



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: December 1, 2021

Filing Date: November 4th, 2021
Case No.: 2021-011277LBR
Business Name: Performing Arts Workshop
Business Address: 2301 San Jose Avenue Avenue (Primary Address)
Zoning: P (PUBLIC) Zoning District
40-X Height and Bulk District
Block/Lot: 6972/036
Applicant: Allison Thompson
768 Delano Avenue
Nominated By: Supervisor Asha Sefai
Located In: District 11
Staff Contact: Alessandro Hall – (628)-652-7336
Alessandro.hall@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Performing Arts Workshop, Inc. is an arts and education nonprofit founded by Gloria Unti in 1965. Gloria began teaching dance in 1956 in Telegraph Hill. As an instructor, she became increasingly interested in how movement could facilitate self-expression, empower youth, and advance social justice. She incorporated Performing Arts Workshop as a nonprofit in 1965 and continued to serve as its executive director until her retirement, at which point the organization became governed by a board of directors. Today, Performing Arts Workshop provides arts instruction for more than 4,200 K-12 age youth each year, offering classes in dance, music, spoken word, theater, and other forms of expression. Its administrative headquarters are located at 768 Delano Avenue, but the organization runs its classes from the Geneva Car Barn and Powerhouse at 2301 San Jose Avenue.

Performing Arts Workshop's mission is to help young people develop critical thinking, creative expression, and essential learning skills through the arts. Its course offerings, pedagogy, and community partnerships also demonstrate a fierce commitment to advancing racial and social equity. Performing Arts Workshop offers free classes and provides almost 100 annual residencies for K-12 age students. It prioritizes working with communities with less access to the arts, especially in District 11. The organization also frequently attends neighborhood events such as Sunday Streets and has partnered with community organizations such as SFUSD, Boys and Girls Club, Chinese Cultural Center, and the Mission Education Center. 82% of the students who participated in its programs last year were students of color and 51% were from low-income families. The organization's innovative pedagogy and commitment to social justice has drawn praised from UNESCO, the U.S. Department of Education, and the National Endowment for the Arts.

Over more than half a century, Performing Arts Workshop has empowered youth in every corner of San Francisco. The organization has operated in various neighborhoods, including Japantown, the Presidio, Fort Mason, and Potrero Hill. In 2020, Performing Arts Workshop began a 10-year lease to develop a cultural and performing arts space at the historic Geneva Car Barn and Powerhouse in District 11. Despite the challenges imposed by the COVID-19 pandemic, Performing Arts Workshop never ceased operations, quickly pivoting to distance learning to ensure its students could continue their courses. More recently, the organization has shifted to a hybrid model, giving students the option of attending online or in person. Next year, Performing Arts Workshop will offer expanded evening, summer, and weekend programming as it continues to provide accessible and engaging instruction for students and their families.

The organization's primary location is the Article 10 landmarked Geneva Car Barn and Powerhouse at 2301 San Jose Avenue, a Category A (Historic Resource Presence) structure on the east side of San Jose Avenue between Niagara and Geneva Avenues in the Outer Mission neighborhood. It is within a Public Zoning District and a 40-X Height and Bulk District. Performing Arts Workshop also maintains an administrative office at 768 Delano Avenue.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1965.

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

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

- a. Performing Arts Workshop has operated continuously in San Francisco for 56 years.
- b. Performing Arts Workshop has contributed to the history and identity of San Francisco.
- c. Performing Arts Workshop 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 organization offers a variety of classes in culturally significant arts forms and traditions to meet the needs and interests of its students. For example, this summer, Perform Arts Workshop offered a 15-session course on Afro-Peruvian Zapateo.

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

Performing Arts Workshop is located in the Geneva Car Barn and Powerhouse at the former site of the San Francisco and San Mateo Railroad Company Office Building complex. The building is significant for its association with the development of transportation infrastructure in San Francisco. The building serviced the city's first electrified streetcar line and was designed in the Romanesque style by the prolific Reid Brothers. The structure and its history are described in the Ocean View, Merced Heights, and Ingleside (OMI) Neighborhoods Historic Context Statement.

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

Yes. The organization's studio space, located at the Geneva Car Barn and Powerhouse, is listed in Article 10 of the San Francisco Planning Code (local landmark #180).

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

No, not as of the date of this executive summary.

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

Performing Arts Workshop has been featured in numerous publications including Youth Today magazine and IssueLab. The organization's founder, Gloria Unit, has also appeared in features from Now and Look magazine, the Guggenheim foundation, and the Carnegie foundation.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- Geneva Car Barn and Powerhouse 2301 San Jose Avenue (2020 – Present)

Previous (No Longer Extant) Locations:

- 1530 Buchanan Street (1965 – 1972)
- Presidio Studio (1972 – 1980)
- Fort Mason Center (1980 – 2007)
- 1661 Tennessee Street (2007 – 2019)

Recommended by Applicant

- Historic features of the Article 10 listed Geneva Car Barn and Powerhouse building
- Organization's mission of helping young people develop critical thinking, expression, and skills through the arts

Additional Recommended by Staff

- None

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.

ATTACHMENTS

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: December 1, 2021

Case No.: **2021-011277LBR**
Business Name: Performing Arts Workshop, Inc.
Business Address: 2301 San Jose Avenue
Zoning: P (PUBLIC) Zoning District
 40-X Height and Bulk District
Block/Lot: 6972/036
Applicant: Allison Thompson
 768 Delano Avenue
Nominated By: Supervisor Asha Safai
Located In: District 11
Staff Contact: Alessandro Hall (628) 652-7336
 Alessandro.Hall@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PERFORMING ARTS WORKSHOP, INC. CURRENTLY LOCATED AT 2301 SAN JOSE AVENUE, BLOCK/LOT 6972/036

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 December 1, 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 Performing Arts Workshop, Inc. 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 Performing Arts Workshop, Inc.

Location(s):

Current Locations:

- 2301 San Jose Avenue

Previous (No Longer Extant) Locations:

- 1530 Buchanan Street (1965-1972)
- Presidio Studio (1972 -1980)
- Fort Mason Center (1980 – 2007)
- 1661 Tennessee Street (2007 – 2019)

Physical Features or Traditions that Define the Business:

- Historic features of the Article 10 listed Geneva Car Barn and Powerhouse building
- Organization's mission of helping young people develop critical thinking, expression, and skills through the arts

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 **Performing Arts Workshop, Inc.** to the Office of Small Business December 1, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: December 1, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-010
Business Name: Performing Arts Workshop, Inc.
Business Address: 768 Delano Avenue
District: District 11
Applicant: Allison Thompson, Director of Development
Nomination Letter Date: November 3, 2021
Nominated By: Supervisor Ahsha Safai

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

1530 Buchanan Street from 1965 to 1972 (7 years)
Presidio Studio from 1972 to 1980 (8 years)
Fort Mason Center, C-265 from 1980 to 2007 (27 years)
1661 Tennessee Street from 2007 to 2019 (12 years)
768 Delano Avenue from 2019 to Present (2 years)
Geneva Powerhouse, 2301 San Jose Avenue from 2020 to Present (1 year)

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: November 3, 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
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www.legacybusiness.org



Member, Board of Supervisors
District 11



City and County of San Francisco

AHSHA SAFAÍ
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November 3, 2021

Richard Kurylo
Legacy Business Program
Office of Small Business
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 140
San Francisco, CA 94102

RE: LEGACY BUSINESS STATUS FOR PERFORMING ARTS WORKSHOP, INC

Attention Legacy Business Program:

I am nominating the Performing Arts Workshop, Inc. to represent District 11 in the San Francisco Legacy Business Directory. Performing Arts Workshop, Inc., currently located at 768 Delano Avenue, was established on July 28, 1965 by Gloria Unti. Gloria Unti was a dance teacher who taught classes in her Telegraph Hill Studio in the mid 1950s. Gloria brought kids together in her space and taught them what it meant to express ideas through dance. She became the Executive Director of the Performing Arts Workshop until she was no longer able to work. Leadership of the Performing Arts Workshop was maintained through a board of directors and an executive director as a 501(c) non-profit.

As tenants of the historic Geneva Car Barn and Powerhouse, the Performing Arts Workshop brings sequential arts instruction to more than 4,200 students ages 3-18 each year -- including sessions in world dance, music, spoken word poetry, and theater arts. The Performing Arts Workshop spearheaded the advancement of equity education, prioritizing historically disadvantaged communities who have less arts education resources available to them. Furthermore, the Performing Arts workshop celebrates many different cultures and voices through an anti-racism framework that are unique and important to the future of San Francisco youth. The instructors actively encourage and promote constructive dialogue, open communication, and disruption of discriminatory, oppressive behaviors and actions.

The Performing Arts Workshop has been a mainstay in providing District 11 access to the arts by providing almost 100 residencies to K-12th grade youth every year. In addition, the Performing

Arts Workshop participates in Sunday Streets and other street fairs, particularly in the Ocean View, Merced Heights, and Ingleside (OMI) neighborhoods. Over the last fifty years, the Performing Arts Workshop hosted classes in spaces provided by their community partners -- the San Francisco Unified School District, Boys and Girls Club, Chinese Cultural Center, Mission Education Center, and many more. At the end of each session, the Performing Arts Workshop hosts showcases where families and the community are invited to observe performances.

The historic nature and the impact of this organization to our community make the Performing Arts Workshop the ideal candidate for District 11's representative in the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ahsha Safai', written in a cursive style.

Ahsha Safai

District 11 Supervisor

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.

NAME OF BUSINESS:	
Performing Arts Workshop	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Neela Gentile, Interim Executive Director	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
768 Delano Ave. San Francisco, CA 94112	(415) 673-2634
	EMAIL ADDRESS:
	info@performingartsworkshop.org
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.performingartsworkshop.org	
FACEBOOK PAGE:	
www.facebook.com/performingartsworkshops	
TWITTER NAME:	
@PerformingArtsW	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Allison Thompson	(415) 673-2634
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Director of Development	info@performingartsworkshop.org
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
5013467	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
C0494763	

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
Buchanan YMCA 1530 Buchanan St. San Francisco, CA	94115	July 28, 1965
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1965 to 1972	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
Presidio Studio San Francisco, CA	94129	Start: 1972
		End: 1980

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
Fort Mason Center, C-265 San Francisco, CA	94123	Start: 1980
		End: 2007

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1661 Tennessee St. San Francisco, CA	94107	Start: 2007
		End: 2019

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
768 Delano Ave. San Francisco, CA	94112	Start: 2019
		End: Current

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
Geneva Powerhouse 2301 San Jose Ave. San Francisco, CA	94112	Start: August 1, 2020
		End: Current

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. 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.

Allison Thompson

2/24/21

DocuSigned by:
Allison Thompson
3548CAF7C8E245A...

Name (Print):

Date:

Signature:

PERFORMING ARTS WORKSHOP, INC
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.

One day in the mid-1950s, as a young dance teacher was teaching one of her classes of young girls in her Telegraph Hill Studio, a group of teens who hung out at the adjacent pool hall approached her. They asked the teacher, Gloria Unti, if she would teach them karate so they could hone their fighting skills. She told them she didn't know karate and offered them yoga instead. They didn't know what yoga was. After several fits and starts, some weeks later the boys returned, their curiosity persisting. Gloria admitted she wasn't sure what to do with them. But one day, she tried something different. She put on some kabuki music, instructing the boys to make up a movement of any sport, she would step out and return to guess it. She figured they'd probably take off. What happened instead shifted her entire perception and changed her life's course:

“They brought me back in the room, and they had the most incredible sequence. Not only was it creative, non-stereotypic, not just dribbling a ball... you know, it was really unbelievable, it had a beginning, a middle, and an end. I was shocked.”

It was from this experience that Gloria started bringing kids into her space and exploring with them what it meant to express ideas through dance. As time went on and more students came, the art forms expanded to include all forms of dance, music, art and other creative ways for students to express themselves. A decade later on July 28, 1965, Performing Arts Workshop (“the Workshop”) was incorporated as a nonprofit organization with a mission to help young people develop critical thinking, creative expression, and essential learning skills through the arts.

The Workshop's current administrative address is 768 Delano Avenue in the Excelsior neighborhood of San Francisco. Previously, the Workshop was located at 1161 Tennessee Avenue in the Dogpatch neighborhood.

In 2019, Performing Arts Workshop was awarded a 10-year lease to operate classes and to develop a cultural and performing arts space in the historic Geneva Car Barn and Powerhouse (“the Powerhouse”) located at 2301 San Jose Avenue in the Excelsior. Performing Arts Workshop was granted the honor of being sole tenant and program provider of the Powerhouse, providing the organization with the opportunity to align their mission and values

with on-site and distance learning programming that will invite community input and allow the Workshop a return to creative ownness.

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

The Workshop has never ceased operations since it was established in 1965.

In the spring of 2020 as the coronavirus wreaked havoc on the world, the Workshop followed our partners (the San Francisco Unified School District and other community after school service sites) and ceased classes in person. The organization pivoted to online distance learning, which was difficult given the nature of its work. The Workshop acquired the necessary technology and skills to finish the curriculum that was started in January albeit at a slower pace. Performing Arts Workshop discovered that with its classroom teachers as its partners, the organization could in fact drop into classes via zoom and work with students to express themselves with different art forms. While being in person is much preferred, the Workshop made it work. During the latter part of the coronavirus pandemic in 2021, Performing Arts Workshop shifted to a hybrid model that included some class in person (adhering to all the necessary safety precautions) and some online work. Over summer 2021, Performing Arts Workshop provided free, high-quality arts intensives for youth through a hybrid model -- distance learning with a limited in-person option. In fall 2021, the Workshop was back to in-person learning and is currently offering hybrid instruction through the Powerhouse so that students have the option of being in person or online.

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

No, Performing Arts Workshop is a nonprofit organization.

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

The founder of Performing Arts Workshop, Gloria Unti [1924-2015], was a dancer, a teacher, an uncompromising visionary, and an inspiration to generations of young people in San Francisco and the Bay Area.

Since 1956 when Gloria Unti invited students into her dance space, Gloria had nurtured and developed the creativity and critical thinking skills of thousands of Bay Area children, classroom teachers, and artists. Trained in the Hanya Holm, Martha Graham, and José Limón techniques, Gloria chose to dedicate herself to advancing the arts as a force for education, expression, individual empowerment and social justice. After the first year, she invited other artists to join her, and classes became more structured. More artists came, and more students came. Gloria became the Executive Director of the Workshop until she was no longer able to work. Following

her retirement, the Workshop leadership was maintained through the board of directors. To this day, many of Performing Arts Workshop's donors are friends of Gloria.

When the Workshop became a nonprofit organization, ownership was established with the board of directors that varies in size from 8 to 16 members who are unrelated to the founder and Executive Directors in accordance with US Federal laws and requirements for 501(c)(3) tax status per the IRS. The Executive Directors that followed were: Tom DeCagney, Jessica Mele, Emily Ford Dirks, and now Interim Executive Director Neela Gentile.

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

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

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

The historic resource status of the Performing Arts Workshop's administrative headquarters at 768 Delano Avenue is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

The historic resource status of the Geneva Car Barn and Powerhouse at 2301 San Jose Avenue is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The Geneva Car Barn and Powerhouse was constructed for the San Francisco and San Mateo Railroad Company in the Romanesque and Queen Anne style, with notable use of brick. The building is city landmark number 180.

"The City of San Francisco designated the Geneva Office Building (extant) a city landmark in 1985. The 1989 Loma Prieta earthquake severely damaged the structure, prompting MUNI to abandon the property for operations. The agency prepared to raze the site for a parking lot in the late 1990s, but objections from neighborhood groups, and eventually the mayor, killed the plan. In 2004, the property was transferred to the Recreation and Park Department for use as an arts and history center pending rehabilitation funding."¹

¹[http://sfplanninggis.org/docs/Historical_Context_Statements/Ocean%20View,%20Merced%20Heights,%20and%20Ingleside%20Historic%20Context%20Statement%20\(2010\).pdf](http://sfplanninggis.org/docs/Historical_Context_Statements/Ocean%20View,%20Merced%20Heights,%20and%20Ingleside%20Historic%20Context%20Statement%20(2010).pdf), "San Francisco's Ocean View, Merced Heights, and Ingleside (OMI) Neighborhoods 1862 - 1959," by Richard Brandi and Woody LaBounty, January 2010, page 28.

CRITERION 2

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

The Performing Arts Workshop brings sequential arts instruction grounded in inquiry and reflection to more than 4,200 students ages 3-18 each year. Artists with the Workshop conduct 11-60 session residencies in world dance, music, spoken word poetry, and theater arts. To advance equity in education, Performing Arts Workshop prioritizes working with communities with fewer arts education resources available to them. Because the Workshop classes are taught by artists and because its purpose is to help its students who are culturally very diverse, Performing Arts Workshop lifts up and celebrates the many different cultures and voices that make up San Francisco.

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

Performing Arts Workshop participates in Sunday Streets and other street fairs in all of the communities they serve but particularly the OMI (Ocean View, Merced Heights, and Ingleside) in supervisorial district 11. Over the past 5 decades, the Workshop has hosted classes in spaces provided by its community partners – San Francisco Unified School District, Boys and Girls Club, Chinese Cultural Center, Mission Education Center, etc. At the end of each session (in December and in June), Performing Arts Workshop hosts showcases where families and the community are invited to observe performances. During the coronavirus pandemic when it was unsafe to gather, the Workshop created a video anthology highlighting some of its students work. The anthology can be viewed at: <https://vimeo.com/575947428>.

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

Performing Arts Workshop's success in youth development-based arts education has been recognized by UNESCO, the U.S. Department of Education, and the National Endowment for the Arts and has been featured in Youth Today magazine and IssueLab, an online journal for research on promising social practices. Performing Arts Workshop has been honored four times by the California State Senate and Assembly and twice by the City and County of San Francisco for its work with youth.

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

Gloria Unti's work has been featured in major publications, such as Now and Look magazines, documented on film by the Guggenheim and Carnegie foundations, and covered by numerous television stations. Gloria has been honored with many awards including the Honor Award from the California Dance Education Association, the Honor in Dance Award from the San Francisco Arts Commission, the Hall of Fame Award from Dance Bay Area, the Isadora Duncan Award for

Sustained Achievement, and the Women of Achievement Vision and Excellence (WAVE) award from GirlSource.

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

Performing Arts Workshop is a nonprofit organization with a mission to help young people develop critical thinking, creative expression, and essential learning skills through the arts. Their mission and purpose demonstrate their commitment to the youth and the community.

In addition to free classes and programming in the Powerhouse, in any given year Performing Arts Workshop provides almost 100 residencies to K-12th grade youth. The organization's methodology favors depth of learning, and the majority of the residencies are yearlong (30 weeks) with the remainder being semester-long (16 weeks). Working with its partners, the length and depth of the Workshop's residencies is what enables them to use arts to develop critical thinking, creative expression, and essential learning skills through the arts.

In addition to its regular programs, Performing Arts Workshop increased access to the arts for the district 11 community with its Powerhouse summer programs, weekend classes, and evening classes that will become available in the next year. As an example, this past July 2021, Performing Arts Workshop launched the Reimagine Distance Learning Community Arts Collective series at the Powerhouse featuring a 15-session art program for students ages 10-18. The summer series focused on Afro-Peruvian Zapateo, hip-hop, visual art, spoken word poetry, and creative movement. In fall 2021, Performing Arts Workshop offered two new courses – Activism through Dance and MultiMedia. These classes took students on an exploration of current and historical social issues through media and dance. Both classes were free for students and their families.

Performing Arts Workshop recognizes that intersecting structural systems and external forces, including but not limited to, racism and socio-economic status, exponentially impact People of Color. These forces impact its students, staff, and volunteers. As such, Performing Arts Workshop strives to consider all the identities and communities of its students, employees, board members, and volunteers. In their efforts to respect and recognize peoples' full identities, they continuously work to make their programming and spaces equitable and accessible. They actively encourage constructive dialogue, open communication, and disruption of discriminatory behaviors and actions of oppression.

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

Pivotal moments like the one that started it all in the mid-1950s are happening with Performing Arts Workshop's teaching artists in every classroom, every day. The teaching artists keep alive Gloria Unti's vision of the students in Workshop classes "not only as technicians, but as creative people who have the beauty and the ability to express themselves poetically."

Annual data from the San Francisco Unified School District SFUSD indicates 82% of Workshop's students were students of color, 51% were from low/lower income families, an estimated 27% are English learners, and 14% are Individualized Educational Plan (IEP) students. IEP is a plan or program developed to ensure that a child who has a disability identified under the law and is attending an elementary or secondary educational institution receives specialized instruction and related services.

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

Performing Arts Workshop has a 10-year lease to operate classes and develop a cultural and performing arts space in the historic Geneva Car Barn and Powerhouse, which is on the city's historic registry.

Built at a time when streetcars were drawn by horses, the Geneva Office Building and Powerhouse began serving San Francisco's first electrified streetcar line in 1901. It survived the devastating 1906 earthquake and was critical to the city's transportation system until the 1989 Loma Prieta earthquake knocked it out of commission.

Since 2002, the non-profit Friends of the Geneva Office Building & Powerhouse has been a dogged advocate for the historic landmark and its future use as a community center. Its members had a vision for the unused facility at the corner of San Jose and Geneva avenues, the very heart of a diverse neighborhood filled with families and youth. In 2017, with the support and advocacy of the Friends of Geneva Car Barn and Powerhouse and a partnership with the SF Rec and Parks Department and the Community Arts Stabilization Trust, the Workshop was granted the honor of being sole tenant and program provider of the Powerhouse.

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

If the Performing Arts Workshop were to shut down, many children would be deprived of many valuable opportunities for artistic and self-expression. In addition, the Geneva Car Barn and Powerhouse would be without its critical tenant.

CRITERION 3

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

The vibrant landscape of San Francisco, the self-expression, the art, the beauty of the city is a result of people expressing themselves and their culture through many different artistic forms. Performing Arts Workshop is encouraging this in future generations by bringing sequential arts instruction grounded in inquiry and reflection to thousands of students each year. The Workshop is the leading arts education organization in the city serving K - 12 students. Their anti-racism framework and values are unique and important to the future of San Francisco

youth. The purpose of the work is to equip the students' vital artistic tools that will allow them to continue this tradition of self-expression wherever they go.

The Workshop does this by hiring working artists of all genres and training them to go into classrooms and work with students in a way that enriches their school curriculum and utilizes their personal experiences through various art forms. Working with established partners, they reach into and become part of the community. Not only do they give students a voice, but they uplift and celebrate the many cultures that exist within the community.

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)

Performing Arts Workshop is committed to maintaining its historical tradition as an organization that helps young people develop critical thinking, creative expression, and essential learning skills through the arts. The mission guides the organization, while the details of its educational programs have changed over time to deepen their impact.

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.).

Performing Arts Workshop is committed to maintaining the historic Geneva Car Barn and Powerhouse.

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

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













GENEVA
POWERHOUSE
SAN FRANCISCO RECREATION & PARK DEPARTMENT

eneva

AHEAD

TOP-AWAY
NO STOPPING
ANY TIME





POWERHOUSE

2301





Geneva SAN JOSE
street address

6972
block number

20
lot number

3
summary

MUNI GENEVA CAR BARN
building type/use/number of floors

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of setting to building -2 -1 0 1 (2) 3 4 5

Importance as contribution to a cluster/streetscape -2 -1 0 1 (2) 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 (3) 4 5

Richness/Excellence of detailing/decoration -2 -1 0 1 2 (3) 4 5

Unique visual feature of interest 0 1 (2) 3 4 5

Example of a rare or unusual style or design 0 1 2 3 (4) 5

Overall architectural quality -2 -1 0 1 2 (3) 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE

Importance of cornice to building design -2 -1 0 1 2 3 4 5

Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION

Physical condition -2 (1) 0 1 2 3 4 5

Paint/Material color -2 -1 (0) 1 2 3 4 5

REMODELING

Appropriateness of improvements -2 -1 0 1 2 3 4 5

FEB 10 -76
date

Field Notes

REAR CAR BARN BLDG.
DEMO. PERMIT SIGNED
1/14/83

Review Notes

Junior League Listing

text index file

Northern California Guide

Other Listing _____

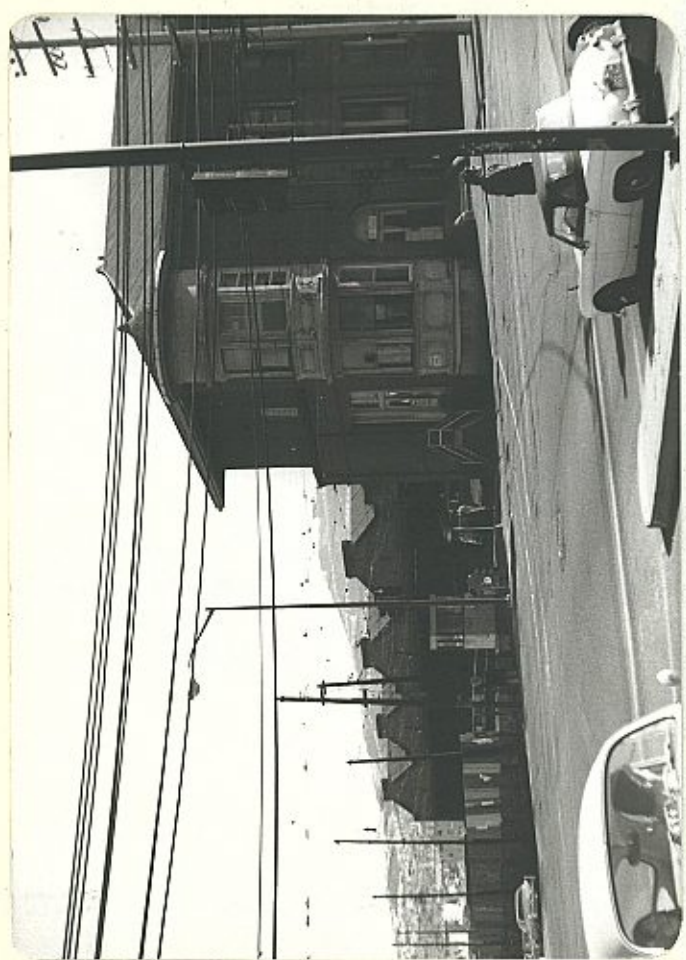


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<https://www.sfchronicle.com/politics/article/Geneva-Car-Barn-en-route-to-new-life-as-arts-11268434.php#photo-13191813>

San Francisco Chronicle

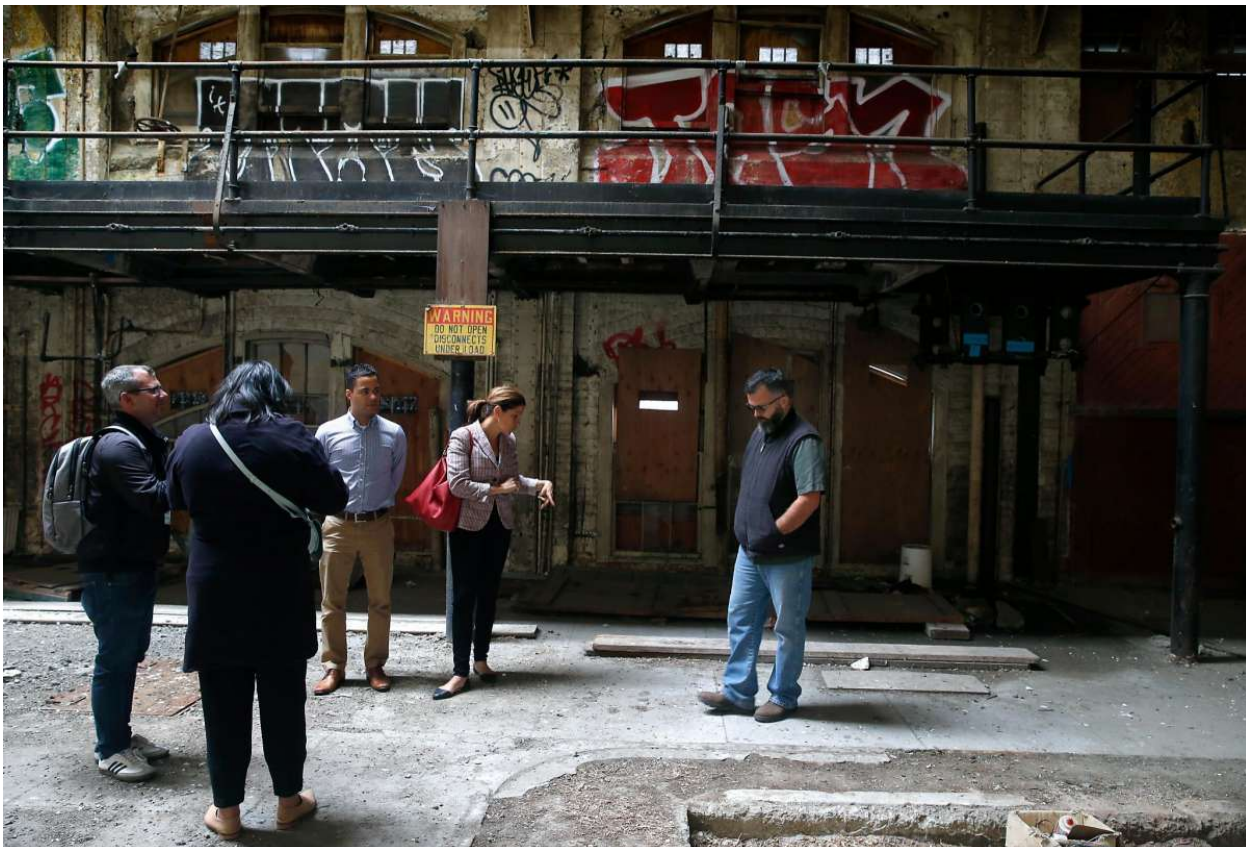
POLITICS

Geneva Car Barn en route to new life as arts center

Dominic Fracassa

July 5, 2017

Updated: July 6, 2017 10:06 a.m.



Sarah Madland (center), director of Policy and Public Affairs for the Recreation and Parks Department, tours the historic Geneva Car Barn and Powerhouse with staffers in San Francisco, Calif. on Wednesday, July 5, 2017. The city's Recreation and Parks Department will convert the former Muni repair facility, shuttered after the 1989 Loma Prieta earthquake, into a vibrant community performance and arts center. Paul Chinn/The Chronicle

At 116 years old, its crumbling floors thick with dust and debris, and its tall ceilings streaked with dark-green mold, the Geneva Car Barn and Powerhouse is looking every bit its age.

For nearly three decades, efforts to transform the ghostly red-brick building near San Francisco's southern edge into a vibrant youth-oriented community arts and events space have sputtered, leaving the Car Barn — a former Muni garage — to fall ever deeper into blight and disrepair.

Until now.

Over the past six months, the San Francisco Recreation and Park Department has been accelerating long-languishing plans to restore the historic building and amassing the needed funds. On Monday, the department announced that the city would receive an additional \$3.5 million in state funding to revitalize the Car Barn, bringing the total for the project to \$14 million.



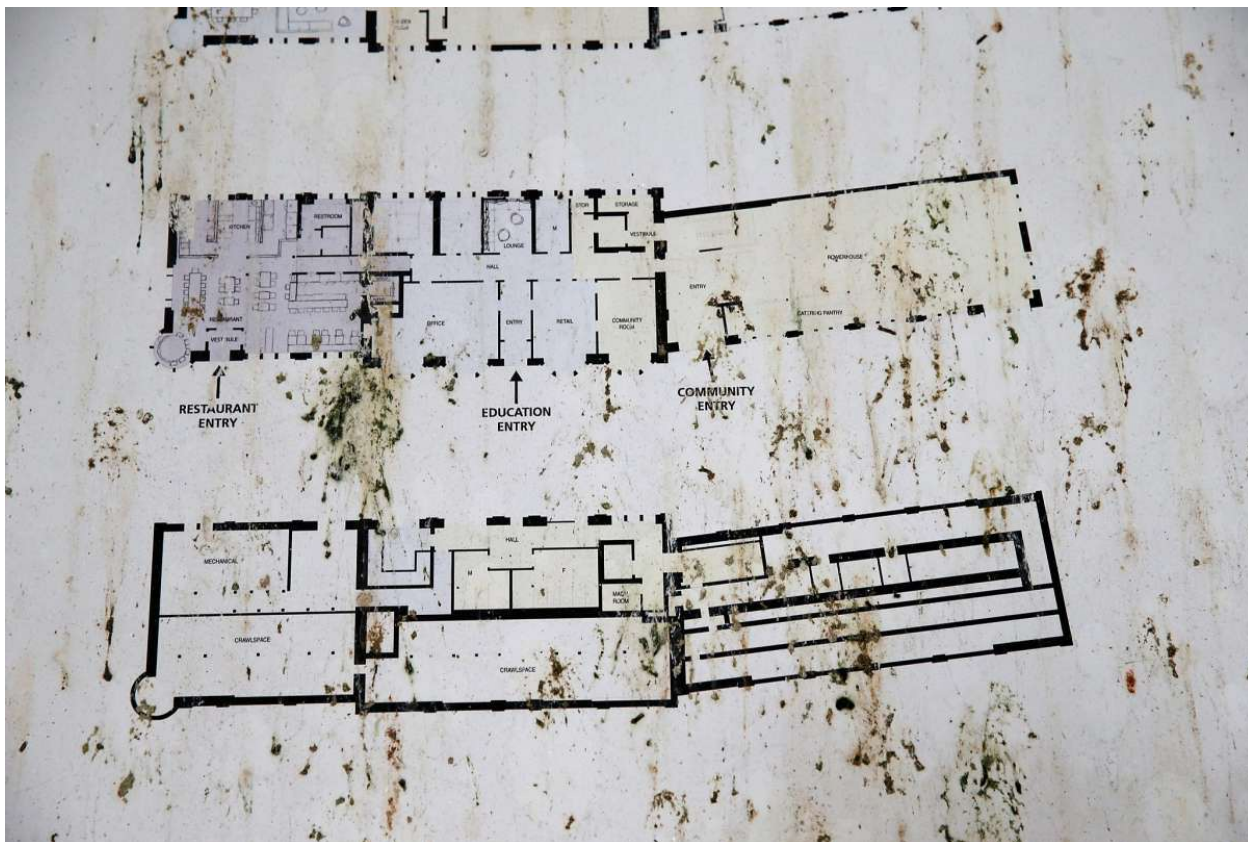
1 of 4. Outdated desktop computers are left behind inside the historic Geneva Car Barn and Powerhouse in San Francisco, Calif. on Wednesday, July 5, 2017. The city's Recreation and Parks Department will convert the former Muni repair facility, shuttered after the 1989 Loma Prieta earthquake, into a vibrant community performance and arts center. Paul Chinn/The Chronicle

That's enough money to begin the first of a two-phase restoration project, said San Francisco Supervisor Ahsha Safai, who represents the city's 11th District, where the Car Barn is located, near the Balboa Park BART Station at Ocean and San Jose avenues. The first phase will restore the 3,000-square-foot Powerhouse in the rear of the building. The second phase will tackle the larger, adjoining 13,000-square-foot Car Barn.

"This is something that could be a tremendous asset for this community," said Safai, who has been involved in efforts to revitalize the building for years.

"These things take time, but this is a very high priority for me. This is something that has the potential to be one of the premier performing-arts and cultural spaces in the city. This is something the community really wants and the kids deserve," Safai said, adding that his district has the city's highest concentration of residents under age 18.

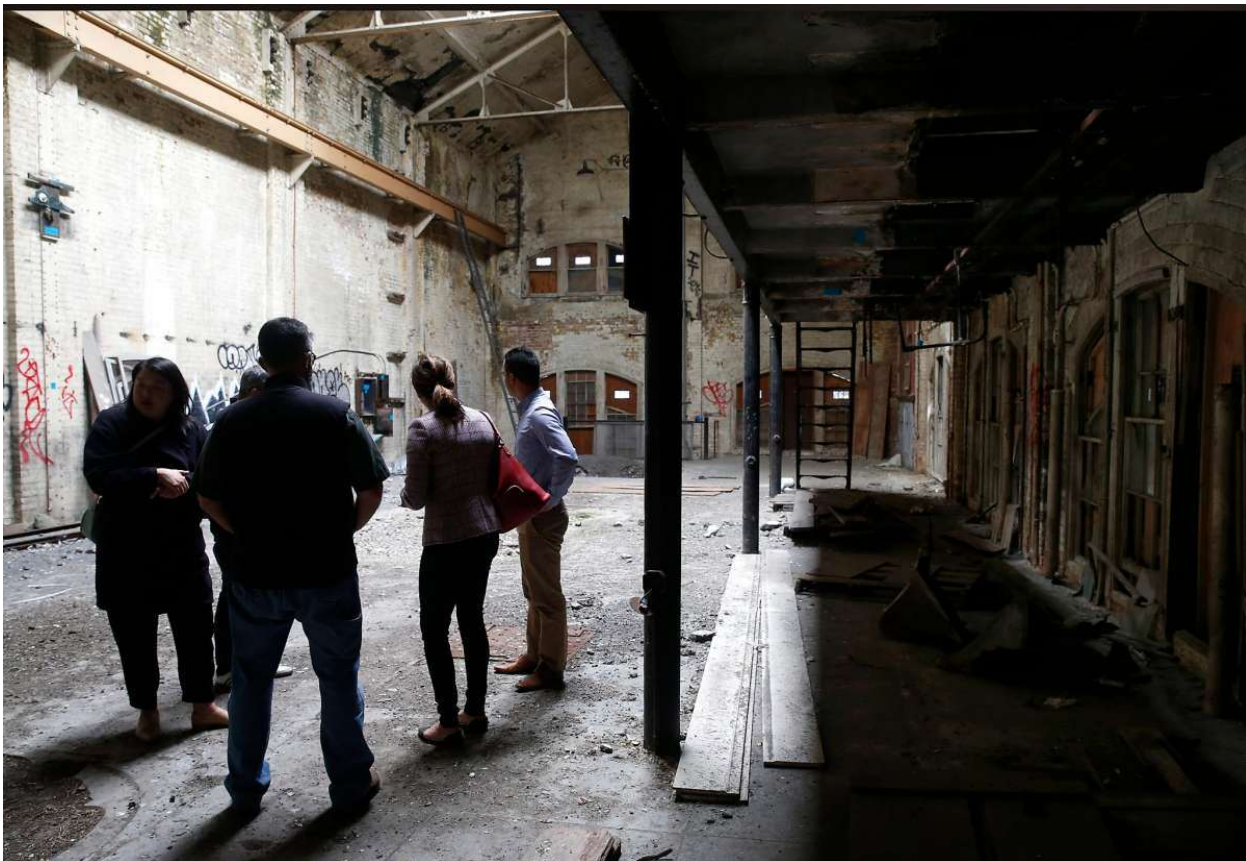
Rec and Park is finalizing a design package in preparation of sending out construction bid requests, but the contours of what will take place in the building are already coming into focus.



A floor plan for a new community center is covered with pigeon droppings inside the historic Geneva Car Barn and Powerhouse in San Francisco, Calif. on Wednesday, July 5, 2017. Paul Chinn/The Chronicle

Last month, city officials tapped the nonprofit Performing Arts Workshop in San Francisco to provide the arts and cultural educational programming once the renovations are complete. The organization partners with local artists who act as hands-on instructors for youth ages 3 to 18.

Emily Garvie, the workshop's executive director, said her organization will be providing music, drumming, dance, theater, spoken-word, art and writing classes. The Community Arts Stabilization Trust, another nonprofit that works to find spaces for community arts groups, is also working with the city to oversee the building's future tenants.



3 of 4. Recreation and Parks Department staffers tour the historic Geneva Car Barn and Powerhouse in San Francisco, Calif. on Wednesday, July 5, 2017. Paul Chinn/The Chronicle

Built in 1901, the Geneva Car Barn faced down both of San Francisco's major earthquakes. But the Loma Prieta quake of 1989 crippled the building's structural integrity, forcing the city to red-tag and vacate it; it's been vacant ever since.

The Car Barn was designated a historic building by the city in 1985, but barely dodged a proposal to raze it in 1998, thanks to community support that coalesced into the Friends of the Geneva Car Barn. The city granted the group control of the building in 2014, but fundraising fizzled and the city took the building back the following year.

“I’m happy (the restoration) is finally happening,” said Daniel Weaver, chairman of the Friends of the Geneva Car Barn group. “It took way too long.”



4 of 4. Recreation and Parks Department ranger Robert Brigham (left) and carpenter John Cunha stand in the darkened hallway of the historic Geneva Car Barn and Powerhouse in San Francisco, Calif. on Wednesday, July 5, 2017. Paul Chinn/The Chronicle

Rec and Park General Manager Phil Ginsburg called the Car Barn initiative “the little project that could — it just wouldn’t stop,” he said.

“It’s been long and slow and grueling to put all these partnerships together to create the will and the funding and the vision for the site,” Ginsburg said. “We still have a ways to go, but at long last we’re poised to break ground on phase one.”

“The building has incredible bones,” he added. “It’s a very important historical structure in a transit hub that will provide a community space in a neighborhood that needs it.”

The city is looking to begin work on the first phase of the restoration project by December, with arts classes slated to begin by late 2018.

Dominic Fracassa is a San Francisco Chronicle staff writer.

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<https://datebook.sfchronicle.com/entertainment/hewlett-foundation-nearly-doubles-arts-funding-to-help-pandemic-era-innovations-stick>

San Francisco Chronicle

ENTERTAINMENT

Hewlett Foundation nearly doubles arts funding to help pandemic-era innovations stick

The foundation is announcing a one-time increase of \$17 million to its annual \$20 million allocation to the performing arts

Lily Janiak

September 20, 2021

Updated: September 20, 2021, 6:02 pm



Ali-Moosa Mirza (left) and Sofia Ahmad in “Noor and Hadi Go to Hogwarts,” part of Golden Thread Productions’ ReOrient 2019. The company is using some of the extra grant money to support its digital theater. Photo: David Allen / Golden Thread Productions

The William and Flora Hewlett Foundation is perhaps best known in Bay Area arts for its dedication to the white whale of nonprofit funding: general operating support, which lets organizations use funds however they see fit.

But the foundation announced on Monday, Sept. 20, that it is adding a one-time increase of \$17 million to its annual \$20 million allocation to the performing arts. These new Adaptation Grants must be used, as the name suggests, to help organizations make some of their most promising pandemic-era adaptations permanent.

“These Adaptation Grants are intended to help organizations work from where they are now — these incredible programs and pivots and ideas that they’ve had to do out of necessity — and figure out what can and should stay for the future,” Emiko Ono, who directs the foundation’s performing arts program, told The Chronicle.

“They’re really intended to absorb the risk that comes with change. Planning, testing is inherently messy,” she added.



MACLA in San Jose is using the grant to create an artist in residence position and a retirement program. Photo: Damian Kelly /

The 34 awardees plan to use the grants for a variety of projects. San Francisco’s **Golden Thread Productions**, whose work focuses on the Middle East, is investing in digital theater as well as in staff, in the form of health care and transportation stipends, according to Managing Director Michelle Mulholland.

In San Jose, MACLA (Movimiento de Arte y Cultura Latino Americana), which works in visual and performing arts, literature and arts education, is using the funds to create the organization's first retirement program and to prototype a new position for a performing artist in residence, whose time will be divided between curating and making their own art.

Most of MACLA's staff is in their late 20s to early 30s, and the organization is predominantly Latino, said Executive Director Anjee Helstrup-Alvarez.

"Our folks don't necessarily come from generational wealth. It's not like someone can support them to be in this career path," she said, of the choice to invest in staffers' careers.



The Performing Arts Workshop, which serves young people in its new venue the Powerhouse, is using the funds to create two new positions. Photo: Liz Hafalia / The Chronicle

Performing Arts Workshop — a 56-year-old San Francisco nonprofit that works with young people in forms as varied as dance, spoken word, digital media, music, drumming and poetry — intends to use the grant to create two new positions to administrate its new venue, **the Powerhouse**.

The former Excelsior district streetcar barn and powerhouse was damaged in the Loma Prieta earthquake and sat unused for years. Currently, the venue's management, including rentals, falls on existing staff, whose duties were already full-time before the company moved in to the new space in 2019.

The Powerhouse is the organization's first permanent space.



Katherine Neumann dances during Charles Slender-White's "Split," by FACT/SF at CounterPulse in San Francisco. CounterPulse is among the companies chosen to receive a grant from the William and Flora Hewlett Foundation. Photo: Scott Strazzante / San Francisco Chronicle

"District 11 is the district that has the least amount of dedicated support for arts, whether that be space, programs, funding," said Neela Gentile, Performing Arts Workshop's interim executive director. "So it's exciting to be there."

Other recipients include CounterPulse, **the Imaginists**, **El Teatro Campesino**, Brava! for Women in the Arts and Destiny Arts Center.

In choosing grantees, Ono said, Hewlett sought to honor the eclecticism of the Bay Area.

"Not all cultural expressions are equally valued by our wider society," Ono said. "We really wanted to pay attention to those organizations that are culturally and artistically rich in spite of historic and current disparities."

The foundation also hopes to broaden the perception and the reality of who gets to make, witness and learn about art.

"Opportunities to create and participate in the arts are not evenly distributed," Ono continued. She wants more people to think, "I can go into the arts. This won't be risky for me. I can see a career path for myself."

Lily Janiak is The San Francisco Chronicle's theater critic. Email: ljaniak@sfchronicle.com Twitter: @LilyJaniak