was not the norm. The residence served a crucial function in allowing these women to pursue opportunities that would have been impossible if they remained at home, but also provided for their educational, recreational, and spiritual needs with a gym, theater, and meeting areas. The building is significant not only as the home of the SFZC, and as the work of a master architect, but also for its first use as a home and a refuge for Jewish working women in the 1920s.

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

The SFZC, through its presence at 300 Page Street, is able to offer a unique residential experience for their students while inviting a diverse public to experience the Zen Center on a daily basis. This would be lost if the SFZC were to close or relocate. An additional loss would be felt throughout the broader community with the end of the large number of outreach and volunteer efforts that are run by the Zen Center in San Francisco.

A number of affiliated Zen organizations have been established by many of the members of the Zen Center and would continue to provide spiritual guidance for the Zen community, but the central location of the SFZC which is closely tied to the spiritual heritage and the teaching of Suzuki Roshi would be a huge loss to this local, national, and international community.

CRITERION 3

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

The SFZC is defined by its traditional Zen practices and its vision to act with and to offer compassion and wisdom as a response to the uncertainty and complexity of daily life. The main building at City Center offers one place for quiet, reflection, meditation, and compassion, not only for residents and members, but for the public. The quiet courtyard garden and large rooms for meditation and services allow for this personal, yet communal, experience. This duality – of personal and communal – is seen throughout the unique residential and educational environment of City Center that prioritizes the personal spiritual journey, but also provides a home, with all that entails, to a number of people living as a residential community.

The community of City Center and its Zen practice is also held in contrast, and deepened by, a focus on service and interacting with communities outside the Zen Center. The extensive public outreach and volunteer work of the Zen Center is an essential component of the organization and has grown as the business has evolved.

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 2004, the SFZC completed a strategic plan to help guide the future of the organization. While the Zen Center is deeply tied to maintaining its spiritual traditions, the strategic plan process helped to determine where they could engage with new audiences or better serve those they were already in contact with.

Additionally, attention was drawn to ensuring that the SFZC will have the stability and means to continue to exist for the next 50 years, creating plans for financial security, stewardship, and property maintenance.

Conversations around maintaining tradition while continuing to evolve to meet new challenges have illustrated that flexibility has always been at the heart of the Zen Center; its establishment was due in part to Suzuki Roshi's understanding that a Western audience, while interested in Buddhism, would not be receptive to some of its traditional strict rules, such as those around the separation of genders within the practice. Balancing a respect for tradition and the Zen practice, with an understanding of the need to adapt to changing realities, issues, and contexts has allowed the SFZC to remain an active and vital organization throughout its over 50-year history

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.).

Many of the Zen Center's important characteristics are reflected in how the Zen Center uses its building. The idea of living, learning, and working while engaged in Zen practice is an essential component of Beginner's Mind Temple's unique community, and the building's design allows for a number of residents to live on the upper floors. Additionally, the building's openness to the public, with a focus on being accessible and relevant to larger community needs, is central to the Zen Center's mission; the building's public spaces that are used as meditation halls (zendos), a dining hall, courtyard, and other gathering spaces allow for the public to join daily zazen and attend other events.

300 Page Street relates to the immediate neighborhood in scale, although it was built after the general period of construction of its immediate surroundings, which consist primarily of late-nineteenth century Victorian residential buildings.

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

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

Documentation that demonstrates the business has been a Zen practice and educational center for 30+ years is included in this Legacy Business Registry application.”

Abbots and Abbesses of the San Francisco Zen Center

1962-1971 – Shunryu Suzuki

1971-1983 – Zentatsu Richard Baker

1984-1985 – Dainin Katagiri

1986-1995 – Tenshin Reb Anderson

1988-1997 – Sojun Mel Weitsman*

1995-2000 – Zoketsu Norman Fischer

1996-2003 – Zenkei Blanche Hartman

2000-2007 – Eijun Linda Cutts**

2003-2006 – Kiku Christina Lehnherr**

2003-2012 – Paul Haller

2007-2017 – Myogen Steve Stucky

2012-2014 – Kiku Christina Lehnherr**

2014-present – Eijun Linda Cutts**

2014-present – Rinso Ed Sattizahn

2014-present – Furyu Nancy Schroeder

* 1988 was the start of having two or three co-abbots/abbesses.

** have served as abbots or abbesses non-consecutively

San Francisco Zen Center Legacy Business Application

Section 5: Supplemental Historical Documents

1962-1969

Soko-ji (1881 Bush Street)

First home of the San Francisco Zen Center

“We
are
protected
from
within”

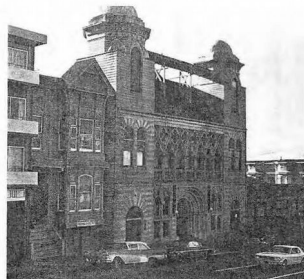
■ The purpose of Zen is to teach men to live with serenity and fulfillment by developing an inner strength based on the realization of the oneness of existence. It is an intensely practical and practicable religion, a way of life that results in an enlightenment which allows man to enter the stream of life with perfect control, and yet, freedom and spontaneity.

Since Zen insists that enlightenment is an experience which can only be imparted by direct experience within the relationship of student and Zen master, it is absolutely necessary for a person wishing to be trained in the Zen life to obtain a qualified leader. An increasing number of San Franciscans are taking advantage of the presence among us of one such Zen master, Rev. Shunryu Suzuki, and of the facilities to study and practice Zen at the Zen Soto Mission at 1881 Bush Street. There are only three other locations in the continental United States where such instruction can be obtained directly from a Zen master: Los Angeles, Monterey and Chicago.

Rev. Suzuki is the sixth of the Zen masters sent by the Soto School to lead San Franciscans in the ways of Zen. Housed for approximately the last 90 years in the Sokoji Temple (Soko means San Francisco; ji means temple), an edifice originally built as a Jewish synagogue, the membership consisted entirely of people of Japanese ancestry until his arrival a little over five years ago. The official temple roster now numbers approximately 30 contributing and uncountable Caucasian members as well as more than 100 Japanese.

Because of this phenomenal growth, the Japanese headquarters of the Soto School sent Rev. Dainin T. Kaigeki to assist Rev. Suzuki in February 1964. A handsome,

Rev. Suzuki, San Francisco's Zen master (left). Rev. Katagiri, assistant priest and missionary from Japan, leads kinhin (walking meditation) practiced during sesshin (all day meditation) (right).



Originally built as a synagogue, Sokoji Temple at 1881 Bush St. is now the religious and social center for the Zen Soto Mission's active Caucasian and Oriental members.

text and photos by Joan B. Mayer



Zen Center's original home, Sokoji Temple, on Bush Street.

Sokoji, and the Other Half of Our Practice by Ananda Dalenberg

I often think of the early beginnings of Zen Center at Sokoji Soto Zen Temple in San Francisco. Sokoji was very important to us in those early days, and I think it remains symbolically important for us even today. In fact, the role of Sokoji in the development of Zen Center has become a kind of koan for me.

In those days Zen Center occupied only a corner of Sokoji. It was, however, adequate for our size, and we felt quite at home in sharing space with the Japanese-American congregation there. We also shared in having the same teacher, Abbot Shunryu Suzuki, who was the head of both Sokoji and Zen Center. There was then some inner sense of unity between the two groups.

As Zen Center grew, our differences became greater, and the two groups separated. The reasons were various, but I would say it was mostly because of a difference of views in regard to practice. At Zen Center we were very enthusiastic about zazen, and it was very difficult for us to conceive of real zen practice as being anything else.

Left: c. 1964 article, available through the San Francisco Public Library History Room; Right: from a 1986 edition of the SFZC's WindBell newsletter, reflecting on their origins at Soko-ji

1967

First year at Tassajara Zen Mountain Center



1969
Move to 300 Page Street (City Center)



Photo credit: Robert S. Boni



1970

WindBell newsletter discussing new home at 300 Page Street

Zen Center is not complete or perfect, but our difficulties, individual and collective, are blessings that give us the incentive to practice, to work.

The next two issues of the *Wind Bell* will again be special issues. One will be devoted to our relationship, as Buddhists, to our environment. The other will be the second issue on American Zen, covering Zen in San Francisco in the 50's and the activities of Suzuki Roshi and his students preceding the formation of Zen Center.

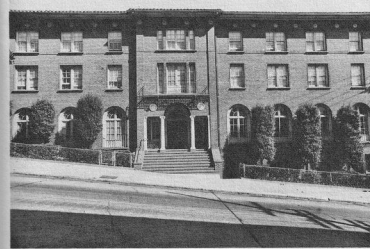
Reader's comments are strongly encouraged and gratefully received.



300 PAGE STREET

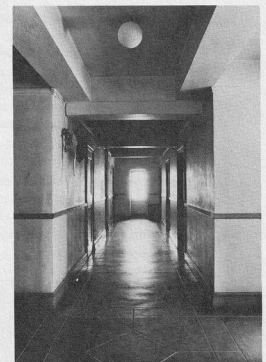
The opportunity for extended Zen practice afforded by the establishment of Zen Mountain Center in 1967 had considerable effect on the activity of Zen Center in San Francisco. Since 1959 students had been sharing the spiritual leadership of Suzuki Roshi with the Soto Zen congregation of Sokoji Temple, a Buddhist Church within the Japanese community of San Francisco. We also rented our practice space from Sokoji. But by the summer of 1969, interest in Zen practice had grown to the extent that over 120 students were regularly participating in the scheduled *zendo* (meditation hall) activity, and the limitations were becoming increasingly apparent. It was clear that these students needed full time teachers and a less limited space in San Francisco in which to develop an extensive city practice in conjunction with the monastic practice at Zen Mountain Center. Experiments in communal housing for Zen students in San Francisco had been carried on since early 1968 in five large apartments across the street from Sokoji. As at Tassajara, living together in the city was found to be an effective way to extend Zen practice into everyday student life. Hence, a movement towards a more integrated physical community—one in which students and teachers could live, study and practice *zazen* together under one roof—gradually emerged.

Suzuki Roshi's resignation from his duties with the Sokoji congregation was accepted in July of 1969 and he was then freed to fully devote his time

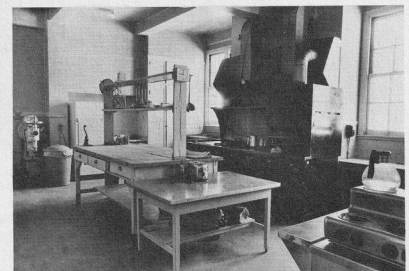


Entrance to 300 Page Street.

The courtyard. Suzuki Roshi has begun a rock garden here.



Upstairs corridor.



The kitchen. There is also a small "snack kitchen".

1971

Practice in Buddha Hall at 300 Page Street (City Center)



1975

Green Gulch Greengrocer opens across from City Center



Looking west on Page Street, the Zen Center building is at right. This procession began the opening ceremony of the Green Gulch Greengrocer, diagonally across the street from Zen Center (see page 23).

1975 WindBell newsletter



c. 1983-1984, SFZC member Ryushin Paul Haller working at Green Gulch Greengrocer

2012

Coverage of the 50th Anniversary of the San Francisco Zen Center



Above: *Shambhala Sun* magazine



Bottom left: *SF Chronicle*;
Bottom right: poster for 50th anniversary events, designed by Dana Elliott

2016

New Years Day ceremony on roof deck at 300 Page Street



2018
Practice in Buddha Hall at 300 Page Street

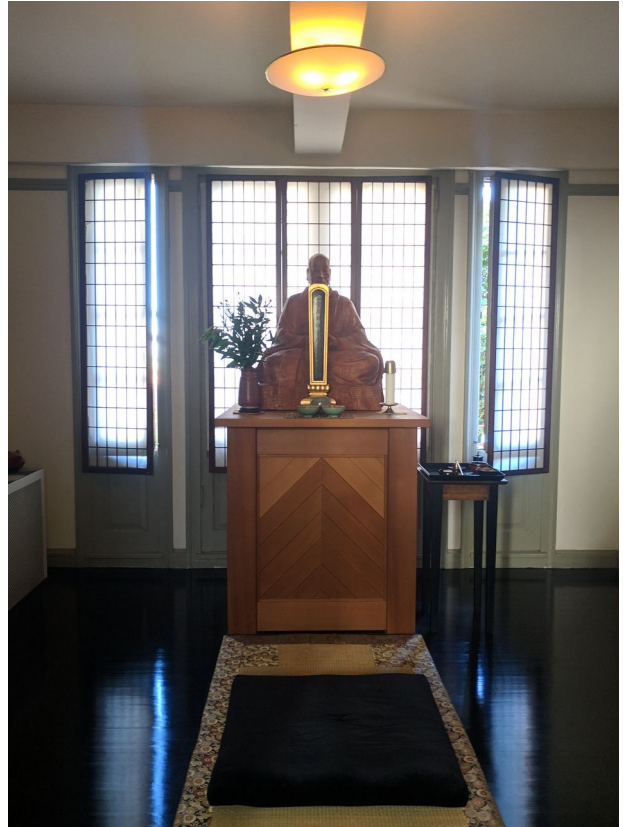


Photo credit: John Anklow

Current
300 Page Street



Current 300 Page Street



Current
300 Page Street



San Francisco Chronicle

SF Zen Center's 50 years of opening hearts, minds

SPIRITUALITY

By **Julian Guthrie**

Published 4:00 am PDT, Monday, March 12, 2012



People participating in the noon service at the main meditation room of the San Francisco Zen Center in San Francisco Calif., Thursday, March 8, 2012. It will be the 50th anniversary of the San Francisco Zen Center which operates in San Francisco, Green Gulch Farm in Muir Woods, and Tassajara monastery in Carmel Valley. Photo: Liz Hafalia, The Chronicle

In 1959, a Buddhist priest with a slight build, shaved head and ready laugh arrived in San Francisco from Japan and began teaching the power of "just sitting" and "the beginner's mind" - looking at life as full of potential.

Three years later, in the summer of 1962, the priest, Shunryu Suzuki, who went by the name Suzuki Roshi, and his informal community of students founded the San Francisco Zen Center out of a small temple in Japantown.

Now, the San Francisco Zen Center - which now operates out of a historic 1922 brick building in Hayes Valley designed by Julia Morgan - is celebrating its 50th anniversary and is credited with quietly influencing the teaching of Buddhism in America.

But its reach is beyond meditation. The Zen Center runs one of the nation's first organic farms, as well as artisan bakeries and monasteries. It offers programs for veterans, the homeless, incarcerated, drug-addicted, and sick and dying. It operates vacation retreats and classes in everything from Zen writing and cooking to "queer Dharma" and "young urban Zen." Plans are under way to build a first-of-its-kind, \$32 million Zen-inspired senior living center.

"We believe that peace comes from balance and from sitting silently but also working in the world," said Robert Thomas, a former restaurant and bar owner who is now a married Zen priest and president of the San Francisco Zen Center. "You don't have to shave your head or change your clothes. What we hope is that people will take with them compassion and kindness in whatever they do."

The San Francisco Zen Center also runs the Tassajara monastery and retreat in Carmel Valley, Green Gulch Farm in Marin County, and Hope Cottage, a rustic cabin high in the Marin Headlands. Over the years, the sites have attracted and housed an array of artists and musicians, inventors and politicians, including Steve Jobs and Jerry Brown.

"The first time I went to Green Gulch was in the '70s," said performance artist, musician and composer Laurie Anderson. "I first went to Hope Cottage maybe eight years ago and stayed there with my dog. A performance piece was inspired by that stay. Being there is like flying; you're so high up. It's just inspiring."

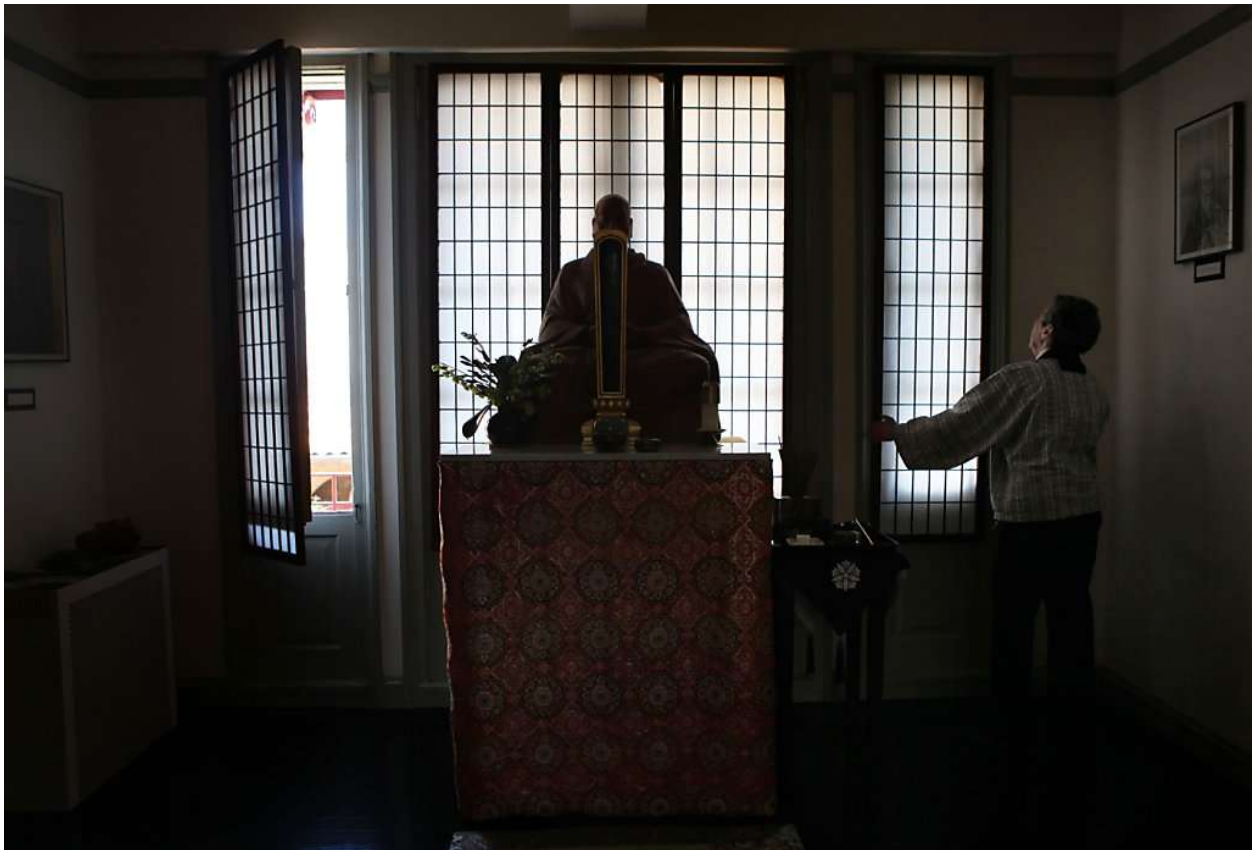
Anniversary benefit

Anderson, a practicing Buddhist for almost four decades, said, "It's a place that has always grounded me and has been an important anchor."

As part of the center's 50th anniversary, Anderson will appear onstage Thursday at the 142 Throckmorton Theatre in Mill Valley with Tenshin Reb Anderson, the former head of the Zen Center and a teacher at Green Gulch. The event, a benefit to raise money for the restoration of Hope Cottage, kicks off celebrations to run through the year.

"This practice of sitting still in the midst of wisdom turns out to have great utility," said actor Peter Coyote, who practiced at the San Francisco Zen Center from 1974 to 1984 and is now a Zen priest. "It has produced all of these impressive things - Green Gulch, the center, the ministries and jail programs and food kitchens and Greens Restaurant and a bakery. It all began with this little guy coming here in 1959 and starting to sit by himself."

Part of the beauty of Buddhism, Coyote noted, is that it "is not technically a religion. Buddha was an ordinary man. We make no claims for him being a son of God. What he did is solve this apparent dichotomy that we feel separate from the rest of the universe, this feeling that we are like a little grain of sand. What Buddha teaches is that we are all indisputably connected to the entire universe."



Director of the San Francisco Zen Center Tova Green opening windows at the Suzuki Roshi room of the San Francisco Zen Center in San Francisco Calif., Thursday, March 8, 2012. It will be the 50th anniversary of the San Francisco Zen Center. Photo: Liz Hafalia, The Chronicle

Diverse programs

Tassajara, situated on 320 acres in the Ventana Wilderness, opened in 1967, making it the oldest Soto Zen monastery in the United States. As part of the training, monastic students - who live communally and cook, clean and dine together - began baking bread. The bread spawned the first artisanal bread cookbook, "The Tassajara Bread Book," its own bakery in Cole Valley, and Greens Restaurant at Fort Mason.

Today, Tassajara - known for its remoteness, accessible only by a steep and winding 14-mile dirt road - operates from September through April as a center for monks in training, and from May through August as a place for anyone to come and stay and explore Zen teaching. It offers hot springs, vegetarian cooking and classes, and evening Dharma talks.

"I became a monk at Tassajara and lived there for five years," said Norman Fischer, who runs the Everyday Zen Foundation. "I went to the San Francisco center to learn meditation from Suzuki Roshi and lived at Green Gulch until 2000."

Fischer, who now brings "Zen to the non-Zen," including employees at Google, added, "What's unique and wonderful about the Zen Center is that it serves the community in a wide way. You can come to deepen your commitment to Christianity or Islam. You can come seeking a deeper understanding of what lies within. It's just unprecedented."

Susan O'Connell, who arrived at the San Francisco Zen Center on December 31, 1995, after a successful career in acting and filmmaking, simply needed something different.

"I thought I'd stay for two months," she said with a laugh, sitting in the quiet, sunlit dining room. Ordained as a priest in 1999, O'Connell serves as vice president of operations.



Reverend Fu Schroder, a teacher and leader of the practice period at the Center, pauses for a portrait near the library building. Green Gulch Zen Center is celebrating its 50 year at its Muir Beach, CA location. Tuesday March 6th, 2012. Photo: Michael Short, Special To The Chronicle

'This place is a miracle'

Students who become residents meditate twice a day, at about 5 a.m. and 5 p.m. More than 150 students, ranging in age from 19 to 90, live and work at the three sites, paying nothing and earning a small stipend after a period. Everyone shares jobs, from cleaning bathrooms to cooking, planting and sowing. (At Tassajara, students meditate for up to 14 hours a day.)

"You rotate jobs, so that you have no idea what you are doing," O'Connell said, speaking to the philosophy of approaching life with a "beginner's mind."

At Green Gulch, opened in 1971, residents and visitors inevitably learn the art of farming. The Muir Woods center, with a small bookstore and a formal Japanese teahouse open to the public, has 110 verdant acres and six under cultivation. Winding pathways lead to small, peaceful gardens dotted with Buddhist iconography.

Greenhouses are filled with new life, and produce from the farm is sent to local farmers' markets, Greens, and other restaurants.

"I feel like this place is a miracle," said Emila Heller, a Zen practitioner and center resident for 40 years. "I do a lot of farm work and coordinate the apprentice program." Walking the grounds, she said hello to the farm's head baker, Mick Sopko, who baked at Tassajara in the '80s and has been at Green Gulch for eight years. Almost 400 loaves are baked every week, he said.

"I was married and lived here with my husband until four years ago, when he died," Heller said. "There are single celibate priests here. There are married priests. There are farmers and artists. It's diverse. Everybody is your teacher."

"The San Francisco Zen Center is like the mother ship. It has spawned a lot of groups across the country."

Looking to future

The San Francisco center, which has a \$5 million annual budget - Greens operates autonomously and also has a budget of about \$5 million - gets 85 percent of its revenue from programs and the rest from donors. O'Connell and President Thomas said the center is in the midst of a \$17 million capital campaign to create an endowment, and has raised \$14 million.

"The 50th anniversary is about the past, present and future," O'Connell said. In addition to developing plans to build the first Zen senior living community - to open in the Bay Area within five years - the center is looking at expanding its nationally embraced Zen hospice, a "contemplative care" program started in the early 1980s by students to care for AIDS patients. In August, the center plans to introduce its "fourth practice site," launching a new website offering a compendium of 50 years of Buddhist teaching through audio files and podcasts.

Included in those audio files will be talks by the center's beloved founder, who died in 1971. Roshi, author of the spiritual classic "Zen Mind, Beginner's Mind," opened the book with a line that still guides his followers today: "In the beginner's mind there are many possibilities, but in the expert's there are few."

Center benefit

An evening with Laurie Anderson and Tenshin Reb Anderson. 7 p.m. Thursday. 142 Throckmorton Theatre, 142 Throckmorton Ave., Mill Valley. (415) 863-3136. sfzc.org.



A small shrine sit next to a stand of bamboo. Green Gulch Zen Center is celebrating its 50 year at its Muir Beach, CA location. Tuesday March 6th, 2012. Photo: Michael Short, Special To The Chronicle



Residents and staff having lunch after noon service at the San Francisco Zen Center in San Francisco Calif., Thursday, March 8, 2012. It will be the 50th anniversary of the San Francisco Zen Center. Photo: Liz Hafalia, The Chronicle



Shoes lined up in front of the main meditation room of the San Francisco Zen Center in San Francisco Calif., before noon service on Thursday, March 8, 2012. It will be the 50th anniversary of the San Francisco Zen Center. Photo: Liz Hafalia, The Chronicle



Residents Eric Sergee (left) and Chris Steele (right) participating in the noon service at the main meditation room of the San Francisco Zen Center in San Francisco Calif., Thursday, March 8, 2012. It will be the 50th anniversary of the San Francisco Zen Center which operates in San Francisco, Green Gulch Farm in Muir Woods, and Tassajara monastery in Carmel Valley. Photo: Liz Hafalia, The Chronicle



Staff, guests, and students gather in the dining area for lunch. Green Gulch Zen Center is celebrating its 50 year at its Muir Beach, CA location. Tuesday March 6th, 2012
Photo: Michael Short, Special To The Chronicle

Julian Guthrie is a San Francisco Chronicle staff writer. jguthrie@sfnchronicle.com



New San Francisco Zen Center Abbot talks “dharma for the 22nd century”

BY [SAM LITTLEFAIR](#) | MARCH 5, 2019

An interview with David Zimmerman, the newly installed abbot of San Francisco Zen Center’s City Center.



David Zimmerman, courtesy of San Francisco Zen Center.

This past weekend, David Zimmerman was appointed the new abbot of San Francisco Zen Center’s City Center. Zimmerman takes over for Ed Sattizahn, who moves into another position in the organization.

Having joined San Francisco Zen Center (SFZC) in 2000, Zimmerman’s appointment signals a changing of the guard at one of America’s most prominent Buddhist organizations. SFZC was founded more than fifty years ago, in large part by counterculture participants trying to establish Buddhism in mainstream America. Perhaps surprisingly, they succeeded. Now, the next generation of leaders at SFZC — including Zimmerman — are looking towards the future. Lion’s Roar spoke with Zimmerman about his plans at the head of an institution of American Buddhism.

Sam Littlefair: Your appointment as abbot seems emblematic of a generational shift happening at SFZC.

David Zimmerman: The founding generation — the first couple decades of those who really worked to establish Zen and Zen Center here in the US, who received what they did from Suzuki Roshi and other Asian teachers — they crafted the initial container. At this point, they're retiring, or getting ready to retire, or have died. I would say I'm the next generation. I moved into Zen Center in 2000, with the new millennium.

I'm 55, so I feel like I have my feet in two generations: the baby boomer generation and the next generation. Being this bridge person, I'm very curious to see how those who are much younger than me are already stepping into leadership positions — people who are 20, 30, 40 years old. These people are the leaders of the future. It's quite exciting to see that I'm just another wave in the river of dharma that's flowing here in the US.

What do you think makes these generations of the SFZC sangha distinct?

A difference between the founding generation and my generation is that we have a little bit more license to be creative about how we express the dharma. We're not limited to trying to establish it or validate it. I have a sense that we have more license to color outside of the lines. I see a little more effort to turn the lens outward and see how we can take in a wider field of concern, in terms of our practice in the world, our social conditions, political situations, the environment, and so on.

In what ways are you and members of the community starting to color outside the lines?

I would say that our online offerings are a way of doing that. Many dharma communities are trying those platforms, but I think it's being kind of encouraged and led by the next generation.

There's also a continuing emphasis on diversity, inclusivity, equity, accessibility. That is being definitely pushed up from the younger generation. We're really making more of an effort to find ways to speak to particular practice constituencies.

For example, we have a lot of affinity groups at San Francisco Zen Center. There is "Meditation Recovery." There's "Queer Dharma." There's a women's group. There's the "Unpacking Whiteness" group. There's "Dharma Espanol." There's a willingness to create micro-sanghas within the meta-sangha as a way to address the diversity of experiences and needs of people coming to Zen Center.

I think we're also more willing to incorporate other disciplines, particularly in how we structure and navigate our communal way of being together. For example, right use of power. These are ways to study and identify how it is that we have power, how we use power, and how to be conscious of how we use power.

There are other disciplines that we are looking at bringing into how, institutionally, we make decisions, relate to each other, and address power, inequity, and traditional forms of hierarchy and patriarchy.

So now, with your new role, you're playing a key part in these projects. In what ways do you want to encourage moving forward?

I've been wondering: What are the forms of Zen training for not just the 21st century, but the 22nd century?

We've inherited a lot of forms that are in some cases thousands of years old and were appropriate for a particular time and place and culture. I think a lot of it is no longer relevant. So, we have to find ways to let go of those old forms and find new forms of training the mind and body that are applicable to who we are now. For example, the use of the keisaku, the "encouragement stick." We've stopped using that because, for many people in the US, it was not so encouraging. It was more a traumatic experience.

We still chant both in Japanese and in English, and there's a question: maybe, since most of us don't speak Japanese fluently, do we really need to be chanting in Japanese?

I love the Zen forms. I love the robes. I love a lot of the traditional ritual that we use. But, for many people who first come, it could be off-putting. It could be somewhat alienating. So, are the robes essential to our practice?

We assume that decisions need to be made by elders in the community, rather than being more inclusive. We could we have a more diverse group of people in terms of age and practice experience helping to decide on the direction that we go as a community.

There is a lot of efficacy in the forms as we've inherited them, but often, when we examine them, we find the outward expression of the form might no longer be relevant or applicable. What do we keep that is the essential component?

I think the forms offer a mirror, to see ourselves. I think that's the most powerful aspect of the forms. So, how do we change these particular forms to be relevant to the current realities?

When someone introduces a suggestion for a change to a form, we take a lot of time in our practice committees, looking at: What is the intention here? How are we trying to meet people? What new expression of the form might better serve to meet people, without again losing the spirit of the form. So, we experiment. We try something for a period of time and see whether or not it works.

It sounds quite challenging to try to fathom the essence of a sacred traditional form and then judge its value.

And also to identify what new form and what new expression would equally support that particular expression to come forth. I think that's where the innovation and the creativity really is required. And, sometimes it comes organically—like when someone says, "I can't sit in this particular posture, because of my physical situation or other conditions in my life, but I am a sincere practitioner and I really want to practice." Is there a way that you can adapt or change the form in order to meet the reality of this particular embodied being? So, we say, what would that look like? What can we do differently?

What do you think dharma will look like in the 22nd century?

When Buddhism entered into China, it took centuries for it to really be planted and integrated, to be translated by the Chinese Buddhists, to find metaphors, and to find teaching modalities that really met the Chinese people. The same thing is happening now here. But, I think it's happening much more quickly.

I'm very curious to see, even within the next 50 years, what is the dharma going to look like? What will be the forms of community, of sangha?

<https://www.lionsroar.com/new-san-francisco-zen-center-abbot-talks-dharma-for-the-22nd-century/>

I think initially there was a lot of emphasis on particular individuals and particular teachers as carrying the dharma. What's coming forward more is: how do we as a community hold and express the dharma?

Thich Nhat Hanh has said that the next Buddha will be sangha. When I talk about the collaborative quality of the next generation, I really feel it focuses more on sangha. It really is focused on how we as a sangha support each other, and not be so dependent on individual teachers. I think that's a very dynamic unfolding.

San Francisco Zen Center

San Francisco Zen Center (SFZC), is a network of affiliated Sōtō Zen practice and retreat centers in the San Francisco Bay area, comprising City Center or **Beginner's Mind Temple**, Tassajara Zen Mountain Center, and Green Gulch Farm Zen Center. The sangha was incorporated by Shunryu Suzuki Roshi and a group of his American students in 1962. Today SFZC is the largest Sōtō organization in the West.

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Further reading

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San Francisco Zen Center



	Religion
Affiliation	Sōtō
	Location
Location	300 Page St., San Francisco, CA 94102
Country	United States
	Architecture
Founder	Shunryu Suzuki
Completed	1962
	Website
	www.sfzc.org (http://www.sfzc.org)

History

On May 23, 1959, Shunryu Suzuki (then age 55) came from Japan to San Francisco to serve as head priest of Sokoji—a Soto Zen temple then located at 1881 Bush Street in Japantown. He was joined by his wife Mitsu (also from Japan) in 1961. Sokoji—founded by Hosen Isobe in 1934—had been housed in a former Jewish synagogue that is now Kokoro Assisted Living. Upon Suzuki's arrival at Sokoji, the congregation was composed entirely of members of the Japanese-American population. Unlike his predecessors, Suzuki was a fluent speaker of English who actually wanted to come to the United States. Suzuki's arrival came at the tail end of the Beat movement and just prior to the social movements of the 1960s, both of which had major roots in San Francisco. Before long, Sokoji had non-Japanese Americans — mostly beatniks— coming to the temple to sit zazen with him in the morning. Soon these Westerners participated in regular services, and new non-Asian students came to outnumber the Japanese-American congregation. This change in demography caused a rift in the Sokoji community. The tension was alleviated when Suzuki's Western students began gathering for separate services, albeit still at Sokoji, in 1961. Some of these students began calling their group City Center, and they incorporated in 1962 as the San Francisco Zen Center.^{[1][2][3][4][5]}

The number of practitioners at SFZC grew rapidly in the mid-sixties. Within a couple of years, Suzuki considered founding a monastery to host more intensive practice for those students who were interested. In 1966, Suzuki and Baker scouted Tassajara Hot Springs, located in Los Padres National Forest behind Big Sur, as a possible location for the envisioned monastic center. After a major fundraising effort led by Baker, Zen Center purchased the land—which contained a rundown resort and mineral springs in 1967. Tassajara Zen Mountain Center ("Zen Mind Temple" or *Zenshinji*) was the first Zen Buddhist monastery built in the United States, and the first in the world to allow co-ed practice.

1967 also saw the arrival of Kobun Chino Otogawa of Eiheiji, who served as assistant to Suzuki. Kobun was resident teacher at the Tassajara Zen Mountain Center until 1970. Around 1970, he began sitting regularly with a group in Santa Cruz that went on to form the Santa Cruz Zen Center. In 1971, he became resident priest at Haiku Zen Center, a practice center in Los Altos where Suzuki-roshi had been giving lectures, and soon after the sangha there grew and changed its name to Bodhi. He served as Abbot there until 1978, moving the group to Jikoji in Los Gatos, California in 1979.^{[5][6][7][8]}



Kobun Chino Otogawa

Another assistant priest at SFZC was Dainin Katagiri-roshi, who served there from 1969 to 1971. Katagiri would go on to establish his own practice center—the Minnesota Zen Center—in 1972 in Minneapolis.^[5]

In 1969, Sokoji's board of directors asked Suzuki to resign his position as the temple's priest, asserting that he was spending more time with his Western students than the Japanese-American congregation. Months later Suzuki—with the help of his American students—purchased the current (and

larger) City Center building, located on 300 Page Street.^[9]



Green Dragon Temple at Green Gulch Farm

In 1970, Suzuki gave Dharma transmission to Richard Baker, his only American Dharma Heir and chosen successor at SFZC. Suzuki planned to give transmission to Bill Kwong but died before his completion. Kwong's transmission was later completed by Suzuki's son, Hoitsu.^{[1][10][11]}

Suzuki died of cancer on December 4, 1971. He was 67 years old. Despite having only had 12 years in the United States, Suzuki had gone a long way toward establishing Soto Zen in America. His death came shortly after the publication of *Zen Mind, Beginner's Mind*, a collection of lectures translated into numerous languages considered a classic of contemporary Zen literature.

Suzuki had asked Baker to locate a farm in the area for entire families to live a Buddhist life while working together. Green Gulch Farm ("Green Dragon Temple", or *Soryuji*), located in Sausalito, California in a valley on the Pacific Ocean, was acquired by SFZC in 1972. The land was purchased from one of the founders of Polaroid, George Wheelwright. Despite hesitance of some members of SFZC due to the size of 80 acres (320,000 m²), Baker felt that acquiring Green Gulch Farm was very important for Buddhism in America. Members soon raised funds for a zendo to be built there, and over time the farm transformed into a monastery and retreat center for residents and guests with an organic farm, flower gardens, a teahouse and a plant nursery.^{[10][12][13][14]}

In 1976, SFZC purchased the Gallo Pastry Company to found the Tassajara Bakery, which became popular before being sold to the company Just Desserts in 1992. The bakery was closed altogether in 1999. Tassajara Bakery was a Zen Center venture promoted by Richard Baker as an extension of the baking practices at Tassajara Zen Mountain Center. Tassajara baked bread for student and guest consumption since 1967, and Edward Espe Brown's *Tassajara Bread Book*, demonstrated consumer interest. The bakery supplied Greens Restaurant and some local grocers.^[15]



Edward Espe Brown

Greens Restaurant, opened in 1979 in Fort Mason of San Francisco, was another business venture by SFZC under the influence of Baker. A pioneer of gourmet vegetarian cuisine in America, the restaurant's first chefs were Edward Espe Brown and Deborah Madison. The duo published a book of recipes in 1987 titled *The Greens Cookbook*. Throughout the 1980s Greens, which obtained produce from Green Gulch Farm, was one of the most popular restaurants in San Francisco.



Green Gulch tea garden

The center received significant media coverage concerning the 1984 resignation of then abbot Zentatsu Richard Baker, who was ousted after it was alleged that he had been having an affair with the wife of a prominent Zen Center member. In the wake of Baker's resignation, SFZC transitioned to a democratically elected leadership model until in 2010 there was a new introduction of a predesignated slated of board members.

Additional businesses run by SFZC were the Alaya Stitchery storefront, which made zafus, zabutons and clothing, and Green Gulch Grocery, which sold produce from Green Gulch Farm. Neither business is operative today.^{[5][15][16][17][18]}

SFZC today

In 2000 Jiko Linda Cutts was appointed Abbess, having received Dharma transmission from Tenshin Reb Anderson in 1996. In 2003 Paul Haller, who received transmission from Sojun Mel Weitsman in 1993, was installed as co-abbot with her. In 1987 SFZC started the Zen Hospice Project, a volunteer hospice program run out of a guest house on Page Street with five residential beds. Zen Hospice Project also continues to train and coordinate volunteers who provide non sectarian, non-medical care to residents of the hospice and palliative care ward at Laguna Honda Hospital, a skilled nursing facility operated by the City and County of San Francisco. The volunteer project's founding director was Frank Ostaseski, who served until 2004.^[19] Zen Hospice Project provides hospice care for individuals of any or no religion who are looking for a compassionate end to their life.^{[20][21][22]} Today SFZC is the largest Soto organization with a foothold in the West.^[1]

Tassajara Zen Mind Temple

Located atop a bumpy 10-mile (16 km) road which is difficult for some vehicles to climb, Tassajara offers shuttles to and from the retreat for those inclined to forgo trying to make the trek on their own. Visitors can enjoy the springs, go swimming or on hiking trips, and have the opportunity to arrange for practice with the community living at the monastery for a few days. The monastery is closed to outsiders from the months of September through April, then opens to the public by reservation from May through August - offering retreats, seminars, and workshops. Students that come to practice at the monastery from September through April must undergo the tradition known as tangaryo. They will sit for five days or longer in the zendo before they are formally admitted into the monastery—a physically daunting challenge.^{[1][14][23][24][25]}

Green Gulch Green Dragon Temple

The organic farm at Green Gulch supplies local restaurants and food suppliers and sells flowers, produce and herbs at Ferry Plaza Farmers Market in [San Francisco](#). Guests stay at the [Lindisfarne Guest House](#), a traditional [Japanese](#) building with a wood-burning stove as the heating source. Zen practice is not required to stay at Green Gulch, though guests are welcome to participate in [zazen](#) or any other activities. [Tenshin Reb Anderson-roshi](#), former abbot of City Zen Center, is senior [Dharma](#) teacher at Green Gulch—training priests and [laypeople](#), leading [sesshins](#), giving talks and conducting workshops while also living onsite.^{[26][27][28][29]}

Controversies

Baker resigns

In March 1983 Baker was accused of engaging in a sexual relationship with the wife of an influential sangha member. Although Baker claimed that his relationship was a love-affair which had not yet been consummated, the outcry surrounding the incident led to accusations of impropriety, including the admissions by several female members of the community that they had had affairs with Baker before or during his tenure as abbot.^[30] The community's sense of crisis sharpened when the woman's husband, one of SFZC's primary benefactors, threatened to hold the organization legally responsible for its abbot's apparent misconduct.^[31]

These revelations led Baker to resign as abbot in 1984.^[1] San Francisco Zen Center's web site now comments: "Although the circumstances leading to his resignation as abbot in 1984 were difficult and complex, in recent years, there has been increased contact; a renewal of friendship and dharma relations."^[32]

In the 1980s Baker ordained [Issan Dorsey](#) as a priest. This was likely prompted by a conversation between [Robert Baker Aitken](#) and Baker at San Francisco Zen Center concerning the question of Zen's availability to interested [gays](#), for Dorsey went on to become abbot of the [Hartford Street Zen Center](#).^[33]



Zentatsu Richard Baker



Dainin Katagiri

Following Baker's resignation, [Dainin Katagiri](#) led the community until 1985. When Katagiri left, [Tenshin Reb Anderson](#) assumed Abbotship of the Zen Center—serving until 1995. In the early 1990s the Board of Directors at the Zen Center created the "Ethical Principles and Procedures for Grievance and Reconciliation" for its members, for conflict resolution mediation guided by [Buddhist precepts](#). The Board of Directors at SFZC also began election of leaders. In 1995 [Zoketsu Norman Fischer](#) was installed as Abbot at SFZC, and in 1996 [Zenkai Blanche Hartman](#) was appointed as co-Abbot with him (becoming the first female Abbot in SFZC history).^{[1][14]}

Tenshin Reb Anderson's arrest

In 1983 [Tenshin Reb Anderson](#) received [shihō](#) from Zentatsu Richard Baker, becoming Baker's first Dharma heir (though Baker disputes this). From 1986 to 1988 he served as abbot of the San Francisco Zen Center, and from 1988 to 1995 he served there as co-abbot with [Sojun Mel Weitsman](#). Anderson became entangled in an incident in 1987 that reached back to 1983—just after [Zentatsu Richard Baker](#) had resigned as abbot. While jogging through [Golden Gate](#)

Park, Anderson deviated from the path to urinate in some bushes. There he found the corpse of a man with a bullet wound to the head and a revolver nearby. Rather than report this to the police, Anderson returned to the body over several days to meditate over the corpse. On one visit he decided to take the revolver home with him.^[34] Upon his final visit he found the body no longer there, and a fellow priest in whom he had confided showed him a newspaper article covering the apparent suicide. Five years later (in 1988), roughly fifteen months after Anderson had become abbot of the San Francisco, Anderson was arrested for brandishing this same firearm in public. He reported being mugged at knifepoint by a man just a block away from the San Francisco Zen Center at 300 Page Street. Anderson remembered stowing the revolver away in the San Francisco Zen Center's garage and quickly retrieved it. He then drove after the alleged mugger and followed him into a housing project with the revolver (unloaded) in hand, being arrested minutes later by a police officer with his own gun pointed at him.^[35]



Tenshin Reb Anderson

This 1987 incident has had a damaging impact on Anderson's reputation as a teacher, since his arrest received national media coverage. The leadership of San Francisco Zen Center required Anderson to take a leave of absence from his position as abbot. After six months, he returned to his position. Shocked by the series of scandal involving its senior teachers, the organization decided to appoint two abbots, who would share the position at any one time. Zen priest Mel Weitsman served with Anderson as a co-abbot during the remainder of his term, and the tradition of two sitting Abbots continued for the next few decades.

Regarding this ordeal, Anderson wrote:

"On both a personal and a professional level, I am still dealing with the consequences of this episode. Some people felt that I had committed an irrevocable betrayal of trust, and have discounted me and my teaching ever since. Others were more forgiving, but their trust in me and my integrity was permanently shaken. Even newer students, who come to Zen Center and find out about these incidents, are sometimes confused and question whether I can be their teacher. These events are a helpful reminder—both to me and to others—of my vulnerability to arrogance and inflation. I see how my empowerment to protect and care for the Triple Treasure inflated my sense of personal authority, and thus detracted from and disparaged the Triple Treasure. This ancient twisted karma I now fully avow."^[35]

Friends of SFZC

SFZC is connected, in an unofficial capacity, to the following Zen Centers:^[1]

- Berkeley Zen Center
- Hartford Street Zen Center
- Kannon Do Zen Meditation Center
- Santa Cruz Zen Center
- Sonoma Mountain Zen Center
- Austin Zen Center
- San Antonio Zen Center
- Houston Zen Center
- Dharma Vow Zen Sangha, Santa Monica

Alumni - partial list

<u>Shunryu Suzuki</u> (founder)	<u>Zentatsu Richard Baker</u>	<u>Edward Espe Brown</u>	<u>Kobun Chino Otagawa</u>	<u>Taigen Dan Leighton</u>
<u>Jakusho Kwong</u>	<u>Sojun Mel Weitsman</u>	<u>Tenshin Reb Anderson</u>	<u>David Chadwick</u>	<u>Seirin Barbara Kohn</u>
<u>Ryushin Paul Haller</u>		<u>Philip Whalen</u>	<u>Jiko Linda Cutts</u>	<u>Zoketsu Norman Fischer</u>
<u>Dainin Katagiri</u>	<u>Josho Patricia Phelan</u>	<u>Zenkei Blanche Hartman</u>	<u>Hozan Alan Senauke</u>	
<u>Wu Bong (Jacob Perl)</u>	<u>Furyu Nancy Schroeder</u>	<u>Fenton Johnson</u>	<u>Yvonne Rand</u>	<u>Maylie Scott</u>
<u>Issan Dorsey</u>	<u>Angie Boissevain</u>	<u>Joanne Kyger</u>	<u>Dairyu Michael Wenger</u>	<u>Gil Fronsdal</u>

See also

- [Buddhism in the United States](#)
- [Bush Street Temple](#)
- [Hartford Street Zen Center](#)
- [Kannon Do Zen Meditation Center](#)
- [Timeline of Zen Buddhism in the United States](#)

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External links

- Official website (<http://www.sfzc.org/>)
 - Zen Hospice Project (<http://www.zenhospice.org/>)
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