



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: April 7, 2021**

*Filing Date:* March 11, 2021  
*Case No.:* 2021-002571LBR  
*Business Name:* Flowercraft Garden Center  
*Business Address:* 550 Bayshore Boulevard  
*Zoning:* PDR-2 (PDR PRODUCTION, DISTRIBUTION, AND REPAIR) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 5693/036  
*Applicant:* Lydia T Patubo  
550 Bayshore Boulevard  
*Nominated By:* Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Elton Wu - 628-652-7415  
Elton.Wu@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Flowercraft Garden Center (Flowercraft) is a local, family-owned garden store in the Bayview District since 1974. Flowercraft Garden Center, started by Philip Lerner, is located at 550 Bayshore Boulevard. Flowercraft sells a large variety of plants, trees, soil amendments and related hardware.

Flowercraft has evolved into its present form from the original vision at 550 Bayshore Boulevard. Philip Lerner is the owner of the adjacent business, Floorcraft, and wanted to transform 550 Bayshore Boulevard into a space for plants and trees in this commercial corridor street. Lerner and his team then transformed a vacant car wash into a garden center called Floorcraft Garden Center. They have repurposed different spaces and materials to work for their business. The interior of the former car wash was transformed into a greenhouse for their houseplant selection. They added additional shelves, tables, and racks to the space to display their products and merchandise. The existing outdoor twenty-foot tall business sign – which currently says: “We Sell Happiness! Flowercraft Garden Center 550 Bayshore Blvd” originally belonged to the carwash. In 2005, the business has

decided to change their name to “Flowercraft”. Their motto is “We Sell Happiness”. Flowercraft wants people to experience the joys of planting and growing ornamental and edible plants.

Flowercraft prides themselves in their larger selection of plants and vast knowledge of plants. Flowercraft provides a large selection of seasonal plants while maintaining an affordable price. To meet California’s water shortage, Flowercraft has a large selection of drought tolerant plants, trees, and shrubs. They also provide natural and organic fertilizers and pest control. In addition to having a large palette of plants, supplies and materials, Flowercraft believes in educating the communities on topics they have experience in to allow the customer to make the best decision. Flowercraft hosts free workshops that are open to the public; topics include beekeeping, fertilizing, rose care and pruning, California native plants and many more.

Located at the intersection of three neighborhoods, Bernal Heights, Bayview, and the Excelsior Neighborhood District, Flowercraft has consistently been serving and supporting these multiple communities. During the Christmas holiday season, Flowercraft transforms the garden center as a Christmas tree wonderland for the community. With a surplus of trees, trees are donated to multiple organizations in the Bayview, Hunters Point, Tenderloin, and the Mission. Flowercraft has provided monetary assistance and funding to multiple fundraising events, community gardens, neighborhood garden tours and local schools. Some specific organizations include City of Dreams, Interfaith Housing Development Corporation, NCH Community Garden, Rooftop School, Urban Wildlife Rescue and so many more.

The business’s location at 550 Bayshore Boulevard is a Category B (Unknown / Age Eligible) structure on the west side of Bayshore Boulevard between Cortland Avenue and Hilton Street. It is within the PDR-2 (PDR PRODUCTION, DISTRIBUTION, AND REPAIR) Zoning District and a 40-X Height and Bulk District. 550 Bayshore Boulevard is located in the Bayshore Boulevard Home Improvement Special Use district, and is within the boundaries of the African American Arts and Cultural Heritage District.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1974.

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

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

- a. Flowercraft Garden Center has operated continuously in San Francisco for 47 years.
- b. Flowercraft Garden Center has contributed to the history and identity of the Bayshore neighborhood and San Francisco.
- c. Flowercraft Garden Center is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with gardening and horticulture art.

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

Yes. Their existing site, 550 Bayshore Boulevard, is located on the edge of the Bayview District. Although it is not been analyzed for its eligibility for historic resource status, the property has transformed a former car wash into a functioning garden store. The interior of the former car wash has been transformed into a greenhouse for houseplants. Shelves, tables and racks were added to display plants and gardening material. The existing outdoor sign was the original carwash sign.

The business encountered some significant people like Tom Ammiano, Alonzo King, Topher Delaney, Bob Pritikin, Herb Caen, and Leah Garchik.

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

No, this property is not listed on a registry.

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

No, not as of the date of this Executive Summary, but it is located within the boundaries of the African American Arts and Cultural District. According to Flowercraft's application, Flowercraft Garden Center is the oldest established garden centers in the same location for over four decades in San Francisco.

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

Yes. Flowercraft Garden Center has been mentioned multiple times in the San Francisco Chronicle. Flowercraft Garden Center is mentioned and discussed in, but not limited to:

- Yelp's "The Best 10 Nurseries and Gardening in San Francisco" list and "People Love Us on Yelp!" certificate
- Top Mentions on Next Door
- April/ May 2015 Edition of San Francisco Cottages and Gardens Magazine
- San Francisco Examiner

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

Location(s) associated with the business:

Current Locations:

- 550 Bayshore Boulevard (1974 – Present)

Previous (No Longer Extant) Locations:

- none

Recommended by Applicant

- The Jolly Hoi Toi Buddha sculpture at the front entrance
- Flowercraft's Business Signage
- The original structures of the Old Bayshore Car Wash

Additional Recommended by Staff

- “We Sell Happiness” Slogan
- The greenhouse with former elements of a car wash
- Large selection of indoor and outdoor plants, with a large assortment of drought tolerant plants
- Christmas Tree Wonderland

## **Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

## **ATTACHMENTSS**

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation





## **HISTORIC PRESERVATION COMMISSION**

### **DRAFT RESOLUTION NO. ###**

**HEARING DATE: April 7, 2021**

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[Elton.Wu@sfgov.org](mailto:Elton.Wu@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FLOWERCRAFT GARDEN CENTER CURRENTLY LOCATED AT 550 BAY SHORE BLVD, BLOCK/LOT 5693/036.

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on April 7, 2021, 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 Flowercraft Garden Center qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Flowercraft Garden Center.

*Location(s):*

Current Locations:

- 550 Bayshore Boulevard (1974 – Present)

Previous (No Longer Extant) Locations:

- none

*Physical Features or Traditions that Define the Business:*

- The Jolly Hoi Toi Buddha sculpture at the front entrance
- Flowercraft's Business Signage
- The original structures of the Old Bayshore Car Wash
- "We Sell Happiness" Slogan
- The greenhouse with former elements of a car wash
- Large selection of indoor and outdoor plants, with a large assortment of drought tolerant plants
- Christmas Tree Wonderland

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 to the Office of Small Business April 7, 2021.

Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: April 7, 2021



## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2020-21-005  
*Business Name:* Flowercraft  
*Business Address:* 550 Bayshore Blvd.  
*District:* District 9  
*Applicant:* Lydia T. Patubo, Garden Center Manager  
*Nomination Letter Date:* July 20, 2020  
*Nominated By:* Supervisor Hillary Ronen

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

☒ Yes ☐ No

550 Bayshore Blvd. from 1974 to Present (47 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** March 11, 2021

Richard Kurylo  
Program Manager, Legacy Business Program

### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)



Member, Board of Supervisors  
District 9



City and County of San  
Francisco

## HILLARY RONEN

July 20, 2020

Richard Kurylo, Legacy Business Program Manager  
Legacy Business Program  
San Francisco Office of Small Business  
[LegacyBusiness@sfgov.org](mailto:LegacyBusiness@sfgov.org)

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Flowercraft Garden Center joining the City's Legacy Business Program. In addition to fitting into the requirements necessary to become a Legacy Business, Flowercraft Garden Center has a unique and vibrant history with deep roots in San Francisco.

The founder of Flowercraft Garden Center, Philip Lerner—now in his eighties, opened the business 45 years ago. The business has remained fully operational and under family ownership ever since. In 1974, Philip owned Floorcraft, a flooring and appliance store, but had a dream of turning the defunct Bayshore Car Wash into a garden center. And this is exactly what he did.

Flowercraft, located on Bayshore Boulevard, retains both the original structure and the 20-foot exterior sign of the former carwash. The interior has been transformed to accommodate a greenhouse for houseplants and to maximize floorspace in order to provide a plethora of garden related merchandise to the neighborhood.

Flowercraft operates as an active community partner with its ever-growing number of dedicated, intergenerational clientele. In addition to providing free horticultural workshops, the company regularly donates to many local nonprofits and schools including City of Dreams, Drag Queen Bingo and Homeless Prenatal. Additionally, the company, which transforms into a Christmas tree wonderland every year, donates trees to several organizations during the winter holiday season. I believe their dedication to our community and city has been reflected in their actions.

While the surrounding neighborhood continues to change, Flowercraft remains a constant. It has served the residents of San Francisco for decades, and I am thrilled to have the shop in my district. I strongly support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

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

Supervisor Hillary Ronen  
San Francisco Board of Supervisors

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-5144  
Fax (415) 554-6255 • TDD/TTY (415) 554-5227 • E-mail: [Hillary.Ronen@sfgov.org](mailto:Hillary.Ronen@sfgov.org)

## Section One:

### Business / Applicant Information.

Please 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.

|  |  |
|--|--|
| <b>NAME OF BUSINESS:</b>   |  |
| Flowercraft Garden Center  |  |
| <b>BUSINESS OWNER(S)</b><br>(Identify the person(s) with the highest ownership stake in the business): |  |
| Phillip Lerner   |  |
| <b>CURRENT BUSINESS ADDRESS:</b>   | <b>TELEPHONE NUMBER:</b>                 |
| 550 Bayshore Boulevard<br>San Francisco, CA 94124  | 415-824-1900                             |
|  | <b>EMAIL ADDRESS:</b>                    |
|  |  |
| <b>MAILING ADDRESS – STREET ADDRESS:</b>   | <b>MAILING ADDRESS – CITY AND STATE:</b> |
| <input checked="" type="checkbox"/> Same as Business Address   |  |
|  | <b>MAILING ADDRESS – ZIP CODE:</b>       |
|  |  |
| <b>WEBSITE ADDRESS:</b>  |  |
| www.flowercraftgc.com  |  |
| <b>FACEBOOK PAGE:</b>  |  |
| Flowercraft Garden Center  |  |
| <b>TWITTER NAME:</b>   |  |
| flowercraftgc  |  |
| <b>APPLICANT'S NAME:</b>   | <b>APPLICANT'S TELEPHONE NUMBER:</b>     |
| Lydia T. Patubo  | 415.824.1900                             |
| <b>APPLICANT'S TITLE:</b>  | <b>APPLICANT'S EMAIL ADDRESS:</b>        |
| Garden Center Manager  |  |
| <b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>  |  |
| 0009699  |  |
| <b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>   |  |
| C04333340  |  |

## 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 |
|---|-------------------------------------|------------------------|
| 550 Bayshore Boulevard  | 94124                               | 1974                   |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?             | DATES OF OPERATION AT THIS LOCATION |                        |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |                                     |                        |

| 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 |
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| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
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| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
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| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
|                                 |          | Start:             |
|                                 |          | End:               |

## Section Three:

### Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current 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 grants through the Legacy Business Program.

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.

Lydia T. Patubo

January 1, 2020

Lydia T Patubo

Digitally signed by Lydia T  
Patubo  
Date: 2020.01.20 15:00:58  
-08'00'

Name (Print):

Date:

Signature:

## **FLOWERCRAFT GARDEN CENTER**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

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

In 1974, Phillip Lerner, the owner of Floorcraft at 470 Bayshore Blvd. near Cortland Avenue, a flooring and appliance store, had a dream of turning the defunct Bayshore Car Wash at 550 Bayshore Blvd. across the street into a garden center. Thus, Floorcraft Garden Center was born. The original metal building that was the car wash still remains.

In 2005, upon the advice of a marketing class study by San Francisco State University students, the name of the garden center was changed to Flowercraft.

The inception of Flowercraft Garden Center is indeed a humble one. Turning a carwash into a viable garden center, while maintaining the original structure, was no small task. The interior of the former car wash was remodeled to accommodate a greenhouse for houseplants. Shelves were built to stack fertilizers and pest control products. Later, tables were built to display pottery, thus maximizing floor space. Outdoor racks were installed to accommodate a wide range of soil mixtures and amendments and terraced tables to display annual color, vegetables and herbs, bonsai plants, groundcover, and small perennials. The 20-foot outdoor sign is original to the former carwash.

To this day, Flowercraft Garden Center remains a family-owned, independent garden center (IGC) under the auspices of Phillip Lerner and his son, Jeff. The business enjoys a unique location on the cusp of the Bayview, Bernal, and Mission neighborhoods.

Flowercraft Garden Center has served generations of San Franciscans and Bay Area residents. Over the years, many have brought their children and grandchildren to discover the joys of shopping at the store. Flowercraft's tagline, "We Sell Happiness" certainly rings true. The business has a strong, dedicated following and attracts more and more new customers every year, from Generation Z on up. Though the face of the neighborhood has greatly changed over the years with many new boutique businesses, Flowercraft remains, relatively unchanged. The business is still standing after nearly five decades.

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

Flowercraft Garden Center has been in continuous operation since it was founded. The business is open seven days a week throughout the year with the exception of Thanksgiving, Christmas Eve, Christmas, and New Year's Day.



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

Flowercraft Garden Center has been owned by the original founder, Phillip Lerner and his family during its entire business operation. Phillip is now approaching his 80s, but remains very involved in the garden center's operations.

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

The ownership history of Flowercraft Garden Center is as follows:

1974 to Present:        Phillip Lerner

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

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

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

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

## **CRITERION 2**

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

Since Flowercraft was established in 1974, its location has been in an industrial area with businesses such as Goodman Lumber and auto repair shops. To this day, there are no other garden centers in the vicinity that offer the full spectrum of plants, trees, soil amendments, and related hardware. Flowercraft meets the needs of a faithful customer base as well as the trades, while gaining new fans with a lush selection of quality plants and earth-friendly gardening products.

Flowercraft is a unique, locally owned and operated business that has been enthusiastically supported, respected, and loved by members of the surrounding neighborhoods and the greater San Francisco area since 1974. In addition, it has become “the go-to place” for materials, plants, and supplies for local independent gardeners and landscapers who trust the quality of plants and products.

Over the years, Flowercraft has become an integral part of the neighborhoods surrounding its location (The Mission, Bernal Heights, Potrero Hill, Hunters Point and the Excelsior) and has a large following of faithful customers. Several employees live in these neighborhoods, and it is not unusual for customers to stop them in markets, stores, or on the sidewalk to ask them for gardening tips. Young families shop at Flowercraft where one or both parents recall coming to Flowercraft as children, and an elderly man reminds the staff every holiday season that he has come to Flowercraft for his Christmas tree each year since the store's opening. Walking through the streets of Bernal Heights, it is common to see house after house with plants from Flowercraft adorning their gardens.

Flowercraft is an oasis of beauty and tranquility in an industrial section of Bayshore Boulevard. There are customers who often come in just to browse and enjoy the beauty of the garden center, or to visit the resident cats Cookie, Jet, and Dot. During the past year of the pandemic, with so many people staying home, the customer base has grown immensely. New and established home gardeners are spending more time engaging in the joys of planting and growing ornamental and edible plants and experiencing the meaning of Flowercraft's motto: "We Sell Happiness."

In San Francisco, when people think of a great place for brunch, they think of the Buena Vista. When they think of a great variety store, they think of Cliff's Variety. When they think of great espresso, they think of Caffè Trieste. When they think of a great place for plants and gardening supplies, they think of Flowercraft.

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

Flowercraft has been indirectly associated with numerous significant events throughout San Francisco through donations and monetary assistance to organizations that organize the events, including the following:

- Alvarado Elementary School – Silent Auction
- Bayview Opera House – Winter Wonderland
- Flynn Elementary School – Silent Auction
- Friends of Noe Valley – Noe Valley Garden Tour
- Goettingen Neighbors Group – Calendar Benefit
- Lakeshore Elementary School – Spring Auction
- Mission Kids Co-op – Spring Fiesta
- Noe Valley Garden Tour
- Portola Garden Tour (annual scholarship event)
- Riordan High School – Mimosa Morning & Marketplace
- St. Kevin's Dinner Dance & Auction
- Save Nature – Bowl the Planet Fundraiser Silent Auction

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

Herb Caen and Leah Garchik, both writers with the San Francisco Chronicle, have fondly written about Flowercraft in their newspaper columns.

Flowercraft is currently listed as one of “The Best 10 Nurseries & Gardening in San Francisco on Yelp. The store regularly receives recommendations from readers on Next Door. The April/May 2015 edition of San Francisco Cottages & Gardens magazine speaks of Flowercraft’s Garden Center in the article “The Urban Jungle.” The San Francisco Examiner readers voted Flowercraft as the best Garden Center in their annual Reader’s Choice Awards for 2016. Annually, Yelp awards Flowercraft with a certificate that says “People Love Us on Yelp!”

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

To this day, many local San Franciscans of note continue to patronize Flowercraft, including: Tom Ammiano - a former member of the California State Assembly from the 17th district as well as a member of the San Francisco Board of Supervisors from District 9; Alonzo King - dancer and choreographer, founder and artistic director of LINES Ballet based in San Francisco; Topher Delaney, a highly-regarded landscape architect who designed the gardens at the Avon Breast Cancer Center at Zuckerberg San Francisco General Hospital, whose commissions include: Guide Dogs for the Blinds and the UCSF Medicinal Garden; and Bob Pritikin who wrote the groundbreaking book, "Christ Was An Ad Man." Herb Caen and Leah Garchik have fondly written about Flowercraft in their columns in the San Francisco Chronicle.

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

From the beginning, Flowercraft has maintained its commitment to supporting the community. The business brightens the lives of others through donations and monetary assistance to nonprofit organizations for their fundraising events, community gardens, neighborhood garden tours, local area schools, etc. A partial listing includes the following:

- Buen Dia Family School
- City of Dreams (youth mentorship program)
- Education Outside
- Farming Hope (culinary job training for the formerly incarcerated)
- Florence Fang Asian Community Garden
- George Washington Carver Elementary School
- Guadalupe Elementary School
- Homeless Prenatal
- Interfaith Housing Development Corporation
- John O’Connell High School
- Master Gardeners of San Francisco & San Mateo
- Mission YMCA
- NCH Community Garden

- New School San Francisco
- Nihonmachi Little Friends in Japantown
- Northridge Community Garden
- Old Skool Care (culinary job training for at-risk youth)
- Pathway Housing (housing for vets)
- Pets Are Wonderful Support (PAWS)
- Rooftop School
- San Francisco Housing Authority Housing Development
- San Francisco Parks Alliance
- San Francisco Unified School District Early Education Department
- San Francisco Waldorf School
- Source Ministry
- Tenderloin Demonstration Garden
- The Plant Exchange
- Treasure Island Student Farms
- University of California Master Gardeners
- Urban Wildlife Rescue
- United Council of Human Service
- Veterans Administration

... and many, many more.

In addition, Flowercraft serves as a sanctuary for all creatures that find their way there. Flowercraft employees have cared for, fostered, and adopted frogs, turtles, cats, and dogs. The current resident cats are very popular with Flowercraft customers.

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

As only one of three garden centers in San Francisco, Flowercraft Garden Center is proud to serve local area residents. Flowercraft also has customers from throughout the entire Bay Area.

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

Flowercraft is located on the site of the old Bayshore Car Wash. In 1974, Flowercraft Home Improvement Center acquired a vacant car wash directly across the street. It was a dream of the owners to create an oasis of plants and trees in the "industrial district." Thus, Flowercraft Garden Center was born. More than 40 years later (including a slight name change), Flowercraft continues to flourish and has maintained the original building and signage.

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

As the oldest established garden center in the same location for over four decades in San Francisco, and with an outstanding reputation for quality plants and service, Flowercraft caters

to a diverse population all over the City and Bay Area. It remains steadfast in its commitment to contribute to a multitude of organizations and the groups they serve. Flowercraft provides the full range of products and plants that the novice or experienced gardener needs to create or enhance their landscape and to maintain it. The entire Flowercraft staff has experience and/or training in environmental horticulture and integrated pest management. For these reasons, Flowercraft has been an “anchor” in the communities it serves, and its absence would be detrimental to the many people and organizations that have relied on it for decades.

### **CRITERION 3**

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

Flowercraft is a full-service garden center. The business is known for its expert knowledge and service. All the employees have experience, knowledge, and/or education in environmental horticulture, as well as experience in a retail setting. Flowercraft also provides no-cost workshops to educate the public in areas such as:

- Beekeeping
- California Natives
- Fertilizing
- Landscaping 101
- Raising Hens & Chicks
- Rose Care and Pruning
- Succulents
- Water Wise Gardening

... and more.

Flowercraft believes in empowering its customers to make informed decisions in their landscape, be that a small patio deck or a spacious estate. As the business is seasonal, Flowercraft takes great care to bring in products that reflect the seasons. They also offer a wide variety seeds, indoor and outdoor pottery, short- and long-handled tools, gloves, and watering cans. Flowercraft is proud to offer natural and organic fertilizers and pest control.

As water supply continues to loom as an important issue, Flowercraft offers a large palette of drought tolerant plants, trees, and shrubs. The store also expanded their cactus/succulent section to meet the demand for low-water plants.

#### **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)**

Flowercraft’s tag line "We Sell Happiness" certainly rings true, as the business has a decades-long following of customers who continue to seek out Flowercraft’s products and plant

knowledge. Flowercraft continues to create, deliver, and offer value, while remaining innovative in their plant palette, and maintaining a reasonable pricing structure.

Traditionally, the December holiday season is a special time at Flowercraft, as the garden center is transformed into a Christmas tree wonderland. Flowercraft enjoys a faithful following who come for their freshly cut trees, garlands, wreaths, poinsettias, cyclamen, and other seasonal gifts and offerings. Flowercraft distributes surplus trees in poorer areas including the Bayview/Hunters Point, Tenderloin, and the Mission. Flowercraft also supports several organizations during this time, bringing joy and cheer to children, adults, and the aged. Flowercraft is known and recognized for their holiday generosity and a benefactor to the many worthy organizations in the area throughout the year.

**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.).**

Flowercraft Garden Center has and will continue to maintain the original structure of the old Bayshore Car Wash. The signage is also original. Though the neighborhood has seen new businesses, Flowercraft has retained its original look; it's bit dated, yes, but the community loves it!

When you enter the Garden Center, you will be greeted by a giant stone Buddha who has seen better days! He's been bumped and damaged over the years; his hands are shattered to the point where the rebar underneath is clearly visible. But this Jolly Hoi Toi Buddha (as he is formally referred to), has been with Flowercraft since almost the beginning – through inclement weather, earthquakes, construction, etc. Flowercraft considers the Buddha statue to be their mascot and lucky charm!

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

The current business registration has been maintained by the same family since the business was founded. Documentation that demonstrates the business has been a garden center for 30+ years is included in this Legacy Business Registry application.





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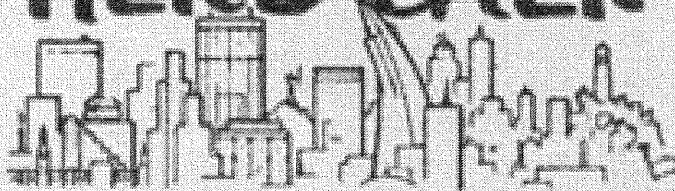








# HERB CAEN



## One Day At a Time

★ ★ ★

**ADD CETERAS:** Architect Philip Johnson's "post-modernist" or "neo-classical" new bldgs. are pictured on the cover of *Progressive Architecture*, inspiring Anders Hench to a highly original thought: "Just think, if Philip were designing Neiman-Marcus today he would probably do an exact copy of the City of Paris!" ... Guess who's talking about a domed stadium at Hunters Point? New York City. Not our Hunters Point. The one in the Bronx ... Jeremy Hollis found an Only in S.F. at 550 Bayshore, where the Floorcraft Garden Center has a \$8.99 special on hoses that are "fine for waterings or beatings." Great Zot! ... Bob Valenzuela, owner of Bob's Used Books on Geary ("Books For the Price of a Politician") strikes again. Now in the window, flashes George Fogerty, is a clock over a sign reading "Sorry, Clock Is Exactly 24 Hours Late."

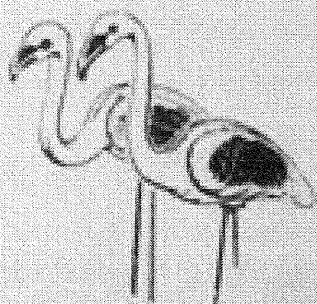
★ ★ ★

**HEY LOOKA HERE:** When Herb Rosen wondered if St. Francis de Sales was the patron saint of department stores, it wasn't the signal to start a new game. Nevertheless, Atty. Robert M. Chilvers suggests St. Joan of Arc for welders and St. Martin of Porres for bartenders, while Nancy Owens Gallagher likes St. Boniface for Elizabeth Arden, Sts. Peter and Paul for bankers, and St. Basil for the Calif. Culinary Academy, yesssss. Not only that, Martin Risard, rector of St. Andrew's Episcopal in Oakland, runs a travel business on the side and of course is known to his colleagues, like Rector Bill Clancey Jr., as St. Martin of Tours ... Anybody care to play around with St. Francis of Assisi for the Castro? Okay.



# Dressing Up a Garden

BY ELIZABETH NAVAS FINLEY



■ **LEARNING FROM LOS ANGELES:** If '50s furniture is a hot collectible, can plastic flamingoes be far behind? A recently advertised special on them at Floorcraft Garden Center, 550 Bayshore Boulevard, brought in a crowd of buyers, said a nursery clerk. "We sold a lot. I guess people think they're camp," she said. The store has stocked the birds for years and finds them steady sellers at \$4.98 each.

■ **THE REAL THING:** Garden antiques, like the indoor variety, have a look of age that can't be reproduced. They are the rarest of garden accents since they stay on the estate from one century to the next, rather than being sold and passed around like furniture. The Georgian urn on plinth shown is part of a small collection of outdoor antiques at Therien & Co., 411 Vermont Street. Smith & Hawken in Mill Valley will also be stocking such garden antiques as Italian marble jardineres, stone lions and an Adams style ram's mask with garlands.

■ **ITALIAN PALAZZO:** Nothing says Italian garden like the terra cotta pot. In Florence, pots are planted with lemon trees or gerani-



LEAH GARCHIK

## Riding into the sunset side by side, heart to heart



Here we are in the homestretch, heading to the fork in the road that separates lonely misery from sitting side-by-side on the beach, holding hands and posing for a pharmaceutical ad.

### No hard feelings

» “No. Ma. No. Ma. Wait. No. Ma. ... He didn’t dump me again. He died.” (Woman on cell, overheard at Market and Castro by **Mark Hetts**)

» “If we had married each other, we would have seven houses now.” (Man to man, overheard at Sharp Park Bar by **Gino** the bartender)

» First woman: “Hey, how’s your new guy?”; Second woman: “Oh, he went back to his wife.” (Women outside Whole Foods Market on Potrero Hill, overheard by **Gary Floyd**)

» “I couldn’t figure out how to break up with Tom without hurting him, so I did something that I knew would piss him off, and he broke up with me.” (Woman to woman, overheard on the 30-Stockton by **Stewart Bloom**)

» “We’re basically leading separate lives. ... I think now he’s decided between making an effort for me or just getting an arranged marriage.” (Woman in Palo Alto, overheard by **Scott Mattoon**)

» “My prom date is so living it up in New York right now ... as a drag queen.” (Young woman to young woman, overheard on 24th Street by **Karl Robillard**)

» “When you dump me, I’ll find you another woman.” (Woman at restaurant table, overheard in Philadelphia by **Elaine Hecker**)

» “Housework? She could have cared less. But she had other talents.” (Man to man on stationary bikes, overheard at gym in Walnut Creek by **Beverly Dubrin**)

» “Every one of my ex-wives was a Gemini.” (Man to man, overheard in Healdsburg by **Roger Thornhill**)

» “The judge gave her the house and the car and gave him monthly visitation rights to his roses.” (Clerk to clerk, overheard at Greenbrae Nursery by **Donald Christians**)

» “She’s the best ex-wife anybody ever had.” (Man to man, overheard at the Headlands Cafe in Fort Bragg by **Oliver Saffir**)

» “If I look closely enough, I can see my first husband.” (Woman peering at Rodin’s “The Gates of Hell,” overheard at Cantor Arts Center at Stanford by **Roger Thornhill**)

» “It’s not his age. They no longer have sex. He told her she’s wearing too many clothes.” (Woman to woman, overheard at restaurant by **Roland Popp**)

### How you know it’s forever

» “We had this place in the countryside and tried wild love in the fields, and what you

get is poison ivy.” (Middle-aged woman to younger companion, overheard at Saul’s delicatessen in Berkeley by **Steve Finacom**)

» “I love this place.” “I know, it’s where Kyle and I come after we have a fight.” (Conversation between two women, overheard outside Flowercraft Nursery by **Steven Short**)

» She: “I don’t want to go back to Solvang. It brings back bad memories.” He: “Does that have anything to do with me being despicable?” She: “Yes.” (Conversation between elderly couple, overheard at a bed-and-breakfast in Santa Barbara by **Leslie Green**)

» “I took an Ambien and had sex with my wife and didn’t know it. She told me days later.” (Man at Starbucks, overheard by **L.G.**)

» “I don’t want you dying at 75. That’s only 13 years from now.” (Woman to man, overheard at Taste of the Himalayas in Berkeley by **Andrea Behr**)

» “It was touch-and-go there for a while. Then we agreed, as a couple we are a microcosm of society.” (Woman at Mission Creek Coffee, overheard by **Roger Thornhill**)

» “I would have brought you roses, but I’ve been out all day. So I got you some English muffins.” (Man to woman overheard at the de Young Museum by **Stewart Bloom**)

» “That’s why we are a good couple. You do all the talking, and I do all the listening.” (Middle-aged man talking to woman, overheard at Starbucks in Walnut Creek by **Corrie Anders**)

» “He thinks divorce is for white people.” (Woman talking about her dad, overheard at Henry’s on Noriega in San Francisco, by **Derek Van Orden**)

» “The day before they got married, he said, ‘One thing. Don’t ever tell me what to do.’ Amazing, the way she’s gotten around that all these years.” (Woman to woman, overheard at a bank in Berkeley by **Susan Kepner**)

» “We’ve been at this too long. Now we have make-up tiramisu instead of make-up sex.” (Man at Taheri restaurant, overheard in Pleasant Hill by **Bruce Wodhams**)

» “Never make eye contact at dinner-time.” (Man accounting for longevity of 61-year marriage, overheard at a neighborhood Christmas Party by **Judy Arndt**)

Open for business in San Francisco at (415) 777-8426. E-mail: [lgarchik@sfgchronicle.com](mailto:lgarchik@sfgchronicle.com) Twitter: @leahgarchik



# **Flowercraft** **Garden Center**

## The Squeaky Wheel Gets the Grease.

In the mid 70's, our founder had a vision of turning the then defunct Bayshore Car Wash into a garden center. It was a grand endeavor, renovating an old metal building and its surroundings into a showplace for plants and trees.

The original building still stands, along with the same 20-foot street sign that greets you while driving along Bayshore Boulevard. Our shelves are a little dusty, the wheels on our Radio Flyer wagons are a bit squeaky, and we still embrace old-fashioned sensibilities, while welcoming all who come here.

We proudly serve three generations of families here at Flowercraft - grandparents who bring their sons, daughters and grandchildren to shop - wagons in tow - perhaps with a squeaky wheel or two that resounds throughout the garden center.

Come to Flowercraft today to experience some old-fashioned sensibility combined with first-class service. Our garden center has everything you need to build your dream landscape. And if the squeaky wheel on your wagon needs some grease, do let us know.

(p.s. Mention "Squeaky Wheel" to a member of our staff and get 15% off any plant or tree! Through Sunday, October 14th.)

### **Flowercraft** **Garden Center**

550 Bayshore Blvd. San Francisco, CA 94124 415 824 1900

Mon - Sat 8:30am - 5:30pm Sun 10:00am - 5:30pm

[flowercraftgc.com](http://flowercraftgc.com)

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SAN FRANCISCO EXAMINER • [SFEXAMINER.COM](http://SFEXAMINER.COM) • THURSDAY, OCTOBER 11, 20

550 Bayshore Blvd – San Francisco CA 94124 – Phone 415.824.1900 – [www.flowercraftgc.com](http://www.flowercraftgc.com)

2018-44th ANNIVERSARY AD





**Bayview Opera House**  
Ruth Williams  
Memorial Theatre

Executive Director  
Barbara Ockel

Board of Directors:  
Jerald Joseph, *President*  
Theo Ellington, *Vice President*  
Cindy Changar, *Secretary*  
Jackie Cohen, *Treasurer*  
Thor Kaslofsky, *Co-Treasurer*  
Dan Dodt, Vernon Grigg, III,  
Clint Sockwell

Lydia Patubo  
Flowercraft Garden Center  
550 Bayshore Blvd  
San Francisco, CA 94124

January 9, 2015

Dear Lydia,

We would like to thank you from the bottom of our hearts for donating all of those beautiful trees to us for our Winter Wonderland event this year. They truly helped create an ambience of holiday cheer all along Mendell Plaza.

You should have already received a letter with necessary tax receipt info, but we wanted to say thanks once again. We've sent along a photo of our Santa's Village with some of our staff, volunteers, and attendees surrounding two of the trees you donated. You guys donated more than you said you would and we really appreciated it!

We truly appreciate our relationship with Flowercraft and look forward to seeing you in the New Year!

All the Best,

Barbara Ockel  
Executive Director

Ivy Anderson  
Event and Volunteer Coordinator



(c) (3)  
6172



# Nihonmachi

## LITTLE FRIENDS™

Japanese Bilingual & Multicultural Childcare

October 19, 2018

Ms. Lydia Patubo  
Garden Center Manager  
Flowercraft  
550 Bayshore Blvd  
San Francisco, CA 94124

Dear Lydia,

I'm very sorry that I excluded this extraordinary donation in my previous acknowledgement letter. Thank you so much for the very generous donation of the beautiful Japanese maple tree to Nihonmachi Little Friends (NLF)! It has been planted and is the centerpiece of our front garden!

NLF, now in its 43<sup>rd</sup> year, continues to operate quality direct service programs for over 200 preschoolers and elementary school-age children on an annual basis. The organization also maintains its mental health consultation services, parenting workshops, Friday evening respite care, family socials, community events, and cultural celebrations.

In May 2017, the organization completed its preschool building addition to its historic 1830 Sutter Street building, and has merged its preschool-age programs into one secure and permanent facility. This will now insure that NLF can continue to provide its valuable programs for generations of children to come.

We truly appreciate your generosity and thoughtfulness, recognizing the important work we do for young children, their families and the community.

Warmest regards,

Cathy Inamasu  
Executive Director

Your contribution is tax-deductible to the extent allowed by law. NLF's tax identification number is 94-2325686. No goods or services were given in exchange for this donation.



# St. Kevin Catholic Church

704 Cortland Avenue  
San Francisco CA 94110  
415-648-5751  
Fax: 415-648-4441



August 14, 2019

Flowercraft Garden Center  
550 Bayshore Blvd  
San Francisco, CA 94124

Dear Flowercraft Garden Center,

On Saturday, September 21, we will hold our biggest fundraiser of the year, a dinner dance with live and silent auctions. These auctions are the highlight of the evening. On behalf of the St. Kevin's Dinner Dance and Auction Event Committee, St Kevin Catholic Church and myself, we are grateful for your generous gift valued at \$130.00 (Gift Certificate and Basket).

With your donation, St. Kevin's Annuzzi Hall will receive a deserved and needed facelift. As you may be aware, Annuzzi Hall is a unique space in Bernal Heights. We support the community by providing programs for the poor, space for the community, and parish events.

Thank you so much for helping us in our continuing effort to provide a space where important events, community service programs and social gathering can occur and bring people together in our great neighborhood.

Together we can make a difference. Once again, thank you for your support. Your kindness is appreciated.

Warmest regards,



Robert Fyles

On behalf of the St. Kevin's Dinner Dance and Auction Event Committee

Note: No goods or services were provided in exchange for your contribution.

St Kevin Church is a bonafide charity under Federal Group Exemption #0928 US Catholic Conference, FEIN 94-225-6793

Lydia,

Thank you immensely for Flowercraft's support for Farming Hope, helping us employ and empower our neighbors experiencing homelessness.

Farming Hope would be nowhere without donations from supporters like your store.

We are excited at all the growth this year: building our home base urban garden and launching a job skills curriculum at our rooftop garden. Your help makes this growth possible (literally) with plants, seeds, soil, and the positivity you share with us.

We hope our work has an impact not just in the lives of our newly employed homeless friends, but in the life of the community, as we build spaces to gather across boundaries & around food.

With love and gratitude,  
The Farming Hope Squad

Kevin

oThanks so  
much!  
- Melody

♡ Abla





Dear Flowercraft,

We really appreciate your  
contribution to our Spring  
Fiesta. Your generosity will  
directly benefit Mission Kids  
and their families.

With Gratitude,

Mission Kids

Thank you for your generous support of  
Mission Kids Co-op Preschool.  
Our 501(c)(3) federal tax ID # is  
20-5809720  
Donation amount \$ \_\_\_\_\_



CELEBRATE THE BUTTERFLY  
Dana Albany and Mission Kids 2012  
[www.missionkidsco-op.org](http://www.missionkidsco-op.org)

