



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: MARCH 1, 2017

*Filing Date:* February 1, 2017  
*Case No.:* 2017-001405LBR  
*Business Name:* Acción Latina  
*Business Address:* 2958 24<sup>th</sup> Street  
*Zoning:* NCT (24<sup>th</sup>-Mission Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 4206/015  
*Applicant:* Georgiana Hernandez, Executive Director  
2958 24<sup>th</sup> Street  
San Francisco, CA 94110  
*Nominated By:* Mayor Edwin M. Lee  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

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### BUSINESS DESCRIPTION

Acción Latina is an iconic Mission District non-profit organization that has played a large role in strengthening and advocating for the Latino/a cultural fabric of the neighborhood. The history of Acción Latina began with the founding of *El Tecolote* in 1970, the longest continuously published Spanish/English bilingual newspaper in California that addresses regional, national and international issues affecting Latino communities in San Francisco. The newspaper was initiated as part of a Raza Studies journalism class at San Francisco State University under the direction of Professor Juan Gonzales. In 1971, the collective of volunteers working on and publishing the newspaper incorporated as a 501(c)(4) organization under the name "Espina del Norte Publishing Company" and continued to publish *El Tecolote*. By 1987, Espina del Norte Publishing Company incorporated as a 501(c)(3) under the name Acción Latina in order to differentiate activities of this new organization from that of *El Tecolote* and from other cultural events that were started prior to 501(c)(3) status. Since 1970, Acción Latina has chronicled, promoted, and preserved evidence of Latinos' social-political and cultural contributions to San Francisco.

The mission of the organization is "to promote cultural arts, community media and civic engagement as a way of building healthy and empowered Latino communities." This mission is carried out in the form of hosting performing and literary arts events each year, operating a community art gallery showcasing work of established and emerging Latino artists as well as non-Latino artists whose work depicts the nuances of Latino life, producing a free, bilingual, biweekly newspaper, and managing an extensive collection of archival materials that chronicle the Latino experience in San Francisco since 1970. The organization produces upwards of 20 cultural and arts events each year, including six to eight visual arts exhibitions each year. Acción Latina's target community is Latinos in San Francisco but the organization also offers programming to other disenfranchised communities, including LGBTQ persons, communities of color, veterans, persons with disabilities and individuals interested in Latino culture and issues of social justice. In addition to their vibrant programming, Acción Latina also offers structured internship

opportunities for students at San Francisco State University studying in the Latino/a Studies and Journalism Departments.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The idea of Acción Latina began with the founding of *El Tecolote* in 1970 and was officially incorporated as a 501(c)(3) organization in 1987.

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

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

- i. Acción Latina has operated for 47 years under *El Tecolote* and 30 years as Acción Latina.
- ii. Acción Latina has contributed to the Mission District community's history and identity by continuously documenting social, political and cultural issues and events affecting the Latino/a community of San Francisco as well as advocating for and supporting actions to protect and promote the well-being of this community.
- iii. Acción Latina is committed to maintaining the physical features or traditions that define its strong presence as an organization that promotes and protects the welfare of the community.

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

The business is associated with Latino/a arts, journalism, and activism.

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

The business is associated with significant events, cultural leaders, socio-political, and cultural movements associated with Latinos in San Francisco from the 1970s to the present.

The property was identified to be a "Category C Property" through the South Mission Historic Resource Survey and is not considered a historic resource based on its architecture.

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

No.

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

The business is mentioned in the Draft Latino Historic Context Statement and is also mentioned in the Board of Supervisors resolution designating the Calle 24 Latino Cultural District, approved in May 2014.

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

Yes. Acción Latina has been cited in numerous publications including but not limited to: Mission Local, 12/8/2015, "SF Mission's 'Encuentro' Celebrates Community with the Sound of Cuba," by



Laura Waxmann; SF Examiner, 1/18/2017, "'Latino Life' photo show 'gives strength in current climate,'" by V. Alexandra de F. Szoenyi; and SF Chronicle, "Bilingual newspaper provides passionate voice as it faces own challenges," by Joe Garofoli; "Calle 24: Cuentos del Barrio," by San Francisco Heritage and Carlos Cordova, 2013.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 2958 24<sup>th</sup> Street

**Recommended by Applicant**

- Mission to promote cultural arts, community media, and civic engagement within the Latino/a community.
- Juan R. Fuentes Art Gallery space created out of the previously existing storefront in 2015.
- Exterior of the gallery along the street that features 6 foot by 4.5 foot glass windows inset into a mahogany frame and a bulkhead featuring scaled-down, precise replicas of several Maya bas-relief masterpieces set into blue tiles.
- "Acción Latina" aluminum letters along the front façade.
- Office space that is used to manage programs and is also made available to community groups.

**Additional Recommended by Staff**

- Location on 24<sup>th</sup> Street within the Calle 24 Latino Cultural District.
- Function as an archive for El Tecolote newspaper and photographs

*Filing Date:* February 1, 2017  
*Case No.:* 2017-001412LBR  
*Business Name:* Boudin Bakery  
*Business Address:* 399 10<sup>th</sup> Avenue  
*Zoning:* NC-3 (Neighborhood Commercial, Moderate Scale)/  
40-X Height and Bulk District  
*Block/Lot:* 1442/020  
*Applicant:* Louis J. Giraudo, Owner  
50 Francisco Street, Suite 200  
San Francisco, CA 94133  
*Nominated By:* Mayor Edwin M. Lee  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Boudin Bakery is a locally and nationally renowned family-owned bakery headquartered and founded in San Francisco in 1849. For over 168 years, the bakery has been producing the “Original San Francisco Sourdough” bread and baked goods based on the “mother dough” created by founder Isidore Boudin. The history of Boudin began with the arrival of French immigrant Isidore Boudin and his wife Louise and their family to San Francisco in 1849. The Boudin family opened a French Bakery on DuPont Street (now Grant Avenue) that quickly came to be known for baking the best loaf of bread in the city. The Boudin family created a unique recipe for bread that combined their old world skill of French bread baking with the only local source of leavening: the (famous) sourdough starter from the California gold fields. The blending of these two cultural elements produced what is known today as the Original San Francisco Sourdough-Boudin bread.

The Boudin French Bakery thrived during the early years of San Francisco and continued to flourish under Louise when Isidore passed away in 1887. The bakery moved from its DuPont Street location to Broadway Street in 1890 and flourished there until the 1906 Earthquake and Fire. When the Earthquake and Fire erupted and destroyed the bakery’s Broadway store, it was Louise who saved the Boudin “mother dough” from destruction. Post-Earthquake and Fire, Boudin Bakery opened a new location on 10<sup>th</sup> Avenue near the corner of Geary Boulevard, which is now the oldest location in San Francisco. When the Boudin family made the decision to retire from the bakery, ownership was passed down to Stefano Giraudo, an Italian immigrant who arrived in San Francisco in 1935. Soon after arriving in San Francisco, Giraudo began working in the bakery, a career that he would soon become dedicated to. In 1941, Giraudo became proud owner and Master Baker of the Boudin Bakery and the Original San Francisco Sourdough and the business has remained in the Giraudo family ever since.

Apart from its rich San Francisco-rooted history and its strong continuing traditions, the bakery works to preserve the heritage and tradition of the city, working in partnership with local businesses such as The Mechanic’s Institute to serve the educational and social needs of mechanics and their families. Additionally, Boudin has strong community partnerships working for various causes, such as Share Our

Strength's No Kid Hungry campaign and providing an annual lunch for the AIDS/Life Cycle 7-day bike ride from San Francisco to Los Angeles. Papa Steve Giraudo used to say, "if you take care of the bread, it will take care of you," and this idea has been deeply rooted in the way Boudin serves its business, community, heritage and traditions.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1849

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

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

- i. Boudin Bakery has operated for 168 years.
- ii. Boudin Bakery has contributed to San Francisco's history and identity through its tradition of producing San Francisco Sourdough bread deeply rooted in immigrant and local recipes and traditions. The bakery has become an institution in San Francisco and represents the extent of the city's rich immigrant history, traditions and culture. It has become embedded in the city's cultural and culinary fabric and continues to give back not only through its famous sourdough bread but also through its various community and organizational partnerships.
- iii. Boudin Bakery is committed to maintaining the physical features or traditions that define its culinary tradition of producing San Francisco Sourdough bread.

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

Yes. The business is associated with the production of San Francisco sourdough bread.

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

Unknown. 399 10<sup>th</sup> Avenue is a 1932 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Boudin Bakery has been cited in numerous written and audiovisual publications including but not limited to: SF Examiner, 6/11/2015, "Boudin, a sour success story," by Jessica Kwong; 7x7 Bay

Area, 3/7/2014, "Secret San Francisco: Boudin's 160-Year-Old Mother Dough," CurbedSF, 3/14/2014, "The Oldest San Francisco Bakery Got its Start in North Beach," by Alex Bevk; SF Weekly, 8/14/2015, "Not Dead Yet: The 10 Oldest Businesses in San Francisco," by V. Alexandra de F. Szoenyi.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 399 10<sup>th</sup> Avenue (the business' oldest continuously-operating location in San Francisco)

**Recommended by Applicant**

- Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough"
- Iconic Boudin medallion designed by local artist Primo Angelini

**Additional Recommended by Staff**

- Headquartered location in San Francisco
- Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.
- Community partnerships and work with local businesses

*Filing Date:* February 1, 2017  
*Case No.:* 2017-001414LBR  
*Business Name:* Faxon Garage  
*Business Address:* 545 Faxon Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 6934/001A  
*Applicant:* Walee Gon, President  
545 Faxon Avenue  
San Francisco, CA 94112  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Faxon Garage is a local auto repair and service shop serving the Ocean View, Merced Heights, Ingleside (OMI) neighborhoods along Faxon Avenue. The business was founded in 1948 by Sidney Weiss and Harold Henton during a time when other auto-related businesses in the area created a level of competition; the business succeeded despite this competition. From its beginning in 1948 until the 1970s, Faxon Garage serviced cars made from the Big Three auto manufacturers at the time: Chrysler, Ford and Chevrolet. By the 1970s, the types of cars being serviced changed to now include foreign-made cars. The neighborhood that the business serves is primarily residential in nature, with a higher rate of auto ownership than other parts of San Francisco. Faxon Garage works to cater to the needs of its residents who seek car repair services as well as services needed by the surrounding businesses. Because the neighborhood has a high dependency on cars, the business has become an asset to the community, providing for the local needs so that car owners do not need to seek services from auto shops in farther areas of the city, such as Van Ness Avenue. Additionally, the current owner, Walee Gon, has involved Faxon Garage in many community organizations such as the Ocean Avenue Revitalization Collaborative and the Ocean Avenue Association and has contributed to many community events such as the Ocean Avenue Arts and Culture Festival and the Ocean Avenue Octoberfest. The business also annually donates money in support of many local organizations and programs including, but not limited to: the Ingleside Presbyterian Church's black tie dinner, City College of San Francisco's athletic program, and the Lakeshore Elementary School's annual fundraiser.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1948

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

Yes, Faxon Garage qualifies for listing on the Legacy Business Registry because it meets all of the

eligibility Criteria:

- i. Faxon Garage has operated for 69 years.
  - ii. Faxon Garage has contributed to the Ocean View, Merced Heights, and Ingleside (OMI) community's history and identity by adapting and continuing to adapt to the auto repair and service needs of the community. When the business was founded in 1948, the majority of the services offered were based on the community's American-made cars and their needs. However, over the years the business has evolved to included repair services for American and internationally made cars.
  - iii. Faxon Garage is committed to maintaining the physical features or traditions that define its neighborhood-based auto repair services.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*  

The business is associated with the ever-evolving car culture and needs of the OMI neighborhood.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*  

Unknown. The 1921 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*  

No.
6. *Is the business mentioned in a local historic context statement?*  

No.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*  

The business has not been cited in published literature but has received a Certificate of Honor from the Board of Supervisors on May 18, 2010 and a Recognition of generous support award from the Friends of the San Francisco Public Library

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 545 Faxon Avenue

**Recommended by Applicant**

- Location off of Ocean Avenue in the OMI neighborhood
- Adaptability to serve the needs of car owners with American and internationally-made cars

**Additional Recommended by Staff**

- Garage space(s) to work on cars
- Signage facing Faxon Avenue

*Filing Date:* February 1, 2017  
*Case No.:* 2017-001420LBR  
*Business Name:* Retro Fit Vintage  
*Business Address:* 910 Valencia Street  
*Zoning:* NCT (Valencia Street Neighborhood Commercial Transit)/  
50-X Height and Bulk District  
*Block/Lot:* 3608/075  
*Applicant:* Steven LeMay, Owner  
910 Valencia Street  
San Francisco, CA 94110  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Retro Fit Vintage is a retail vintage and costume shop located in the Mission District's Valencia Street shopping corridor. Founded in 1996 by original owners Allison Hoekstra and Audrey Menconi, Retro Fit has been serving the LGBTQ and performing arts communities for over 20 years. The founding of the business was based on the idea of and commitment to keeping fashion trends of the past relevant and alive, while ensuring affordable stylish clothes were made available to Mission District residents. Today the shop continues to be one of the most affordable apparel stores on Valencia Street. The business, originally located on 20<sup>th</sup> Street, moved locations a few times before ending up at its current location on Valencia Street. Along with changing locations, the business also changed the type of vintage items sold to include furniture and home décor.

In 1998, ownership changed hands to Mr. Steven LeMay, a well-known entertainer, LGBTQ leader and youth mentor. Since then, the business has expanded its inventory to more fully serve the drag, performance and theater arts communities with the addition of make-up, wigs, accessories and high-end costumes, as well as the vintage clothing and home décor items that represent the foundation of the business. Retro Fit Vintage is one of the few openly gay businesses on Valencia Street and serves as a strong representation of the neighborhood's once large queer community that greatly declined over the years. The business represents and continues to support the LGBTQ community as well as the Mission District neighborhood by participating in fundraisers for local non-profits and organizations.

Additionally, Steven LeMay, who is among the original merchants who founded the Valencia Street Merchants Association, has developed very close relationships with families and other businesses in the neighborhood, often mentoring local kids who often stop in the shop. Retro Fit continues to serve the arts and LGBTQ community through cultural events that the business hosts at the shop, making a cultural destination as well as a commercial destination. Currently, the business is under threat of displacement as it is on a month-to-month lease with a strong possibility of being unable to secure a new long-term lease with the landlord. Retro Fit Vintage not only provides members of the community with fashion, but also provides a safe space for the community to meet, perform and attend performances.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1996

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

Yes, Retro Fit Vintage qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Although Retro Fit Vintage has operated for less than 30 years, but at least 20 years, it faces a significant risk of displacement as it has a month-to-month lease.
  - ii. Retro Fit Vintage has contributed to the Mission District community's history and identity by continuing to operate as one of the only remaining openly gay businesses along Valencia Street, offering members of the community access to fashionable vintage clothing, memorabilia and home décor while also continuing to act as a strong advocate for the LGBTQ and performing arts communities. The business also continues to provide a safe gathering space for the community and supports local organizations and non-profits.
  - iii. Retro Fit Vintage is committed to maintaining the physical features or traditions that define its role as an advocate for the LGBTQ and performing arts communities, including maintaining its presence along the Valencia Street commercial corridor as an openly gay business that provides for and welcomes all in the Mission District neighborhood.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*  
The business is associated with vintage clothing, home goods, and memorabilia.
  4. *Is the business or its building associated with significant events, persons, and/or architecture?*  
Yes. The building is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the Article 10 Liberty-Hill Historic District. The 1904 Italianate-style building is located in a historic commercial corridor on Valencia Street that belongs to one of the city's earliest residential suburbs and largely intact 19<sup>th</sup> century middle class neighborhood.
  5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*  
No.
  6. *Is the business mentioned in a local historic context statement?*  
No.
  7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes, the business has been cited in a number of publications including but not limited to: Lucky



Magazine, July 2002, "Lucky-Only Specials;" SF Gate, 3/9/2008, "Designers get fierce with Project Lameway," by Reyhan Harmanci; and Where San Francisco Magazine, January 2002, "The Older the Better: Vintage clothing in San Francisco," by Anita Singha.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 910 Valencia Street

**Recommended by Applicant**

- Location along Valencia Street
- Commitment to selling affordable vintage fashions
- Commitment to serving the LGBTQ and performing arts communities

**Additional Recommended by Staff**

- Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities

## **PROJECT DESCRIPTION**

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

## **OTHER ACTIONS REQUIRED**

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

## **PUBLIC/NEIGHBORHOOD INPUT**

The Department has received letters of support for Faxon Garage and Retro Fit Vintage, which are included in their application packets.

## **ENVIRONMENTAL REVIEW STATUS**

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

## **PLANNING DEPARTMENT RECOMMENDATION**

Staff recommends that the Historic Preservation Commission find that Accion Latina, Boudin Bakery, Faxon Garage, and Retro Fit Vintage qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

## **ATTACHMENTS**

Draft Resolution  
Legacy Business Application

SC: XXXX



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution HEARING DATE MARCH 1, 2017

1650 Mission St.  
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San Francisco,  
CA 94103-2479

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*Filing Date:* February 1, 2017  
*Case No.:* 2017-001405LBR  
*Business Name:* Acción Latina  
*Business Address:* 2958 24<sup>th</sup> Street  
*Zoning:* NCT (24<sup>th</sup>-Mission Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 4206/015  
*Applicant:* Georgiana Hernandez, Executive Director  
2958 24<sup>th</sup> Street  
San Francisco, CA 94110  
*Nominated By:* Mayor Edwin M. Lee  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ACCIÓN LATINA, CURRENTLY LOCATED AT 2958 24<sup>TH</sup> STREET (BLOCK/LOT 4206/015).**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

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

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

WHEREAS, at a duly noticed public hearing held on March 1, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Acción Latina 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 Acción Latina

*Location (if applicable)*

- 2958 24<sup>th</sup> Street

*Physical Features or Traditions that Define the Business*

- Mission to promote cultural arts, community media, and civic engagement within the Latino/a community.
- Juan R. Fuentes Art Gallery space created out of the previously existing storefront in 2015.
- Exterior of the gallery along the street that features 6 foot by 4.5 foot glass windows inset into a mahogany frame and a bulkhead featuring scaled-down, precise replicas of several Maya bas-relief masterpieces set into blue tiles.
- "Acción Latina" aluminum letters along the front façade.
- Office space that is used to manage programs and is also made available to community groups.
- Location on 24<sup>th</sup> Street within the Calle 24 Latino Cultural District.
- Function as an archive for El Tecolote newspaper and photographs

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-001405LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution HEARING DATE MARCH 1, 2017

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

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*Case No.:* 2017-001412LBR  
*Business Name:* Boudin Bakery  
*Business Address:* 399 10<sup>th</sup> Avenue  
*Zoning:* NC-3 (Neighborhood Commercial, Moderate Scale)/  
40-X Height and Bulk District  
*Block/Lot:* 1442/020  
*Applicant:* Louis J. Giraudo, Owner  
50 Francisco Street, Suite 200  
San Francisco, CA 94133  
*Nominated By:* Mayor Edwin M. Lee  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BOUDIN BAKERY, CURRENTLY LOCATED AT 399 10<sup>TH</sup> AVENUE (BLOCK/LOT 1442/020).**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business has contributed to San Francisco's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on March 1, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission** hereby recommends that Boudin Bakery 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 Boudin Bakery.

*Location (if applicable)*

- N/A

*Physical Features or Traditions that Define the Business*

- *Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough"*
- *Iconic Boudin medallion designed by local artist Primo Angelini*
- *Headquartered location in San Francisco*
- *Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.*
- *Community partnerships and work with local businesses*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-001412LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution HEARING DATE MARCH 1, 2017

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2017-001414LBR  
*Business Name:* Faxon Garage  
*Business Address:* 545 Faxon Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 6934/001A  
*Applicant:* Walee Gon, President  
545 Faxon Avenue  
San Francisco, CA 94112  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION  
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FAXON GARAGE,  
CURRENTLY LOCATED AT 545 FAXON AVENUE (BLOCK/LOT 6934/001A).**

**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 Ocean View, Merced Heights, Ingleside (OMI) neighborhood's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on March 1, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.



**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Faxon Garage 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 Faxon Garage.

***Location (if applicable)***

- 545 Faxon Avenue

***Physical Features or Traditions that Define the Business***

- Location off of Ocean Avenue in the OMI neighborhood
- Adaptability to serve the needs of car owners with American and internationally-made cars
- Garage space(s) to work on cars
- Signage facing Faxon Avenue

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-001414LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution HEARING DATE MARCH 1, 2017

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2017-001420LBR  
*Business Name:* Retro Fit Vintage  
*Business Address:* 910 Valencia Street  
*Zoning:* NCT (Valencia Street Neighborhood Commercial Transit)/  
50-X Height and Bulk District  
*Block/Lot:* 3608/075  
*Applicant:* Steven LeMay, Owner  
910 Valencia Street  
San Francisco, CA 94110  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION  
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RETRO FIT VINTAGE,  
CURRENTLY LOCATED AT 910 VALENCIA STREET (BLOCK/LOT 3608/075).**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on March 1, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Retro Fit Vintage 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 Retro Fit Vintage.

*Location (if applicable)*

- 910 Valencia Street

*Physical Features or Traditions that Define the Business*

- Location along Valencia Street
- Commitment to selling affordable vintage fashions
- Commitment to serving the LGBTQ and performing arts communities
- Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-001420LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-065  
*Business Name:* Acción Latina  
*Business Address:* 2958 24<sup>th</sup> Street  
*District:* District 9  
*Applicant:* Georgiana Hernández, Executive Director  
*Nomination Date:* January 26, 2017  
*Nominated By:* Mayor Edwin Lee

**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

3240 21st Street from 1987 to 1991 (4 years)  
766 Valencia Street from 1991 to 1998 (7 years)  
2601 Mission Street, Suite 700 from 1998 to 2000 (2 years)  
2958 24th Street from 2000 to Present (17 years)

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** February 1, 2017

Richard Kurylo  
Manager, Legacy Business Program





January 26, 2017

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

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Acción Latina for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Acción Latina is a non-profit organization under the direction of an eight member board and Executive Director, Georgiana Hernandez. Originally founded in 1987, this long time iconic Mission based San Francisco institution is located within the Calle 24 Latino Cultural District. Amongst its arts programming and community contributions, it has been publishing El Tecolote, a bilingual neighborhood newspaper established in 1970, which has been in circulation for more than 30 years. At their office you will find an impressive archive of news, art, photographs and posters uniquely depicting the history of the neighborhood and the city. It has fostered activities that strengthen the community and cultural fabric and vitality throughout San Francisco. Most recently, through our SF Shines program, the storefront became accessible to the public with added transparency and an art gallery that now provides additional revenue for the organization and community programming. Acción Latina's activities and dedication to the community are a true testament to the contributions and impact of our legacy businesses.

It is an honor to recognize the legacy and contributions of Acción Latina to our great city of San Francisco.

Sincerely,

A handwritten signature in blue ink, appearing to read "Edwin M. Lee".

Edwin M. Lee  
Mayor

## APPLICATION FOR

# Legacy Business Registration

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

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Accion Latina		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Accion Latina is a nonprofit organization that operates with a voluntary board of directors. There are no owners. Eight individuals sit on our board. The executive director of the organization is Georgiana Hernandez.		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2958 - 24th Street San Francisco, CA 94110		( 415 ) 648-1045
		EMAIL:
		info@accionlatina.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
www.accionlatina.org	facebook.com/accionlatina	www.yelp.com/biz/el-tecolote-newspaper-sa

APPLICANT'S NAME:	
Georgiana Hernandez	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE:	
Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
2958 - 24th Street San Francisco, Ca 94110	( 415 ) 648-1045
	EMAIL:
	georgiana@accionlatina.org

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0370023	1196437

BACKGROUND INFORMATION	
Founding Location: 1600 Holloway Avenue, San Francisco, CA 94132	
Current Headquarters Location: 2958 - 24th Street, San Francisco, CA 94110	
Operating in San Francisco since: August 1970	

NAME OF NOMINATOR:	DATE OF NOMINATION:
Mayor Ed Lee	

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION:
1600 Holloway Avenue, San Francisco	04132	August 1970 - October 1970
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

## 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
3240 21st Street	94110	1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1987-1991	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
766 Valencia Street	94110	Start: 1991
		End: 1998

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2601 Mission Street, Suite 700	94110	Start: 1998
		End: 2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2958 24th Street	94110	Start: 2000
		End: Present

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

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

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



OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION:
1202 Polero Avenue, San Francisco	94110	1970-1970
3240 21st Street, San Francisco	94110	1977-1991
766 Valencia Street and 2601 Mission Street, #700, San Francisco	94110	1992-1999
2050 24th Street, San Francisco	94110	2000-Present

### 3. Eligibility Criteria

Attach the business's historical narrative.

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

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

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

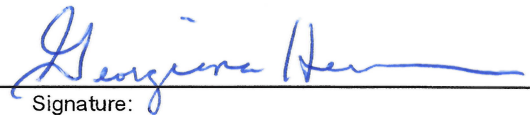
Georgiana Hernandez

September 7, 2016

Name (Print):

Date:

Signature:





1.a. HISTORY

Our history begins with the creation of our cornerstone community media project, *El Tecolote* newspaper, initiated in 1970 as part of a Raza Studies journalism class at San Francisco State University under the direction of Professor Juan Gonzales. Concerned that the mainstream media was not covering social, cultural and political issues of importance to the Latino community, Gonzales and a group of students and community activists decided to produce an alternative media product which they named, *El Tecolote* (The Owl). The first issue of *El Tecolote*, a free, bilingual tabloid-size newspaper, hit the streets on August 24, 1970 (see Exhibit 2). It continued to be published out of a San Francisco State University classroom at 1600 Holloway Avenue through the end of that year, but shortly thereafter the collective moved its operations to 1292 Potrero Avenue, where volunteers continued to publish the newspaper each month. In 1971, the collective incorporated as a 501(c)(4) organization, taking the name “Espina del Norte Publishing Company.”

In the late 1970s, the collective moved to 3240 21<sup>st</sup> Street where it remained until the early 1990s when our leased office space became uninhabitable due to roof leaks that the landlord refused to repair. In 1987, we incorporated as a 501(c)(3) tax-exempt organization (see Exhibit 3) and took the name, Acción Latina, to differentiate the organizational name from that of our signature media project, *El Tecolote*, or from other cultural arts events we had started producing by that time, such as the Encuentro del Canto Popular, an annual music festival of nueva canción that we initiated in 1982. From 1990 through 1993, we leased office space from Arriba Juntos at 2017 Mission Street. In 1994 we moved to 766 Valencia Street where we remained until our move to 2601 Mission Street in 1998.

In 2000, after years of saving and planning, we purchased a tenants-in-common property at 2958 24th Street (Assessor’s Parcel No. 4206-015) in the heart of San Francisco’s Mission District, in the area now designated as the Calle 24 Latino Cultural District. We bought the property outright for \$251,714 (see Exhibit 4). We have remained at this property for the past 16 years.

1.b. CONTINUOUS OPERATION

Our organization has operated continuously in San Francisco since our founding in August 1970.

1.C. N/A

1.D. N/A

1.E. N/A

2.a. CONTRIBUTION TO HISTORY & IDENTITY OF THE NEIGHBORHOOD

Acción Latina has chronicled, promoted, and preserved evidence of Latinos’ social-political and cultural contributions to San Francisco for more than 46 years. [Libros Latinos](#), which in 2015 appraised our archival collections, described our role in this way:

*“The history of Acción Latina and its newspaper, El Tecolote, comprises the history of the social struggles and artistic movements of San Francisco’s Mission District in particular, and of San Francisco in general, from 1970 to the present. No other existing archive contains the wealth of materials that helped precipitate, define, and describe those struggles and movements for almost half a century.”*

Our one-of-a-kind archive includes the following collections:

- *El Tecolote Newspaper collection* (Aug. 1970–Present) - Our collection of *El Tecolote* newspapers, which spans four-and-half decades, is the centerpiece of our archive. *El Tecolote* is the longest continuously published Spanish/English bilingual newspaper in California. In addition to its coverage of San Francisco’s Mission District, the newspaper addresses regional, national and international issues affecting Latino communities in San Francisco (see Exhibit 5 for sample digital issue).
- *Collection of line art created for El Tecolote* (1970s–2000s) - Artwork includes political cartoons on topics such as immigration, youth-police relations, the civil wars in Central America during the 1980s, etc. The centerpiece of this collection consists of art of various sizes by local Latino artists such as Rupert Garcia, Ester Hernandez, Spain Rodriguez, Juana Alicia, Yolanda M. Lopez (Exhibit 5), Emmanuel Montoya, Herbert Siguenza, Juan Fuentes, Antonio Burciaga, and Tirso Araiza. Many became acclaimed artists, representing the vanguard of the Chicano/Latino art movement in the Bay Area.
- *Photography collection* (1960s–Present) - The photography collection includes photos taken by staff photographers as well as images by other photographers given to Acción Latina or *El Tecolote*. Themes represented include United Farm Workers organizing in the Mission, Mission Coalition Organization mobilization, immigration reform efforts, police brutality, and unrest in Latin America. Other photos depict historic or iconic buildings, sporting events, children, political demonstrations, Latino theatrical and music events, and community activists and artists (see Exhibit 6.a-d for samples of photos). For the first decade of *El Tecolote*’s publishing, the photographs are overwhelmingly black/white; in the 1980s, color prints became more common, with digital prints largely replacing film two decades later (see Exhibit 7).
- *Poster Collection* (1960s–present) - This collection includes works commissioned by Acción Latina or *El Tecolote* to promote organizational events, as well as general posters collected over time. Unlike many of the collections of individual artists currently at offer to university libraries, these posters represent the social activism reflective of San Francisco’s minority communities and civil rights collectives. Poster themes represent political *and* cultural issues such as support for the United Farm Workers (see Exhibit 10), forced sterilization, the Cuban Revolution, Dia de los Muertos, the Coors Boycott, police brutality issues, and support for Latin American democratic movements.
- *New Mission News collection* (Jan. 1982–Aug. 2004) - The collection includes approximately 197 hardcopy issues of the newspaper under its two titles—*The North Mission News* and *The New Mission News*—all in black and white except for two issues. Edited by Victor Miller, the monthly paper reported original stories from the Mission District. It includes columns by Mayors Willie Brown and Art Agnos. *The New Mission News* includes *Tenant Times*, a four-page insert, which is the newsletter of the San Francisco Tenants Union (three editions in 1986). OCLC lists four copies, two partial runs, and no digital copies.

Our extensive collections of photography, *El Tecolote* and *New Mission News* newspapers, poster art, original line art, and multimedia materials are used by researchers and community members for many purposes, including documentary film making, book publishing, and research for dissertations by graduate students. Currently, SF Heritage and SF Latino Historical Society

are using our archives as they collaborate to produce the city's first Latino Historical Context Statement.

## 2.b. ASSOCIATION WITH SIGNIFICANT EVENTS

Through *El Tecolote*, we have chronicled the most significant events, cultural leaders, socio-political and cultural movements associated with Latinos in San Francisco from the 1970s to the present.

## 2.c. BUSINESS REFERENCE IN AN HISTORICAL CONTEXT

Acción Latina/*El Tecolote* is referenced in the resolution to create the Latino Cultural District. Excerpt: "Acción Latina (1987), strengthening Latino communities by promoting and preserving cultural traditions, manages a portfolio of cultural arts, youth programs, and media programs including *El Tecolote* newspaper, upholding a nearly two-century-long tradition of bilingual Spanish/English journalism in San Francisco." (<http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/resolutions14/r0168-14.pdf>).

## 2.d. ASSOCIATION WITH A SIGNIFICANT OR HISTORICAL PERSON

Juan Felipe Herrera, the U.S. Poet Laureate, had some of his first poems published in *El Tecolote* during the 1980s as part of our literary series, *El Literario*, a bilingual supplement published in *El Tecolote* (see Exhibit 8). He continues to support our organization and is writing the forward to our upcoming literary publication, "Poesía en Vuelo," an anthology of works by local poets that pays tribute to Francisco X. Alarcón, a founder of *El Literario*, who passed away in early 2016.

## 2.e. DEMONSTRATED COMMITMENT TO THE COMMUNITY

Our organization has been producing bilingual media for San Francisco's Latino communities and other residents since 1970. *El Tecolote* Newspaper is the longest-running Spanish/English bilingual newspaper in California. We collaborate with faculty in SFSU's multimedia program, the Journalism Department, and the Latino/a Studies Department to offer structured internship opportunities for students in those departments. We distribute 10,000 copies of *El Tecolote* every two weeks for free to more than 350 locations throughout the inner and outer Mission, the Tenderloin and South of Market, the Excelsior, in South San Francisco, and in the East Bay where there are high concentrations of Latinos. *El Tecolote* is also published online at [www.eltecolote.org](http://www.eltecolote.org). In 2014, *El Tecolote* was voted best community newspaper by the SF Weekly, and profiled by the San Francisco Chronicle as part of its "[A Changing Mission](#)" multimedia feature. For 35 years we have also been producing cultural arts programming in San Francisco. We currently produce upwards of 20 quality cultural arts events each year (see Exhibit 9), some of which are now San Francisco traditions, from our flagship *Encuentro del Canto Popular*, first produced in 1982, to the *Flor y Canto Festival Para Nuestros Niños y Niñas*, to the "*Latino/a Life in the Bay Photography Exhibit*." In addition, we now hold 6-8 visual arts exhibitions each year in our new gallery.

## 2.f. THE COMMUNITY ACCIÓN LATINA SERVES

Our target community is Latinos in San Francisco but we also offer our programming to other disenfranchised communities, including LGBTQ, other communities of color, veterans, persons with disabilities and individuals interested in Latino culture and issues of social justice.

2.g. ASSOCIATION WITH A CULTURALLY SIGNIFICANT BUILDING OR STRUCTURE

Our new building façade and the creation of our Juan R. Fuentes Art Gallery in the heart of the Latino Cultural District has made our building culturally significant as a building dedicated to the preservation of Latino culture and art (see Exhibit 10).

2.h. IMPACT ON COMMUNITY IF ACCIÓN LATINA WERE SOLD, RELOCATED, ETC.

Acción Latina is a community institution deeply rooted in the Mission District, and specifically within the Latino Cultural District. If for some reason our organization did not exist, the community would feel the loss of vital cultural arts programming, the loss of a community gallery, the loss of consistent and reliable media that reflects the concerns of Latino communities, the loss of volunteer and internship opportunities for community members, college and high school students, and the loss of the type of collaborative leadership that our organization embodies.

3.a. DESCRIPTION OF ACCIÓN LATINA AND ESSENTIAL FEATURES

Acción Latina is a San Francisco-based, nonprofit organization whose mission is to promote cultural arts, community media and civic engagement as a way of building healthy and empowered Latino communities. We achieve our mission by producing a rich array of performing and literary arts events each year, operating a community art gallery, producing a free, bilingual, biweekly newspaper, and managing an extensive collection of archival materials that chronicle the Latino experience in San Francisco since 1970.

3.b. COMMITMENT TO MAINTAINING THE HISTORICAL TRADITIONS THAT DEFINE ACCIÓN LATINA

For 46 years, Acción Latina has been dedicated to promoting cultural arts, community media and civic engagement as a way of building a healthy and empowered Latino community. We will continue in this tradition and will continue to adhere to the values of social justice, inclusion, integrity, and collaboration that have always guided our organization.

3.c. COMMITMENT TO MAINTAINING THE PHYSICAL BUILDING

As mentioned previously, in 2000, our organization purchased a 3,240 square foot building at 2958 24<sup>th</sup> Street in the heart of what would become the Latino Cultural District. We bought the building outright and have continued to improve it for the past 16 years. Prior to 2015, the exterior of our storefront building on 24<sup>th</sup> Street, which sits between Alabama and Harrison, had a cinderblock wall for the facade. In 2015, we tore down the entire storefront wall to create the Juan R. Fuentes Art Gallery, intended to showcase the work of established and emerging Latino artists as well as that of non-Latino artists whose work depicts the nuances of Latino life. The exterior wall of our new gallery features an enormous 6 foot by 4 ½ foot glass window inset into a mahogany frame, with the bottom panel of the facade featuring scaled-down, precise replicas of several Maya bas-relief masterpieces set into blue tile. The facade is painted a burnt orange color and features our customized logo and name “Acción Latina” in aluminum letters with high-end, modern light fixtures that illuminate the façade in the evening. The interior of our building includes the gallery as well as office space that we use to manage our programs and which we make available to community groups as feasible.

3.d. N/A





















































1196437

ENDORSED  
FILEDin the office of the Secretary of State  
of the State of California

## ARTICLES OF INCORPORATION

OF

ACCION LATINA

APR - 7 1987

MARCH FONG EU, Secretary of State

FIRST: The name of this corporation is ACCION LATINA.

SECOND: This corporation is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for public and charitable purposes.

The primary purposes for which this corporation is formed are exclusively charitable and educational within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1954, as amended, including, without limitation: providing education, training, social advocacy, and information to the Latino community in San Francisco.

Notwithstanding any other provision of these Articles, this corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of its primary purposes.

THIRD: The corporation's initial agent for service of process is Georgiana Hernandez, 990 Duncan Street #G-208, San Francisco, California 94131.

FOURTH: The property of this corporation is irrevocably dedicated to charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986. Upon the winding up and dissolution of this corporation, the assets

remaining after payment, or provision for payment, of the debts and liabilities of the corporation shall be distributed in a manner which furthers the purposes of the corporation, including, without limitation, distribution to one or more nonprofit funds, foundations or corporations which are organized and operated exclusively for charitable and/or educational purposes and which have established their tax-exempt status under Section 501(c)(3) of the Internal Revenue Code of 1986.

FIFTH: No part of the net earnings of this corporation shall inure to the benefit of, or be distributable to, its members, trustees, directors, officers or to any other private persons, except that the corporation is authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article II hereof.

No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.

Executed at San Francisco, California, this 1 day of April, 1987.

Georgina Hernandez  
Georgina Hernandez, Incorporator

**FRANCHISE TAX BOARD**

9750 BUSINESS PARK DRIVE, SUITE 214  
SACRAMENTO, CALIFORNIA 95827-1702

7711  
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June 24, 1987

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Accion Latina  
3240 - 21st Street  
San Francisco, CA 94110

Purpose : Charitable/Educational  
Form of Organization : Corporation  
Accounting Period Ending: December 31  
Organization Number : 1196437

On the basis of the information submitted and provided your present operations continue unchanged or conform to those proposed in your application, you are exempt from state franchise or income tax under Section 23701d, Revenue and Taxation Code. Any change in operation, character or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address also must be reported.

You are required to file Form 199 (Exempt Organization Annual Information Return) or Form 199B (Exempt Organization Annual Information Statement) on or before the 15th day of the 5th month (4 1/2 months) after the close of your accounting period. See annual instructions with forms for requirements.

You are not required to file state franchise or income tax returns unless you have income subject to the unrelated business income tax under Section 23731 of the Code. In this event, you are required to file Form 109 (Exempt Organization Business Income Tax Return) by the 15th day of the 5th month (4 1/2 months) after the close of your annual accounting period.

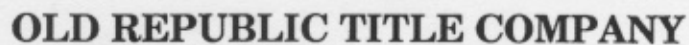
If the organization is incorporating, this approval will expire unless incorporation is completed with the Secretary of State within 60 days.

Exemption from federal income or other taxes and other state taxes requires separate applications.

Exempts and Special Tax Unit  
Telephone (800) 852-7050

cc: Heller, Ehrman, White & McAuliffe  
Registrar of Charitable Trusts

FTB 4206-ATS (REV. 10-81/6-86)

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# El Tecolote



Vol. 1 • No. 1 • Monday, August 24, 1970 • San Francisco, California

## DRAFT EXEMPTS COME TO LIGHT

by Esperanza Echavarri

A three judge appellate court has ruled Argentine citizens residing in the United States are exempt from conscription into the United States Armed Forces on the basis of a bilateral treaty signed in 1853.

The case involved Hector Leandro Vazquez, 21, a Los Angeles county resident and a citizen of Argentina and under ordinary interpretation of United States law, a citizen of the United States.

### A BIG DECISION

In a unanimous decision prepared by circuit judge Carl McGowan and concurred with by judges Harold Leventhal, and Roger Robb, Vazquez was ruled to be an Argentine and therefore exempt from the draft under the terms of the provisions of the Treaty of Friendship, Commerce, and Navigation of 1853.

The ruling may apply to citizens of Costa Rica, Honduras, Paraguay, Canal Zone, Spain, China, Ireland, Italy, Thailand, Yugoslavia and other countries with which the United States has similar treaty provisions.

### WHAT TO DO

According to the Selective Service Local Board, temporary residents or non United States citizens, must write to their consulate general in Washington D.C. to plead for exemption from the service. If successful, they cannot apply for United States citizenship later. In some cases if aliens have served eighteen months in their own home countries, which were allies to the United States during the war, they also can be exempt from the draft, after writing to their consulate general in Washington D.C.

Chuck Ayala, Catholic Youth Organization (C. Y. O.) project director at back page

## THE WHOLE ENCHILADA

### G.I. FORUM -

Se junta el primer lunes de cada mes. Tiempo y sitio: A las 7 de la noche en el Centro Latino, 1292 Potrero Avenue. Actividad Corriente: "Operacion Celia" -- C.C. (Corpus Christi) colectando donaciones de ropa, comida, y cobijas durante el mes de agosto para los victimas de la huracan Celia en Corpus Christi, Texas. Para mas informes llame: 647-6237.

### GALERIA DE LA RAZA -

Abierto el martes hasta el sabado de las 12 hasta las 6 de la tarde. Sitio: 425 - 14th Street. Exhibicion Corriente: "Chicanos, Cuba, y Los Diez Millones." Exhibiendo las obras de tres miembros del Venceremos Brigade --- Jay Ojeda, Roberto Perez-Diaz, fotografos; Gloria Osuna, pintora.

### ORGANIZACION LATINO AMERICANA

Emperezara clases gratis de tejidos en telar a mano, para adultos en el Centro Latino, 1292 Potrero Ave. Las clases comenzaran el 10 de septiembre, lunes, miercoles, y viernes de las 2 a las 4 de la tarde. Para mas informes llame: 647-6237 o 584-5314.



*My name may sound strange and funny to some of you. It may also look peculiar. Even my mere presence, surprisingly enough, may threaten some of you as well.*

*But, I exist because you exist and because others have forgotten us.*

*My role is a simple one - to inform and to create for us an identity.*

*Who are the people of the Mission District? What are we? Where are we going?*

*With your help, I shall make the worth of our community known. With your help, my own worth will be to keep you informed about community services, social events, club meetings, political functions, and other community activities, large or small.*

*But, more importantly, together we will examine community problems and issues because a well-informed people are a progressive people.*

*Finally, I exist to create a better understanding of one another and to bring us closer together.*

*I am El Tecolote. I am the people. I am yours.*

*Quizas me nombre les parezca extrano y chistoso. Quizas tambien les parezca peculiar. Hasta mi presencia pueda amenazar a algunos de Uds.*

*Pero yo existo porque Uds. existen, y porque otros nos han olvidado.*

*Mi papel es un papel simple - para informar y crear para nosotros una identidad.*

*¿Quien es la gente de la Mission? ¿Quienes somos? ¿Adonde vamos?*

*Con su ayuda, yo hare el valor de nuestra comunidad conocido. Con su ayuda, mi valor sera darles a Uds. informes sobre la comunidad, sus servicios, sus eventos sociales, sus juntas, sus funciones politicas, y otras actividades, sean grandes o pequenas.*

*Pero mas importante, juntos revisaremos los problemas y eventos, porque una gente bien informada es una gente progresiva.*

*Por fin, existo para crear mejor entendimiento entre uno y otro y para unirnos mas.*

*Yo soy El Tecolote. Yo soy la gente. Yo soy de Uds.*

El Tecolote

## La Raza Busca El Poder Del Voto

by John Gonzales

Con las elecciones generales de California ya pronto para comenzar, El Mission Coalition Organization (MCO) en conjunto con varios grupos Latinos estan ocupados en una gran campana de registrar votantes en el distrito de la Mission.

Las esperanzas de MCO y de los otros grupos es de hacer la Mission mas fuerte y con vo politica en noviembre.

El proyecto, llamado, "La Raza Voter Registration Project," se preocupa primariamente a alistar gente para que sean diputados de registro.

El coordinador del proyecto, Reginald Montes, dijo que "esto era el primer esfuerzo de esta clase por parte de los Latinos.

### DE CASA A CASA

"Esperamos registrar de 65,000 a 70,000 Latinos en la comunidad de la Mission," dijo Montes. "Para hacer esto vamos a ir de casa a casa. Pero primero necesitamos muchos diputados de registro."

Montes explico, que "para hacer un diputado, uno tiene que ser votante registrado, tiene que tener un "sponsor" (como el Community on Political Education --- COPE), y tomar un clase de orientacion por una hora."

Si alguien se interesa, se les pide que contacten a Regino Montes, 3068 calle 16, o que lo llamen, numero 863-7011. Por la tarde se encuentra en 2485 calle Mission o llamen 648-8485 o 648-7646. La ultima dia para registrar es el 10 de Septiembre.

Las organizaciones participando son, MAPA, LULAC, Latin American Inc. for Community Action, La Raza Centro de Informacion, y the Mission Legal Defense.

"Tradicionalmente, el Latino aqui no entiende la democracia. Ahora va a tener una oportunidad, y por lo menos tener voz y en tiempo hacerse un participante mas activo," anadio Montes.

## Chicanos protest war

Thousands of Chicanos and Latinos are expected to turn out for the National Chicano Moratorium Saturday, August 29 in East Los Angeles.

Chairman Rosalio Munoz, former student body president of UCLA, said planning has taken more than a year and that all necessary permits have been obtained for a march from Belvedere Park on Third Street to Laguna Park on Whittier Boulevard.

Munoz said ten "test moratoriums" in various Southwest cities -- San Bernardino, San Francisco, Houston, Austin and Denver -- demonstrated strong Chicano opposition to the Vietnam War.

"We're out recruiting people to take part in the march," Munoz said. "Statistics show that Chicanos are dying, percentage-wise, at a two-one ratio (to anglos) in Indochina. Too many young Chicanos think it's machismo -- brave -- to volunteer before they're drafted."

"We're teaching them that our front line is here -- not in Vietnam. This is where the battle for cultural survival is taking place."

## SHOW TIME!



SEE INSIDE

back page



frank and ruby



EL TECOLOTE wishes to thank Lisa Esherick and Rupert Garcia for the front page banner.

"i'm next!"



dorinda -  
- "cha-cha-cha!"



many thanks

CASA SANCHEZ  
LA VICTORIA  
EL ZARAPE ROOM  
LA PALMA  
MI CASA RESTAURANT  
GUADALAJARA  
JUAREZ  
PANADERIA DOMINGUEZ  
LA FONDA DEL SOL  
LA RONDALLA  
MI RANCHO MARKET  
LA CALETA  
FATHER JAMES HAGAN  
JIM QUEEN  
SAL CORDOVA  
ROBERT GONZALES  
LULAC  
ARRIBA JUNTOS  
WILLOW'S DEPT. STORE  
EMUNYO  
NEIGHBORHOOD ARTS  
THE CAMARENA FAMILY

- EL TECOLOTE -



the revelation 5



performers relax

by juanita

We laughed, we danced, and, at times, we let out exuberant yelps. But, more importantly, we were together. The Mission Neighborhood Amateur Talent Show drew out these responses recently at St. Peters Hall.

There was a good feeling in the air--harmony, some call it, good vibes, say others.

But, despite a number of anxieties at the start -- KRON-TV not showing up and four acts walking out as a result -- the show opened with a group of mariachis. They were joined by Carmen Zabalza and two of her children. Colorfully dressed in native Mexican costumes, they sang some rancheras and Mexican ballads.

They seemed to catch the eye and approval of the audience who began clapping to the beat of their music.

Meanwhile, the 20 other acts waited patiently. Some sat quietly to one side of the stage, while others paced their nervousness at the rear of the hall.

WELL-BALANCED

The show's talent entries were pretty well-balanced. There were dancers, singers, bands, actors, and individual musicians.

Some of the more memorable performances included a karate exhibition by

Nos reimos, bailamos, y a veces hasta dimos unos gritos. Pero lo mas importante era que estabamos juntos.

La exhibicion de talento de la Mission saco todas estas respuestas hace poco en el salon de St. Peters.

Habia mucha alegria en el aire, unos la llamaban "harmonia", "good vibes", decian otros.

A pesar de ciertos apuros al principio ---KRON no vino y por consecuencia cuatro actos se marcharon --- el programa comenzo con un grupo de mariachis, acompanados por Carmen Zabalza y dos de sus ninios. Vestidos muy de color en sus trajes nativos, cantaron canciones rancheras y populares.

Entretanto habia 20 actos esperando con paciencia, en las orillas. Algunos estaban sentados, otros mostraban su nerviosidad andando atras y adelante.

BIEN REPRESENTADO

Todo en todo, el programa estuvo bi-

Carlos Navarro, accordionist Martha Lopez, pianist Frank Roberts, pop singer Al Edler, a skit by Teatro Bronce, a mombo by Dorinda Gladden, and rock-music by the Combination Complex and by Heat.

Likewise, harmonica player Juan Dominguez, brought a rear from the audience with his rendition of "La Corrida de Chihuahua."

SHOW'S BEST

But center stage was captured by three acts, who were in fact the show's top performances.

The Revelation 5, a group of young soul-style dancers, were very precisioned. Dancing to the Jackson 5's "The Love You Save," their side-step and back pedaling routines were commanding. They moved with grace --- free and easy.

Eight and ten-year-old Ruby and Frank Navarro delighted the audience with a snappy Mexican hat dance. The sister-brother combination, wearing some sharp Mexican western costumes drew cheers and a throng of yelps from the audience as they whizzed through a series of passes and delicate, but quick foot movements. Both were swift and faultless.

"The Ghetto," a seven-man soul-Latin-

en representado. Habia bailadores, cantantes, actores, y musicos.

Algunas de las representaciones mas memorables fueron: una exhibicion de karate por Carlos Navarro; acordonista, Martha Lopez; pianista, Frank Roberts; cantante popular, Al Edler; un acto por el Teatro Bronce; un mambo por Dorinda Gladden; y musica roc por la "Combination Complex", y "Heat".

Por su parte, Juan Dominguez, tocando la harmonica, animo al auditorio con su rendicion "La Corrido de Chihuahua."

LOS PREMIADOS

Pero el colmo del programa se les fue a tres actos, que en efecto, fueron los tres premiados.

"The Revelation Five", un grupo de "young soul-style dancers", bailaron muy bien.

Ruby y Frank Navarro, 8 y 10 anos alegraron al publico con sus bailes. Los

rock combo, were super explosive. They brought the younger crowd to its feet and dancing in the aisles. Their sound was hard-driving, strong and loud. They were heavy on base and percussion that could match Santana or El Chicano. Their overpowering sound drew a standing ovation and cries for more, but the show had to go on.

SURPRISE SURPRISE

The show also included a few surprises, such as, a provocative dance number by a shapely brunette. One guy got so carried away by her number he wandered up on stage for a closer look.

But as a whole, the talent show was quite successful. It drew 200-250 people, and everybody seemed to have a good time.

It was also reflected in that both young and old together found a common ground on which to communicate. The music created an atmosphere where they could exchange a gentle smile or some small talk.

The show, which was without incidents because of the friendly and persuasive ushers from EMUNYO, closed on a happy note. The Ghetto agreed to play for an hour and we held a dance.

The night ended as it began... truly together.

dos bailaron con gracia y estilo.

"The Ghetto", un Latin rock combo de 7 fueron tambien explosivos. Trajeron a la gente a sus pies a bailar en los pasillos. Su tono era "hard driving," fuerte y recio.

Todo en todo, el programa tuvo un gran exito. Vinieron mas de 250 personas, y todos pasaron muy bien tiempo.

Fue una oportunidad en la que los jovenes y los adultos pudieron comunicarse. La musica creo un ambiente donde todos podian divertirse, platicar, y hasta comer agustos.

El rograma, que paso sin ningun incidente, gracias a los acomodadores de EMUNYO, termino con un sentido de alegria.

"The Ghetto" consintio tocar por una hora mas y los jovenes bailaron. Al fin la noche se acabo como se habia comenzado --- todos unidos.

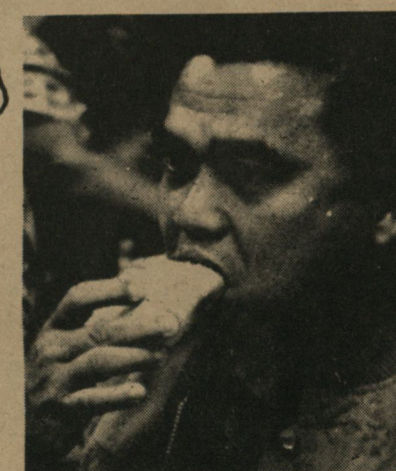


tense moment



the ghetto

there was food aplenty



martha lopez

"me, nervous?"



Photos by:  
John Gonzales  
Dan Talioaga  
Sal Castro

## EL TECOLOTE

"Canto de la Calle"

1292 Potrero • San Francisco • Ca 94110

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# MAPA backs Romo

by Lydia SanFilippo

At its recent convention of statewide chapters, the Mexican American Political Association endorsed Ricardo Romo in his bid for the governorship of California. It was the second time the 29-year-old San Franciscan received MAPA's endorsement, having previously got their backing in April at the Fresno convention for the then-upcoming June primary.

Jess Unruh, the Democratic gubernatorial candidate who had anticipated the MAPA endorsement in April, doubled his efforts in an attempt to gain their support at the just-concluded Los Angeles convention, July 31-August 2.

## ROMO WINS

His efforts were in vain, however, since MAPA supporters of Romo were steadfast in their choice of candidates. Delegates voted 79 to 46 in his favor.

"The anglo has never been contested in this society, but my candidacy and the emergence of La Raza is challenging him," said Romo. "We're tired of being taxed without true representation."

By endorsing Romo, a MAPA spokesman said, the organization was not necessarily supporting a third party per se, but rather a Chicano candidate.

"It is not my contention to get Chicanos into the Peace and Freedom Party," Romo said. "But, rather my purpose is to create a political movement in the Chicano communities."

## — IN MEMORIUM —

Ronald H. Gomez

May 20, 1941 — July 6, 1970

Assistant Professor  
La Raza Studies  
San Francisco State College

## mas romo

En su reciente convencion de varios grupos del estado, MAPA respaldo a Ricardo Romo para gobernador del estado. Esta fue la segunda vez que el San Franciscano ha recibido el apoyo de MAPA. La primera vez fue en la convencion de Fresno para la primaria de junio.

Jess Unruh, el candidato democratico quien esperaba el apoyo de MAPA en abril, doblo sus esfuerzos para intentar de ganar el apoyo en la ya concluida convencion en Los Angeles del 31 del julio al 2 de agosto.

De todas maneras sus esfuerzos fueron en vano porque los participantes de Romo se quedarno firmes en su preferencia. Los delegados votaron 79 a 46 al favor de Romo.

"El anglo nunca ha sido opuesto en esta sociedad, pero mi candidatura y la emergencia de La Raza lo esta desafiando", dijo Romo.

## REPRESENTACION AHORA

"Ya estamos cansados de tener que pagar taxes y no tener ninguna representacion." En apoyando a Romo, un miembro de MAPA dijo que la organizacion no estaba necesariamente soportando un tercer partido a la vez, sino un candidato Chicano.

Arturo

# La Raza seeks voting power

by John Gonzales

With the upcoming California general elections just around the corner, the Mission Coalition Organization, in conjunction with various Latino groups, are currently engaged in a massive Latino voter registration campaign in the Mission District.

The hope of the MCO and others is to make the Mission community a strong political force in November.

Called the La Raza Voter Registration Project, the immediate concern is recruiting Spanish Speaking persons to become deputy registrars.

Project coordinator Regino Montes said this was the first such effort by Latinos.

"We hope to register as many of the 65,000 to 70,000 Latinos in the Mission community," said Montes. "To do this, we'll be conducting a house-to-house campaign. But we first need many bilingual deputy registrars."

## MORE DRAFT

Centro Latino has begun a draft help service. He states, "I think it's a wonderful thing that this type of information gets out to the people." He further explained, "This will enable the people to have some type of decision over their own draft status."

Tom Faber from Draft Help, located on 18th Street, stated that temporary residents of draft age were classified 4C until at least a year, at which time they would become permanent residents. When informed of the Vazquez court decision Faber stated, "We will have to concentrate on researching this type of information out through memos and leaflets."

Una corte apelada de tres jueces ha decidido que los ciudadanos argentinos viviendo en los Estados Unidos no tienen que entrar al ejercito americano. Los tres jueces quedaron de acuerdo en este mandamiento, basandose sobre un tratado bilateral que se habia firmado en 1853.

El caso en cuestion se dirigia a Hector Leandro Vazquez, 21 anos, residente del condado de Los Angeles, y ciudadano de los E. E. U. U.

## UNA DECISION GRANDE

En una decision unanime preparada por el "Circuit Judge", Carl McGowan y de acuerdo con los jueces Harold Leventhal, y Roger Robb, Vazquez fue considerado como argentino y por consecuencia no sujeto al "Draft" bajo las condiciones del Tratado de Amistad, Comercio, y Navegacion de 1853.

Este reglamento se puede aplicar a los ciudadanos de Costa Rica, Honduras,

## MORE ENCHILADA

LEAGUE OF UNITED LATIN AMERICAN CITIZENS (LULAC) -

Se junta el 4 de sept. y cada otro viernes en adelante. Sitio y lugar: A las 7:30 de la noche en el cuarto de conferencia de la Mission Neighborhood Health Center, 240 Shotwell. (De tiempo a tiempo las juntas se cambian, para mas informes, llame: Pat Mejia, secretaria de LULAC, numero 666-4430.) Actividades Corrientes: Trabajando con KRON-TV para televisar una serie de las comunidades de habla espanola aqui en la bahia de San Francisco. (2) Investigando los procesos del "Redevelopment Agency" de San Francisco acerca la escarcidad de minorias en ciertas posiciones.

## THREE SIMPLE STEPS

In order for one to become a deputy registrar, Montes explained that one must be a registered voter, have a sponsor (like the Community On Political Education --- COPE), and take a one-hour orientation class.

Anyone interested is urged to contact Regino Montes at 3068 - 16th Street or call 863-7011. In the evenings, go to 2485 Mission Street or call 648-8485 or 648-7646. Deadline for voter registration is September 10.

Among the Latino organizations currently participating in the registration drive are the Mexican American Political Association, the League of Latin American Citizens, the Latin American Incorporation for Community Action, La Raza Information Center, and the Mission Legal Defense.

"We get so little attention from the politicians," Montes said, "because they say there's no Latino vote. It's time we changed that concept."

Paraguay, Canal Zone, Espana, China, Irlanda, Italia, Thailand, Yugoslavia, y con los cuales los E. E. U. U. tiene tratados parecidos.

## QUE TIENES HACER

Segun el "Local Board" del Servicio Selectivo, un residente temporario o uno que no es ciudadano de los E. E. U. U. debe escribir a su consulato general en Washington, D. C. para pedir exencion del draft, pero mas tarde no puede sacar ciudadania. En algunos casos, si un extranjero ya ha cumplido con su servicio militar en su pais, y el pais fue aliado con los E. E. U. U. durante la guerra mundial II, el tambien puede ser exento del draft.

Chuck Ayala, director del Catholic Youth Organization (CYO) en el Centro Latino, ha comenzado ayuda acerca de informes del draft. Dice que, "Es bueno que esta clase de informacion les llegue a la gente". Tambien dijo que, "Esto les va a ayudar a la gente para hacer ciertas decisiones sobre su estatus del draft."

Tom Faber, de Draft Help, dijo que residentes temporarios se clasificaban 4C por lo menos un ano, y al fin de ese tiempo se hacian residentes permanentes. Cuando supo de la decision de Vazquez, concluyo que, "Tenemos que concentrar mas en esta clase de informacion y esforzarnos mas a decirle a la gente lo que esta pasando."

Next Issue  
Sept. 7

LEAGUE OF UNITED LATIN AMERICAN CITIZENS (LULAC) -

Meets Sept. 4, 1970 and every other Friday thereafter. Time and Place: 7:30 PM in the Conference Room of the Mission Neighborhood Health Center, 240 Shotwell Street. (The meeting place is subject to change, for verification call Pat Mejia, LULAC recording secretary, at 666-4430.) Current Activities: Working in conjunction with KRON-TV on a video tape series of the Bay Area Spanish speaking communities. (2) Checking into the hiring practices of the San Francisco Redevelopment Agency as regards the small number of minority peoples on its staff.

Maradiaga

# Latines blast Nixon

by John Gonzales

The central Mexican American Political Association has denounced President Nixon's June 30 press conference statements about his Administration's search for "qualified" Mexican Americans to serve in government.

A coalition of U. S. Latino organizations in July sent the President a letter charging discrimination in federal employment practices, and they called for the employment of 55,000 Mexican Americans.

At his press conference, Nixon said: "We have provided more opportunities for Mexican Americans than any Administration in history. It is of high priority for this Administration..."

"We are just trying to see that they are qualified. We hope that they will have the qualifications."

MAPA condemned Nixon's remarks "By his statements, the President implied to the public that there are no Mexican Americans able to perform in such capacity," said Abe Tapia, MAPA's president. "This is insulting and unacceptable. It is appalling that the President, a Californian, should have such an erroneous stereotype of Mexican Americans."

The 55,000 employment quota is based on population ratios drafted by MAPA. The same goal was recently supported by vice-president Spiro Agnew who said no minority should be content with "less than a ratio of the population."

The Mexican American association has called for an executive order that would force unions and governmental agencies to hire Mexican Americans. Otherwise, employers would face loss of government contracts.

La organizacion central de MAPA (Mexican American Political Association) ha denunciado los informes de conferencia de prensa de Nixon, en la cual se refiere a la busca de "Mejico Americanos calificados para servir en el gobierno."

Una coalicion de organizaciones Latinas de Los Estados Unidos envio una carta al presidente en julio, en la cual acusan al gobierno federal de practicar discriminacion, y llamaron por el empleo de 55,000 Mejico Americanos.

En su conferencia de prensa, Nixon dijo, "Les hemos dado mas oportunidad a los Mejico Americanos que cualquier otra Administracion. Es una de las mayores prioridades de esta Administracion,...."

Solo se trata de ver que ellos sean calificados. Esperemos que tengan las calificaciones."

MAPA ha condenado estas frases de Nixon.

"Con sus declaraciones, el Presidente insinuo al publico que no hay Mejico Americanos que puedan funcionar en esta capacidad", dijo Abe Tapia, el presidente de MAPA.

Esto es un insulto y es inaceptable. Es una degradacion que el Presidente, y un Californiano, hubiera hecho un estereotipo erroneo del Mejico Americano."

El quota de 55,000 empleos se basa sobre la proporcion redactada por MAPA. La misma meta recientemente fue soportada por el Vice Presidente Spiro Agnew quien dijo que ninguna minoria debe contentarse con "menos de la proporcion de la poblacion."

La asociacion de Mejico Americanos ha llamado por una orden ejecutiva que obligara a las uniones y agencias del gobierno que emplearan a Mejico Americanos. De otra manera, los empleadores perderian los contratos del gobierno.







# Acción Latina

# 2014 Year in Review

Thanks to tremendous community support, Acción Latina had a fantastic year carrying out our mission to promote cultural arts, ethnic media and community engagement as a way of building healthy and empowered Latino communities. Here are a few highlights:

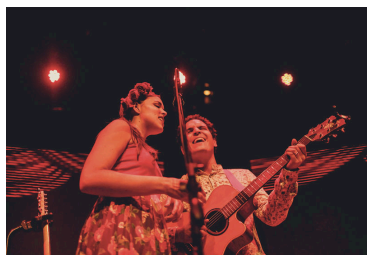
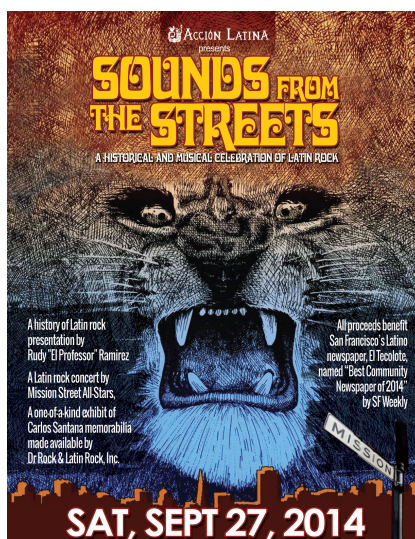


## El Tecolote Named “Best Community Newspaper of 2014” by SF Weekly

El Tecolote published **25 free, bilingual print issues with a circulation of 10,000** during 2014. Our mostly volunteer staff of reporters, translators and photographers produced **191 articles** with photos chronicling current events, cultural life, accomplishments of, and challenges experienced by Latinos in the Bay Area and Latin America. **Fifty-three stories, or 28% of our coverage, focused on the cultural arts.** Major coverage this year included the fight against gentrification, the push to preserve and promote the Mission District’s artistic culture, the flight of children and youth from the violence in Central America, the political struggles within Venezuela, the politics of the 2014 World Cup, and much, much more. **El Tecolote was named “The Best Community Newspaper of 2014” by SF Weekly.**

## Audience Numbers for 2014 Cultural Arts Events Double From Previous Year

Our audience numbers grew from 4,575 in 2013 to 10,980 in 2014. Three of the 12 events were free to the public. A sampling of the events we produced include the first ever **Sounds from the Streets: A Historical and Musical Celebration of Latin Rock**; the **33<sup>rd</sup> Annual Encuentro del Canto Popular**, and the **2<sup>nd</sup> Annual Latino/a Life in the Bay Photo Contest and Exhibit**.



Several Encuentro 33 performers:  
Alejandro y Maria Laura from Peru (top)  
and David Aguilar from Mexico

More on other side

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## Acción Latina Helps Lead Efforts to Advance Latino Cultural District Goals

In June, San Francisco's Board of Supervisors designated the 24<sup>th</sup> Street corridor in the historic Mission District as the **Calle 24 Latino Cultural District**. Throughout the last half of 2014, Acción Latina's executive director, Georgiana Hernandez, joined the team of community leaders and consultants to implement a community engagement process and develop a strategic implementation plan.

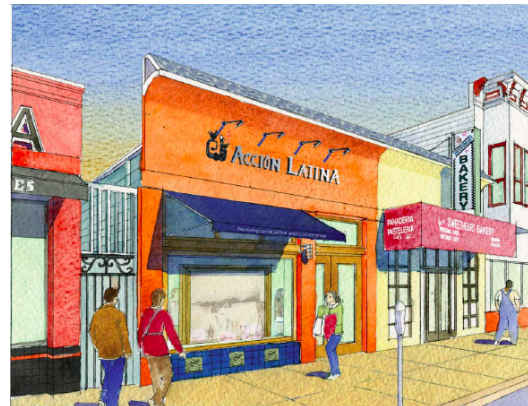
2015 is sure to bring exciting developments as the Calle 24 Latino Cultural District's Community Council and planning team works diligently to ensure the rich artistic legacy and cultural continuity of the 24<sup>th</sup> Street corridor.



City officials and community members during the official ribbon cutting for the Latino Cultural District.  
Photo credit: Mabel Jimenez

## Acción Latina Secures Funds to Install a Storefront Gallery Window in 2015

In 2014 we secured funds from the San Francisco Arts Commission (Creative Space grant) and through San Francisco's Office of Economic and Workforce Development (SF Shines Program) to design and install **a new storefront façade that includes a showcase gallery window**. Our objective is to give pedestrians a peak into the visual arts exhibits within our building. The construction is expected to begin in early 2015.



Design of Acción Latina's proposed façade by Vargas Greenan Architecture

## SFSU's Multimedia Department and Acción Latina/El Tecolote to Pilot "Newspoints" App

In 2014, San Francisco State University's Multimedia Department won a \$35,000 micro-grant in the first round of the \$1M Challenge Fund for Innovation in Journalism Education to develop and pilot a mobile- and web-based guide for reporters through the news gathering process. The Newspoints app connects and organizes interviews, notes, sources, data and multimedia by assignment, topic, time and geography. **Acción Latina's community media program (El Tecolote) serves as the community-based laboratory for the project.**

## Volunteers Help Advance our Programming and Mission

**138 individuals, including three interns from USF and San Francisco State University, volunteered their time and talents** to support our work. As a small arts and culture organization with a budget just under \$250,000 and 2.5 paid full-time-equivalent staff, the contributions of time from these volunteers was critical in helping us to achieve our mission in 2014.

## Please Support our Work

We're pleased with our accomplishments in 2014 but we need your support to continue to achieve these kind of results in 2015. **Please consider making a tax-deductible, year-end donation** using the enclosed envelope or visit [www.accionlatina.org/donate](http://www.accionlatina.org/donate) to make your contribution before the end of 2014. We appreciate your support!

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## **SF Mission's 'Encuentro' Celebrates Community with the Sound of Cuba**



By Laura WaxmannPosted December 8, 2015 7:00 am

As pulsating Afro-Cuban rhythms drummed up a crowd in the Chapel's auditorium, Juan Fuentes looked on from the music venue's balcony on Sunday evening.

"Here at the Chapel is where it all began," said Fuentes about Encuentro Del Canto Popular, an annual concert that has celebrated Latino culture, art and music with a focus on social justice for three decades.



It was in 1982, said the prominent Mission-based visual artist, that he was first tasked with designing a poster for what started as a two-day festival in the auditorium of the New College of California, which now houses the Chapel, a live music venue at 777 Valencia St.

“Art, music, community, family, social justice – Encuentro always gave me the license to do something creative that reflects my ideals,” said the 65-year-old, who over the years has designed a majority of the event’s art posters, some of which he turned into majestic backdrops that were exhibited during Sunday’s concert. “In the process, I got to listen to some really incredible music.”

And with a roster of local and national artists whose music recalls the roots of Latino song, culture, and identity, Encuentro’s values remain the same. As tribute to the revival of the political relationship between Cuba and the U.S., Sunday’s line-up was dedicated to varied interpretations of Cuban and Caribbean sounds and celebrating the region’s rich artistic culture.

La Mecanica Popular, a Brooklyn-based group, offered a new take on Latin dance music dubbed “psychedelic salsa,” a layering of traditional salsa beats with electronic synthesizers that prompted the crowd to erupt in dance. Also performing was the John Santos Sextet– the renowned group of Latin Jazz performers delivered an intimate performance alongside special guest Roberto Hernandez.

The night was kicked off by local talent Soltrón, a 12-piece ensemble of young San Francisco natives who represent the Mission’s “new” sound– a creative blend of Latin-Jazz, Chicano rock and Batucada Samba with elements of contemporary Hip-Hop and electronic music.

Lyrics from their song “Stand Up,” Soltron’s Anthony Sierra explained, address the displacement and gentrification in the Mission’s Latino community.

“In the Mission, it’s money versus tradition,” said Sierra. With a Cuban father and family roots in the Mission, Sierra said he grew up with Encuentro. He compared the event to a “big ol’ family party.”

“What is going on in this neighborhood right now is shaping our sound, and may be a reason why we are together as a band in the first place,” said Sierra. “It’s a response.”

The intergenerational line-up and dance-friendly venue drew a crowd of all ages, easily filling the Chapel’s auditorium throughout the evening.

“This music reminds us of when we were younger, at family parties. But now we are putting our own twist on it,” said Marcelo Vega, who attended the Encuentro for the first time. “The chapel always had this hipster image to it, but now, after seeing this, I think it’s perfect for this type of event.”



Photo by Laura Waxmann

In an effort to reclaim its footing in the Mission and open its doors to a multigenerational crowd, organizers decided to move the Encuentro from its previous location at the Brava Theater back to its original venue at the Chapel on Valencia Street.

“Valencia is changing, and a lot of people don’t even go there because they don’t identify with it anymore,” said Georgiana Hernandez, executive director of Acción Latina, the organization behind Encuentro.

Hernandez hoped that moving the concert would give it more visibility and revive a Latino presence in the gentrified area.

“Our feeling was to bring this important culture back to Valencia street. It’s a way to make sure we have a presence here,” she said.

The move did not come without some resistance. Jesus Varela, who is on the Encuentro organizing committee, explained that he anticipated some of the push back that he received from community members concerned that organizers were “selling out” by moving the event out of the 24th Street corridor, fearing that it could lose some of its cultural significance.

**“A generation ago, Valencia street was also Latino,” said Varela. “This street still belongs to us as much as anybody else, and we also deserve to have a presence here.”**

**Fuentes, the artist, echoed this sentiment. “At a time when the Mission is going through so many changes, we need to be vocal and vibrant. With Encuentro, we are showing that we are here.”**



## ‘Latino Life’ photo show ‘gives strength in current climate’



"My people: Love is stronger than hate" by Ekevara Kitpowsong is among the photos on view in the "4th Annual Latino Life."  
(Courtesy Ekevara Kitpowsong)

By V. Alexandra de F. Szoenyi on January 18, 2017 2:00 pm

The "4th Annual Latino Life," a photography show in San Francisco's Mission, captures experiences of a group that is becoming the majority in California, yet remains marginalized in mainstream society.

Organizers at Acción Latina, a Mission-based nonprofit promoting Latino arts, culture and community, and its newspaper El Tecolote, say the 2017 installment of the show, on view at Juan R. Fuentes Gallery through Feb. 24, is more important than ever.

Calling the exhibition the only ongoing Bay Area photo event dedicated to portraying the Latino experience, curator Mabel Jiménez, El Tecolote's photography editor, said, "The fact that our country has elected a president who kicked off his campaign by disparaging and degrading Latinos has created a climate where racist individuals and organizations now feel legitimized and emboldened to spread a hateful message. Telling our stories cements our existence and importance in this society, and it gives us strength in the current climate."

Images by 20 volunteer photojournalists who contributed to El Tecolote make up "Latino Life," which is designed to showcase the work as fine art.

Jiménez says, "I wanted it to be appreciated for the fine art that it is, by taking it out of the page and onto large color prints, [to be] framed and displayed to be enjoyed outside of the journalistic function, and to be seen more as a thing of beauty."

Colorful photos reveal Latinos' diversity: in families or couples, as spiritual people, as activists and artists.

At the opening reception on Jan. 14, music by Banda sin Nombre and La Gente SF provided a soundtrack to these Latinos' stories.

One powerful photo by Ekevara Kitpowsong, titled "My people: Love is stronger than hate," depicts a small Latino child holding up a sign that reads "We are all immigrants" at an anti-Trump rally at City Hall.

Kitpowsong, who has three photos in the exhibit, says her pictures tell stories of different generations and people of various occupations fighting for their dreams by working hard to pursue them. She says, "I have learned that the Latino community is a very supportive one. They have a great, positive and strong cultural expression and identity."

Noting that many of the photos illustrate struggle, Jiménez says the word has varied connotations. It can mean challenges and difficulties — "the things thrown at us," she says. But, she adds, it "also means to battle against these challenges whether by being engaged politically, or simply by continuing to live our lives with dignity, challenging those who wish to make us feel unwelcome."

Jiménez, who created the show not knowing how popular it would become, says, "It's only something I've realized as we've continued to hold this event; seeing the room fill up every year tells me the public is hungry for more representations like this."

## **IF YOU GO**

### **4th Annual Latino Life**

**Where:** Juan R. Fuentes Gallery, 2958 24th St., S.F.

**When:** 11 a.m. to 5 p.m., Tuesdays-Saturdays; closes Feb. 24

**Admission:** Free

**Contact:** [www.accionlatina.org](http://www.accionlatina.org)

**San Francisco Chronicle**

**A Changing Mission**

El Tecolote

# Bilingual newspaper provides passionate voice as it faces own challenges

Video:

[http://mikegrant.me/chron/mission/vid/looper-small/Mission\\_ElTecolote\\_LOOP.mp4](http://mikegrant.me/chron/mission/vid/looper-small/Mission_ElTecolote_LOOP.mp4) Play video

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Story by Joe Garofoli | Photographs by Pete Kiehart



Johnny Garcia uses a hand truck to deliver copies of El Tecolote along 24th Street.

For national media tuning in to San Francisco's latest culture war, it was the perfect anecdote: A hip new Mission District restaurant called Local's Corner allegedly wouldn't serve a local family.

For El Tecolote, the bilingual outlet that broke the news, it was exactly the kind of story the publication has sought to tell for 44 years.

"It was really old-school journalism," said former El Tecolote editor in chief Gabriela Sierra Alonso, who wrote the story and lived a block away from the restaurant at the time. "We really served our purpose because who else is going to cover the story from that angle?"

On Cesar Chavez Day 2013, Sandy Cuadra, a longtime Mission District resident, said she and five members of her family were refused service at Local's Corner. Restaurant staff told her that their party was too big for the 28-seat establishment, she said, but the restaurant was practically empty at the time.

"We did not want to think that we were turned away because we are all Latino but there was no reason why we were turned away," she wrote in an e-mail to 50 friends and local leaders, plus El Tecolote.

"It became sort of the case study about how people were feeling about the neighborhood," said Alonso, who is now attending graduate school in New York. "The owner is from New York City, and he is a transplant, so to speak. And he's called his establishment **Local's Corner**, and he's allegedly denied locals service."

Restaurant owner Yaron Milgrom said El Tecolote took the customer's complaint as fact, not an allegation.

But Juan Gonzales, who founded El Tecolote fresh out of journalism school at San Francisco State University, stands by the story. "Here's a real incident that

happened that speaks to the whole issue of gentrification,” Gonzales said. “There were lessons to be learned.”

## Demographic shift

The Mission has long been a home for immigrants, however the number of people speaking a language other than English is slowly declining. Source: Census and American Community Survey

El Tecolote has one full-time employee. Its leaders invite the public to contribute story ideas. It only recently began publishing stories online before they appear in print. And soon, this Mission District icon that has long covered and advocated for the city’s Latino population will follow the Latino diaspora out of the neighborhood with its own series of changes.

Yet El Tecolote is still doing the kind of muckraking that Gonzales first envisioned. The son of U.S.-born farmworkers from Stockton, Gonzales wanted to be a photographer for Life or Look magazine when he started journalism school. Soon, he became politically energized by the student strikes on campus and the growing Chicano movement.

To get published, he proposed a five-part series on the changes going on then in the Mission District, where he was living, and the new generation of Latino leaders that was emerging. When he graduated, his opus blossomed into a publication. He went on to teach at S.F. State and City College of San Francisco — where he still chairs the journalism department — and has funneled hundreds of his students through El Tecolote.

“I figured I’d do it for five years and move on,” said Gonzales, a burly 67-year-old with a gravelly voice. Gonzales stayed because of the feedback he got from a community that has been perpetually starved for representation. Even today.

Keeping El Tecolote afloat often has been a financial struggle. During the past three years, however, it has pulled its finances together. With a print

circulation of 10,000, it nearly reached its yearly advertising revenue goal by August this year. More than 150 volunteers helped to write, photograph and translate its stories last year. The publication's signature logo — the wise owl, also known as tecolote — covers much of one of the yellow walls of its ground-floor 24th Street location.

It is careful about the political advertisements it accepts — they must be in line with the publication's progressive voice — and avoids taking ads touting liquor or medical marijuana because of the possible deleterious effects on the community, Gonzales said.

One of El Tecolote's first journalistic triumphs was a story in the mid-1970s about a pregnant young Latina who ended up losing her baby when she was sent home after being unable to communicate with staff at San Francisco General Hospital. Protests followed, and the hospital soon beefed up its bilingual staff.

"If you pay enough attention to these issues, some group is going to form or something is going to happen to kind of move on these issues," Gonzales said.

The recent Local's Corner incident became one of those stories. Activists incensed by the allegations in the story staged protests outside the restaurant. Vandals spray-painted "Get out" and "Keep the Mission brown" across its front wall. A brick crashed through the restaurant's window.

The neighborhood's demographic changes — with many Latinos moving to Daly City, Oakland and elsewhere — are also affecting El Tecolote, said Georgiana Hernandez, executive director of Accion Latina, the nonprofit that oversees El Tecolote.

And El Tecolote — located between a panaderia and a new gourmet sausage restaurant on 24th Street — is in the middle of change. "We know that for us to stay current, for us to meet our mission, we need to go where our primary



audiences are going,” Hernandez said. “And for us, that means not only changes in where we distribute but what we cover.”

Even so, the paper plans to remodel its current storefront by knocking out a front wall and replacing it with a display case that would showcase the decades of original art the paper has published. Hernandez envisioned it as a statement to the neighborhood. “It would say, ‘We’re here. We’re not going anywhere,’ ” she said.

# ***El Tecolote*** (newspaper)

From Wikipedia, the free encyclopedia

**El Tecolote** is a free bilingual, biweekly newspaper and also a daily online publication based in San Francisco that covers the Mission District and the surrounding area for the Latino community.<sup>[1]</sup> It is the longest running bilingual newspaper that is printed in both English and Spanish in California.<sup>[2]</sup>

## Contents

- 1 History
- 2 Latino community newspaper
- 3 New Media
- 4 Coverage and distribution
- 5 See also
- 6 References
- 7 External links

## ***El Tecolote***

<b>Type</b>	Biweekly Newspaper
<b>Format</b>	Broadsheet
<b>Founder(s)</b>	Juan Gonzales
<b>Publisher</b>	Accion Latina
<b>Editor</b>	Alexis Terrazas
<b>Language</b>	English and Spanish
<b>Headquarters</b>	2958 24th Street San Francisco, CA 94110 U.S.
<b>Circulation</b>	10,000
<b>Website</b>	<span>www.eltecolote.org</span> ( <span>http://eltecolote.org/content/en/</span> )

## History

El Tecolote can trace its roots to student activism from 1970.<sup>[3]</sup> The newspaper began as a project in a La Raza Studies class at San Francisco State University that was created by Juan Gonzales, who wanted to try to channel more Latinos into journalism.<sup>[4]</sup> The final project of this class was to create a bilingual newspaper in English and Spanish.<sup>[5]</sup> The founder and first editor was Juan Gonzales.<sup>[6]</sup> It was first printed and came out on August 24, 1970.<sup>[7]</sup> It was named El Tecolote, Spanish for "The Owl."<sup>[8]</sup> Its signature logo is the wise owl.<sup>[9]</sup> In 1971 the newspaper moved out of the university and into the Mission District, becoming now part of the community.<sup>[10]</sup> The paper is published and managed by Accion Latina, a nonprofit organization that promotes social activities that help empower the Latino community in San Francisco.<sup>[11]</sup>

## Latino community newspaper

The newspaper is written primarily for the Latino community in the Mission District, capturing the everyday life of Latinos,<sup>[12]</sup> and focusing on local and community affairs that affect them,<sup>[13]</sup> and covering stories that are often ignored by the mainstream media.<sup>[14]</sup> The paper writes original news stories, telling news from the Latino point of view.<sup>[15]</sup> Promoting Latino civil rights, helping to creat

community identity,<sup>[16]</sup> and writing stories about the culture of the Latino community are some of the goals of the paper. The paper is largely staffed by volunteers,<sup>[17]</sup> and many college students and young journalists have written for the paper.<sup>[18]</sup>

## New Media

The paper has met the challenges of technological change in media by adapting to the digital age by adding a website and now also having online publication.<sup>[19]</sup> The stories that come out in its printed newspaper are picked from the stories that have come from its online publication.<sup>[20]</sup> And the paper now has a Facebook page, a Twitter account, and is on Instagram.

## Coverage and distribution

The paper covers the Mission District and the surrounding areas of Excelsior, Bernal Heights, and the East Bay.<sup>[21]</sup> The paper has thousands of people reading it online, and the paper also distributes 10,000 free copies every two weeks throughout the Mission District and the East Bay by way of restaurants, libraries, clinics and social service centers.<sup>[22]</sup>

## See also

- New America Media

## References

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17. Velazquez, Giselle. "El Tecolote turns 44 with salsa fundraising bash". The San Francisco Examiner. Retrieved October 20, 2015.
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21. "Best Community Newspaper El Tecolote". SF Weekly. Retrieved October 21, 2015.
22. "About". El Tecolote. Retrieved October 21, 2015.

## External links

- *El Tecolote* Online (<http://eltecolote.org/content/en/>)
- *El Tecolote* Facebook (<https://www.facebook.com/El-Tecolote-121716588392/>)
- *El Tecolote* Twitter (<https://twitter.com/elteco?lang=en>)
- *El Tecolote* Instagram (<https://instagram.com/eltecogram/>)
- Accion Latina (publisher of El Tecolote) (<http://accionlatina.org/>)

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Categories: Newspapers published in the San Francisco Bay Area

| Spanish-language newspapers published in California | Publications established in 1970

| Companies based in San Francisco | 1970 establishments in California

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## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-066  
*Business Name:* Boudin Bakery  
*Business Address:* 50 Francisco Street, Suite 200  
*District:* District 3  
*Applicant:* Louis J. Giraud, Owner  
*Nomination Date:* January 26, 2017  
*Nominated By:* Mayor Edwin Lee

**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

319 Dupont Street (now Grant Avenue) from 1852 to 1890 (38 years)  
815 Broadway from 1890-1906 (16 years)  
399 10th Avenue from 1906 to Present (111 years)  
3251 20th Avenue from 1987 to Present (30 years)  
619 Market Street from 1990 to 2016 (26 years)  
Pier 39, Space 5-Q from 1991 to Present (26 years)  
4 Embarcadero Center, Justin Herman Plaza from 1992 to Present (25 years)  
251 Geary Street from 1992 to Present (25 years)  
SFO Terminal 3, 2nd Floor, Location 9, Unit C from 2005 to Present (12 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:** The business was founded in 1849 but did not open its first storefront until 1852.

**DELIVERY DATE TO HPC:** February 1, 2017

Richard Kurylo  
Manager, Legacy Business Program





January 26, 2017

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

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Boudin Bakery for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Originally founded in 1849, this long time iconic San Francisco institution has been operating for over 168 years, it has fostered the activities that strengthen the community and cultural fabric and vitality throughout San Francisco. Boudin Bakery continues to be owned and operated by the Giraudo family and retains many of the traditions and values that Boudin Bakery established when it first opened its doors to visitors and residents alike. It remains a true tribute to the legacy that Boudin Bakery continues to build throughout its operations.

It is an honor to recognize the legacy and contributions of Boudin Bakery to our great city of San Francisco.

Sincerely,

A handwritten signature in blue ink, appearing to read "Edwin M. Lee".

Edwin M. Lee  
Mayor

## 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:		
Boudin Bakery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Louis J. Giraudo		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
50 Francisco Street, Suite 200 San Francisco, CA 94133		((415))913-1849
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.boudinbakery.com	www.facebook.com/boudin	

APPLICANT'S NAME	
Louis J. Giraudo	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
50 Francisco Street, Suite 200 San Francisco, CA 94133	((415))477-8213
	EMAIL:
	lou@gesd.net

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0161649	C0358520

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
319 Dupont Street (now Grant Avenue)	94108	1849
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1852-1890	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
815 Broadway	94133	Start: 1890
		End: 1906

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
399 10th Avenue	94118	Start: 1906
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3251 20th Avenue	94132	Start: 1987
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
619 Market Street	94105	Start: 1990
		End: 2016

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Pier 39, Space 5-Q	94133	Start: 1991
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
4 Embarcadero Center, Justin Herman Plaza	94111	Start: 1992
		End: Present



## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
251 Geary Street	94102	Start: 1992
		End: Present

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
SFO Terminal 3, 2nd Floor, Location 9, Unit C	94128	Start: 2005
		End: Present

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

Louis J. Giraudo

12-2-16



Name (Print):

Date:

Signature:

**Boudin Bakery  
San Francisco Locations**

319 Dupont Street  
1852-1890

815 Broadway  
1890-1906

399 10<sup>th</sup> Avenue  
1906-Present

3251 20th Avenue  
1987-Present

619 Market Street  
1990-2016

Pier 39, Space 5-Q  
1991-Present

4 Embarcadero Center, Justin Herman Plaza  
1992-Present

251 Geary Street  
1998-Present

SFO Terminal 3, 2nd Floor, Location 9, Unit C  
2005-Present



Additional Boudin SF & Boudin Bakery & Café Locations	Year Opened
Santa Clara, Valley Fair- 2885 Stevens Creek # 2451, Santa Clara, CA 95050	1986
San Francisco, Stonestown- 3251 20 <sup>th</sup> Avenue, San Francisco, CA 94132	1987
San Francisco, Market Street- 619 Market Street, San Francisco, CA 94105	1990
San Francisco, Pier 39- Pier 39, Space 5-Q, San Francisco, CA 94133	1991
San Francisco, Embarcadero 4- 4 Embarcadero Center, Justin Herman Plaza, San Francisco, CA 94111	1992
San Diego, Fashion Valley- 7007 Friars Road, # 357, San Diego, CA 92108	1997
San Francisco, Macy's Café- 251 Geary Street, San Francisco, CA 94102	1998
San Francisco, SFO- Terminal 3, 2 <sup>nd</sup> Floor, Location 9, Unit C	2005
Corte Madera- 1734 Redwood Highway, Corte Madera, CA 94925	2006
Costa Mesa, So. Coast Plaza- 3333 Bristol Street, Space 1000, Costa Mesa, CA 92626	2006
Sacramento- 2573 Fair Oaks Blvd, Sacramento, CA 95825	2007
Irvine- 2803 Main Street, Space A, Irvine, CA 92614	2007
San Marcos- 113 S. Las Posas, Suite 112, San Marcos, CA 92078	2007
Stockton- 5615 Pacific Ave at Robinhood Drive, Suite D105, Stockton, CA 95207	2008
Roseville- 1017 Galleria Blvd, Suite 100, Roseville, CA 95678	2009
Sunnyvale- 701 Sunnyvale Saratoga Road, Sunnyvale, CA 94087	2012
Costa Mesa, Metro Pointe- 901 S. Coast Drive, Suite N100, Costa Mesa, CA 92626	2012
Santa Ana, Main Place- 2800 N. Main Street, Santa Ana, CA 92705	2013
Encinitas- 296 N. El Camino Real, Encinitas, CA 92024	2013
Cupertino- 20682 Stevens Creek Blvd, Cupertino, CA 95104	2013
Santa Rosa- 2345 Midway Drive, Santa Rosa, CA 95405	2013
Fremont- 3121 Mowry Ave, Fremont, CA 94538	2014
Huntington Beach, 5 Points- 18541 Beach Blvd, Huntington Beach, CA 92648	2014
San Jose, West Valley- 5245 Prospect Road, San Jose, CA 95129	2014
Vacaville- 1620 East Monte Vista Ave, Suite 104, Vacaville, CA 95118	2014
San Diego, Balboa Mesa- 5407 Balboa Ave, Suite 400, San Diego, CA 92111	2014
San Jose, Almaden- 5353 Almaden Expressway, San Jose, CA 95118	2015
Walnut Creek, Broadway Plaza- 12 Broadway Lane, Suite 1000, Walnut Creek, CA 94596	2016



## Historical Narrative Guide

### Criterion 1:

Headquartered in San Francisco, Boudin Bakery is world-famous for The Original San Francisco Sourdough™, which is baked with the same Mother Dough used since 1849. Born in the Gold Rush, and sustained after the great earthquake of 1906 by Louise, the widow of Isidore Boudin, Boudin Bakery remains the oldest continuously operating business in San Francisco.

The story of Boudin is a classic story of individuals who find their opportunities and are willing to work hard to create lasting legacies. Boudin has been shaped and formed and preserved for more than 165 years by a group of people who come from varied cultural backgrounds - yet share a common value of hard work, dedication to excellence, and who take pride in producing the world famous Original San Francisco Sourdough.

Our story began when Isidore Boudin and his family arrived in San Francisco during the Gold Rush of 1849. They founded the French Bakery on DuPont Street and soon became known for baking the best loaf of bread in the city. This family of bakers had quickly learned how to combine their old world skill of French bread baking with the only local source of leavening: the famous sourdough starter from the California gold fields. It was this magical combination that created The Original San Francisco Sourdough – Boudin.

The Boudin French Bakery struggled but ultimately thrived during the upheaval of the early years of San Francisco. Just as the next generation of Boudin family bakers was coming of age in 1887, Isidore suddenly died. It was left to his wife, Louise, to carry on the family business. The company continued to flourish under her leadership, and it was Louise who heroically saved the Boudin Mother Dough from destruction during the Great Earthquake and Fire of 1906.

In 1935, the young baker, Stefano Giraudo, arrived in San Francisco from his home in Piedmont, Italy, after spending seven years learning the art of French baking in Marseille, France. He joined the team of bakers at Boudin French Bakery, and soon the bakery and its famous bread became his lifelong dedication. As Steve worked with the family to expand the business and perfect their baking techniques, the time came for the Boudin family to retire and hand the reigns to their trusted employee. In 1941 Steve Giraudo became the proud owner and Master Baker of Boudin Bakery and The Original San Francisco Sourdough™. Steve's unfailing dedication to the bread and the bakery continued until his death in 1997.

Papa Steve took pride in the everyday results of his labor, and shared his passion for bread making with his sons, his grandchildren and his employees who worked by his side. His honesty, strong work ethic, and insistence on giving customers a great product at a fair price were the values by which he lived.

Steve's son, Lou Giraudo, embraced the values of his father, creating the Boudin Bakery we know today. These values remain the guiding principles of today's generation of courageous and tenacious men and women who remain dedicated to the Boudin legacy.

The passion and dedication that Steve brought to his bakery and the bread have been entrusted to our current Master Baker, Fernando Padilla. Fernando was 17 when he began working with the man who became his mentor and friend – and he learned well the secrets of Boudin San Francisco Sourdough and the perfect loaf of bread.

## **Criterion 2:**

Boudin is known throughout the world as the San Francisco bakery which serves up a taste of history in each bite. Features highlighting the history of Boudin can be found written in The San Francisco Examiner, San Francisco Weekly, and aired on NBC's Bay Area Revelations and The Travel Channel.

On The Travel Channel Bizarre Foods- Delicious Destinations: San Francisco, Boudin Bakery's world famous sourdough is featured, representing San Francisco's best eating on the West Coast. Highlighting the classics, such as Dungeness Crab Louie and sourdough bread, Andrew Zimmern shares just what makes "The City by the Bay" so delectable.

In NBC Bay Area's Revelations, a one-hour film chronicling the beginning of the Northern California food culture, they reveal the untold stories of the chefs who have transformed the way we cook and eat in the Bay Area. The film is a testament to the vast culinary landscape of Northern California and the historic San Francisco tradition that Boudin has continued since its establishment in 1849.

Boudin continues to share San Francisco's rich history through our award winning Museum, which is located on the second floor of Boudin at the Wharf and is built to encircle the Bakery below. The Museum describes the art and science that goes into the making of a loaf of The Original San Francisco Sourdough and features the story of the emigrants to San Francisco, telling some of their stories of success. It also features the many characters and unique foods that have made San Francisco the remarkable confluence of cultures that we experience today.

Boudin works to preserve San Francisco heritage and tradition, working in partnership with local businesses such as The Mechanics' Institute, founded in 1854 to serve the educational and social needs of mechanics — artisans, craftsmen, and inventors — and their families. Boudin participated in the first "Pure Food Exhibition" in 1897 put on by The Mechanics' Institute. There was a special competition of bakers that took place on August 26 where Mrs. Isidore Boudin competed in Class 2 (the category that did not include "milk" bread or "small goods"). Her submission of "French Bread" won "First" prize in this category which was a beautifully lithographed "diploma". We are honored to be a part of the city's great past and will help to celebrate its growth with the First Fair's 160th anniversary in 2017.

Today, Boudin has community partnerships with Share Our Strength's No Kid Hungry® campaign to raise funds to support ending childhood hunger in America. We volunteer and provide an annual lunch for the AIDS/Life Cycle 7-day bike ride from San Francisco to Los Angeles, which raises money and awareness in the fight against HIV/AIDS.

Papa Steve Giraudo used to say - if you take care of the bread it will take care of you. We try to keep this very simple but powerful idea as our absolute guideline while in business, community, heritage, and tradition.

### **Criterion 3:**

Today, the iconic Boudin medallion, designed by local artist Primo Angelini, evokes the tradition and heritage of the world famous Original San Francisco Sourdough. Boudin uses architectural design that reflects the influences of historical and traditional design elements. We create a comfortable experience through the use of green and sustainability forested materials, along with a blend of high-end finishes, inspired by traditional bakery materials. Accents of hand-forged, black iron shelving, along with white Carrara marble and glazed brick metro tiles, provide the timeless appeal of historic San Francisco, offering comfort and elegance while still maintaining necessary durability.

Boudin San Francisco Sourdough is a product of old world craftsmanship. Since 1849, we have been baking San Francisco Sourdough according to the Boudin family's time-honored methods. Our secret: The mother dough, an ancient method of fermentation which requires only the wild yeast present in the local environment, "caught" from the air and cultivated with a mixture of water and flour. Thriving only in our fog-cooled climate, our mother dough imparts a flavor and texture unlike any other bread in the world. In a sense, our sourdough is a product of the place as much as the process. With its 167 years of continuous operation in San Francisco, it stands as one of the most successful examples of a small business with a good idea to leave its mark on the world. This is a brand built on tradition, a brand with amazing longevity, and a brand that is also always new again—just like the Mother Dough.

Over the course of its long history, Boudin has always exemplified the best of our SF culinary traditions, while continuing to evolve to meet the needs and expectations of the contemporary diner. The combination of our fresh baked sourdough bread and simple honest ingredients create the basis for a memorable meal that evokes the best of San Francisco's culinary traditions. We hand slice our organic meats, and prepare our lettuce and vegetables every day. Each menu item is made fresh-to-order. We are committed to pairing our world-famous, organic sourdough bread with only the highest quality, locally sourced, organic and sustainable ingredients.



## Legacy Business Registry Application-Section 5 Supplemental Historical Documents:

### Overall Exterior Photo:



Isidore Boudin & Family French Bakery circa 1849



Exterior Fisherman's Wharf & Boudin SF



### Photos of Exterior and Interior Business Signage:



Boudin French Bakery, 815 Broadway Street, San Francisco, CA . 1890



Boudin SF Interior Signage 2016



**Additional Photos:**



10<sup>th</sup> Avenue Oven



Wharf Bakery Oven



Boudin French Bread Delivery Wagon



Wagon Exhibit in the Wharf Bakery Museum



“Papa” Steve Giraudo, Master Baker



Fernando Padilla, Master Baker



Boudin 815 Broadway St Bakery

















FERNANDO PADILLA  
MASTER BAKER



**399 10<sup>TH</sup> AVENUE**







ANNIVERSARY

(SAY "BO-DEEN")

BOUDIN

1849

SINCE

SOFT DOUGH

BREAD

FR







**3251 20<sup>TH</sup> AVENUE**





**PIER 39, SPACE 5-Q**















## **4 EMBARCADERO CENTER**



















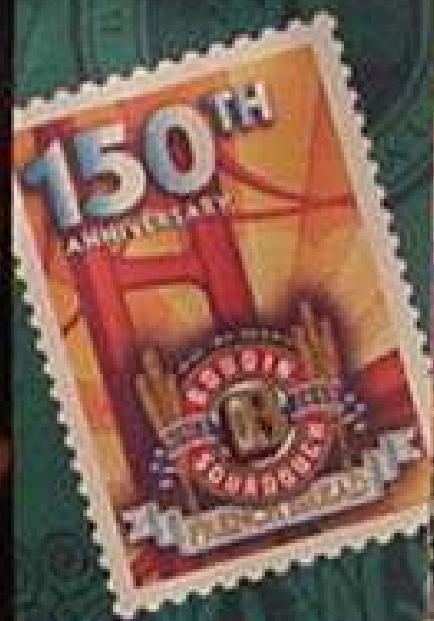
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*Croissants au levain  
1.50 € / 100g  
1.50 €*





WALNUT  
BREAD

CIABATTA

SOURDOUGH  
ROUND



SANDWICHES



## **SFO TERMINAL 3**



BAKERY & CAFE

# BOUDIN

FRESH EVERYDAY



BAKERY & CAFE

**BOUDIN**

FRESH EVERYDAY



## **Ephemera and Memorabilia:**

**Copy of The San Francisco directory for the year 1852-1853. Published in 1852.**

Listing: Boudin, F. baker, 319 Dupont

**Copy of the 13th Industrial Exposition Exhibit Listing and Awards. August 26, 1897.**

Mrs. Isadore Boudin, First Prize French Bread.

Documents received from The Mechanics' Institute, San Francisco.

**Copy of The San Francisco Call, Tuesday, March 7, 1911.**

Boudin Bros. French Bread and Rolls Advertisement, 10th Avenue.

**Copy of The San Francisco Call, Sunday, March 10, 1912.**

Boudin Bros. French Bakers Advertisement, 10th Avenue.

## **Media and Community Documentation:**

**The Travel Channel- Metropolis**

**The Today Show**

**The Travel Channel- Bizarre Foods: Delicious Destinations**

**The San Francisco Examiner**

**USA Today: 10 Best**

**NBC Revelations: A Culinary Journey**

**SF Weekly**

**No Kid Hungry**

**Aids Lifecycle**

**St. Anthony's: Hope Served Daily**



Borle Auguste, grocer, 312 Dupont  
 Boring Rev J. pastor Wes Chapel, 270 Powell  
 Bornemann F. gent, 241 Washington  
 Boruck Marcus D. entry clerk c h, 197 Wash  
 Boschulte T. com mer, 187 San  
 Boschulte & Broderson, 187 Sansome  
 Bosqui Ed A. clerk, 185 Kearny  
 Bossange Leopold, agt, 148 Wash  
 Bostwick Dr. physician, Tehama Hotel, Sansome  
 Bostwick H A. tinsmith, 122 San  
 Bostwick Jas, liquors, Battery n Cunningham's wharf  
 Boswood T W. surgeon, 54 Broadway  
 Batts C T. atty at law, 139 Com, h 228 Stockton  
 Botts G F. atty at law, 139 Com  
 Bouard A. cook, 155 Dupont  
 Bouchard Francois, laundry, 203 Stock  
 Bouchard H. boarding, 71 Kearny  
 Boucher V. barber, 60 Pacific  
 Boudin F. baker, 319 Dupt  
 Bouffe Ernest, grocer, 290 Dupont  
 Bouillard Jos, billiard saloon, 159 Kear  
 Boulden W S, merchant, 147 Front  
 Boung G. Rasette House  
 Bounet Andre, restaurant, 251 Dupt  
 Bourdin J. fancy goods, 260 Dupt  
 Bourdin Jean, wheelwright, 293 Stock  
 Bourdin & Co. fancy goods, 260 Dupt  
 Bourel Joseph, boot and shoe dealer, 219 Jackson  
 Bouret E. carpenter, 313 Dupont  
 Bourguin Chas. dentist, 200 Sac  
 Bourman B. boots and shoes, 109 Mont  
 Bourne Russell, grocer, 11 Com  
 Bourne John, clerk, 190 Mission  
 Bourn Wm B. com broker, 68 Front  
 Bouton G H, merchant, 62 Cal, h 128 Broadway  
 Bovee W H. stm coffee mills, Broadway n Stockton, office 123 Sansome  
 Bowden Miss. dress maker, 216 Clay  
 Bowen Elizabeth, dress maker, 153 Com  
 Bowen & Despo, hotel, 221 Sac  
 Bowers J B. com exchange, 170 Com  
 Bowers J W. machinist, 36 First  
 Bowie A J. physician, 183 Dupt  
 Bowie Hamilton, 183 Dupont  
 Bowline Tho. fishermn, Harrison n Beale  
 Bowman Alex. exminr U S Aprs office  
 Bowman A. Mercantile Hotel  
 Bowman A C. insp customs, c house 197 Washington

Bowman B. boots and shoes, 109 Mont  
 Bowman C C, wine merchant, 66 Pacific  
 Bowman James, clerk com funded debt, City Hall  
 Bowman Jas W. enginr str Kate Kearny  
 Bowman Jos. merchant, 178 Bush  
 Bowman & Co. wine merchants, 66 Pacific  
 Bowman S. P. livery stable, 133 Kearny  
 Boyce John, laborer, Folsom n Beale  
 Boyd Alex. merchant, 37 Webb  
 Boyd James, Att'y at law, 37 Webb  
 Boyd Joseph, baker, 139 Mission  
 Boyd Oscar H. hat emporium, 152-154 Commercial  
 Boyd W J. St. Frances Hall, clk 188 Clay  
 Boyd Wm. porter house, 136 Mission  
 Boyden Asa, agent, 37 Webb  
 Boyden J. carpenter, 114 Bush  
 Boyle A. A. clothier, 31 Commercial  
 Boyle Francis, blacksmith, 160 California  
 Boyle James, hotel, 73 Montgomery  
 Boyne L. 184 Washington  
 Boyrean Clement, clerk, 178 Montgomery  
 Brace A. K. oyster dealer, N. W. Market Clay  
 Braciena Antone, 167 Pacific  
 Brackett Wm. market, 12 Sacramento  
 Bradford A. H. 98 Sansome  
 Bradford E. C. clerk, 145 Kearny  
 Bradford E. H. clerk, 145 Kearny  
 Bradford E. W. liquors, 6 First  
 Bradford J. H. blacksmith, 31 Pike  
 Bradford G. B. lumber merchant, 56 First  
 Bradford Thomas, clerk, 146 Washington  
 Bradford Thos. P. laborer, Sydney Valley, Clarks' Point  
 Bradford & Ladd, auction saloon, 98 San  
 Bradish Mich. lab, Sydney valley, Clk's pt  
 Bradlee J. H. clerk, 86 California  
 Bradley Charles, boards 6 Battery  
 Bradley H. W. daguerrian rooms, 197 Clay  
 Bradley John, clothing, 17 Commercial  
 Bradley Jabez, boards 180 Sansome  
 Bradshaw J. A. merchant, 152 Pacific  
 Bradshaw S. C. grocer, 77 California  
 Bradshaw & Co. grocers, 77 California  
 Brady John, U. hotel, 76 Pacific  
 Brady John, civil engineer, 61 Sacramento  
 Bragg Geo. F. com mercht, 128 California  
 Bragg Robert, car builder, 95 Jackson  
 Bragg Geo. & Co. com merc's, 128 Cal  
 Braham E. clothing, 61 Commercial  
 Brand Wm. clerk, 183 Washington  
 Branger Gustave, restaurant, 204-205 Washington



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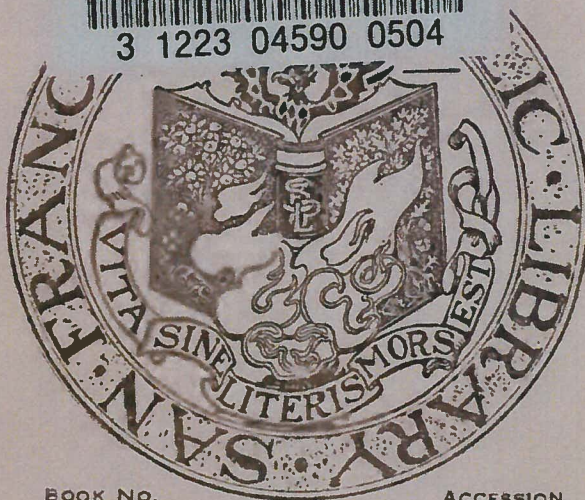
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The San Francisco directory for the year  
1852-53 : embracing a general directory of  
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by Parker, James M

Published 1852

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Publisher San Francisco : Published by James M. Parker

Pages 230

Language English

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Full catalog record MARCYMI



## THIRTIETH INDUSTRIAL EXPOSITION.

Class.	Exhibitor.	Article.
45	F. H. Bushnell.....	Best Display of Photographic Group Portraiture (Special Diploma).
45	C. E. Watkins.....	Landscape, Architectural and View Photography. First Award. (Special Diploma.)
45	O. Von Borgen.....	Landscape, Architectural and View Photography. Second Award.
45	Geo. A. Turner.....	Landscape, Architectural and View Photography. Third Award.
46	Overland Monthly.....	Exhibit of Black and White Drawings
46	H. G. Hamada.....	Drawing—House of Parliament, Japan
46	Geo. Hansen.....	Landscape Gardening Design—Water Color
49	E. C. Gilbert.....	Exhibit of Architectural Drawings by Pupils of Oakland Y. M. C. A. Evening School.
49	E. C. Gilbert....	Exhibit of Mechanical Drawings by Pupils of Irving Scott Evening School.
49	John Swett Grammar School.....	Exhibit of Drawings by Pupils
49	Lincoln Evening School.....	Exhibit of Drawings by Pupils
50	Woman's Exchange.....	Display of Fancy Work
50	Miss E. Mason....	Display of Fancy Work
50	Mrs Kate Pettee.....	Basket of Wax Oranges and Blossoms
51	C. Mason.....	Card Writing
51	M. E. Davis..	Wire Jewelry—Handicraft
51	S. I. Jacobs.....	Electrical Hat Cleaner
	Exempt Fire Co.....	Display of Fire Engine
	Veteran Volunteers Firemen's Association....	Display of Fire Engine

## BREAD COMPETITION.

Swain Bros.....	Milk Bread (First Prize)
Reinhold Beck, Vienna Model Bakery...	Milk Bread (Second Prize)
Daly & Davitt.....	Assorted Bread (First Prize)
Angelo Petri .....	Assorted Bread (Second Prize)
California Bakery.....	Rye Bread (Second Prize)
Stephano Paganini.....	Grissini Bread (First Prize)
Mrs. Isadore Boudin.....	French Bread (First Prize)
Ruediger & Loesch.....	Small Goods (First Prize)
Westerfeld's Bakery.....	Small Goods (Second Prize)



Miss J. Kendrick—Crazy Quilt.....	\$ 5
Miss G. M. Hunt—Embroidered Map Western Hemisphere .....	5
Miss G. M. Hunt—Embroidery on Linen.....	5
Mrs. S. Bishop—Embroidery on Linen .....	4—\$ 84
Total.....	\$1,534

## BAKERS' COMPETITION.

This novel and interesting feature was held on August 26th, and brought out a most interesting display.

Certificates of First and Second Award were made in each Class, Class 1 being for Milk Bread; Class 2, Special Bread (Assorted); Class 3, Best Collection of Small Goods.

The entries were as follows:

Class 1—Nicholas Prost, John Peterson (Western Vienna Bakery), Swain Bros., Reinhold Beck (Vienna Model Bakery), Ruediger & Loesch (New Vienna Bakery), Westerfeld's Bakery.

Class 2—Bernard Langendorf, Nicholas Prost, John Peterson, Swain Bros., Daly & Davitt, John Schichtmann (California Bakery), Angelo Petri, Stefano Paganini, Mrs. Isidor Boudin, Ruediger & Loesch, Westerfeld's Bakery.

Class 3—Nicholas Prost, John Peterson, Swain Bros., Reinhold Beck, Ruediger & Loesch, Westerfeld's Bakery.

The Judges were J. J. Barrett, Mrs. S. R. Allen and Miss Suzy Tracy. They awarded the prizes as follows:

Class 1—1st, Swain Bros.; 2nd, Reinhold Beck.

Class 2—1st, Assorted Bread, Daly & Davitt.

Class 2—2nd, Assorted Bread, Angelo Petri; 2nd, Rye Bread, California Bakery.

Special Awards in Class 2, Grissini Bread, Stefano Paganini; French Bread, Mrs. Isidor Boudin.

Class 3—1st, Ruediger & Loesch; 2nd, Westerfeld's Bakery.

Toward the  
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## ART OF BAKING PERFECTED IN SAN FRANCISCO

*Bread and Pastries of the  
City the Finest to Be  
Found*

The best of wheat, the best of workmanship and the greatest cleanliness are the three elements that conspire to give to San Francisco baked bread the special distinction it enjoys. A wheat state from days of old, all industries allied with the cereal have attained a higher standard here than elsewhere. Cleanliness is a prominent and commendable feature of the bakeries of this city. All the work, practically, is done by machine, except in the smaller bakeries, where there is some hand work in the making of fancy cakes. But it is difficult to find in the city a bakery of any size where machinery does not figure in at least a part of the work. It is no small measure of flour that is used in preparing a batch of dough in a bakery that turns out hundreds of loaves each 12 hours. Six barrels of the best flour go into the hopper of the big mixing machine, and pipes, instead of cups or dippers, carry the necessary water into the machine. Both hot and cold water are supplied. Then there is a scale attachment for weighing out the sugar and other ingredients. The whole machine works automatically and with absolute precision. All constituents of the dough are in the machine, a lever is pulled, and the mixing begins. The operations resemble that of a concrete mixing machine. From the mixing machine the dough drops into a steel trough and is hustled along to the loaf machine, where a series of blades cut six loaves at a stroke. Each is weighed up and must conform to standard. A regulator is attached, and once the loaf of proper size is reached the machine cuts away uninterrupted until the batch is through.

## LOCAL PRODUCTS RENOWNED FOR THEIR PURITY

*High Quality Makes Them  
the Standard as Articles  
of Food*

The purity of foods in California is guaranteed with triple assurance. It is assured through federal and state laws, but more effective than both, through the desire of local concerns to give their patrons the finest of commodities. California products have gained a nationwide name. In the making of pure food products San Francisco excels, and her reputation for fair dealing in the preparation of these commodities did not suffer in the rather recent times when the government first began to inquire into the purity of products all over the country. Many cities revealed a shameful condition in the manufacture of products, but San Francisco passed the scrutiny with but few blots on her commercial escutcheon.

Phone West 987

### EPPLER'S NEW PROCESS BREAD

Fancy Pastry

2828-2830 California St.  
SAN FRANCISCO.

HAVE you tried our celebrated  
Rye Bread? Recommended  
by doctors to aid digestion and  
relieve constipation. Our spe-  
cialties are Pumpernickel, Lau-  
enburger, Russian Rye. We are  
the only manufacturers of Rye  
Bread. We also bake all kinds  
of White Bread and Cakes.

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## FOLEY'S

2727 Mission Street.

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ding Cakes a Specialty.

Phone Pacific 634

FRENCH BREAD AND ROLLS

BOUDIN BROS.,

Successors to

Isidore Boudin

Established 1849

Hotel and Restaurant Supplies  
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FRENCH BAKERS

357 Tenth Avenue

Richmond District

Excellent Service. Popular Prices.

### PROST'S Bakery and Cafe

On Third street for 25 years.

350 Third Street,

San Francisco

## MEAT INDUSTRY CENTERED HERE

Owing to its many connections by sea  
and by rail and by river service with  
Pacific coast states, states in the in-

terior, foreign countries and all com-  
munities in California, San Francisco is  
the natural place from which to supply  
meats at wholesale to the great trade  
demand. The meat packing establish-  
ments are representative of the invest-  
ment of millions of dollars in buildings,  
machinery, lands and the other acces-  
sories to carrying on the business on a  
great scale.

## CALIFORNIA ASPARAGUS

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If you are a grocer, wholesale or retail, write us. We have something  
of interest to say to you.

## CENTRAL CREAMERY CO.

417-429 BATTERY STREET

MANUFACTURERS OF HIGHEST GRADE DAIRY PRODUCTS

SPECIALTIES:

3c Brand DRY WHOLE MILK

Pure Milk Reduced to a Soluble Dry Powder

Much Superior to Condensed Milks

"GOLDEN GLOW" PASTEURIZED BUTTER

"BANQUET" BRAND (SOFT CREAM) CHEESE

BUTTER AND CHEESE PACKED IN TINS FOR EXPORT A SPECIALTY  
OVER 1,000,000 LBS. CANNED BUTTER SUPPLIED TO U. S. NAVY

DESPITE THE FACT THAT

## JACKSON'S NAPA SODA

is a product of California—nevertheless it makes the best  
lemonade on Earth.

Now bottled with the new "easy-opened" stopper—no  
opener required.

California's Choicest Products



For sale everywhere in the world

## PARISIAN BAKING CO.

731 BROADWAY

FRENCH BREAD AND ROLLS

Phone Kenay 1000

Hotel and Restaurant Supplies  
a Specialty

LEVY, SCHWEITZER & CO

WHOLESALE BUTCHERS

136-146 Fifth Street

Steamships, Railroads, Restau-  
rants and Hotels Supplied

Phones, Sutter 626, Home J2066

## OAKLAND MEAT & PACKING CO.

MANUFACTURERS

CELEBRATED SHASTA  
COMPOUND LARD

ALL KINDS LIVESTOCK  
KILLED ON COMMISSION

MONEY ADVANCED  
ON CONSIGNMENTS



# STATE'S PRODUCTS BRING RECORD PRICES

## Fruit Growers Have Splendid Season

If you raised hops or grain or beans or potatoes or prunes in California last year you made money—and lots of it. Not only the growers of these products made money, of course, but those raising them fared better this last season than even Californians are accustomed to fare.

The whole season is reckoned one of the most prosperous ones in the entire history of the state. Other years have witnessed somewhat larger crops, higher, but the growers and buyers both say that probably never before has there been such a gratifying combination of good crops and good prices.

The first carload of cherries, and, of course, the first carload of fresh fruit of the season of 1911, was shipped from Vacaville May 10. Shipment of this variety for the year amounted to 214 1/2 tons, which, if we estimate on a 12 ton basis, the minimum for 1910 would give an equivalent of 24 carloads, and when compared with 254 cars shipped the previous season, would show a shortage of 10 cars. This was caused mostly by the lighter crop in the earlier districts, later shipments from Santa Clara being of good volume and about equal to those of the year before. A further loss was caused by the cool weather prevailing during the ripening season, which prevented the cherries from reaching their full average size. Prices realized for

## CALIFORNIA'S MINERAL AND AGRICULTURAL PRODUCTION, 1911

	Quantity	Value
Petroleum	7,500,000 bbls.	\$21,000,000.00
Wool	1,500,000 lbs.	\$1,500,000.00
Gold	47,000 ozs.	\$2,350,000.00
Silver	17,000 lbs.	\$1,700,000.00
Copper	1,500,000 lbs.	\$15,000,000.00
Lead	1,500,000 lbs.	\$15,000,000.00
Iron	1,500,000 lbs.	\$15,000,000.00
Flour	1,500,000 bbls.	\$15,000,000.00
Wheat	1,500,000 bbls.	\$15,000,000.00
Barley	1,500,000 bbls.	\$15,000,000.00
Oats	1,500,000 bbls.	\$15,000,000.00
Hay	1,500,000 bbls.	\$15,000,000.00
Grain	1,500,000 bbls.	\$15,000,000.00
Beans	1,500,000 bbls.	\$15,000,000.00
Peas	1,500,000 bbls.	\$15,000,000.00
Apples	1,500,000 bbls.	\$15,000,000.00
Oranges	1,500,000 bbls.	\$15,000,000.00
Grapes	1,500,000 bbls.	\$15,000,000.00
Prunes	1,500,000 bbls.	\$15,000,000.00
Almonds	1,500,000 bbls.	\$15,000,000.00
Pistachios	1,500,000 bbls.	\$15,000,000.00
Walnuts	1,500,000 bbls.	\$15,000,000.00
Cherries	1,500,000 bbls.	\$15,000,000.00
Peaches	1,500,000 bbls.	\$15,000,000.00
Plums	1,500,000 bbls.	\$15,000,000.00
Apricots	1,500,000 bbls.	\$15,000,000.00
Quinces	1,500,000 bbls.	\$15,000,000.00
Strawberries	1,500,000 bbls.	\$15,000,000.00
Raspberries	1,500,000 bbls.	\$15,000,000.00
Blackberries	1,500,000 bbls.	\$15,000,000.00
Blueberries	1,500,000 bbls.	\$15,000,000.00
Currents	1,500,000 bbls.	\$15,000,000.00
Gooseberries	1,500,000 bbls.	\$15,000,000.00
Loganberries	1,500,000 bbls.	\$15,000,000.00
Marionberries	1,500,000 bbls.	\$15,000,000.00
Pawpaws	1,500,000 bbls.	\$15,000,000.00
Pineapples	1,500,000 bbls.	\$15,000,000.00
Watermelons	1,500,000 bbls.	\$15,000,000.00
Cantaloupes	1,500,000 bbls.	\$15,000,000.00
Summer Squashes	1,500,000 bbls.	\$15,000,000.00
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Pumpkins	1,500,000 bbls.	\$15,000,000.00
Artichokes	1,500,000 bbls.	\$15,000,000.00
Asparagus	1,500,000 bbls.	\$15,000,000.00
Beans	1,500,000 bbls.	\$15,000,000.00
Peas	1,500,000 bbls.	\$15,000,000.00
Carrots	1,500,000 bbls.	\$15,000,000.00
Onions	1,500,000 bbls.	\$15,000,000.00
Potatoes	1,500,000 bbls.	\$15,000,000.00
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Oranges		



***“Fresh cracked crab with Boudin’s round ‘dark bake’ sourdough and a well-chilled bottle of California Chardonnay is still the quintessential S.F. meal,”***

***-Herb Caen***



**January 2015: The Travel Channel, Metropolis:**

San Francisco boasts some of America's most famous foods and landmarks. With stunning graphics, re-enactments and celebrities this episode reveals how a diverse population overcame disaster to transform a Spanish port into a tech and cultural capital. Metropolis reveals how Boudin Bakery saved a piece of San Francisco during the Great Earthquake of 1906:

<http://www.travelchannel.com/shows/metropolis/video/san-francisco-s-boudin-bakery>



**May 7, 2015: Featured on the Today Show SORTEDfood eats across the US, from LA to San Francisco:**

Sorted food is small group of friends that has turned into over 1 million friends eager to explore the world of food and find ways to turn incredible foodie inspiration into simple, accessible recipes that anyone can make at home with 1,362,302 subscribers. <http://www.today.com/food/sortedfood-eats-across-us-la-san-francisco-t19921>.

See the internationally broadcast segment from the renowned crew from Sorted Food here:

<https://www.youtube.com/watch?v=PHNL3rXacwE>



**July 2015: The Travel Channel, Bizarre Foods- Delicious Destinations: San Francisco**

Boudin Bakery’s world famous sourdough is featured; representing San Francisco’s best eating on the West Coast. Highlighting the classics, such as Dungeness Crab Louie and sourdough bread, Andrew Zimmern shares just what makes “The City by the Bay” so delectable:

<http://www.travelchannel.com/shows/bizarre-foods-delicious-destinations/video/never-trust-a-skinny-baker>



**July 2015- Legacy business: Boudin sourdough tastes the same today as it did in 1849:**

Feature Story in the SF Examiner 150th Anniversary Edition:

<http://archives.sfexaminer.com/sanfrancisco/>

[legacy-business-boudin-sourdough-tastes-the-same-today-as-it-did-in-1849/Content?oid=2932922](http://archives.sfexaminer.com/sanfrancisco/legacy-business-boudin-sourdough-tastes-the-same-today-as-it-did-in-1849/Content?oid=2932922)



**August 2015: Boudin Demonstration Bakery & Museum is America's Top 10 Best Food Factory Tours According to USA Today 10 Best Readers' Choice Contest:**

This prestigious 10Best Readers' Choice travel award shines a spotlight on Boudin's famous Demonstration Production Bakery in San Francisco. The bakery is designed to offer unobstructed views of the bakers at work in their production areas and activities and features a street-side, non-reflective 30-foot window on Jefferson Street and a 40-foot long catwalk

inside the museum that looks down on the Bakery.

The Boudin San Francisco History Museum is located on the second floor of Boudin at the Wharf and is built to encircle the Bakery below. The museum features the story of the emigrants to San Francisco and tells some of their stories of success. It also features the characters and unique foods that have made San Francisco the remarkable confluence of cultures that we experience today. In addition, the Museum also describes a bit of the art and science that goes into the making of a loaf of The Original San Francisco Sourdough™. <http://www.10best.com/awards/travel/best-food-factory-tour/>



**BOUDIN BAKERY FEATURE ON NBC BAY AREA'S BAY AREA REVELATIONS: A CULINARY JOURNEY.**

The one-hour film chronicles the beginning of the Northern California food culture and reveals the untold stories of the chefs who have transformed the way we cook and eat in the Bay Area. The film is a testament to the vast culinary landscape of Northern California.

Private Video: <https://vimeo.com/136963755>

Password: BAR4FOOD



**August 2015- SF Weekly News: Not Dead Yet: The 10 Oldest Businesses in San Francisco:**

Detailing the City's lasting institutions for more than a century and representing classic San Francisco. <http://www.sfweekly.com/thesnitch/2015/08/14/not-dead-yet-the-10-oldest-businesses-in-san-francisco>





**September 2015 & 2016: Boudin partners with Share Our Strength's No Kid Hungry® campaign to raise funds to support ending childhood hunger in America.**

Boudin Partners with No Kid Hungry where 100 percent of all money raised is donated to No Kid Hungry®. No Kid Hungry® connects vulnerable children to effective nutrition programs like School Breakfast and Summer Meals, creating public-private partnerships that work together to identify and break down barriers to giving children access to meals, and teaching low-income families how to stretch their food budgets and cook healthy, affordable meals: <https://www.nokidhungry.org/about-us>



Boudin Bakery feeds over 3,000 riders a day which continue to humble and inspire us. We are proud to partner with AIDS Lifecycle to help spread awareness & fight AIDS. ALC is a 7-day, 545 mile bike ride from San Francisco to Los Angeles that raises money and awareness for the HIV and AIDS services of the Los Angeles LGBT Center and the San Francisco AIDS Foundation. <http://www.aidslifecycle.org/>



Boudin partners with St. Anthony's using an electronic donation station at our Fisherman's Wharf location. For years St. Anthony's had "coin cans" on the counters of stores and bars throughout the city. People can swipe their credit card and make an instant donation to St. Anthony's. St. Anthony's is an organization providing essential support to San Franciscans living in poverty to support. They offer thousands of the most vulnerable the basics they need to

feel human: a hot meal, fresh clothing, an opportunity to connect with the world around them.

<https://www.stanthonyssf.org/>

# Boudin, a sour success story

By Jessica Kwong  
S.F. Examiner Staff Writer

San Francisco's oldest continually operating business is one that literally breathes in The City.

Boudin Bakery started in 1849 when Isidore Boudin, the son of master bakers from France, got his hands on a wild yeast starter from Gold Rush miners for whom bread and pancakes were a staple. Drawing on his background in French bread making, Boudin went to work with the starter but noticed his loaves came out with a distinct sour, tangy flavor he wasn't used to tasting.

It was then that foggy San Francisco's Lactobacillus sanfranciscensis-rich atmosphere, mixed with flour and water, gave birth to the "mother dough." And yes, the lactic acid bacteria "sanfranciscensis" was named after The City.

Sourdough bread won the stomachs and hearts of San Franciscans. Boudin set up shop first in a tent before landing a brick-and-mortar location at 319 DuPont St., which is now Grant Avenue. After outgrowing that spot too, Boudin Bakery moved to 815 Broadway. It was there when the earthquake struck on April 18, 1906.

Seeing fires approach, Boudin's widow, Louise Boudin, grabbed a wooden bucket with the

mother dough and ran.

"At the time of going to press the flames had leaped over Van Ness avenue and were whirling out Broadway, devouring everything in their path," states a San Francisco Examiner article on April 20, 1906. "It looks as though practically every building in the city save a few on the water front and some south of the park will not be standing within twenty-four hours."

"There is not a single hotel, theater, bank or business house left from Valencia on the south to the water front on the east, and from the Channel on the south to Broadway on the north," states another article in the newspaper that day.

And the following day, a reporter wrote in the paper: "San Francisco from Van Ness avenue to the bay is a skeleton city." Boudin Bakery on Broadway had been obliterated.

But Louise Boudin — with the mother dough — added flour and water, saving the business.

Boudin Bakery reopened on 10th Avenue and Geary Boulevard. It was eventually sold with the Boudin family's blessing to the second master baker, Steve Giraudo, and in 1975 opened a demonstration bakery at Fisherman's Wharf, which became its flagship store.

To this day, every piece of Boudin bread is made

with a portion of the mother dough, trademarked as the original San Francisco sourdough bread.

"This weather, it's the perfect environment for sourdough to thrive," said Fernando Padilla, Boudin's current master baker and only the third in its history. "The air that we breathe, mother dough breathes in. When you say San Francisco, you think sourdough."

Today, 166 years after Boudin was founded, the flagship bakery produces up to 25,000 loaves a day, ships its mother dough to locations outside of San Francisco and its bread nationwide. The mother dough is kept in several locations across The City and stored in fire-proof vaults to safeguard it in the event of another natural disaster.

Steve Giraudo's son, Lou Giraudo, who is co-chair of the company, learned to bake at age 6, and all of his children also learned to bake. But whether the family will stay in the bakery business for generations to come remains to be seen.

"San Francisco has changed more in the last four years than it has for the whole duration of my life," Lou Giraudo, now 70, said. "So sure [the business] is going to change. Is the bread going to change? I don't think so."

While Boudin bread tastes the same as it did in 1849, it now comes in different shapes. Padilla,



COURTESY OF BOUDIN

Steve Giraudo, pictured in an undated photo, was the second master baker at Boudin, and his son Lou is still co-chair of the famous sourdough maker.

who began working for the bakery at age 16, has treated the loaves like Play-Doh and came up with sourdough critters — turtles, crocodiles and other fun animals. All it takes flour, water, salt and a piece of mother dough.

"We can't live forever," Padilla said, "but the mother dough can live forever, as long as we keep feeding her flour and water."

jkwong@sfbay.com

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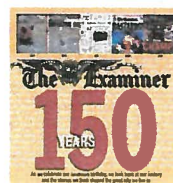
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# Secret San Francisco: Boudin's 160-Year-Old Mother Dough

By  
**7x7 Editors**  
Mar 07, 2014

San Francisco has always been a town that rewards good eats and innovation, and the story of SF's oldest continuously operating business is no different.

**Boudin Bakery** created the "Original San Francisco Sourdough French Bread" in 1849 when a French immigrant named Isidore Boudin moved to the city, ready to capitalize on the Gold Rush boom from the previous year. He set up shop in North Beach on 319 Dupont (now Grant Ave.) and used the traditional European technique of capturing natural yeast found in the air for his "mother dough," the leavening base of sourdough bread. But unlike the mother dough from his native land, Isidore was pleased to find the mother dough created in SF was quite different. Our indigenous yeast and foggy climate produced an exceptional bread - tangy, with a crunchy crust, and chewy center that is, to this day, pretty dang addictive.





*Original Boudin Bakery.*

What's extra cool about mother dough - and especially this mother dough - is that a part of Boudin's original dough has been used in every single loaf of bread made by the company in the last 160 years. It's replenished daily with flour and water, insuring the survival of the strains of yeast Isidore captured in the 1800s. This hard working mother dough has seen a lot - she's been through the introduction of Fleischman's cake yeast in 1868, the switch to delivery trucks instead of horse-drawn wagons in 1900, and the fire and earthquake of 1906 where she was saved in a bucket by Louise, Isidore's wife.



*Master Baker Steve Giraudo Sr., who purchased Boudin in 1941*

Although Boudin's HQ is now on 10th Ave. and no longer in North Beach (where they moved after 1906), you can still get a taste of Boudin at SF' Tourist Capital, Fisherman's Wharf. We know, the ONLY reason to head over there is at the desperate pleas of out of town guests, but you have to admit the Boudin Flagship store does smell fan-freaking-tastic when you walk by. Can't bear the trip? They still offer [home delivery](#)!

*All photos courtesy of Boudin Bakery.*





NORTH BEACH

# The Oldest San Francisco Bakery Got its Start in North Beach

3,

BY ALEX BEVK | MAR 14, 2014, 2:30PM PDT

Welcome to Curbed's ongoing series **Hidden History**, where Curbed highlights a Bay Area location with a secret past. Maybe it's no longer there, maybe it's been converted into something else, but each spot holds a place in Bay Area history - even if not many people know it. Have a suggestion or know a place with a secret history? The **tipline's** always open or you can leave a comment after the jump.





[Boudin delivery wagon, from Boudin Bakery via [7x7](#)]

---

Everyone in the Bay Area has heard of Boudin, and the chain bakery now has over 25 locations throughout California. But the company **dates all the way back to the Gold Rush and a tiny shop in North Beach**. Some say it may even be the oldest business in the city (an honor shared with the [Tadich Grill](#), which also opened in 1849).

Boudin got its start during the Gold Rush, when Isidore Boudin, son of a family of master bakers from Burgundy, France, started baking bread in 1849 with a sourdough yeast coupled with French techniques. The Gold Rush boom made the bakery a huge success, and soon Boudin opened a shop at 319 Dupont (now Grant Ave) in 1852. **Instead of using packaged yeast like other bakeries**, Boudin captured natural yeast found in the air for his "mother dough," and **SF's famous fog produced a different type making the bread slightly sour and chewy**.





[Boudin shop at 815 Broadway, from Boudin Bakery via [7x7](#)]

By 1890, the bakery was so successful it moved to a larger location on 815 Broadway. When the 1906 Earthquake and Fire struck, **Boudin's wife Louise rescued a batch of mother dough in a bucket**, later **reopening the bakery on 10th and Geary** in the undamaged Richmond district, where it's still located today. The Boudin mother dough has survived since then, and is still used in every loaf baked today.







[[Boudin Bakery, San Francisco, 1931] Photograph by Ansel Adams, [Collection Center for Creative Photography](#), © The Ansel Adams Publishing Rights Trust ]

Through the 1930s business flourished (they even got [Ansel Adams to do commercial portraits](#) of the bakery and bread). By 1941, the company was bought by its master baker Steve Giraudo. They kept the bakery going at its current location, but **by 1975 opened the first retail location at Fisherman's Wharf**. After a [brief stint under a corporate food company](#), the bakery is once again owned by the Giraudo family.

- [Secret San Francisco: Boudin's 160-Year-Old Mother Dough](#) [7x7]
- [BOUDIN BAKERY: AN ANECDOTAL CHRONOLOGY](#) [Boudin]
- [A slice of history returns to S.F. / Boudin Bakery back in the hands of Giraudo family](#) [SF Gate]
- [A History Of Boudin Bakery: Or, Why It's Good To Save Your Dough](#) [Nob Hill Gazette]



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# WEEKLY

## News

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History / Only in SF

## Not Dead Yet: The 10 Oldest Businesses in San Francisco

Posted By V. Alexandra de F. Szoenyi on Fri, Aug 14, 2015 at 10:14 AM

San Francisco culture isn't dead (yet). That's the message of **this week's issue of SF Weekly**, which profiles eight venues that opened in the past year.

But the city's culture is changing, which has been true since the Gold Rush, when the population increased by the thousands almost overnight. Today, with rents exploding, new residents arriving, old residents leaving, and businesses shuttering, natives grasp onto anything familiar.

Standing like proud, battleworn survivors for more than a century, the following businesses represent classic San Francisco.

**Tadich Grill**  
240 California St.  
Est. 1849  
[tadichgrill.com](http://tadichgrill.com)





Tadich Grill is not only San Francisco's oldest restaurant, but the oldest in California. Nikola Budrovich, Frano Kosta, and Antonio Gasparich opened the Coffee Stand on Long Wharf in 1849, serving fresh fish over charcoal to those on the pier (before California was even a state). Coffee Stand eventually became the New World Coffee Saloon, then the Cold Day Restaurant, when one of its bartenders, John Tadich, bought it in 1887. Today, Tadich Grill is still a seafood restaurant serving the freshest catches, and is still as popular as ever. It doesn't take reservations — probably because it doesn't have to. Celebs will wait for tables right along with you.

**Boudin Bakery**  
**Flagship: 160 Jefferson St.**  
**Est. 1849**  
**boudinbakery.com**

Polls from SFWEEKLY

Will you give this holiday season?

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- ☐ I will
- ☐ I give throughout the year
- ☐ No, I can't
- ☐ No, I choose not to

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**Yesterday's Crimes: Rolling Stones, Hells Angels and Busted Heads at Altamont**



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**Yesterday's Crimes: The Disappearing Police Chief**





In 1849, sourdough met San Francisco, and neither was the same again. Isadore Boudin opened a bakery in North Beach to cater to the influx of miners, and discovered that the city's air, combined with wild yeasts, created a tangy flavor that proved irresistible. San Francisco sourdough was born. The coolest part is we all get to savor that same distinctive flavor from 1849 because Boudin uses the same starter or "mother dough" from that year (the recipe for which Louise Boudin saved from the 1906 earthquake-cum-fire).

**Old Ship Saloon**  
**298 Pacific Ave.**  
**Est. 1851**

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**The Snitch**  
 September 7

This week's Yesterday's Crimes is about the kidnapping and murder of Father Patrick Heslin in 1921.



SLIDESHOWS



clipping at Brava Theater Sept. 11



Tame Impala at The Greek Theatre, September 3

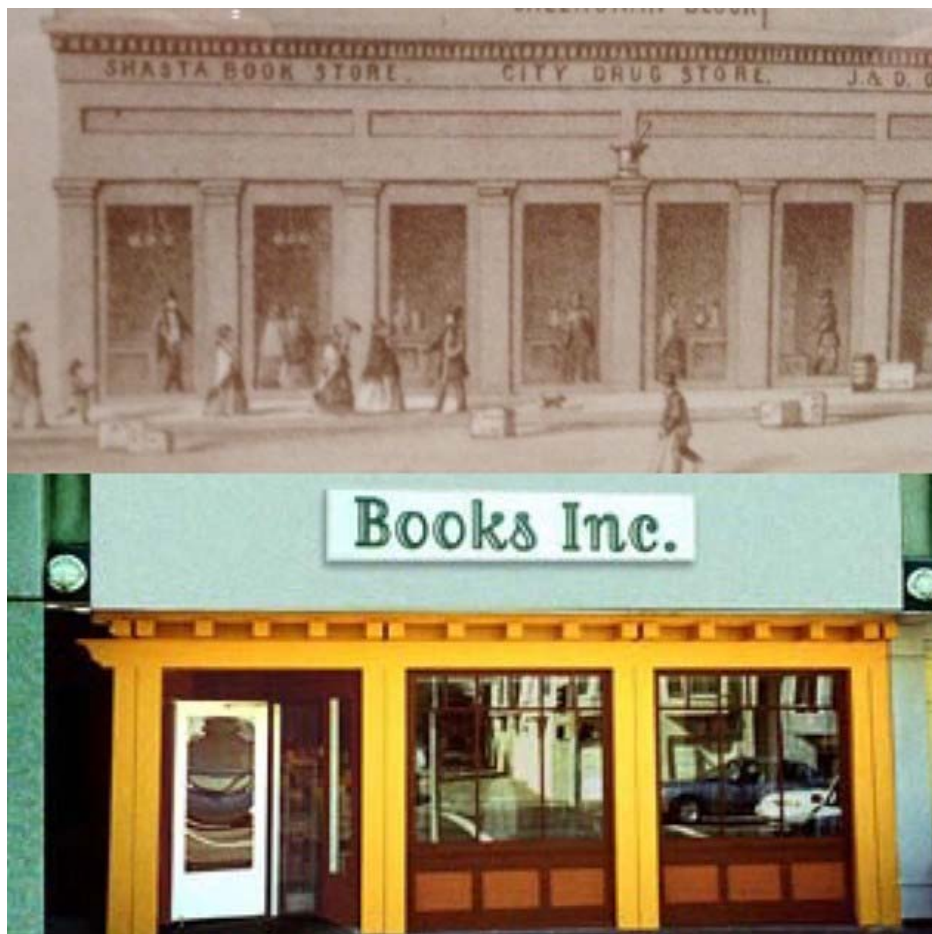
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In 1849, a ship named the *Arkansas* got caught in a storm and crashed onto Alcatraz. It was towed to the corner of Pacific Avenue and Battery Street, part of the infamous Barbary Coast in 1851. There, Joe Anthony tore a hole in the side of the ship, added a plank, and made it into a saloon called the Old Ship Ale House, complete with a sign reading "gud, bad, and indifrent spirits sold here." James Laflin, a cabin boy on the *Arkansas*, became the bartender, with the shadiest of side jobs. He was a Shanghaier, meaning he would get men drunk, drug them and/or knock them unconscious, and sell them as crew to departing ships (some to Shanghai).

The ship that was The Old Ship Ale House was dismantled in 1867 and replaced by a brick building, with a hotel located above the bar. It was renamed the Old Ship Saloon, then Bricks Bar & Grill in 1907, and during WWII, contained a brothel upstairs for servicemen. It has now returned to being called The Old Ship Saloon and is the oldest drinking site in San Francisco, although, if you drink there today, you're no longer in danger of waking up on the other side of the world.

**Books Inc.**  
**Headquarters: 1501 Vermont St.**  
**Est. 1851**  
**booksinc.net**



In 1851, Anton Roman made big money off of the Gold Rush and decided to open Shasta City bookshop (inaugurating the first San Francisco locale in 1857). Roman began publishing books by literary greats such as Bret Harte and Mark Twain in 1863, but eventually sold the shop in 1880. After changing owners several times, losing its Montgomery Street location to the 1906 earthquake, and numerous name changes, the shop, now called Books Inc., reemerged in the Fairmont Hotel in 1946. Today, Books Inc. stands as the West Coast's oldest independent bookseller, with 11 California stores (four of them in San Francisco). Seeing as several of our city's bookstores have vanished over the years, that's quite the feat.

**Wells Fargo**

**Headquarters: 420 Montgomery St.**

**Est. 1852**

**[wellsfargo.com](http://wellsfargo.com)**





1853, San Francisco.  
Wells Fargo's first office in the West,  
which opened on July 13th, 1852.



It's hard to imagine banking without the name Wells Fargo, but it wasn't until July 18, 1852, that Henry Wells and William G. Fargo (also founders of American Express) opened Wells Fargo & Company for business in San Francisco and Sacramento. The company bought gold from customers and, in exchange, gave paper bank drafts, as well as offered express freight and messaging services via the iconic stagecoach. As of July 2015, it is the world's largest bank, with offices in 36 countries. It's still headquartered in San Francisco.

**Shreve & Co.**  
**117 Post St.**  
**Est. 1852**  
**shreve.com**



George C. and Samuel Shreve were sure of one thing — the instant millionaires of the Gold Rush were going to want to spend that money. As a result, the Shreve Jewelry Company opened in 1852 at 139 Montgomery Street, offering the nouveau riche luxurious European home goods and fine jewelry. The store moved around the city before settling into the newly constructed Shreve Building at 200 Post Street in March 1906. The following month, the 1906 earthquake struck; despite some damage, the Shreve Building survived intact.

While the interior was being remodeled, Shreve set up shop in Oakland for two years. The store closed briefly during WWI so that silversmiths could make airplane parts, but otherwise it's remained a constant in San Francisco's Union Square for close to a century. Sadly, it was announced this year that Harry Winston would move into the Shreve Building, as Shreve's lease was up and the building's owner accepted a higher bid. Refusing to fade into history, Shreve had a massive sale and moved a block away.

**Levi Strauss & Co.**  
**Headquarters: 1155 Battery St.**  
**Est. 1853**  
**[levistrauss.com](http://levistrauss.com)**



It's hard to believe the first pair of jeans were made all the way back in 1873, right here in San Francisco, and remain arguably the most universal apparel item in the world. In 1853, Levi Strauss arrived in San Francisco to sell wholesale dry goods, met tailor Jacob Davis, and together they created durable pants reinforced with copper rivets, perfect for Gold Rush miners. (We really owe a lot to those gold diggers, don't we?) The Levi's factory on Valencia Street near 14th is no more, but Levi's jeans are one of SF's greatest inventions.

**The Old Clam House**  
**299 Bayshore Blvd.**  
**Est. 1861**  
**[theoldclamhousesf.com](http://theoldclamhousesf.com)**





You know an establishment is old when it opened the same year Abraham Lincoln became President. The Old Clam House was called The Oakdale Bar & Clam House when it debuted in 1861, on what was then the waterfront (when Bayshore was actually a bay shore). Ambrose Zurfluh and wife Anna offered seafood to the masses enjoying San Francisco's waters. The Old Clam House still cooks up nautical delights 150 years later, and has the distinction of being the oldest SF restaurant that has remained in its original location.

**The Saloon**  
**1232 Grant Ave.**  
**Est. 1861**  
**[sfblues.net/saloon.html](http://sfblues.net/saloon.html)**



Ladies and gentleman, The Saloon is officially San Francisco's oldest bar. Opened in 1861 by Ferdinand E. Wagner, on what was then 308 DuPont Street, it has remained in the same location (now 1232 Grant Avenue) ever since. Back then, it was christened Wagner's Beer Bar. Now, fast forward to 1906 and that infamous earthquake-cum-fire that devastated the city. Firemen rushed to save the building from catching on fire — and succeeded (although word has it that the firemen really just wanted to protect their favorite brothel upstairs). Another reincarnation in the 1960's and 70's transformed The Saloon into a popular blues bar, and in 2015, you can still catch live music daily while enjoying your favorite adult beverage.

**Fior d'Italia**  
**2237 Mason St.**  
**Est. 1886**  
**fior.com**



Fior d'Italia is another restaurant that is the oldest of its kind (Italian) in both San Francisco and California. Opened by Angelo Del Monte on May 1, 1886, it served miners stopping in San Francisco for supplies, as well as clients of a bordello in the same building. Within a week of the 1906 earthquake, Fior was serving food to the homeless, despite having lost its own building. Soon, it flourished into a grand establishment, with a band that entertained greats like Rudolph Valentino and Mary Pickford during Prohibition. Ever headstrong in the face of adversity, Fior d' Italia has survived fires, earthquakes, location changes, and a brief closure in 2012 to remain a classic San Francisco institution.

\*Ghiradelli Chocolate Company, another iconic SF institution, was not included on this list. But since it was founded in 1852, it deserves a special mention here.

**If you are being attacked by three people, would you use any means possible to save your life?**

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188K

- ☐ Yes, you have every right protect yourself
- ☐ Yes, you are protected under the First Amendment.
- ☐ No, just lay there and DIE

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## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2015-16-072  
*Business Name:* Faxon Garage  
*Business Address:* 545 Faxon Avenue  
*District:* District 7  
*Applicant:* Walee Gon, President  
*Nomination Date:* June 30, 2016  
*Nominated By:* Supervisor Norman Yee

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

545 Faxon Avenue from 1948 to Present (69 years).

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** February 1, 2017

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 7

City and County of San Francisco

**NORMAN YEE**

June 30, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Faxon Garage at 545 Faxon St to the Legacy Business Registry. The owner's contact info is below:

Walee Gon  
[faxongarage@sbcglobal.net](mailto:faxongarage@sbcglobal.net)  
415-587-1063

Faxon Garage is a minority and family-owned auto maintenance and repair shop established in 1960 and currently located on Ocean Ave. It is a Diamond- and nationally certified business with personalized service. Faxon Garage specializes in suspension wheels, tires and alignment. The owner, Walee Gon, runs his business on the model of educating the customer in an honest, clear, and understandable way so that they can make their own informed decisions. Walee also donates to local community events and organizations, such as the Ocean Avenue Arts and Culture Festival.

I am proud to nominate Faxon Garage to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

## APPLICATION FOR

# Legacy Business Registry

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

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:

Faxon Garage

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)

Walee Gron

CURRENT BUSINESS ADDRESS:

545 Faxon Avenue

TELEPHONE:

(415) 587-1063

EMAIL:

faxongarage@sbcglobal.net

WEBSITE:

WWW.FAXONGARAGE.COM

FACEBOOK PAGE:

Faxon Garage Inc

YELP PAGE

Faxon Garage

APPLICANT'S NAME

Walee Gron



Same as Business Owner

APPLICANT'S TITLE

President

APPLICANT'S ADDRESS:

545 Faxon Avenue

TELEPHONE:

(415) 587-1063

EMAIL:

faxongarage@sbcglobal.net

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:

0009277

SECRETARY OF STATE ENTITY NUMBER (if applicable):

C0397076

NAME OF NOMINATOR: (Completed by OSB Staff)

DATE OF NOMINATION: (Completed by OSB Staff)

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:

545 Faxon Avenue

ZIP CODE:

94112

START DATE OF BUSINESS

1960

IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?

☐ No☒ Yes

DATES OF OPERATION AT THIS LOCATION

M-F 8:30AM - 6:00 PM

OTHER ADDRESSES (if applicable):

ZIP CODE:

DATES OF OPERATION



## 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
545 Faxon Ave	94112	1948
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1948-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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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

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

### 3. Eligibility Criteria

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

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

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

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

Name (Print): Walee Gon Date: 6/10/16 Signature: [Signature]

## **Faxon Garage: Legacy Business Application**

### **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.***

Sidney Weiss and Harold Henton started Faxon Garage in 1948. The business did well, despite competition from a handful of other auto-serving businesses in the area. In the early 1950s, Weiss obtained the Faxon building from Henry Horns and Sons by swapping another San Francisco building he owned.

In 1953, a fire destroyed five customers' cars and caused the roof of the building to collapse. After recovering from the fire, Mr. Weiss bought out partner Harold Henton and assumed full ownership of Faxon Garage.

Weiss and Henton, who stayed on as an employee, managed five mechanics to service mostly American-made cars throughout the 1950s. In 1960, Harold Henton retired and Weiss incorporated the business in order to accommodate future business expansion. Weiss also hired Larry Nolan, recently graduated from high school, to work as an apprentice. Nolan assumed ownership of the business from Weiss in 1968.

Throughout the 1970s, Faxon Garage developed its business model, which was to repair, replace and upgrade worn parts with modern safety components in classic American-made cars. Gradually, American-made cars became replaced with foreign cars, and new mandatory safety systems proliferated.

Walee Gon, who worked at Kragen Auto parts while in high school and opened auto accessory shop called Mach III while in college, bought Faxon Garage from Nolan, who remains as the building's owner.

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

Operations have been uninterrupted since the business began.

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

The business is not family owned, but was passed down through a succession of owners.

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

Sidney Weiss and Harold Henton started the business in the late 1940s. Weiss bought out Henton in 1953 and assumed ownership of the business. Weiss sold the business to



his apprentice, Larry Noland, in 1968. Noland owned and operated the business until he sold it to Walee Gon in 2005.

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

See supplemental materials.

***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.***

According to Larry Noland, owner of the Faxon Garage building, the building was originally a horse and buggy stable, and later a winery. Customers would bring their own refillable gallon jugs and purchase a gallon of either red or white wine for 29 cents from 1,000 gallon casks that were kept downstairs.

## **CRITERION 2**

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

The OMI (Oceanview, Merced Heights, Ingleside), as a residential neighborhood, has seen a higher share of auto ownership than other parts of the city, and businesses that served the needs of residents to keep their cars serviced were and remain an important part of the neighborhood fabric.

Faxon Garage's location off Ocean Avenue ensured that neighbors had a local shop to take their cars for maintenance and service, rather than having to go all the way across town to the garages surrounding Van Ness Avenue.

More than just existing as the nearest garage, Faxon Garage has adapted to business trends over the decades, ensuring its livelihood and avoiding becoming a specialty shop with limited value to the local area.

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

The types of cars serviced by Faxon garage tell the history of American automobile ownership. In the 1940s through the 1960s, most cars serviced at Faxon Garage were American-made from the Big Three auto manufacturers: Chrysler, Ford and Chevrolet.

Starting in the 1970s, Faxon Garage saw more imported cars, replacing the classic design of American cars with boxier designs and cheaper, more easily replaceable parts. Faxon Garage adapted to the change and serviced all makes.

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

No historical references have been made to the applicant's knowledge.

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

Weiss, Nolan and Gon have all been significant at the neighborhood level as local mechanics who have provided service to generations of car owners.

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

Current owner Walee Gon has been involved in community organizations since 2004 starting with the Ocean Avenue Revitalization Collaborative (OARC) and continuing to serve as a board member of the Ocean Avenue Association. Gon served as board chair of the OAA in 2015.

Faxon Garage contributes to community events. During the years that the OMI Cultural Participation Project produced the Ocean Avenue Arts and Culture Festival at Faxon Avenue right in front of the garage, Gon contributed funding for the festival. Gon also contributed funding for the Ocean Avenue Octoberfest in 2016.

Faxon Garage annually donates money in support of the following organizations and programs: Ingleside Presbyterian Church's black tie dinner; St. Francis Episcopal Church's annual fundraiser; City College of San Francisco's athletic program sponsorship; Lowell High School's annual fundraiser; Aptos Middle School's printing sponsorship; Lakeshore Elementary School's annual fundraiser.

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

From the 1940s to early 1950s, Ocean Avenue and the surrounding area was a predominately African-American neighborhood. Young working class black families settled into Hunters Point, Fillmore and the OMI, as those neighborhoods had houses that were affordable and accessible to most black working class families.

Gradually, the African-American population dwindled and the neighborhood is now mostly comprised of Asian and white residents. Faxon Garage has long served a diverse customer base of families who rely on their economy automobiles in the more suburban neighborhood of OMI.

In addition to serving families, young professionals and elderly residents, Faxon Garage provides services to the owners and employees of other local businesses in the area.

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

The building in which Faxon Garage is housed tells of the neighborhood history as a streetcar suburb from the early days when streetcars were drawn by horses. Also, the building's former use as a winery is unique and speaks to the broad array of business uses that historic commercial buildings accommodate over decades of occupancy.

The Faxon Garage building, built in 1921, is a single-story commercial building adjacent to the Ocean Avenue business district, which is made up of many such single-story buildings, many of which were erected in the first half of the 20th century.

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

If Faxon Garage ceased to exist, much of its customer base would have to travel outside of the neighborhood for automotive services. Faxon Garage is a convenient local shop for Ingleside car owners.

**CRITERION 3**

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

Faxon Garage services cars of all makes and models, and has adapted to many trends throughout the history of the business. Where American-made muscle cars were once popular, Faxon now serves owners of foreign-made economy cars.

Faxon Garage is a full-service garage, offering preventative maintenance services, complete diagnostics, front-end work and repairs. Faxon Garage has a front area where tire and under-the-hood work is conducted, and a back area with car lifts for more rigorous tasks.

***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 mechanics at Faxon Garage strive to maximize value to their customers by scheduling and performing maintenance to prevent the need for catastrophic repair. This is the business model that has ensured that generations of long-term customers remain with Faxon Garage instead of seeking auto service elsewhere.

Please see supplemental videos for further explanation of Faxon Garage's customer-informative business model.

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

No fundamental alterations have been made to the interior or exterior characteristics of Faxon Garage. The garage is on a side street of Ocean Avenue, so the relationship between the garage and the main street is that drivers enter and exit the garage away from the main flow of traffic in the area.

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

See attached supplemental documents.



Best copy available

ARTICLES OF INCORPORATION

OF

FAXON GARAGE, INC.

397076

FILED

in the Office of the Secretary of State  
of the State of California

JUN 1 1960

FRANK M. JOSEPH, Secretary of State  
By *[Signature]* Deputy

ARTICLE ONE:

The name of this corporation is:

FAXON GARAGE, INC.

ARTICLE TWO:

The corporation's purposes are:

1. To engage primarily in the repair, maintenance and servicing of motor vehicles.
2. To engage generally in owning, leasing, operating, and managing a garage for motor vehicles; to manufacture, buy, sell, rent, store, prepare, and care for motor vehicles of all kinds, their parts, appurtenances, accessories, supplies, tools, equipment, and all other personal property of every kind and description, and the doing and performing of any and all acts or things necessary, proper, or convenient for or incidental to the furtherance or the carrying out of the powers or purposes herein mentioned.
3. To engage in any business related or unrelated to those described in clauses 1 and 2 of ARTICLE TWO and from time to time authorized or approved by the board of directors of this corporation.
4. To exercise any and all rights and powers which a corporation may now or hereafter exercise.
5. To act as principal, agent, joint venturer, partner or in any other capacity which may be authorized or approved by the board of directors of this corporation.

Restriction of right  
to amend articles

Yes

6. To transact business in the State of California or in any other jurisdiction of the United States of America, or elsewhere in the world.

The foregoing statement of purposes shall be construed as a statement of both purposes and powers, and the purposes and powers of each clause shall, except where otherwise expressed, be in nowise limited or restricted by reference to or inference from the terms or provisions of any other clause but shall be regarded as independent purposes and powers.

ARTICLE THREE:

The principal office for the transaction of the business of this corporation is to be located in the City and County of San Francisco, State of California.

ARTICLE FOUR:

1. The number of directors of this corporation is three.
2. The names and addresses of the persons who are appointed to act as first directors are:

Henry H. Pierce	425 Bush Street San Francisco, California.
-----------------	---

Parker Allen	425 Bush Street San Francisco, California.
--------------	---

Joanna M. Evans	360 Hyde Street San Francisco, California.
-----------------	---

3. The number of directors may be changed from time to time by a by-law duly adopted by the shareholders fixing or changing the number of directors.

ARTICLE FIVE:

This corporation is authorized to issue only one class of shares of stock; the total number of such shares is 25,000 and all such shares shall have a par value of \$1.00 per share, and an aggregate par value of \$25,000.00.



ARTICLE SIX:

1. Before there can be a valid sale or transfer of any of the shares of the corporation by any holder thereof, he shall first offer said shares to the corporation and then to the other holders of common shares in the following manner:

(a). Such offering shareholder shall deliver a notice in writing by mail or otherwise to the secretary of the corporation stating the price, terms, and conditions of such proposed sale or transfer, the number of shares to be sold or transferred, and his intention so to sell or transfer such shares. Within ten days thereafter, the corporation shall have the prior right to purchase all or any full number of such shares so offered at the price and upon the terms and conditions stated in such notice. Should the corporation fail to purchase all of said shares, at the expiration of said ten-day period, or prior thereto upon the determination of the corporation to purchase none or only a portion of such shares so offered, the secretary of the corporation shall, within five days thereafter, mail or deliver to each of the other shareholders a notice setting forth the particulars concerning shares not so purchased by the corporation described in the notice received from the shareholder. The other shareholders shall have the right to purchase all of the shares specified in said secretary's notice by delivering to the secretary by mail or otherwise a written offer or offers to purchase all of any specified number of such shares upon the terms so described in the secretary's notice if such offer or



offers are so delivered to the secretary within ten days after mailing or delivering such secretary's notice to such other shareholders. If the total number of shares specified in such offers so received within such period by the secretary exceeds the number of shares referred to in such secretary's notice, each offering shareholder shall be entitled to purchase such proportion of the shares referred to in said notice to the secretary, as the number of shares of this corporation, which he holds, bears to the total number of shares held by all such shareholders desiring to purchase the shares referred to in said notice to the secretary.

(b). If all of the shares referred to in said notice to the secretary are not disposed of under such apportionment, each shareholder desiring to purchase shares in a number in excess of his proportionate share, as provided above, shall be entitled to purchase such proportion of those shares which remain thus undisposed of, as the total number of shares which he holds bears to the total number of shares held by all of the shareholders desiring to purchase shares in excess of those to which they are entitled under such apportionment.

(c). If none or only a part of the shares referred to in said notice to the secretary is purchased, as aforesaid, by the corporation or in accordance with offers made by other shareholders within said ten-day period, the shareholder desiring to sell or transfer may dispose of all shares of stock referred to in said notice to the secretary not so purchased by the corpora-

tion or by the other shareholders, to any person or persons he may so desire; provided, however, that he shall not sell or transfer such shares at a lower price or on terms more favorable to the purchaser or transferee than those specified in said notice to the secretary.

(d). Within the limitations herein provided, this corporation may purchase the shares of this corporation from any offering shareholder, provided, however, that at no time shall this corporation be permitted to purchase all of its outstanding voting shares. Any sale or transfer or purported sale or transfer of the shares of the corporation shall be null and void unless the terms, conditions, and provisions of this ARTICLE SIX are strictly observed and followed.

2. Each common shareholder of this corporation shall be entitled to full pre-emptive or preferential rights, as such rights are defined by law, to subscribe for or purchase his proportional part of any shares which may be issued at any time by this corporation.

#### ARTICLE SEVEN:

Subject to the right of shareholders to adopt, amend or repeal by-laws, by laws other than a by-law or amendment thereof changing the authorized number of directors, may be adopted, amended or repealed by the board of directors.

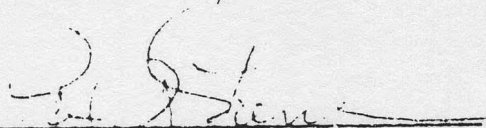
#### ARTICLE EIGHT:

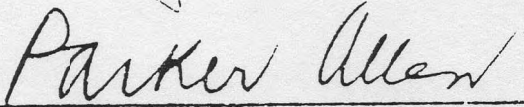
This corporation reserves the right to amend, alter, change or repeal any provision contained in these articles of incorporation in the manner now or hereafter prescribed

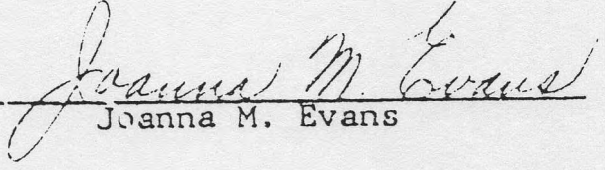


by statute, and all rights conferred upon shareholders herein are granted subject to this reservation.

IN WITNESS WHEREOF, for the purpose of forming this corporation under the laws of the State of California, the undersigned, constituting the incorporators of this corporation, including the persons named hereinabove as the first directors of this corporation, have executed these articles of incorporation this 27th day of May, 1960.

  
Henry H. Pierce

  
Parker Allen

  
Joanna M. Evans





Faxon Garage circa 1950







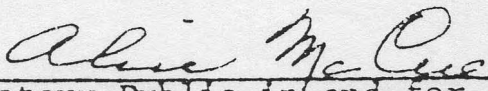




STATE OF CALIFORNIA     )  
                                  )  
CITY AND COUNTY OF     )   SS.  
SAN FRANCISCO           )

On this 27th day of May, 1960, before me, a Notary Public in and for the City and County of San Francisco, State of California, personally appeared HENRY H. PIERCE, PARKER ALLEN and JOANNA M. EVANS, known to me to be the persons whose names are subscribed to and who executed the within instrument, and acknowledged to me that they executed the same, and that they are the directors named therein.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year first above written.

  
\_\_\_\_\_  
Notary Public in and for said  
City and County of San Francisco,  
State of California

My Comm. Exp. 12-31-61



## News Briefs

### PG&E Road Work Finishing

If you have ever wondered what those additional charges on your PG&E bill were for, PG&E's recent roadwork on Ocean, Plymouth and Monterey Avenues is your answer.

With a little help from the California Public Utilities Commission, ratepayers have funded a \$600 million City-wide project to replace old cast iron gas lines with new plastic pipes which are safer during an earthquake and don't rust, according to spokesman Joe Molica.

The ongoing project started in the mid 1980s and will finish at the end of July this year.

—Anthony Myers

### City College Hosts Academy Of Sciences Exhibit Items

City College of San Francisco held a ribbon-cutting ceremony along with an open house in April for its new four-floor walking tour of exhibit items on long-term loan from the California Academy of Sciences. "Walk Through The Story of Time and Life" is in the basement of Science Hall at the City College of San Francisco Ocean Campus, 50 Phelan Ave.

For more information, visit [www.ccsf.edu/Departments/History\\_of\\_Time\\_and\\_Life](http://www.ccsf.edu/Departments/History_of_Time_and_Life).

—Alex Mullaney

### Update: Ingleside Library Reopens In September

The Ingleside Branch Library will be shifting from its currently leased facility in the historic Bank of America building to its brand new home on Ocean Avenue a few blocks away in September, according to Mindy Linetzky of the Branch Library Improvement Program.

Construction of the new facility began in February of last year. Fougerson Architecture/Group 4 designed the approximately 6,000 square feet and one story high

building.

For more information, visit [www.sfpd.org/news/inglesideconstruction.htm](http://www.sfpd.org/news/inglesideconstruction.htm).

—Alex Mullaney

### Local Automotive Repair Shop Sets Out To Help OARC

Long-time neighborhood auto repair shop Faxon Garage will be helping the Ocean Avenue Revitalization Collaborative offset lost funds from City budget cuts by donating 5 percent of total sales at the request of any customer, according to owner Walee Gon.

Gon, a member of the OARC committee since its inception, wanted to help cover the gap in the funds to ensure OARC's continual efforts in serving its community.

"The more the community participates on this campaign, the more OARC will receive from Faxon Garage," he said.

Starting May 1, there is no cost to the customer and there is no minimum transaction amount for the 5 percent to go to the OARC.

The OARC's goal is to revitalize the area by increasing cleanliness, promoting the shopping district, supporting the existing businesses, attracting resources for physical improvements, monitoring important development projects along the corridor, addressing safety concerns, building community pride and coordinating the work of community groups.

—Alex Mullaney

### Update: CCSF's Joint-Use Facility Still Underway

On City College of San Francisco's portion of the Balboa reservoir site, crane's, bulldozers and orange-vested workers are visible working on frames of the Joint-Use Facility, a building that will be shared with San Francisco State University. The building will house programs like child development, community health and possibly environmental sustainability classes, according to Associate Vice Chancellor of Facilities

Management James Blomquist.

Additionally, the physical structures have many environmental benefits like a living roof and geothermal heating and cooling.

Blomquist also said that the building will be trying for a Platinum LEED rating, making it one of the most environmentally friendly buildings in the entire community college system.

—Anthony Myers

### Sunnyside Conservatory Under Construction

The San Francisco historic landmark Sunnyside Conservatory, located at 236 Monterey Blvd. between Congo & Baden streets, is undergoing a 10-month, nearly \$4 million renovation after decades of neglect. The City's second most famous conservatory has survived a half dozen owners, the 1906 earthquake and demolition when it was slated to become an apartment complex in the 1970s.

In a joint effort by the Friends of the Sunnyside Conservatory and the San Francisco Department of Parks and Recreation that began in 2000, the 111-year-old conservatory's elegant Victorian redwood octagonal structure will be preserved, its foundation partially redone and pipes and wiring modernized by its September completion date. BCCI, the local construction company handling the reconstruction, will also install new rooftops, copper gutters, windows and doors.

Once reopened, the conservatory should become a community center, hosting concerts, art classes, weddings, tea parties, children's story time and other events.

For more information, visit [www.sunnysideconservatory.org](http://www.sunnysideconservatory.org).

—Alex Mullaney

### Improvement Project Slated For Balboa Park

The San Francisco Recreation and Parks Department has teamed up with the Trust for Public Land to begin a \$3.5 million improvement project at Balboa Park. During an April 15 meeting at Lick-Wilmerding High School, residents gave their feedback concerning the lack of picnic tables, and how to maintain the neighborhood atmosphere of a park that sees a heavy rotation of regional athletic events.

Jacob Gilchrist of the Trust for Public Land suggested that better signs at the entrances to the park and the addition of some garbage cans would be a good start. The project is in the design stage and must be completed by fall 2011.

For more information about the Trust for Public Land, visit [www.tpl.org/tier3\\_cd.cfm?content\\_item\\_id=22332&folder\\_id=266](http://www.tpl.org/tier3_cd.cfm?content_item_id=22332&folder_id=266).

—Anthony Myers

### OMI International Family Festival Needs Your Help

Street festivals are being squeezed in this harsh economy, so how are things looking for the OMI International Family Festival?

Maria Picar, of the OMI Cultural Participation Project, who spearheads the festival said, "We're scheduled to proceed as planned, but we are scaling down a bit and are in the midst of fundraising. The festival is scheduled for Saturday, September 19, 2009 from 12:00 to 4:00 p.m. I'm welcoming any donors at this point."

For more information, visit [www.omi-cpp.org](http://www.omi-cpp.org).

—Alex Mullaney

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# Certificate of Honor

BOARD OF SUPERVISORS  
City and County of San Francisco

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

**Mach III**

**Walee Gon**

SMALL BUSINESS WEEK 2010  
DISTRICT 11 HONOREE

*In special recognition of your longstanding involvement in the community, your support of the merchant community along Ocean Avenue, and your commitment to connect the Chinese speaking merchants to ongoing commercial corridor work. The Board of Supervisors commends your contributions to the City and County of San Francisco.*

Supervisor John Avalos  
May 18, 2010



In recognition of generous support for the Ingleside Branch Library  
Campaign, Friends of the San Francisco Public Library honors

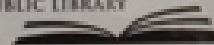
**Faxon Garage  
and Mach III**  
as an outstanding  
**Community Partner**

Your assistance will benefit the Ingleside  
neighborhood for years to come!

---

Dorina Bero, Executive Director

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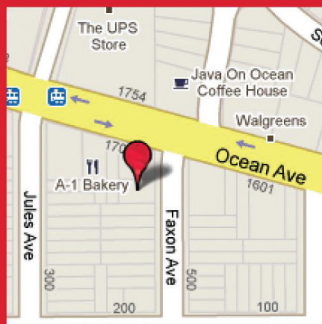
Rental car available:



Only \$9.99/day  
with repair

## Happy New Year!

Faxon Garage gives back to the community by helping Ingleside Presbyterian church at 1345 Ocean Avenue cover expenses. Donate \$30 or over and you'll receive a Faxon Garage gift certificate for an oil change with a safety and brake inspection- a \$65 value.



545 Faxon Avenue (at Ocean Ave.) 415-545-1063 [WWW.FAXONGARAGE.COM](http://WWW.FAXONGARAGE.COM)



# Faxon Garage

## Video:

<https://www.youtube.com/watch?v=qZxR-vid-Ng>

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Brian Fitzmaurice General Contractor - Diamond Certified Video Profile  
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PremierGarage- Diamond Certified Video Profile  
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Minivan Conversion  
GMA  
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B & B Locksmith & Security, Inc. - Diamond Certified Video Profile  
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**FAXON GARAGE**

**WALEE GON**  
PRESIDENT

**DIAMOND CERTIFIED VIDEO PROFILE**

Faxon Garage- Diamond Certified Video Profile  
IntegratedCompanies  
Subscribe 449 views

Published on Sep 27, 2012  
For more information, contact them at (415) 830-8930.  
Faxon Garage provides a wide range of maintenance and repair services for most types of domestic and foreign vehicles at its San Francisco facility. The company handles heavy-duty jobs such as engine and...

OMI Neighbors In Action...a community organization of neighbors helping neighbors

OMI Neighbors in Action  
65 Beverly Street  
San Francisco, CA 94132

Attn: Richard Kurylo, Legacy Business Program Manager  
Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

January 30, 2017

I am writing to demonstrate my support for Faxon Garage as they pursue Legacy Business status.

Faxon Garage has long served automobile owning-residents in the OMI, and Walee Gon's charitable involvement has helped improve the neighborhood in many ways, from neighborhood events to school fundraiser contributions.

Legacy Business status would be an appropriate tribute to Faxon Garage's position in the community.

Sincerely,



Mary C. Harris  
President, OMI Neighbors In Action



## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-036  
*Business Name:* Retro Fit Vintage  
*Business Address:* 910 Valencia Street  
*District:* District 8  
*Applicant:* Steven LeMay, Owner  
*Nomination Date:* October 21, 2016  
*Nominated By:* Supervisor David Campos

**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

3525 20<sup>th</sup> Street from 1996 to 1998 (2 years)  
855 Valencia Street from 1998 to 2001 (3 years)  
910 Valencia Street from 2001 to Present (16 years)

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

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

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

**NOTES:** The business has been in operation for 21 years.

**DELIVERY DATE TO HPC:** February 1, 2017

Richard Kurylo  
Manager, Legacy Business Program







Member Board of Supervisors  
District 9

City and County of San Francisco

**DAVID CAMPOS**

October 21, 2016

Re: Nomination of Retro Fit to the Legacy Business Registry

Dear Rick Kurylo,

I am pleased to nominate to the Legacy Business Registry – Retro Fit, a vintage and costume shop on Valencia Street, at the heart of the Mission's shopping district. Since 1996, Retro Fit has provided affordable, timelessly stylish vintage fashions to San Franciscans while also serving as a vital hub for the LGBTQ community. This unique store has been repeatedly featured in the San Francisco Chronicle.

Retro Fit sells a variety of high-quality vintage goods, not just clothing but furnishings, home goods, and memorabilia from bygone decades. It is a place for a diverse mixture of residents and tourists to shop, gather, and talk, drawn not only by its goods but also by its proprietor, Stephen LeMay, who is a well-known entertainer, LGBTQ leader, and youth mentor. LeMay is an active member of the drag and performance community, and a local celebrity. He has made Retro Fit into an out and proud LGBTQ business that has provided members of the community with fashion, a safe place to meet, and performances.

Retro Fit has hosted a variety of events and fundraisers for groups such as CASA SF, the Destination Foundation, and Creativity Explored, as well as for unique, neighborhood start-ups such as Yarness –an eco-conscious, fetish clothing line. Retro Fit has maintained the great San Francisco values of diversity, community care, and unique fashion. The store has been located on 910 Valencia for the past 18 years; however, it is now at risk of displacement and in dire need of support.

This business has been a long-standing and proud representative of the LGBTQ community in the Mission and it is critical we honor its contributions by acknowledging their legacy in the City. It is my distinct honor to nominate Retro Fit to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos

## APPLICATION FOR

# Legacy Business Registry

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

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Retro Fit Vintage		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Steven LeMay		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
910 Valencia St. San Francisco, CA 94110		(415) 550-1530
		EMAIL:
		info@retrofityourworld.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.retrofityourworld.com	https://www.facebook.com/c/	https://www.yelp.com/biz/retr

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business Owner	
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
3656 B 20th St. San Francisco, CA 94110	(415) 550-1530
	EMAIL:
	info@retrofityourworld.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0376844	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3525 20th St SF, CA	94110	3/22/96
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	3/22/96-10/28/98	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
855 Valencia St.	94110	10/29/98- 10/09/01

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
910 Valencia St.	94110	10/10/01- present

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

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

### 3. Eligibility Criteria

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

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

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

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

Steven LeMay

10/13/16



Name (Print):

Date:

Signature:



Retro Fit is a retail vintage and costume shop located in the epicenter of the Mission's shopping district on Valencia Street. It has been serving the LGBTQ and performing arts communities for 20 years. Allison Hoekstra and Audrey Menconi, the original owners started Retro Fit, May 1996 at 3255 20<sup>th</sup> Street. Retro Fit in its inception was started as a one room vintage clothing store. The original owners were committed to keeping past fashion eras relevant and alive, as well as ensuring affordable stylish clothes were available to its Mission residents. This has become more and more important as the neighborhood has continued to gentrify. Retro Fit is still one of the most affordable apparel stores on Valencia Street.

Within the first year of business, Retro Fit relocated to 855 Valencia Street due to excessive gang violence on 20<sup>th</sup> Street. After this move, the original owners expanded their wares to include vintage furniture and home decor. The store remained there until the close of an auto body shop on the 900 block of Valencia, resulted in several larger retail spaces coming on the market. The store then moved to its current and hopefully final location, 910 Valencia, in May of 1998, where it has spent the last 18 years. It is in this location that ownership transferred 12 years ago to current owner and 23 year Mission resident, Mr. Steven LeMay.

Steven LeMay maintains the commitment to affordable vintage fashions, as was intended by the original owners and has expanded the inventory to more fully serve the drag, performance and theater arts community with the addition of make-up, wigs, accessories and high-end costumes, but vintage clothing and home décor from the 40's, 50's and 60's remain the pillars of the business.

Retro Fit today, sells a mix of vintage clothes, home goods, memorabilia and furniture. The quality of vintage and Steven LeMay's, 20 years of experience make it a rare jewel on Valencia St. LeMay has two Bachelors degrees in Fine Art and Architecture. His background in both art and interior design gives him a strong foundation in time periods, fashion eras and vintage objects. Before becoming the vintage mastermind behind Retro Fit, he honed his expertise over the course of several years working at Costumes on Haight.

Retro Fit may not be a family owned business, but it has run without interruption for the past 20 years and certainly feels like it. Most days in the shop feel like a community gathering space with neighbors, tourists and friends popping in the store and gabbing with the affable and entertaining proprietor Steven LeMay. Known simply as LeMay to friends and in the drag and performance community, Steven is a local celebrity. A skilled

gender illusionist, he was one of the few male actors cast in a female role at Berkeley Rep, has appeared on Season 5 of Project Runway as a gender bending runway model, hosted the infamous weekly variety show Sunday Bellini Sunday for 4 years, starred in the motion picture Corky's Hot Ice and regularly performs on stage with other local celebs including Peaches Christ, Darcy Drollinger, and Heklina. As the owner of Retro Fit has styled celebrity clients and worked popular design houses including Erykah Badu, Mark Jacobs, Louis Vuitton, Balenciaga and Coach.

To say Retro Fit is an out and proud LGBTQ owned business that is embedded in the LGBTQ community, would be an understatement. LeMay, deeply understands the needs of these communities and upon taking over ownership he immediately set about turning the store into a one-stop shop, safe space and defacto community center for the LGBTQ and gender non-conforming community.

Retro Fit has been the sight of countless LGBTQ events, fundraisers, fashion shows and community mixers. It has held private parties for crossdressers and gender non-conforming individuals, hosted the original Project Lane Way fundraiser and Project Runway viewing party and has been featured in the San Francisco Chronicle's style section on multiple occasions. Since the beginning of Sunday Streets, Retro Fit has hosted a daytime event with drag performances, highlighting San Francisco's unique drag history.

Retro Fit is also the official launch sight for Dragship to Reno, an Easter bus trip started by drag impressaria's Peaches Christ and Heklina, 18 years ago. Every year on Easter weekend, two luxury bus's meet outside of Retro Fit to carry 120 drag and gambling enthusiasts to Reno, Nevada for 36 hours of drag out fun. Retro Fit hosts the launch party and a parade, opening early, selling last minute supplies and looks, and serving mimosa's. This has become a beloved community event. Residents, friends and the general public come to send the buses off, often dressing up for the occasion!

Retro Fit is one of the few openly gay businesses on Valencia Street, in a neighborhood that used to be known for it's large queer community. Over the years there has been a decline in the diversity of the neighborhood. Retro Fit has weathered the challenges of gentrification and is now one of the few remaining historic queer businesses that represent the legacy of the Valencia Street neighborhood's queer history.

As an equal opportunity employer, Retro Fit has employed a diverse staff

including queer and trans folks and performers, in an active effort to increase employment opportunities to folks that may experience discrimination due to their gender, sexual or racial identities. While there are other gay owned businesses, Retro Fit is one of a small number of establishments that are visible year round as LGBTQ owned and operated.

In addition to serving the LGBTQ community, Retro Fit supports the Mission District and his neighborhood, participating in fundraisers for local non-profits like CASA SF, a children's afterschool art program, the Destination Foundation, an organization that funded trips of a lifetime for people with debilitating diseases, and Creativity Explored, a non profit arts organization that supports artists with developmental disabilities, as well as hosting pop up events for neighborhood start ups like Yarness, an eco-conscious clothing line making crotched fetish gear.

Owner Steven LeMay is among the original merchants who founded the Valencia St. Merchants Association and has developed very close relationships with families in the neighborhood, mentoring neighborhood kids who often stop in the shop and hang out afterschool and during the summer. One young customer has been coming to the store with her mother, since she was a toddler. During a particularly challenging time for them, Mr. LeMay took the mother and daughter in, while they were between living situations. That young lady is now 11 years old and considers Mr. Lemay, a trusted adult and friend.

Retro Fit has a huge list of long time repeat customers and fans. It received the 2006 Best Cross-Dressing Supplies award from the SF Weekly, the 2010 Best Vintage award from San Francisco Chronicle and was listed in Home and Antiques Magazine as one of San Francisco's Best Kept Secrets. Retro Fit has had a number of news articles written about it through out the years. It has been featured in a [Google Audi Commercial](#), included in several local walking tours, most recently, [Izi Travel](#) and is a site for countless scavenger hunts, making Retro Fit a destination for national and international travelers alike. (see attachments)

Retro Fit is a celebration of the performing arts and the style, fashion and cultural traditions of San Francisco. Retro Fit serves the arts and the LGBTQ community through the cultural events that it hosts, making the store more than just a commercial destination, but a cultural destination, as well.

Retro Fit is currently under threat of losing its location. Currently, on a month-to-month lease, Retro Fit has seen the businesses on either side



forced to close or relocate, due to the property owners unwillingness to negotiate long-term leases. During that time, owner, Steven LeMay, began to receive unsolicited visits to his store from realtors with clients in tow, boldly looking at and assessing the space. Steven was never contacted or informed by his landlord as to the nature of these visits and given the current displacement crisis Steven was afraid to ask. Approximately eight months ago, the owner of the bike shop that had been housed next door to Retro Fit for 12 years, came over to tell Steven that they were leaving their space and to warn Steven. He shared that their landlord had approached him about relocating his store because they had a realtor with an internet apparel client offering 3 times the amount of the current rent. The space that they were offering to relocate the bike shop to was none other than Retro Fit's retail space! This was the second time that Steven found out from a neighbor that his space had been offered to a potential tenant. The first time the owner of the neighborhood bodega informed him that his space had been offered to an LA pop up clothing shop. If it had not been for Steven's excellent relationships with his neighbors, he would have never known that his business was under threat of not only speculative but also real displacement. The landlord to this day has not informed or talked to Steven about the potential of being displaced.

If Retro Fit was forced to relocate or worse close, the neighborhood would lose one of the few LGBTQ owned business's that specifically serve the needs of the queer and performing arts community. Residents would lose a trust worthy merchant and neighbor. The Valencia St. corridor was once an area with multiple vintage, thrift, and consignment shops, offering affordable eclectic wares for the creative alternative set. The number of vintage shops have dwindled down to just 5 stores carrying vintage apparel and Retro Fit is the only shop that specializes in garments and home goods from the 40's 50's and 60's and costumes.

The ability to procure a long-term lease would allow this amazing shop and shop owner to apply for grants to build community based programs, furthering the stores commitment and connection to San Francisco and the Mission District.


**BUSINESS REGISTRATION CERTIFICATE**RENEW BY DATE  
05-31-2017EXPIRATION DATE  
06-30-2017

FY 2016-17

BUSINESS ACCOUNT NUMBER <b>0376844</b>	LOCATION ID <b>0376844-02-001</b>
TRADE NAME (DBA) <b>RETRO FIT</b>	BUSINESS LOCATION <b>910 VALENCIA ST</b>
BUSINESS <b>RETRO FIT LLC</b>	THIRD PARTY TAX COLLECTOR
<input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX	

RETRO FIT LLC  
910 VALENCIA ST  
SAN FRANCISCO CA 94110-2321

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

  
José Cisneros  
Treasurer

  
David Augustine  
Tax Collector

Read reverse side. To update addresses or to close a business, go to [www.sftreasurer.org/accountupdate](http://www.sftreasurer.org/accountupdate).

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION


**BUSINESS REGISTRATION CERTIFICATE**RENEW BY DATE  
05-31-2017EXPIRATION DATE  
06-30-2017

FY 2016-17

BUSINESS ACCOUNT NUMBER <b>0376844</b>	LOCATION ID <b>0376844-01-001</b>
TRADE NAME (DBA) <b>RETRO FIT LLC</b>	BUSINESS LOCATION <b>910 VALENCIA ST</b>
BUSINESS <b>RETRO FIT LLC</b>	THIRD PARTY TAX COLLECTOR
<input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX	

RETRO FIT LLC  
910 VALENCIA ST  
SAN FRANCISCO CA 94110-2321

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

  
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POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION


**BUSINESS REGISTRATION CERTIFICATE**RENEW BY DATE  
05-31-2017EXPIRATION DATE  
06-30-2017

FY 2016-17

BUSINESS ACCOUNT NUMBER <b>0376844</b>	LOCATION ID <b>0376844-03-001</b>
TRADE NAME (DBA) <b>RETRO FIT VINTAGE</b>	BUSINESS LOCATION <b>910 VALENCIA ST</b>
BUSINESS <b>RETRO FIT LLC</b>	THIRD PARTY TAX COLLECTOR
<input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX	

RETRO FIT LLC  
910 VALENCIA ST  
SAN FRANCISCO CA 94110-2321

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

  
José Cisneros  
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POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION



CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**



ACCOUNT NUMBER

5/1/2004 SR BH 100-387759

RETRO FIT  
RETRO FIT LLC  
910 VALENCIA ST  
SAN FRANCISCO, CA 94110-2321

THIS PERMIT DOES NOT  
AUTHORIZE THE HOLDER  
TO ENGAGE IN ANY  
BUSINESS CONTRARY TO  
LAWS REGULATING THAT  
BUSINESS OR TO  
POSSESS OR OPERATE  
ANY ILLEGAL DEVICE.

IS HEREBY AUTHORIZED PURSUANT TO **SALES AND USE TAX LAW** TO ENGAGE IN THE  
BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

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

*Not valid at any other address*

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

BOE-442-R REV. 13 (6-00)

**A MESSAGE TO OUR NEW PERMIT HOLDER**

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

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

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

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

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

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate office for help by calling toll-free, 888-324-2789 or 916-324-2798. Their fax number is 916-323-3319.

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

THE STATE BOARD OF EQUALIZATION

Sales and Use Tax Department



DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**



ACCOUNT NUMBER

5/1/1996 SR BH 99889148

RETRO FIT  
ALISON HOEKSTRA, ET AL  
3525 20TH ST.  
SAN FRANCISCO, CA 94110

THIS PERMIT DOES NOT  
AUTHORIZE THE HOLDER  
TO ENGAGE IN ANY  
BUSINESS CONTRARY TO  
LAWS REGULATING THAT  
BUSINESS OR TO  
POSSESS OR OPERATE  
ANY ILLEGAL DEVICE.

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW  
TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL  
PROPERTY AT THE ABOVE LOCATION

*Not valid at any other address*

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

BT-442-R-LZ REV. 12 (6-95)

**NOTICE TO TAXPAYERS**

**INFORMATION FURNISHED TO THE BOARD OF EQUALIZATION**

The Information Practices Act of 1977 requires this agency to provide the following notice to individual taxpayers who are asked by the State Board of Equalization to supply information:

The principal purpose for which the requested information will be used is to administer the California Sales and Use Tax Laws, Special Taxes Laws, or Timber Yield Tax Laws. This includes the determination and collection of the correct amount of tax.

As an individual taxpayer, you have the right of access to personal information about you in records maintained by the Board of Equalization. Please contact your local Board office listed in the white pages for assistance. If the local Board office is unable to provide the information sought, you may also contact the Registration Unit in Sacramento at (916) 324-2387.

The Board officials responsible for maintaining this information are: Sales and Use Tax, Deputy Director, Sales and Use Tax Department, 450 N Street, MIC:43, Sacramento, CA 95814, telephone (916) 445-1441; Excise Tax, Fuel Tax and Environmental Fee Tax, Deputy Director, Special Taxes and Operations Department, 450 N Street, MIC:31, Sacramento, CA 95814, telephone (916) 445-9356; Timber Yield Tax, Deputy Director, Property Taxes Department, 450 N Street, MIC:63, Sacramento, CA 95814, telephone (916) 445-1516. If the Deputy Director is unable to provide the information sought, you may also contact the Information Security Office in Sacramento, telephone (916) 324-1627.

The California Revenue and Taxation Code, Parts 1, 1.5 and 1.6 (State Sales and Use Tax), 2 (Motor Vehicle Fuel Tax), 3 (Use Fuel Tax), 7 (Tax on Insurers), 13 (Cigarette and Tobacco Products Tax), 14 (Alcoholic Beverage Tax), 18.5 (Timber Yield Tax), 19 (Energy Resources Surcharge), 20 (Emergency Telephone Users Surcharge), 22 (Hazardous Substances Tax Law), 23 (Solid Waste Disposal Site Cleanup and Maintenance Fee Law), 24 (Oil Spill Response, Prevention and Administration Fees), and 26 (Underground Storage Tanks Maintenance Fee Law), and Part 31 (Diesel Fuel Tax); Government Code, Title 7.3, Chapter 6 (Tire Recycling Fee); Public Resources Code, Div. 30, Part 7, Chapter 4 (Oil Recycling Fee); Health and Safety Code, Div. 1, Part 1, Chapter 2, Article 4.6 (Childhood Lead Poisoning Prevention Fee); and Chapter 1 of the Public Utilities Code (Hazardous Spill Prevention Fee) require persons meeting certain requirements to file applications for registration, applications for permits or licenses, and tax returns or reports in such form as prescribed by the State Board of Equalization.

It is mandatory that you furnish all of the required information requested by applications for registration, applications for permits or licenses, tax returns and other related data. Failure to provide all of the required information requested by an application for a permit or license could result in your not being issued a permit or license. In addition, the law provides penalties for failure to file a return, failure to furnish specific information required, failure to supply information required by law or regulations, or for furnishing fraudulent information.

Pursuant to California law, the information appearing on the face of any permit or license issued by the Board is a public record. Information you furnish to this agency may be used for the purpose of collecting any outstanding tax liability and may be given to federal, state, and local government agencies as authorized by law.



Retro Fit

855

Prescriptions



RETROFIT



















RETROFIT





Spring Cleaning Sale  
Up To 75%  
select items off



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VA-  
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**The  
FOLKSMEN**

**Mitch &  
Mickey**

**THE NEW MAIN  
STREET SINGERS**

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HOURS

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TUE - 10:00 - 12:00  
WED - 10:00 - 12:00  
THUR - 10:00 - 12:00  
FRI - 10:00 - 12:00  
SAT - 10:00 - 12:00  
SUN - 10:00 - 12:00

GIVE AWAY  
SAND LITTLE BIRD

HEATHY WORLD

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MET.  
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**SORRY**

WE ARE  
CLOSED  
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RENO-  
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Retro Fit



*Retro Fit*







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RETRO FIT

























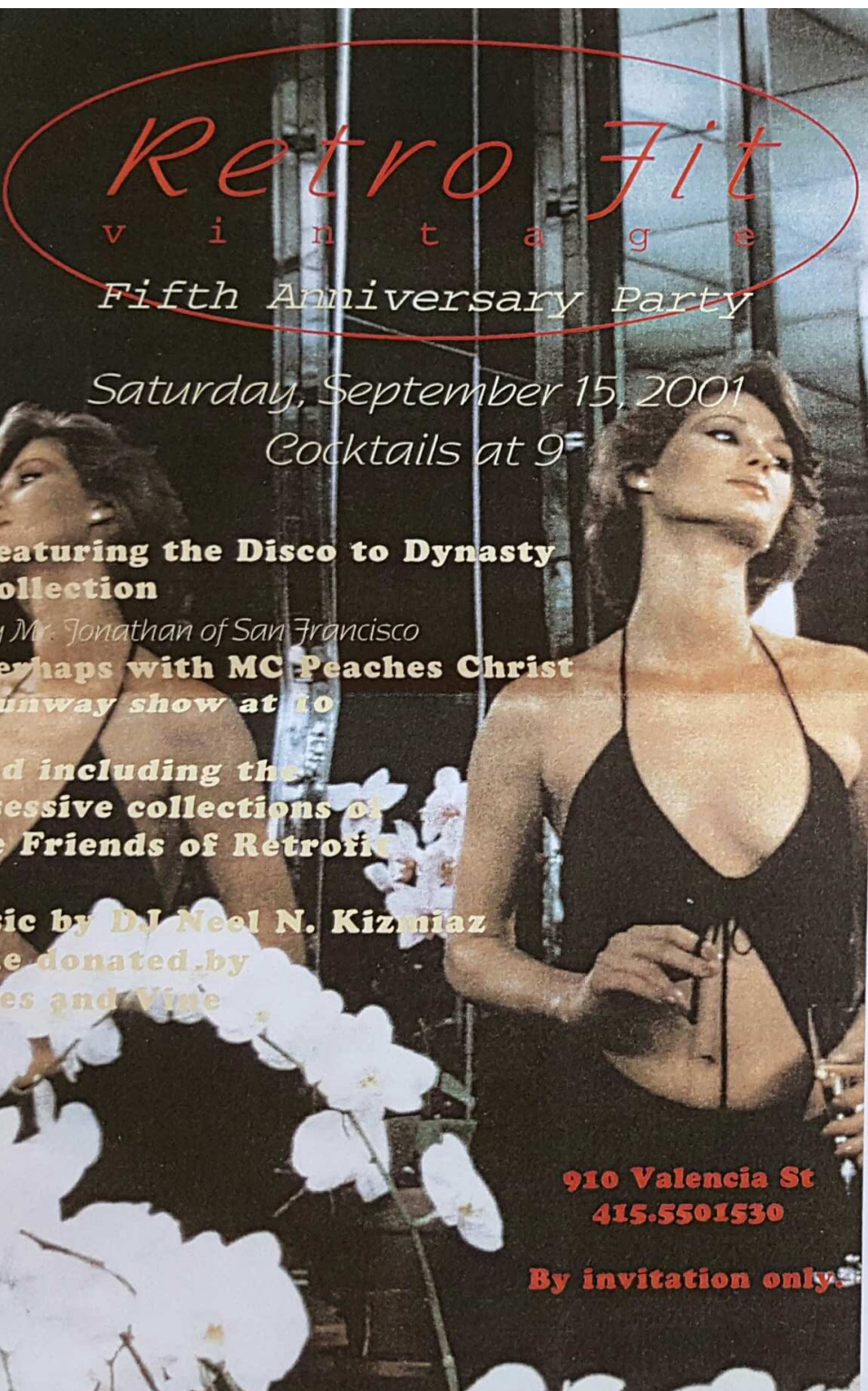












*Retro Fit*  
v i n t a g e  
Fifth Anniversary Party  
Saturday, September 15, 2001  
Cocktails at 9  
Featuring the Disco to Dynasty  
Collection  
by Mr. Jonathan of San Francisco  
Perhaps with MC Peaches Christ  
Runway show at 10  
and including the  
massive collections of  
the Friends of Retrofit  
Music by DJ Neel N. Kizmiaz  
Sponsored by  
Es and Vine  
910 Valencia St  
415.5501530  
By invitation only.





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Article

**SFGate.com**

## Designers get fierce with Project Lameway

Reyhan Harmanci, Chronicle Staff Writer

Sunday, March 9, 2008



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It was a familiar scene to loyal viewers of Bravo reality show "Project Runway." Fashion guru Tim Gunn was there, in his trademark navy blazer and crisp white shirt, encouraging the nervous designers who stood next to their models. Elle fashion director Nina Garcia, resplendent in a shiny brown dress with equally shiny brown hair, intoned faintly damning praise, per usual. Fashion king Michael Kors, bald and tanned, made his declarative statements, and towering blond host Heidi Klum spoke slowly and clearly, letting "auf" replace "out" as much as possible.

Except it wasn't "Project Runway." It was the third Project Lameway, a charity event held Wednesday at Mission District Retrofit vintage store to benefit nonprofit art gallery Creativity Explored. It was organized by Retrofit owner Steven LeMay, appearing as Nina Garcia.

### Is it fierce?

Part design contest, part runway show, part auction, part viewing party for the season finale of the show, Project Lameway had the store packed. LeMay had solicited design contestants, given them a few pieces of clothing from his store and told them they had a week to create an outfit on the theme of "explorer."

"There are three main criteria," said event co-producer Laura Bushman, appearing as Heidi Klum. "How well does the clothing fit the theme, how well did the designers use the material, and, well, did they make it work?"

"Basically, is it fierce?"

The doors opened at 7 p.m., with the runway competition slated to start at 8:30. But, as befitting a fashion event, the contestants ran late. (They were tucked away in LeMay's nearby apartment, getting their models styled by employees of Glamarama salon.) With a small velvet rope and makeshift bar in full swing, the crowd was happy to wait and mingle. More than a few people had no interest in the television show; they were attracted by the idea of seeing actual designs.



"I'm not really interested in fashion, and I don't have a TV," said jewelry designer Debbie Tuch, who wandered in from her Valencia Street apartment. "I'd rather see it in a different way."

Unbeknownst to much of the party was that the tall woman standing near the door had actually appeared on this season's show - Catherine Calvin, senior vice president of design for Levi's, was a guest judge on the show this season (Episode 9, "Even Designers Get the Blues").

"It was amazing," Calvin says of her time on the show. "Tim Gunn is as nice as he seems, Heidi Klum is unbelievably gorgeous, Michael Kors is ...," she pauses, "so Michael Kors. Nina Garcia is an angel."

While Calvin couldn't comment on who would win (she'd already watched it), she was excited about Project Lameway. She had happened to be in Retrofit shopping when she got talking to LeMay, who invited her. (Actually, he asked her to be a judge, but she wanted to be an onlooker.) "It's great that Steven puts on this show," she said. "It builds awareness that we do have a fashion industry in San Francisco."

### **Showtime!**

Suddenly, the room started buzzing as Garcia/LeMay stepped out of a hidden door at the back of the store. Attendees scrambled to their seats. Paparazzi assumed their positions at the end of the runway. Outside, people took out their camera phones, perhaps expecting a celebrity sighting. It was go time.

With a short intro, Tim Gunn (played by Arturo Galster, who won the first Project Lameway competition), took the microphone and introduced the contestants. Model-designer Kelly Kittel, a tall man wearing a floral culottes outfit with a bare midriff and a long hot pink vest adorned with purple heart-shaped pockets, strutted down the runway and struck a pose on the dais near the store windows.

"It's 'lost in the jungle,'" said Gunn/Galster. Next up was Genvieve Littleton, who transformed a black suede wrap dress, a sequined top and a pink dress into a layered look with a heart-applique wrap. "I think she might have just gotten back from Burning Man," said Gunn/Galster.

Hazel Deerborn, with model Isabella, interpreted the theme as "explorer of the ethereal." The effect of the black dress with twine accents was a kind of goth industrial flapper. Rachel Gibbs rocked the stage with a "seaside explorer" - layered skirt, corset-ish top with panels of gold-tinged floral and sparkly teal fabric peeking out. The final pair, Bridget Flood and Camilla Thompson (Flood designed as well as modeled), worked out a "jet-set explorer" look, with green tie-dyed satin short shorts, halter top and matching visor.

Then, following the show's procedure, the designers and models stepped forward for individual questions. It was an opportunity for the panel of faux-celebrities (as well as guest judge, Amy Auerbach, from Creativity Explored) to make arch one-liners recognizable to fans of the television show.

From Garcia/Galster: "That looks home-sewn."

From Kors (played by Johnny Kat): "That reminds me of ... a Roman shade. I mean, I like it, but it reminds me of a Roman shade."

From Klum/Bushman: "In fashion, as in life, you're either in or you're out."

Kittel, Littleton and Deerborn were dispatched quickly (the judges seemed to confer in record time) and, with the audience giggling at the ridiculous conventions of reality show judging done in real time, the two finalists stepped forward.

"Ask something," Garcia/LeMay implored Auerbach. "It doesn't have to make any sense."

"OK," she said. "Rachel, what did you find on your exploration?"

Within moments, the final round of questions was over. The judges conferred for another nanosecond. The panel said "auf wiedersehen" to Thompson and Flood, and crowned Gibbs, who had competed without winning in the previous two Lameways. The paparazzi leapt back into action as the designers and model (and designer-models) did victory laps up and down the runway as audience members headed back to the bar.

Outside, Gibbs enjoyed a moment of repose. She lives in Brooklyn and flew back for the event, putting together her pieces in less than a week. Fashion design is her third career, after pursuing architecture at Rhode Island School of Design and then dot-com work. "You've got to follow your heart," she said. "In a way, I've come full circle. If I had done fashion right out of school, I might have gotten sucked into the corporate jungle and been totally turned off." Totally fierce.

-- See and hear more of the antics of Project Lameway in an audio slide show at [sfgate.com](http://www.sfgate.com).

*E-mail Reyhan Harmanci at [rharmanci@sfchronicle.com](mailto:rharmanci@sfchronicle.com).*

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/03/09/LVNAVEURS.DTL>

This article appeared on page **E - 3** of the San Francisco Chronicle

San Francisco Chronicle Sections

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# Trannyshack!

## RENO 2009

**Easter Weekend  
April 11 & 12**

### SATURDAY SHOW AT THE 1099 CLUB

1099 S. Virginia St, Reno. Doors at 10pm, show at Midnight  
**GET ON THE BUS!** \$130 includes charter bus trip from SF,  
one night stay at the Sands Regency Hotel & Casino, and  
admission to the Saturday Trannyshack show

Non-charter admission to show \$7

Weekend tickets available at Retrofit Clothing, 910 Valencia St,  
415-550-1530 or via email: [renttecca@dublin.com](mailto:renttecca@dublin.com)

Photo By Eric Stein



READERS' POLL: THE BEST SPAS IN AMERICA

# TRAVEL & LEISURE

October 1998

the true **santa fe**  
with designer tom ford

**STYLE CAPITALS**  
WHY LIVERPOOL AND  
MANCHESTER ARE HOT

**LUXURY FOR LESS**  
ALONG THE CASHMERE  
TRAIL IN NORTHERN ITALY

**PLUS** SAN FRANCISCO'S  
GREAT NEW SHOPPING

Display until November 3, 1998





# STYLISH TRAVELER Shopping

**Therapy** 545 Valencia St.; 415/861-6213. This shop's mid-century modern home furnishings have become so popular with the young, monied Silicon Valley set that a year ago owner Wayne Wehlan opened **Therapy Too** (1051 Valencia St.; 415/648-7565). Both carry goods ranging from dressers that beg for repainting (\$75) to indulgent curvilinear 1950's couches (\$500-\$1,500).

**Rayon Vert** 3187 16th St.; 415/861-3516. Kelly Kornegay has made a name for herself designing loosely styled bouquets of peonies and lilies. Her pastel shop has a curious juxtaposition of floral arrangements (\$40-\$200) and stainless-steel medical furniture (\$200-\$750).

**Schauplatz** 791 Valencia St.; 415/864-5665. Who knew a vintage flowerpot hat done with feathers and silk netting (\$65) could be flattering? Bernhard Wetsch and Alan Freedman, who stock their shop with used clothing and furniture, had a hunch. Dig the men's nylon shirts in eye-popping prints.

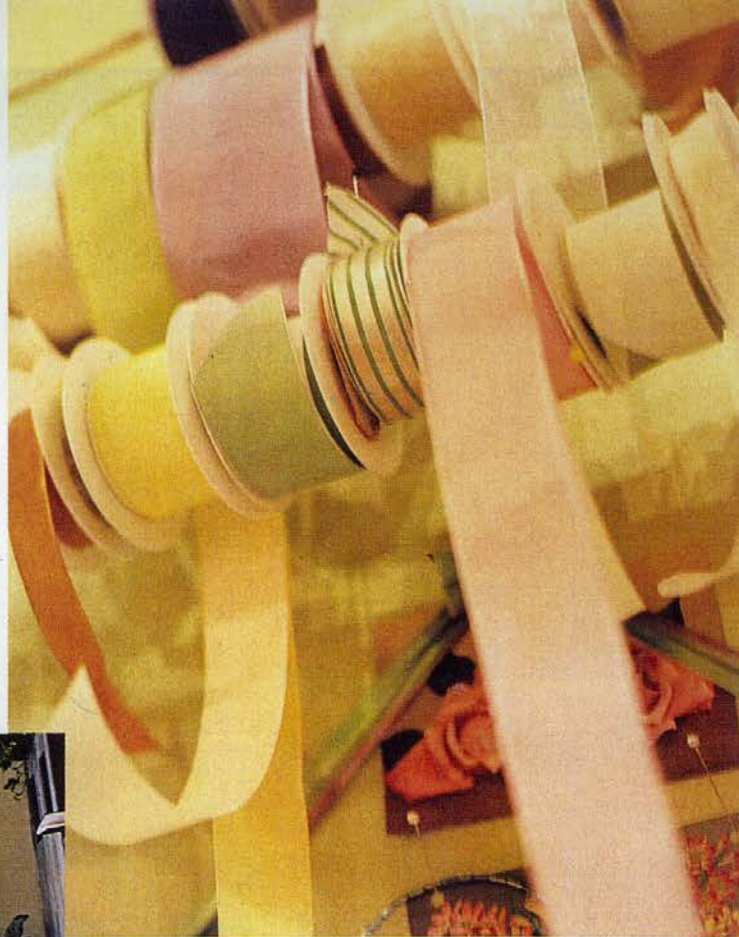
**City Art** 828 Valencia St.; 415/970-9900. Rene Amini's painting of a woman with bossy red lipstick balancing a red Mustang on the tip of her tongue (\$500) must be an articulation of something. At his new consignment gallery, Jehfree Waterbury can help to augment your madness.

**Retro Fit Vintage** 855 Valencia St.; 415/550-1530. Alison Hoekstra and Audrey Wackerly scour garage sales and auctions for clothing from the 1940's through the 70's, with a few items from the 80's—"if they're hokey enough," says Hoekstra, a 28-year-old blonde given to wearing frightfully short skirts.

**Ruby Artists Cooperative Gallery** 3602 20th St.; 415/550-8052. Pros: Debbie Sciales's Ultrasuede bags (\$35); crystal-bead necklaces by Alumbre (\$36). Con: the resident pug, Ruby, who insists on licking visitors' legs. Wear pants and survey the work of local artists, who work in the store.



Thrifting at Retro Fit Vintage, one of San Francisco's top troves. TOP: Ribbons to finish off Rayon Vert's imaginative bouquets. ABOVE: David Peneston's wooden dog, Ju Ju, and Sable, a sculpture by Jeffrey Dean, at City Art.



**Currents** 911 Valencia St.; 415/648-2015. A natural-products emporium that acknowledges the importance of getting clean, with muslin-swathed Lavender Relief bath teas (\$1.25) and Contessa soap (\$1.50-\$6). Sold by the slice, Contessa looks like a watercolor scented with mimosa, honey, sweet orange, and gardenia.

**Dema** 1038 Valencia St.; 415/206-0500. Dema Grim's raison d'être is to reinvent mod. Summer saw fetching floral shifts (\$130); autumn inspiration

tends toward unforgiving knee-length satin skirts (\$90).

**Aquarius Records** 1055 Valencia St.; 415/647-2272. Specializing in independent labels and imports, Aquarius satiates electronic fiends, metalheads, and aficionados of hard-to-find Latin psychedelia from the 1960's.

**Laku** 1069 Valencia St.; 415/695-1462. All manner of hats in velvet, silk, and linen (\$48-\$150) make their way to the window from Yaeko Yamashita's sewing table in the back of her store. She also crafts swank silk slippers (\$25-\$68).

**Scarlet Sage Herb Co.** 1173 Valencia St.; 415/821-0997. A homeopathic haven. Choose from flower essences for emotional healing, Betony Herb Extract (a hard-to-find muscle relaxant), and the alluring Dragon's Blood incense.



S A N F R A N C I S C O

# Examiner

Magazine

AUGUST 27, 2000

FALL 2000  
**RED HOT  
RETRO**

**Workaday Wear:**  
Autumn's Slim Lines  
and Sporty Suits  
By Cynthia Robins

**Sleek & Seductive —**  
Festive Fall Gowns  
By Cynthia Robins

**The Eyebrow:**  
Heavy Lifting  
By Robyn Cosio with  
Cynthia Robins

**Day Spa Getaways**







**The gold standard:** Gucci strikes gold on Austen's coat, set off by vintage black Gucci logo purse (Retrofit) and gold logo neck scarf (Chanel Boutique); boots by Nine West (Macy's California). Austen's 14K gold vintage earrings and 18K gold pebble ring, Toni Wolfson for Daniels and Wolfson.

Crocodile jacket on Mia, far right, by Ralph Lauren worn with Jean-Paul Gaultier cowl-necked sweater (Saks Fifth Avenue, Neiman Marcus) and embroidered pant by Celine worn with gold chain belt and shoe by Celine (all at Celine Boutique).

Lipstick on Mia: Chanel Profond Sommeil.



**Suits them just fine:** These are not your mother's itchy suits, particularly Richard Tyler's romantic damsel-in-distress sleeved medieval corset number, far left (Neiman Marcus), on Mia and Austen's fuchsia ruffled, nipped-waist pantsuit from Versace (Versace Boutique); Austen's South Sea pearl and diamond earrings from Toni Wolfson for Daniels and Wolfson.

#### Checks and balances

Michael Kors modifies traditional houndstooth menswear suitings for Celine (Celine Boutique), on Mia, near left, worn with a vintage Chanel bow-necked blouse (Retrofit); logo boot, Bottega Veneta; vintage brown fedora (Tonica); 18K gold and white estate dome ring, Toni Wolfson for Daniels and Wolfson. Austen's vintage black and white houndstooth corset (Retrofit), far left, updated with navy cowl-necked sweater (Celine Boutique), cobalt snakeskin pants (Richard Tyler (Neiman Marcus) and gold chain belt (Celine Boutique). Lipstick on Austen: Avon Cinder Lip Color.

#### Cover shot: Serious

**wearable:** Austen's black cowl-necked sweater by Vivienne Tam's worn with Vivienne Tam's and gold on black Year of the Dragon skirt set off Chanel logo stockings. left, Mia is in the season's bests reds: funnel-neck sleeveless sweater by L. dry; red DKNY pant (at Macy's California).



# Lucky

JULY

**SAVINGS  
JUST FOR YOU**

Lucky-only specials  
at 8 great stores

## SAN FRANCISCO SPECIAL SECTION

FEATURING

- \* perfect picnic essentials
- \* clothing and jewelry sales
- \* a designer's city secrets

page 144

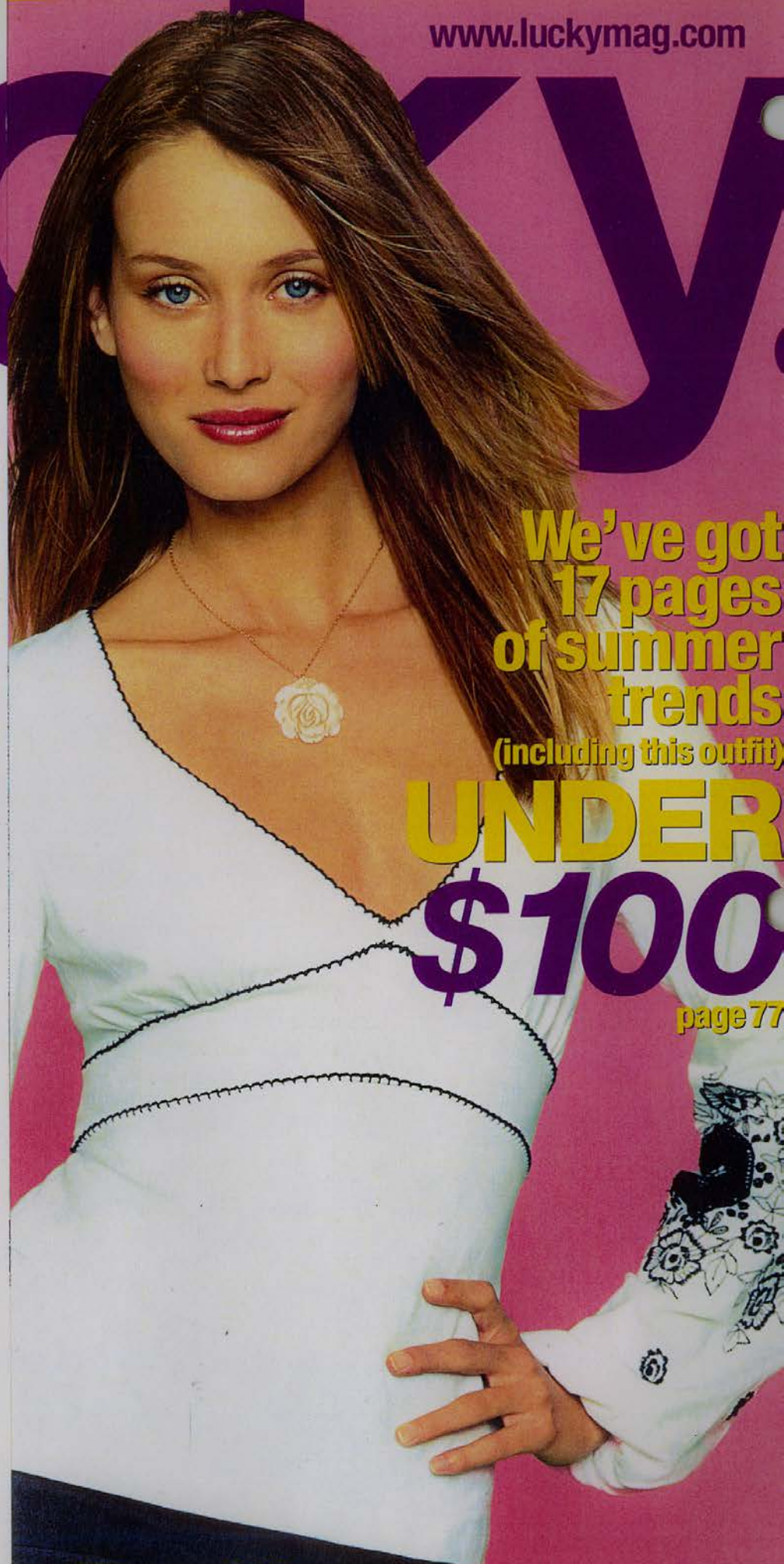
**ALSO**

this month

## Lucky Breaks

A four-page section of  
exclusive giveaways,  
discounts, and deals  
on stuff you'll really want

page 136



We've got  
17 pages  
of summer  
trends

(including this outfit)

**UNDER  
\$100**

page 77

## Self-tanners

a no-streaks, no-hassle,  
all-your-questions-  
answered guide



JULY 2002  
\$2.95 USA \$3.95 CANADA+FOREIGN



# San Francisco

Picnic essentials, summer sales, and beauty deals, plus exclusive offers for *Lucky* readers. By Melissa McElhatton



shopping for...

## a perfect picnic

Few summer pleasures are more sublime than a lazy Sunday-afternoon picnic, but one may be the joy of reaching your destination and realizing you've packed just right. Start with the basket: Crate & Barrel makes it simple with a natural-wood hamper that includes settings for four (pictured, \$89.95). To customize your servingware, try gingham plastic trays (\$6 to \$8) as plates, and spread your dishes on a rose-print tablecloth with matching napkins (\$110) and vintage tea towels (\$24 for four) from La Place du Soleil. Use the red-handled plastic servingware included in the Crate & Barrel hamper, or stop by Timeless Treasures and continue the vintage theme with old hotel silver (from \$36 for a service for four). And what to eat? Try the French baguettes and ready-made sandwiches from Boulangerie Bay Bread, the cheese selection from Say Cheese, and the great assortment of boutique and international sodas at Yum gourmet food shop. **Crate & Barrel, 55 Stockton St., 415-982-5200; La Place du Soleil, 2356 Polk St., 415-771-4252; Timeless Treasures, 2176 Sutter St., 415-775-8366; Boulangerie Bay Bread, 2325 Pine St., 415-440-0356; Say Cheese, 856 Cole St., 415-665-5020; Yum, 1750 Market St., 415-626-YUMM**

## LUCKY-ONLY SPECIALS

### Venus Superstar

Celebrate the nation's birthday with savings: *Lucky* readers get 20 percent off any item marked with a red, white, and blue tag. You'll find vintage and new clothing and accessories for men and women, as well as pieces by local designers Daniel Midas, Will Lemon, and Jeswade.

**1112 Sutter St., 415-749-1978**

### Retrofit Vintage

Customize a T-shirt with vintage transfers and save 15 percent while you're at it. Retrofit has more than 750 wild transfers, from '70s metal-band logos to glittery kittens to tons of letters you can use to spell out your name or create a personalized message. Bring in your own tee or purchase one here.

**910 Valencia St., 415-550-1530**

### SimplyShe

This San Francisco-based company is best known for its witty greeting-card line, but the new line of tees and cami/thong sets with signature sayings (our favorite: "I like shoes that cost as much as a car payment") really has our attention now. *Lucky* readers save 15 percent on the entire line at The Bar, in Presidio Heights, or by calling 1-888-SHE-4140. **The Bar, 340 Presidio Ave., 415-409-4901**

### Les Deux Copines

This boutique is celebrating its two-year anniversary (and the Fourth of July) with an event to benefit the San Mateo

continued >



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ON SWORD FIGHTS, SPIDER-M  
AND HIS SF ROO

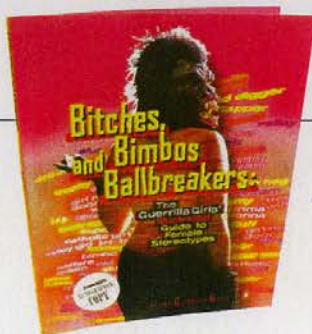
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**EAT+DRINK:** THE BEST FOOD COVERAGE IN TOWN  
Hard Cider, Hot Tamales + More Than 80 Restaurant Pic



white pantyhose top (\$68)  
Mimi Barr, 415-864-6129.



**BITCHES, Bimbos and BALLBREAKERS** by the Guerilla Girls  
(Penguin USA, \$20) at Modern Times  
Bookstore, 415-282-9246.



**AQUARIUS RECORDS** gift  
certificate at Aquarius Records,  
415-647-2272.



**ASICS 7-10**  
Split bag (\$45)  
at Subterranean  
San Francisco,  
415-431-9504.

# The Mission

**LAKU** children's wool hat  
(\$43) at Laku, 415-695-1462.



**BONNY DOON FARM** soaps (\$6)  
at Scarlett Sage Herb Company,  
415-821-0997.

**LAKU** children's black  
velvet coat (\$95) at  
Laku, 415-695-1462.



**TINA BAGS** duct-tape wallet (\$20)  
at Needles and Pens, 415-255-1534.



**BUBBLETOWN**  
Mr-T-On-A-Rope  
(\$12) at Therapy,  
415-861-6213.

**DIESEL** Mellana  
shoes (\$125)  
at Subterranean  
Shoe Room,  
415-401-9504.







DORFMAN PACIFIC Diva Deco cloche (\$90) and Mad Hatter top hat (\$80) at ADS Hats, 415-255-2787.



THE FIT patchwork hat (\$58) at Retrofit Vintage, 415-550-1530.



Strands of beads (\$20-\$60) at Beadissimo, 415-282-2323.

VIA VEGAN Ibiza lime handbag (\$56) at Otsu, 415-255-7900.



## Mission Statement

For fine-art photographer **Hank Thomas**, holiday shopping is no easy task. His mom is a MacArthur "genius grant" recipient, his dad has a Ph.D. in physics, his girlfriend is a virtual pro at thrift shopping and he has a slew of artist friends. Come holiday time, Thomas heads to the Mission for everything from a Thrift Town shoulder-less jumpsuit circa 1983 for his girlfriend to a Willie Brown-style fedora from ADS Hats for his dad. Says Thomas of his Mission shopping tour: "Paxton Gate is great for super-unusual and exotic plants. 826 Valencia sells glass eyes that make good stocking-stuffers for my photographer friends. And since it's the season, Ritmo Latino has a broad selection of Christian-based Latino music, which is perfect for my atheist pals." For his mom, however, only one thing will suffice: one of Thomas' own works of art. —Josh Greene

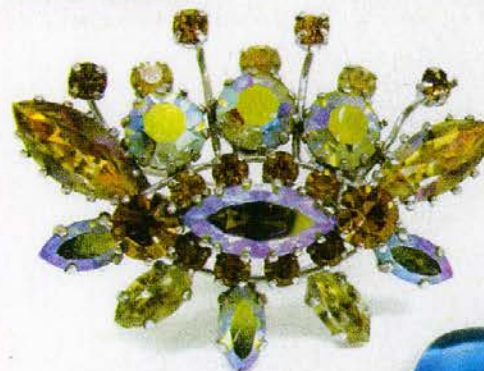
Glass eyes (\$14 each) at 826 Valencia Pirate Store, 415-642-5905.



Tillandsia (\$2-\$15) at Paxton Gate, 415-824-1872.



Vintage crystal pin (\$50) at Circa, 415-552-4822.



FUSED GLASS JEWELRY pendant and chain (\$55) at Ruby Gallery, 415-550-8052.





# SAN. francisco

JULY 2003

# BEST

## OF THE BAY AREA

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**HOW SF'S BIGGEST  
LAW FIRM BLEW APART**

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PANHANDLING  
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**LUCINDA WILLIAMS & NEIL YOUNG  
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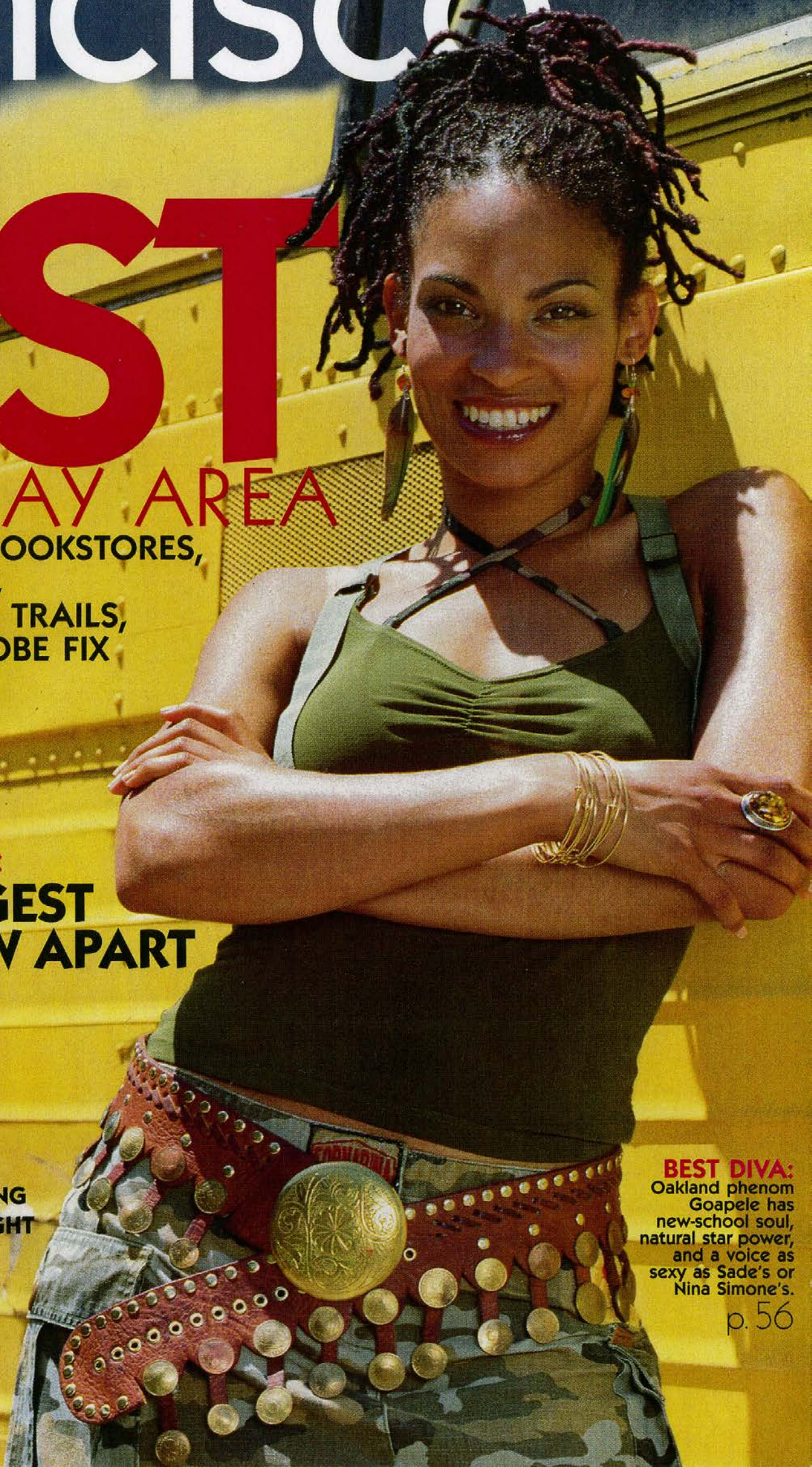
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**BEST DIVA:**  
Oakland phenom  
Goapele has  
new-school soul,  
natural star power,  
and a voice as  
sexy as Sade's or  
Nina Simone's.

p. 56





before pulling on the dyeing gloves, showing scrapbooks filled with color options—much more useful than dye manufacturers' glossy catalogs—and asking questions about your budget and styling routines and how frequently you want to worry about roots. 2136 SUTTER ST., S.F. (415) 292-6746.

### Custom T-Shirts.....

If you were always jealous of your older brother's Van Halen tee—or your 1984 model has finally gone yellow under the arms—**Retrofit**, one of Valencia Street's top stops



for all things late-20th century, can help. Pick from 150 different iron-on transfers (above), everything from Mr. T to glittery kitsch to minimalist-punk chic. Shirt styles include camisoles, old-school baseball jerseys, and your standard Beefy-T. Plus, the cost of a transfer and tee is an old-school deal at \$25. 910 VALENCIA ST., S.F. (415) 550-1530.

### Dairy & Market.....

Just out of college, Steve Rasmussen rescued a Mountain View micro-dairy from ruin by selling gallons of milk—get this—out of a drive-through window he opened for moms in minivans. When bargain hunters also started snapping up extra-aged Wisconsin Cheddar in ten-pound blocks, the **Milk Pail Market** was born. Thirty years later, the pasteurization machines are gone and 300 hand-cut cheeses crowd the little shop. Bulk quantities and plain-Jane packaging mean great prices on goodies like Danish butter, Oregon rolled oats,

BEST DIVA

# Goapele: GOING UP

She sings with the sultry grace of a young Nina Simone, quotes Nelson Mandela on fearing success, writes about abused 14-year-olds locked away in prison, and confidently struts in concert along a musical promenade of urban hip-hop, soul balladry, and melodic pop. With one independent album, *Even Closer*, to her one name, Oakland's **Goapele**—pronounced “kwa-pa-LAY,” it means “to move forward” in a South African dialect—is so clearly bound for the big time that even saying she will soon be a star sounds like a cliché. • But what's rare in today's intelligence-challenged zones of MTV and soul-pop radio (though KMEL regularly plays Goapele's steamy groove “Closer”) is a naturally glamorous singer with this much refreshing maturity. In the past two years, Goapele, who turns 26 this month, has sprouted like a tall sunflower out of the Bay Area's rich hip-hop soil, nourished by her friends the duo Zion I, the creatively brash musical collective Heiroglyphics, and the hippie rapper Mystic. Her social consciousness was schooled by her New York City-born Jewish mother, Noa, and her father, Douglas, a black South African activist. Want to know how far Goapele stands above her Spears-like peers? Listen up.

**Musical seeds:** In junior high, I started digging through my parents' records and realizing, this is really good music. I love Bob Marley, Nina Simone, Roberta Flack, Stevie Wonder, and all Prince's slow songs, like “Adore.” Miriam Makeba is one of my favorite singers. Honestly, I feel like the music that I grew up with is a lot more timeless than the music I hear now.

**Self-help:** From the age of ten, I was active in peer-led support groups like the Bay Area Black Women's Health Project and Be Present, Inc. They helped me to be conscious of what I'm doing and understand what effect my actions will have on my own life and the lives of those around me. It's hard to ask, “Why did I make that choice, what do I feel like I should have done instead?” We have the answers if we just learn to listen to our own advice.

**Politics:** I've sung at protests since I was 15. Around the time of Proposition 21, which in my view criminalizes youths, a local group organized me and four other

singers to sing at a rally. We created a song called “Don't Explain.” One of the lyrics was, “Step to the plate my people / our time has come.” It was our way of making a statement in an artistic way, a way that young people could relate to.

**War:** It's so easy to get distracted by war and the huge terrorist problem. But people have died in this country from not getting health care because they can't afford it. Arts are being taken out of the schools and money is being taken away from education and welfare. All these things make it harder for people without a lot of money to live good lives.

**Record business:** I started my own record label with my brother and mother because if I put out my music through a larger label, whoever was in charge would have tried to limit the variety of songs on the record. My music is hard to label, and so trying to make me stick to one style—just to be more accessible—would have been limiting creatively.



JANUARY 2002

# WHERE

## SAN FRANCISCO

# NICE BUILD

The treasures of  
San Francisco  
architecture

JOE MONTANA  
**THE CATCH**

D I N I N G  
**AROUND TOWN**

OLDER IS BETTER  
**VINTAGE SHOPS**





# The Older the Better

Vintage clothing in San Francisco

By Anita Singha

HEATHER LINKOUS



**F**OR FASHION JUNKIES just looking for that shabby chic look, or avid collectors on the hunt for quality pieces of nostalgia, San Francisco has a variety of vintage stores to make it easy to find clothing from the 1920s to the 1970s. The daunting task of sifting through thrift store racks is now done by experts, who make sure that each piece is undamaged and durable, is well made and has unique style.

At **Schauplatz** (791 Valencia St., 864-5665) owner Bernhard Wetsch uses his keen tailor's eye to choose clothing items that have clean-cut lines and distinctive designs no longer replicated in modern off-the-rack fashions. Wetsch

**For a focus on clothing from the '70s, step inside Retro Fit in the Mission District.**

and his partner, Alan Freedman, opened the shop three years ago in response to the large amount of vintage clothing Americans are recycling. It continues to be a recommended stop in the search for elegant party dresses that stand the test of time.

For a more funky 1970s feel filled with colorful pizzazz, **Retro Fit Vintage** (910 Valencia St., 550-1530), with eye-catching window displays that make it hard to miss, is known for its large collection of hip vintage outerwear. Store owners Audrey Wackerly and Alison Hoekstra settled down at this location three years ago and plan to roll out a new line of clothing made from vintage patterns and fabrics. Also new will be their '70s iron-on transfers from which customers can create their own retro T-shirts.

The dapper gent can get his fill of tuxedos and accouterments at **Departures**

**from the Past**

(2028 Fillmore St., 885-3377).

Nestled between high-end boutiques in Pacific

Heights, this blast into the past stands out on its own. Store owner, Spig, takes great pride in being a full-service vintage tuxedo store, with an enormous collection of cuff links, clips, silk hankies, dress gloves, vests, cummerbunds and even spats. Not just a tuxedo store, you will find a huge selection of hats, wigs and lingerie to choose from, as well as year-round costume rentals.

**La Rosa** (1711 Haight St., 668-3744) stands out from the bustling array of thrift stores on a street where one can easily lose focus. Attention to detail and style lends itself to carefully chosen merchandise. A fraction of what makes this

**Hats and feather boas are just a few of the rare finds at Departures from the Past.**

COURTESY OF RETRO FIT



store a unique shopping adventure in the search for timeless fashion. Werner Werwie, president of Retro City Fashions, and his knowledgeable staffers sift through massive amounts of clothing at their warehouse, where only the pick of the litter is set aside for La Rosa. Stopping here is a fashion follower's dream, filled with vintage designer names such as Lilli Ann, Pucci and Christian Dior.

Buying a piece of vintage clothing is like finding a treasure that has persevered through time and, not to mention, fashion do's and don'ts and the fickle tastes of consumers. Whether it is a complete makeover, or simply an additional piece of flair to an existing wardrobe, there is no doubt that San Francisco's vintage stores offer a change of pace for your shopping experience. **WZ**



# Retrofit Vintage

*Vintage Clothing*

910 Valencia Street • San Francisco, CA 94110

415.550.1530 tel

retrofit@earthlink.net

Mission

**Open**

Mon 12:00-7:00

Tues 1:30-7:00

Wed 12:00-7:00

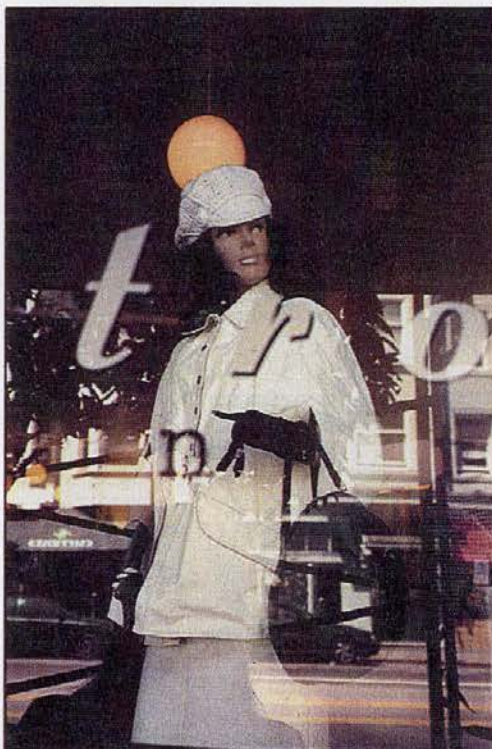
Thurs 1:30-8:00

Fri 12:00-8:00

Sat 12:00-8:00

Sun 12:00-7:00

90



ALISON HOEKSTRA



Alison & Audrey

**W**hat distinguishes Retrofit Vintage from its recycled-clothing counterparts are its particular specialties and kitschy window displays.

Specifically, you'll discover within its jam-packed walls the best selection of vintage coats in town—leopard prints, vinyl, leather—and a veritable library of Playboy magazines from the '60s and '70s. What coffee table couldn't use a little camp? Owners Audrey Wackerly and Alison Hoekstra assemble funky fashion displays from their eclectic merchandise, any of which could pass for a bygone era. (Think Quadrophenia.) At Retrofit Vintage, it's easy to add a bit of San Francisco's fashion history to your own turn-of-the century wardrobe.



**San Francisco Chronicle** | **SFGate.com**

# BayList Winner

Retro Fit

---

**Voted as the best**

Fashion/Vintage and Resale Fashion

**WINNER**

**BAYLIST**

**2010**

By the readers of  
The San Francisco Chronicle  
and SFGate.com



Joshua Grannell  
Peaches Christ Productions  
335 Grove St. Apt. 10  
SF CA 94102

To Whom it May Concern,

I am writing to show my sincere support for Retro Fit and owner Steven LeMay's application for Legacy Business status. I am Joshua Grannell, best known as the drag character Peaches Christ and have been performing and producing events in San Francisco for twenty years. I believe Steven's unique business contributes to the cultural fabric of what makes San Francisco special and we cannot afford to lose any more of this fabric.

Retro Fit is one of the only queer performer-owned retail businesses that actually caters to the local performance community with knowledge and distinction. It will be sorely missed by many people who depend on Steven's ability to stock "our" products and know about our specific needs.

I'm personally very dependant on Steven's continuing ability to use his business as a community gathering center, often being the place where large groups of us have gathered for discussion, laughter, inspiration, and celebration. For many years Retro Fit has hosted the launch party for Heklina and my Annual drag trip to Reno. These sorts of community spaces are in desperate need of being saved as so many have already disappeared.

Retro Fit is a survivor and it would be a tremendous loss to the Valencia corridor for everyone, specifically queer people who have been part of this neighborhood for decades now. Please support Retro Fits application for Legacy Business Registration

Warm Regards,

Joshua Grannell  
*Peaches Christ Productions*





September 26, 2016

To Whom It May Concern:

I am writing to enthusiastically support RetroFit and owner Steven LeMay's application for Legacy Business status. My name is Leslie Einhorn, I am the founder and Executive Director of CASA (Children's After School Arts), a nonprofit after school program with a focus on art, social justice and social-emotional development. CASA was founded 20 years ago, the same year that RetroFit burst onto the scene. Since 1996, our city has experienced a mass exodus of queers, artists & families. Rising housing costs, stark income equality, and the tech-fueled Manhattanization of San Francisco have transformed our culture and threatened the livelihood of many. LeMay and I have had many a conversation about how difficult it is to stay afloat as queers, artists, and small business owners in this city that once beckoned us with a wink and a smile. We have seen countless friends and colleagues pack up and move to the greener and gayer pastures of Oakland and Portland. We have talked about the importance of collectively digging our glitter encrusted heels in, supporting one another, STAYING, and keeping San Francisco fabulous.

It was in this spirit, on the heels of the first dot com bust, that Steven LeMay hosted a fundraiser for CASA at RetroFit. *Project Lameway* featured local designers and models of all shapes and sizes in a runway competition that was judged by CASA students. It was a warm and festive night that raised significant funds for CASA. It was so quintessentially San Francisco.

Now more than ever, The City needs businesses that support and create community for queers, artists and performers. RetroFit does just that. For 20 years, Steven has been supplying vintage fashion, costumes, makeup & drag that have contributed to San Francisco's performance and cabaret scene. Tourists visit RetroFit to get the true flavor of San Francisco, locals come to avoid the sky-high prices and white-washed retail experience that has come to permeate Valencia Street. Change and gentrification cannot be stopped, but we need to nurture and support those long term small businesses that have helped shape our Babylon by the Bay.

Please don't hesitate to contact me should you need any further comment.

Leslie Einhorn  
Executive Director, CASA

Kevin Seaman  
2913 22<sup>nd</sup> St, #4  
San Francisco, CA 94110

To Whom it May Concern:

My name is Kevin Seaman and I'm a 12-year San Francisco resident, an active member of the City's cultural ecosystem and a nightlife entertainer. I am writing you today in support of Retro Fit and owner Steven LeMay's application for Legacy Business status.

As a leader in the field of queer arts, I know how imperative it is to preserve space led by and for LGBTQ individuals. Last year, the Mission lost 3 LGBT venues: the Lexington, Truck and Esta Noche. As such, we have fewer and fewer meeting places to solidify queer presence in a City known as a gay mecca. To me, Retro Fit is one of those places.

Retro Fit has always been a queer sanctuary amongst the scrappy Valencia shops of the late 90s and continued to be a beacon of queer hope as the corridor professionalized and the cost of living increased.

One of my favorite annual activities is heading to Retro Fit on the Saturday before Easter to join notable Peaches Christ and Heklina on the MotherShip to Reno drag bus adventure. As the meeting place for departure, Retro Fit and Le May offer a warm and fun environment as we await the arrival of our buses. Valencia residents and passers by are overjoyed to see 100+ drag queens swarming outside Retro Fit and many folks come out annually to take pictures and to see us off. To my knowledge, there are no other businesses left on Valencia Street that have this deep of a connection with the LGBT community and I greatly admire LeMay's commitment to providing an open and warm venue for the drag community.

Since 2008, LeMay and Retro Fit have also participated in San Francisco's Sunday Streets. I can't tell you how refreshing it is to see drag queens out of the bars and interacting with families and passers by outside Retro Fit. Offering free performances for the community and an opportunity for children and those unfamiliar with this traditional queer art to see us up close and in action!

To me, Retro Fit is more than just a vintage store. And, even though it's saved my butt more times than I can name, It is more than just a place I can stop in and get some last minute lashes on my bike ride home. Retro Fit a community meeting place for LGBTQ people. It's somewhere I have come to depend on to stop in to see my friends. Somewhere where I can bring my wig to brush out in the company of fellow nightlife performers. Somewhere where I can learn new makeup tricks from mentors in the drag community. Ultimately, somewhere where I can call home.

In approving Retro Fit's legacy business application, you will be solidifying a commitment to your LGBT constituents – telling us that you value our presence in this rapidly changing city.



Telling us that amongst the vast closures of LGBTQ Mission venues that there is worth in a business that caters to those of us still clinging to life in San Francisco.

Please do not hesitate to contact me should you have any questions on Retro Fit's Legacy Business application, I would be happy to speak with you about the vitality of this business within the LGBTQ, drag and trans\* communities.

Sincerely,

Kevin Seaman

[Kevin.L.Seaman@gmail.com](mailto:Kevin.L.Seaman@gmail.com)

415.309.5092

SeamanArt.com

Director, Bring Your Own Queer

Hostess, The Monster Show (The Castro's longest running drag show)

Producer and Hostess, Lilith Bear

Host Committee Member, Americans for the Arts 2017 conference

Member, San Franciscans for the Arts & Ending Family Homelessness

Leadership Fellow, Association of Performing Arts Presenters

One of 16 Artists to Watch in 2016, SF Weekly

Former Arts & Culture Program Assistant, The San Francisco Foundation

Former General Manager, Queer Cultural Center



October 5, 2016

re: Legacy Business status for Retro Fit

On behalf of Livable City, I am writing to express our strong support for Retro Fit and owner Steven LeMay's application for Legacy Business status.

Livable City works to create a San Francisco of great streets and complete neighborhoods, where walking, bicycling, and transit are the best choices for most trips, where public spaces are beautiful, well-designed, and well-maintained, and where housing is more plentiful and more affordable. We run the Sunday Streets program, which transforms City streets into car-free public places where tens of thousands of San Franciscans play, socialize, and exercise.

Retro Fit and businesses like it help make San Francisco livable, our neighborhoods complete, and streets like Valencia great. Vintage clothing and costume shops have been an important part of the Mission's character and identity for decades, and Retro Fit is one of the neighborhood's finest. Dressing up is an essential part of San Francisco culture, and Retro Fit's wonderful collection of vintage clothing, accessories, jewelry, wigs, makeup, and home décor uphold San Francisco's values of sustainability and fabulousness. Retro Fit is an important resource for San Francisco's theater, cabaret, and nightlife.

Retro Fit is an LGBT-owned business, and both Retro Fit and Steven LeMay have contributed enormously to the life of San Francisco's queer community. For decades Valencia Street was distinguished by its distinctive queer businesses, but sadly, Retro Fit is now one of few remaining.

Retro Fit is always one of the highlights of Sunday Streets Mission. Twice a year, Steven and DJ Lamont organize music, drag shows, and a sidewalk sale for the event, enriching everyone's Sunday Streets experience and helping make it a great day for the neighborhood.

San Francisco needs Retro Fit. As a nearby resident for nearly two decades, the Mission without Retro Fit would be a neighborhood diminished. Please support Retro Fit's application for Legacy Business Registration.

Sincerely,

Tom Radulovich  
Executive Director



The logo for Glama-Rama! salon & gallery features the name "Glama-Rama!" in a large, black, cursive script font, enclosed within a black dotted oval. Below the oval, the words "salon & gallery" are written in a smaller, black, cursive script font. The entire logo is set against a background of pink rectangular blocks.

# Glama-Rama!

## salon & gallery

October 12, 2016

Dear Legacy Business Registry,

My name is Deena Davenport, owner of Glama-Rama Salon on Valencia St. and founder and former President of the Valencia Street Merchant Association. I am writing to support to Retro Fit's Legacy Business Registration application!

I have known the owner of Retrofit Vintage, Steven LeMay, for at least 20 years. Steven was instrumental in the conception and growth of the Valencia Street Merchant Association. His enthusiasm and generosity went along way in creating the convivial atmosphere that continues at meetings today.

In addition to being friends, I have had the pleasure of collaborating with Retro Fit on neighborhood events and fundraisers. Steven LeMay is an ideal business neighbor. He has strong sense of integrity and loyalty. When I was first starting and I had finally grown my business enough to take over an adjoining space, I had 3 days to move and not enough people to help. I mentioned this, in passing, to Steven and he showed up for 3 consecutive days, volunteering his time, labor and emotional support to help ready my store for it's re-opening.

This is the kind colleague and business owner Steven LeMay is! His business Retro Fit is a community hub for so many different types of people and he treats everyone like they are old friends, in the form of kind words, laughter and a side of sarcasm. Retro Fit is one of the few businesses that have weathered the changes of Valencia Street right beside Glama-Rama.

It is so important to support businesses that embody the character of old San Francisco and continue Valencia Street's merchant legacy, particularly ones like Retro Fit that are so committed to the neighborhood for the long haul. Retro Fit is an important piece of the merchant history and merchant community of Valencia Street.

I whole-heartedly support this application and urge you to establish Retro Fit as a legacy business!

Sincerely,  
Deena Davenport  
Owner

Glama-Rama Salon and Gallery  
304 Valencia St  
San Francisco, CA 94103

9/23/2016

To Whom this May Concern;

I am writing to express my support of Retrofit vintage shop and it's owner, Steven Lemay. I urge you to give your full consideration of his application for Legacy Business status. I am the inventory manager of the American Conservatory Theatre's costume department and have known Mr. Lemay personally and professionally for nearly 20 years. On a personal level, I am delighted with the success he has made with Retrofit and recommend it wholeheartedly to my customers on a professional level. Part of our business here at A.C.T. is renting costumes to the general public, drawing on the inventory of 50 years worth of custom regional theatre costuming. What we don't offer is theatrical makeup, novelty accessories or wigs. I keep a stack of Retrofit business cards in my desk and that's the first place I send my customers for the supplementary bits we do not offer. I am also a performer and can tell you that the products offered at Retrofit are top quality and well selected, making it a very useful resource for performing artists. Anyone who visits the store is immediately impressed with the artful display, great variety of products and impressive selection of vintage clothing at accessible prices.

It cannot be overstated how regrettable it is to see so many viable businesses that are significant to the LGBT community disappearing from the San Francisco landscape. The Valencia corridor doesn't need another over-priced boutique eatery. Retrofit truly is a vital resource for many different communities and deserving of Legacy status. Don't hesitate to contact me if you'd like any more detailed information.

Yours sincerely,

Jef Valentine  
Inventory Manager, American Conservatory Theatre Costume Shop  
1117 Market Street  
San Francisco, CA 94103  
415-439-2378  
valentine@act-sf.org





September 21, 2016

To whom it may concern:

My name is D'Arcy Drollinger, I am the owner and Director of Entertainment at Oasis, Nightclub and Theater in San Francisco. I have been writing and producing new and original theater in San Francisco and New York for the last 20 years. Retro Fit has been my goto place for wigs, makeup, costumes, styling, and general advice for as long I've been producing. It is my opinion that the San Francisco Drag and Theater Communities are greatly enriched by resource that is Retro Fit and it's staff.

Thank you,

D'Arcy Drollinger



beatrice thomas &lt;beatrice.thomas@gmail.com&gt;

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**Fwd: Letter of support**

1 message

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**RetroFizzle** <retrofitllc@sbcglobal.net>  
To: beatrice thomas <Beatrice.thomas@gmail.com>

Fri, Oct 7, 2016 at 5:25 PM

Begin forwarded message:

**From:** Steven LeMay <retrofitllc@sbcglobal.net>  
**Subject:** Re: Letter of support  
**Date:** September 27, 2016 2:16:13 PM PDT  
**To:** Juanita More <juanita@juanitamore.com>

Thank you so much for writing this....xoxoxox

Load of Love right back in your face!!

LeMay

| On Sep 26, 2016, at 8:20 AM, Juanita MORE! <juanita@juanitamore.com> wrote:

|  
| To Whom it May Concern

| I am writing to show my support for Retro Fit and owner Steven LeMay's application for Legacy Business status.

|  
| My name is Juanita MORE! and I am local drag queen, artist and chef. I have know Steven LeMay for close to 20 years. Retro Fit's place in the queer community is very important. It represents the type of business many artists depend on continue to create their art. As San Francisco moves forward with change, the LGBT community is finding greater importance in preserving places that represent our history. Retro Fit is the perfect place to find that rare outfit or costume for a party - including eye lashes, wigs and all the other things you need to be fabulous!

|  
| Over the years LeMay has supported by annual Pride event which has raised hundreds of thousands of dollars for some to the cities most needy organizations by offering to sell tickets in the store. These tickets have been sold with no fees or attachments - just 100% in support of the cause.



I lived not far from Retro Fit in the early 90's. Now, almost 25 years later almost all of those businesses I frequented are gone. So it is important to preserve this quirky, independently owned place. Retro Fit represents a very important part of my queer San Francisco.

Please support Retro Fits application for Legacy Business Registration.

Loads of Love,

Juanita