Legacy Business Registry Case Report

HEARING DATE: JUNE 21, 2017

Filing Date: May 24, 2017 Case No.: 2017-006533LBR

Business Name: Analytical Psychology ClubBusiness Address: 2411 Octavia Street, #1

Zoning: RH-2 (Residential - House, Two-Family)/

40-X Height and Bulk District

Block/Lot: 0578/002

Applicant: Jana Hutcheson, President

2411 Octavia Street, #1 San Francisco, CA 94109

Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

BUSINESS DESCRIPTION

The Analytical Psychology Club (APC) is a 501(c)(3) non-profit organization that supports and "promotes the study and discussion of analytical psychology and related subjects by providing fellowships to give community members deeper learning opportunities in the practice of Jungian analysis, depth psychology and the study of consciousness." Based on the concepts of analytical psychology developed by Carl Gustav Jung and other depth psychologists, APC was founded in 1940 under the "inspiration" of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott, and Dr. Elizabeth Whitney and incorporated and received 501(c)(3) status in 1962. Located near the corner of Octavia Street and Broadway, APC is within close proximity to the C.G. Jung Institute of San Francisco and supplements the work and academics that are promoted there.

APC provides a space for people to access ideas and methods of finding health and stability. Through events, classes, dreamgroups, conferences, support groups, concerts and lectures, APC has become a place that helps like-minded people who have undergone psychological therapy, are interested in personal growth and understanding in mental health, and want to meet and discuss topics related to psychoanalytic history and its relationship and contribution to society. APC has become sacred to those seeking a space to support each other, encourage good mental health and well-being, and to connect intellectually and spiritually with each other and oneself, offering programs for personal growth and mental health. One of the most significant accomplishments of APC is their library that has been maintained for over 55 years and contains tapes, newsletters of past speakers, artwork and old periodicals of value and encourages the continuation of educating, discussing, supporting and growing in the field of analytic psychology and its related fields.

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The organization began in 1940 and received 501(c)(3) status in 1962.

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

Yes, Analytical Psychology Club qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Analytical Psychology Club has operated for 77 years.
- ii. Analytical Psychology Club has contributed to the Pacific Heights and psychology community's history and identity by operating as an organization that promotes the study of analytical psychology-related subjects. The organization offers events, classes, support groups, and lectures as well as an expansive library for all to utilize. APC has provided a space for like-minded people and groups to support each other and encourage good mental health and well-being in a supportive, educational and spiritual setting.
- iii. Analytical Psychology Club is committed to maintaining the physical features or traditions that define its presence as a welcoming space for the psychology community to gather, educate, discuss, and promote mental and spiritual health through analytical psychology and other related fields.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

APC is associated with the academic field and practice of analytical psychology.

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

No. The 1900 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

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

No.

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

Yes. Analytical Psychology Club has been mentioned in subject-specific publications such as Psychological Perspectives, Parabola, Quadrant and the Journal of Sandplay Therapy.

Case Number 2017-006538LBR; 2017-006539LBR; 2017-006543LBR Analytical Psychology Club; Izzy's Steaks and Chops; Rooky Ricardo's Records

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 2411 Octavia Street, #1

Recommended by Applicant

- Location in close proximity to the C.G. Jung Institute on Gough Street
- Library collection
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology

Legacy Business Registry June 21, 2017 Hearing

Case Number 2017-006538LBR; 2017-006539LBR; 2017-006543LBR Analytical Psychology Club; Izzy's Steaks and Chops; Rooky Ricardo's Records

Filing Date: May 24, 2017 Case No.: 2017-006539LBR

Business Name: Izzy's Steaks and Chops Business Address: 3345 Steiner Street

Zoning: NC-2 (Neighborhood Commercial, Small Scale)/

40-X Height and Bulk District

Block/Lot: 0490/048

Applicant: Joseph R. Kohn, Owner/Partner

3345 Steiner Street

San Francisco, CA 94123

Nominated By: Supervisor Mark Farrell, District 2 Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

BUSINESS DESCRIPTION

Izzy's Steaks and Chops is a local restaurant and bar serving the Marina and Cow Hollow neighborhoods. Opened in 1987 by Robert Samuel "Sam" DuVall, Izzy's has rightfully claimed its reputation among locals and tourists alike as the "watering hole" of the Marina. DuVall named the restaurant Izzy's after Isadore "Izzy" Gomez, a chef and restauranteur from the early 1900s who was known as a legendary Barbary Coast "purveyor of libations and good food." Gomez opened the Isadore Gomez Café and saloon in 1900 after arriving in the United States from Portugal at the age of 18 in 1826. Izzy became a well-known and well-loved figure in San Francisco and was named one of San Francisco's "most colorful characters" by LIFE Magazine. As welcoming as Gomez was to his patrons, he was also known violator of the city's Volstead Act during the Prohibition era. Having read Gomez's bright biography, DuVall was determined to one day open a great "Bohemian" steakhouse in honor of Gomez and, on what would have been Izzy's 111th birthday, February 9, 1987, Sam DuVall opened Izzy's Steaks and Chops on Steiner Street.

Izzy's has become a Bay Area "Legendary Barbary Coast Eatery" now with three locations throughout the Bay Area and has been serving steaks, chops, seafood and world famous potatoes and creamed spinach for over three decades. Izzy's has become a fixture of the restaurant community and was founded on a business model that offers affordable entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost. The restaurant is decorated with classic memorabilia, vintage liquor bottles, original artwork, and maintains a dark, Bohemian atmosphere based on how Izzy's original café and saloon would have been decorated.

Originally drawing its clientele from the Marina and Cow Hollow neighborhoods, Izzy's Steaks and Chops has grown into an iconic place for locals, tourists, and city officials. Apart from becoming an important fixture in the neighborhood and restaurant community, Izzy's has also has maintained a sense of importance to the community by contributing to community fundraising events, local schools, and to local and national charities.

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STAFF ANALYSIS

Review Criteria

1. When was business founded?

1987

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

Yes, Izzy's Steaks and Chops qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Izzy's Steaks and Chops has operated for 30 years.
- ii. Izzy's Steaks and Chops has contributed to the Marina/Cow Hollow community's history and identity by continuing to be a neighborhood restaurant and bar that welcomes all, offers a warm and comfortable environment to enjoy a great meal, and continues to be involved in and give back to the community.
- iii. Izzy's Steaks and Chops is committed to maintaining the physical features or traditions that define its presence as an iconic "watering hole" of the neighborhood.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the life of (in)famous restauranteur Isadore "Izzy" Gomez and with the tradition of providing high end meals at affordable prices.

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

No. The 1936 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

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

No.

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

Yes, the business has been cited in many publications including but not limited to: SF Gate, 11/14/2004, "Cook's Night Out: Sam DuVall," by GraceAnn Walden; Gourmet, Food & Wine, Gentry, SF Magazine, The Examiner, SF Weekly, and The Guardian. Additionally, the business was granted a Certificate of Honor by the San Francisco Board of Supervisors on February 22, 2012 in honor of its 25th anniversary.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 3345 Steiner Street (the original location only)

Recommended by Applicant

- Iconic painted sign of Izzy Gomez over the front door
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost
- Contributions to the community in the form of community fundraising events and donations to both local and national charities
- Menu offerings that have undergone few changes since its original concept and includes steaks, chops, seafood and what has come to be world famous potatoes and creamed spinach
- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception

Additional Recommended by Staff

- Location in the Marina/Cow Hollow neighborhood
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez

Legacy Business Registry June 21, 2017 Hearing

Case Number 2017-006538LBR; 2017-006539LBR; 2017-006543LBR Analytical Psychology Club; Izzy's Steaks and Chops; Rooky Ricardo's Records

Filing Date: May 24, 2017 Case No.: 2017-006543LBR

Business Name: Rooky Ricardo's Records

Business Address: 419 Haight Street

Zoning: NC-2 (Neighborhood Commercial, Small Scale)/

40-X Height and Bulk District

Block/Lot: 0859/031

Applicant: Richard Vivian, Owner

419 Haight Street

San Francisco, CA 94117

Nominated By: Supervisor London Breed, District 5
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

BUSINESS DESCRIPTION

Rooky Ricardo's Records is a vintage record store opened in 1987 and located in the Lower Haight neighborhood. The shop was started by Richard "Dick" Vivian and specializes in rare and underappreciated vinyl records of musical genres such as soul, funk, jazz, rock, and oldies from the 50s and 60s. Originally located at 448 Haight Street, Rooky Ricardo's brought African American soul music to the diverse population of the Lower Haight and offered and continues to offer well-curated old soul and rock 45s. Over the years Rooky Ricardo's has become an important fixture in the neighborhood, celebrating the rich artistic and musical history of the Lower Haight and becoming a place of art, culture, discovery and community along Haight Street. After 29 years in the same location, the shop was eventually forced to relocate due to an increase in rent. In order to ensure continued service to the Lower Haight community and the continued tradition of celebrating vibrant art and music culture of community's history, Vivian moved the shop across the street to 419 Haight Street.

Rooky Ricardo's Records continues to be a vibrant place for the community to discover "new old" music and has become a vital part of the Lower Haight community and economy, attracting both tourists and locals to walk in and explore the selection of unique music and sample records at the listening stations set up in the store, which have become a key component of experiencing the shop. Just as the shop has become a well-known record store, so too has Dick Vivian become a well-known and well-loved fixture in the Lower Haight community. He values his personal relationships with all of his customers, always making a point to greet everyone who walks in, have a selection of hand-picked records lined up for each of his regular customers, and try to get to know his new customers in order to help guide them to music that will spark their interest. Additionally, Vivian and his shop have committed themselves to the Lower Haight community by continuing to be involved in coordinating neighborhood events such as the Lower Haight Art Walks. Vivian was also a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

1987

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

Yes, Rooky Ricardo's Records qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Rooky Ricardo's has operated for 30 years.
- ii. Rooky Ricardo's has contributed to the Lower Haight community's history and identity by continuing the celebration of the vibrant art and music culture that overcame the area in the 1960s and through opening the hearts, minds and ears of locals and tourists to a selection of unique vinyl offerings.
- iii. Rooky Ricardo's is committed to maintaining the physical features or traditions that define its unique musical presence in the Lower Haight community.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the tradition of selling rare and often underappreciated vinyl records mostly of music genres like soul, funk, jazz, rock and oldies from the 50s and 60s.

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

The 1900s property has been previously evaluated by the Planning Department and has been identified as a contributor to the California Register-eligible Hayes Valley Residential Historic District.

- 5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*The property is located within the California Register identified-eligible Hayes Valley
- 6. Is the business mentioned in a local historic context statement?

No.

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

Yes. Hoodline, 1/10/2017, "Facing Rent Hike, Rooky Ricardo's Makes 'Temporary' Home Permanent," by Stephen Jackson; The Bold Italic, 12/7/2011, "Finding the Beat at Rooky Ricardo's Record Shop," by Marc Dantona; SF Chronicle, 7/30/2006, "On the Town with Tina Lucchesi and Seth Bogart," by Aidin Vaziri; TV Times, 8/30/1987, "'Dance Party' Keeps Duo on their Toes," by Deborah Carvalho; SF Weekly, 2011, "Best Place to Discover New Old Music;" SF Weekly, 5/19/2016, "Best Record Store;" GQ Magazine, 7/31/2013, "The Man Who Will Save Your Musical Soul," by Byard Duncan.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 419 Haight Street

Recommended by Applicant

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout
- Unique variety of rare and often underappreciated genres of vinyl records
- Listening stations
- Tradition of selling old-era soul and rock records
- Location along Haight Street in the Lower Haight community

Additional Recommended by Staff

- Painted sign reading "Rooky Ricardo's Records" along the front façade
- Projecting sign reading "Rooky's Records" at the front

Case Number 2017-006538LBR; 2017-006539LBR; 2017-006543LBR Analytical Psychology Club; Izzy's Steaks and Chops; Rooky Ricardo's Records

PROJECT DESCRIPTION

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

OTHER ACTIONS REQUIRED

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

PUBLIC/NEIGHBORHOOD INPUT

The Department has received letters of support for the Analytical Psychology Club, which are included as part of the application packet.

ENVIRONMENTAL REVIEW STATUS

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

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that Analytical Psychology Club, Izzy's Steaks and Chops, and Rooky Ricardo's Records qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution Legacy Business Application

SC: XXXX

Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 21, 2017

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Case No.: 2017-006533LBR

Business Name: Analytical Psychology Club Business Address: 2411 Octavia Street, #1

Zoning: RH-2 (Residential - House, Two-Family)/

40-X Height and Bulk District

Block/Lot: 0578/002

Applicant: Jana Hutcheson, President

2411 Octavia Street, #1 San Francisco, CA 94109

Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ANALYTICAL PSYCHOLOGY CLUB, CURRENTLY LOCATED AT 2411 OCTAVIA STREET (BLOCK/LOT 0578/002).

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

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

WHEREAS, the subject business has contributed to the Pacific Heights and greater San Francisco history and identity; and

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

WHEREAS, at a duly noticed public hearing held on June 21, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Analytical Psychology Club 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 the Analytical Psychology Club

Location (if applicable)

• 2411 Octavia Street

Physical Features or Traditions that Define the Business

- Location in close proximity to the C.G. Jung Institute on Gough Street
- *Library collection*
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-006538LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

	Jonas P. Ionin
	Commission Secretary
AYES:	
NOES:	
ABSENT:	
ADOPTED:	

Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 21, 2017

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Case No.: 202017-006539LBR

Business Name: Izzy's Steaks and Chops

Business Address: 3345 Steiner Street

Zoning: NC-2 (Neighborhood Commercial, Small Scale)/

40-X Height and Bulk District

Block/Lot: 0490/048

Applicant: Joseph R. Kohn, Owner/Partner

3345 Steiner Street

San Francisco, CA 94123

Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR IZZY'S STEAKS AND CHOPS, CURRENTLY LOCATED AT 3345 STEINER STREET (BLOCK/LOT 0490/048).

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 Marina and Cow Hollow neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on June 21, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Izzy's Steaks and Chops 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 Izzy's Steaks and Chops

Location (if applicable)

• 3345 Steiner Street (original location only)

Physical Features or Traditions that Define the Business

- Iconic painted sign of Izzy Gomez over the front door
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost
- Contributions to the community in the form of community fundraising events and donations to both local and national charities
- Menu offerings that have undergone few changes since its original concept and includes steaks, chops, seafood and what has come to be world famous potatoes and creamed spinach
- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception
- Location in the Marina/Cow Hollow neighborhood
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-006539LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

Jonas P. Ionin

Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 21, 2017

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Case No.: 2017-006543LBR

Business Name: Rooky Ricardo's Records

Business Address: 419 Haight Street

Zoning: NC-2 (Neighborhood Commercial, Small Scale)/

40-X Height and Bulk District

Block/Lot: 0859/031

Applicant: Richard Vivian, Owner

419 Haight Street

San Francisco, CA 94117

Nominated By: Supervisor London Breed, District 5 Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROOKY RICARDO'S RECORDS, CURRENTLY LOCATED AT 419 HAIGHT STREET (BLOCK/LOT 0859/031).

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 Lower Haight neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on June 21, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Rooky Ricardo's Records 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 Rooky Ricardo's Records

Location (if applicable)

• 419 Haight Street

Physical Features or Traditions that Define the Business

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout
- Unique variety of rare and often underappreciated genres of vinyl records
- Listening stations
- Tradition of selling old-era soul and rock records
- Location along Haight Street in the Lower Haight community
- Painted sign reading "Rooky Ricardo's Records" along the front façade
- Projecting sign reading "Rooky's Records" at the front

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-006543LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

Jonas P. Ionin

Commission Secretary

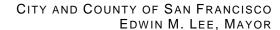
AYES:

NOES:

ABSENT:

ADOPTED:







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.:	LBR-2016-17-079
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Business Name: Analytical Psychology Club Business Address: 2411 Octavia Street, #1

District: District 2

Applicant: Jana Hutcheson, President

Nomination Date: April 6, 2017

Nominated By: Supervisor Mark Farrell

CRITERION 1: Has the applicant has operated in S break in San Francisco operations exceeding two y		•	s, with no No
2411 Octavia Street, #1 from 1962 to Present (55 y	ears).		
CRITERION 2: Has the applicant contributed to the particular neighborhood or community?	neighb X	 tory and/or the	e identity of a
CRITERION 3: Is the applicant committed to maintadefine the business, including craft, culinary, or art to	_		litions that No
NOTES: NA			

NOTES. NA

DELIVERY DATE TO HPC: May 24, 2017

Richard Kurylo Manager, Legacy Business Program



Member, Board of Supervisor District 2



City and County of San Francisco

April 6, 2017 San Francisco Office of Small Business 1 Dr. Carlton B. Goodlett Place, Room 110 San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Analytical Psychology Club to the Legacy Business Registry of San Francisco.

The Analytical Psychology Club has been a feature of the Pacific Heights neighborhood for more than 76 years. During the time it has helped promote the study and discussion of analytical psychology related subjects by providing fellowships to give community members deeper learning opportunities in the practice of Jungian analysis, depth psychology and the study of consciousness. Recently the Analytical Psychology Club finished a library housing over three thousand works that are key materials for experts and novices in the field to grow their education, learn more about their practice and better the community through the teachings they can share with others.

With its continued drive toward building comprehensive educational programs, wellness projects, and its new library — Analytical Psychology Club has become a crucial member of our community.

Mark E. Farrell

Member, Board of Supervisors

Mark G. Janell

APPLICATION FOR

Legacy Business Registration

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

1. Current Owner / Applicant Information	
Analytical Psychology C	Tub - non-profit
BUSINESS OWNER(S) (identify the person(s) with the highest owners hip stake in	1000 1000
non-profit	•
CURRENT BUSINESS ADDRESS:	TELEPHONE
2411 Octaviast #1	(415) 999-3426 EMAIL: Janahut Caol. Com
SF 94109	Janahut Caol. com
WEBSITE: FACEBOOK PAGE:	YELP PAGE
www.sfapc.org APCA	1SF
APPLICANT'S NAME	
Jana Hutcheson	Same as Business Owner
resident	
APPLICANT'S ADDRESS:	TELEPHONE
740 AndersonSt	(415) 999-3426
San Francisco UA 9411	10 Janahut @ aol. com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (If applicable):
Na	C - 0434050
BACKGROUND INFORMATION	
Founding Location: 2411 Octavia St, 7	#1, SF 94/09 B
Current Headquarters Location:)
Operating in San Francisco since: June 1195	-4
NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Mark Farrell	/
2. Business Addresses	
ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE: DATES OF OPERATION
3 1/1 Octavia St, #/ ISTHIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION?	94109 6/7/62- gresu-1 5
Founding Location Current Headquartered Location?	
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3. Eligibility Criteria

Attach the business's historical narrative.

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

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

- 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.
- | 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.

ANALYTICAL PSYCHOLOGY CLUB OF SAN FRANCISCO 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.

Analytical Psychology Club of San Francisco, Inc. (APC) is a nonprofit organization that was founded on January 9, 1940, and incorporated on June 7, 1962. The purpose of the APC is to promote the study and discussion of analytical psychology and related subjects and to find opportunity for fellowship among those who have experienced analysis according to the concepts of analytical psychology as originated by Carl Gustav Jung and other depth psychologists.

Jung (1875-1961) was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. His work has been influential not only in psychiatry but also in anthropology, archaeology, literature, philosophy and religious studies. As a notable research scientist based at the famous Burghölzli hospital under Eugen Bleuler, he came to the attention of the Viennese founder of psychoanalysis, Sigmund Freud. The two men conducted a lengthy correspondence and collaborated on an initially joint vision of human psychology. Freud saw in the younger man the potential heir he had been seeking to carry on his "new science" of psychoanalysis. Jung's researches and personal vision, however, made it impossible for him to bend to his older colleague's dogma and a breach became inevitable. This break was to have historic as well as painful personal repercussions that have lasted to this day. Jung was also an artist, craftsman and builder as well as a prolific writer. Many of his works were not published until after his death and some are still awaiting publication.¹

Among the central concepts of analytical psychology is individuation—the lifelong psychological process of differentiation of the self out of each individual's conscious and unconscious elements. Jung considered it to be the main task of human development. He created some of the best known psychological concepts, including synchronicity, archetypal phenomena, the collective unconscious, the psychological complex, and extraversion and introversion. People who have experienced this work find it very valuable to meet with like-minded people. It promotes psychological maturity and growth to the community. We give people a space to access ideas and methods of finding mental health and stability.

APS has a newsletter of upcoming events, classes, dreamgroups, conferences, support groups, concerts and lectures from some of the most prominent people in the Bay Area (e.g., Matthew

¹https://en.wikipedia.org/wiki/Carl_Jung

Fox, Stanislof Grof, Richard Tarnas, etc.). Our space on Octavia Street is a library of a wide variety of subjects—some 3,000 items and artworks. This library has been enjoyed by people here for over 55 years.

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

There have been no circumstances in which operations in San Francisco ceased for more than six months.

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

Analytical Psychology Club of San Francisco is not a family-owned business.

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

Not applicable. Analytical Psychology Club of San Francisco is a nonprofit organization.

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

Not applicable. Analytical Psychology Club of San Francisco is a nonprofit organization.

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 Analytical Psychology Club has existed in the same location—a beautiful Victorian building on Octavia near Broadway—which, if not, should be registered as an historic building. It is a few blocks from the Jung Institute up on Gough Street which has been important for work back and forth with same like-minded people. Even though we are primarily "Jungian" in orientation, our library—for example—will be used this May for a meeting with the Psychoanalytic Institute and Jung Institute for want of other space.

CRITERION 2

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

Due to the proximity of the Jung Institute on Gough Street, the Analytical Psychology Club is very tied into the fabric of the local community. Jungian analysts are frequent speakers at the Analytical Psychology Club, as well as other Psychoanalytical Institute analysts that have utilized the space to exchange ideas and concerns. The greater psychology community of the Bay Area and beyond also has found the space at the Analytical Psychology Club to be a place for likeminded people to meet and discuss psychoanalytical history and how it relates to the contribution of humankind to society, and how we have progressed over the millennia. This space in San Francisco provides a place for like-minded people to support each other and encourage good mental health and well-being, with people connecting both intellectually and spiritually to each other and oneself.

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

The Analytical Psychology Club has had lectures, movies, potlucks and support groups for over 55 years and it has been an addition to richness and variety and expansiveness of consciousness in the Bay Area. This space provides numerous monthly groups such as dream groups, Grandmas Unite, and fairytale groups that are both supportive and analytical in nature. Many of these groups and meetings focus on symbolism and interpretation of various texts, art and ideas exchanged throughout history and how Western civilization has been shaped by them. There are also monthly presentations and speeches by Jungian and Freudian analysts from the nearby Jungian Institute and the Psychoanalytic Institute.

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

Although the Analytical Psychology Club is not mentioned by name in many publications, it is frequented by many well-known speakers and psychoanalysts that are prominent in the psychoanalytical community. One such publication is Psychological Perspectives, which features many psychologists that have spoken at the Club. Others include, Parabola, Quadrant and the Journal of Sandplay Therapy. The Analytical Psychology Club also puts out a monthly newsletter for its members.

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

The Analytical Psychology Club is associated with Carl Jung and other depth psychologists such as Arnold Mindell, John Bebee, Jane and Dr. Joseph Wheelwright, Joseph Henderson (who helped found the Jung Institute in San Francisco), Rollo May and James Hillman.

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

The Analytical Psychology Club of San Francisco has been a feature of the Pacific Heights neighborhood for over 60 years. It shares a plethora of resources including presentations by leading psychologists about depth psychology, a rich library and a warm openness to people of

all religious, ethnic and socio-economic backgrounds regardless of sexual orientation or gender. It is truly a space that encompasses the intellectual fortitude of the psychoanalytical field, as well as the openness and progressivism of the City of San Francisco.

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

The community we serve are from all over San Francisco and the Bay area. We have published newsletters since 1954 that have a wide variety of interesting topics. We have a newsletter and email list of 400. Our website address is http://www.sfapc.org/.

Membership qualifications include personal commitment to the integrating processes of depth psychology as described by Jung, maturity and desire and capacity to pursue cooperatively the aims of the APC. The Club currently has about 200 members, however all people are welcome at its events and it is not limited to solely members.

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

We have rented space in a Victorian building at 2411 Octavia St, #1 for these past 55 years starting at a reasonable rent and having it increased so much over the years that it has become increasingly difficult to pay our rent in a sustainable way. We are hoping to get help with this. We have devotedly created a library at this site and have had groups meeting for support groups, mythology, fairy tales, dreamgroups, lectures, conferences and seminars. We issue and disseminate publications and other educational material. Our library has over 3,000 items.

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

We consider ourselves and our nonprofit organization to be a part of the richness of San Francisco. We offer unique materials for personal growth and mental health, and if we were not able to continue as an organization because of rent increases, it would greatly diminish the variety of educational, social and cultural experiences available to people.

CRITERION 3

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

The APC is an independent Jungian organization with many informal and personal links to the C.G. Jung Institute of San Francisco. It was founded in 1940 under the inspiration of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott and Dr. Elizabeth Whitney.

The APC is a club to help people be with like-minded individuals who have had a lot of psychological therapy and are interested in personal growth and understanding in mental

health. We also encourage guests and newcomers to promote interest in psychological growth and maturity.

The APC:

- Promotes the study and discussion of analytical psychology and related subjects.
- Provides opportunity for fellowship among those who have experienced Jungian analysis or Depth Psychology, or have an interest in Jung.
- Promotes the study of consciousness, past, present and future.
- Shares the alchemical process of working with dreams and images.
- Teaches awareness and relationship to archetypes.

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

The main issue for us is the valuable library that we have been maintaining for 55 years and the lectures and groups that meet at the Club. However, The Analytical Psychology Club of San Francisco maintains a strong sense of historical tradition in that it is a space to exchange ideas, hold presentations by esteemed psychoanalysts and hold discussions outside of the realm of judgement. There is a strong sense of academic, intellectual and spirituality that often lead to personal breakthroughs and moments of self-discovery that can only happen in such a setting.

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.).

Again, it would be the library which has tapes, newsletters of past speakers, artwork and old periodicals of value. The space itself is largely reminiscent of a library event space. The space is also located in a Pacific Heights Victorian building, which has remained largely unchanged aside from new paint over the years, and is exemplary of the San Francisco experience.

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 Analytical Psychology Club of San Francisco is a nonprofit organization that operates with a President and a Board of Directors. The Board meets frequently at the space and consists of many long-time members of the Club. As the Club was founded in 1940 as a nonprofit institution, we can provide the Incorporation papers demonstrating the age of the Club.

















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Analytical Psychology Club of San Francisco "Who looks outside, dreams; who looks inside, awakes"

The purpose of the APC of San Francisco shall be to promote the study and discussion of analytical psychology and related subjects and to find opportunity for fellowship among those who have experienced analysis according to the concepts of analytical psychology as originated by Carl G. Jung.

June 2017 Meeting

June Annual Picnic & Meeting - June 12, 2017 from 12-2:30 PM

June 11, 2017 from 12-2:30PM

Delancey Street Restaurant

600 Embarcadero at Brannon Street

San Francisco, CA

Audrey Punnett will present on the archetype of the orphan. Author of "The Orphan: Journey to Wholeness'

June 11, 2017

12:00-1:00pm - Brunch

1:00pm-2:30pm – Guest Speaker, Audrey Punnett

We expect this event to fill up quickly! Please RSVP by May 29th. Reservations: E-mail your selection for salad, entrée and dessert to Elaine Mannon at <u>elaine@mannon.com</u>

(See menu on the $\underline{program}$ page)

The cost is \$28.62 per person includes tax and tip. Please bring a check made out to the APC for the event.

Make your reservations early! Maximum 40 people for brunch

Find us on Facebook!

Please find more details on our Program page.



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The Analytical Psychology Club of San Francisco (APC-SF) is an independent Jungian organization with many informal and personal links to the C. G. Jung Institute of San Francisco.

Founded January 9,1940 under the inspiration of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott and Dr. Elizabeth Whitney, APC-SF continues to:

- * Promote the study and discussion of analytical psychology and related subjects
- * Provide opportunity for fellowship among those who have experienced Jungian analysis, Depth Psychology or have an interest in Jung.
 - * To promote the study of consciousness, past, present and future
 - * To share the alchemical process of working with dreams and images.
 - * To learn awareness and relationship to archetypes.

The Process of Jungian Analysis: A Quote from C. G. Jung's Writings

In his introduction to *Psychology and Alchemy*, Jung includes this characterization of the analysis process in which the patient and the doctor engage:

- ... one could say that while the patient is unconsciously and unswervingly seeking the solution to some ultimately insoluble problem, the art and technique of the doctor are doing their best to help him towards it. "Ars totum requirit hominem!" ["The art requires the whole person."] exclaims an old alchemist. It is just this homo totus [whole person] whom we seek. The labors of the doctor as well as the quest of the patient are directed towards that hidden and as yet unmanifest "whole" man, who is at once the greater and the future man. But the right way to wholeness is made up, unfortunately, of fateful detours and wrong turnings. It is the longissima via [longest path], not straight but snakelike, a path that unites the opposites in the manner of the guiding caduceus, a path whose labyrinthine twists and turns are not lacking in terrors. It is on thislongissima via that we meet with those experiences which are said to be "inaccessible." Their inaccessibility really consists in the fact that they cost us an enormous amount of effort: they demand the very thing we most fear, namely the "wholeness" which we talk about so glibly and which lends itself to endless theorizing, though in actual life we give it the widest possible berth.
- Jung, Carl Gustav, "Part I: Introduction to the Religious and Psychological Problems of Alchemy," Psychology and Alchemy. Collected Works, Vol. 12, Second edition, completely revised, Princeton University Press, 1968, par. 6, p. 6.

Comments

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Y

The **Analytical Psychology Club of San Francisco (APC-SF)** is an independent Jungian organization with many informal and personal links to the C. G. Jung Institute of San Francisco.

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- To promote the study of consciousness, past, present and future
- To share the alchemical process of working with dreams and images.
- · To learn awareness and relationship to archetypes.

Membership Qualifications

- · Personal commitment to the integrating processes of depth psychology as described by C. G. Jung.
- Maturity, desire and capacity to pursue cooperatively the aims of APC-SF.

Membership Benefits

- \circ Free attendance at monthly meetings with interactive presentations by Jungian analysts or member-led discussions of Jungian topics
- APC-SF Newsletter
- · Access to SFAPC library benefits

Membership Fees

- Initiation: \$30
- Annual membership: \$100

Guest Policy & Fees

 \circ Sliding scale: \$10-\$20 for attendance at monthly meetings with interactive presentations by Jungian analysts or member-led discussions of Jungian topics

Please note that members may invite guests to any monthly meetings.

For more information: Contact Jana Hutcheson by email: janahut@aol.com

Comments

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2/23/17 To Whom It May Concern;

My name is Pnina Tobin. I am a certified Parent Educator, Life Coach, and grandmother of three. For the past four years, I have been facilitating "Grandmas Unite" a support group for grandmothers in the East Bay. These groups have successfully provided peer support as well as discussions of aging and other pertinent topics to grandmothers.

I will begin using the APC Library for a San Francisco-based "Grandmas Unite" group in April. I found the group very welcoming and willing to rent their space to me at an affordable price.

I look forward to having this connection continue, and hope that APC can receive funds to hold classes for other groups like "Grandmas Unite."

If there are any questions, I'd be available to answer them by phone: (510) 547-5557, or via e-mail.

Sincerely,

Pnina Tobin

PMT Consultants

Adam Frey Consulting

February 20, 2017

Supervisor Mark Farrell 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102-4689

Re: Nomination of Analytical Psychology Club of San Francisco as Legacy Business

Dear Supervisor Farrell:

I am writing to encourage you to nominate the Analytical Psychology Club of San Francisco to the Legacy Business Registry in San Francisco. The Club, which has served the City for 76 years, welcomes people from all over the Bay Area. The Club promotes a culture of giving careful attention to mental health, which is a necessary prerequisite to being a productive, creative, and generous person and citizen.

The Analytical Psychology Club has been a feature of its Pacific Heights neighborhood for more than 60 years. The resources that it shares include presentations by leading psychologists about depth psychology, its rich, unusual library, and a warm openness to people of all religious, ethnic, and socio-economic backgrounds regardless of sexual orientation or gender.

As a management consultant to nonprofits, living in the Bay Area for nearly 40 years, I have observed how important the Analytical Psychology Club, in its quiet way, is to the fabric of the City, connecting people who are also active in the larger nonprofit organizations. I hasten to add that I have never worked for the Club nor am I a member at this time.

Thank you for considering this request.

Sincercity,

Adam Frey

Napa State Hospital 2100 Napa-Vallejo Highway Napa, CA 94558-6293



JAMES D. EYERMAN MD, DLFAPA Board Certified ABPN, ABIHM

Staff Physician and Vice Chair of the Medical Staff Napa State Hospital Associate Professor Clinical Psychiatry UCSF/ Touro University Private Offices: 10 Willow Street, Mill Valley, CA 94941 2411 Octavia Street #1, San Francisco, 94109 415-686-9255 jameseyerman.com

Supervisor Mark Farrell 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102-4689

Re: Nomination of Analytical Psychology Club of San Francisco as Legacy Business

Dear Supervisor Farrell:

I am writing you to place the Analytical Psychology Club of San Francisco to the Legacy Business Registry in San Francisco. The Analytical Psychology Club has a distinguished history of giving careful attention to mental health, which is a necessary prerequisite to being a productive, creative, and generous person and citizen. The Analytical Psychology Club, which has served the City for 76 years; it welcomes individuals from all over the Bay Area.

The Analytical Psychology Club has been at its present location in Pacific Heights for more than 60 years. The resources that it shares include presentations by leading psychologists about depth psychology. Its library is unique and historically rich. It has been a forum that welcomes people of all religious, ethnic, and socio-economic backgrounds regardless of sexual orientation.

As a psychiatrist, living in the Bay Area for the past 15 years, I have observed how important the Analytical Psychology Club is to the culture of San Francisco. I have served the club for the past 7 years in various capacities and have noted its sponsorship of professional events free of charge to the public.

Thank you for considering this request.

Sincerely, James Eyerman, M. D.

James Eyerman MD



Supervisor Mark Farrell Legacy Business Program San Francisco, CA

RE:

Analytical Psychology Club

2411 Octavia St. #1 San Francisco, Ca.

Dear Sir:

I would like to address the issue of the Analytical Psychology Club's request for a protective designation.

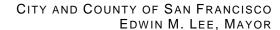
This organization is truly an organization deserving of that status. It was founded in 1940 as a community adjunct to the newly established C. G. Jung Institute of San Francisco. Jo Wheelwright, M.D., and Dr. Joseph Henderson, M.D., were two young psychiatrists who had been in psychoanalytic treatment with Dr. Carl Jung in Zurich. Their request to Jung was for his blessing to create a Jung Institute in San Francisco, which would be the first Institute in the world. They wanted to have a training program for medical professionals to begin the practice of psychoanalysis.

The APC was established by the Wheelwrights and Drs. Lucile Elliot and Elizabeth Whitney to be a parallel organization for community members who wanted to study Jung's writing but who would not be eligible to be members of the Jung Institute. All these founders had been in analysis with Dr. Jung in Zurich and felt the pressing need to establish a presence in the United States. The year was 1940 and the United States had not yet entered the war in Europe. Jung was writing about the cataclysmic events that were already unfolding with the tremors of a world at risk, much like today.

After almost 80 years, this small organization has continued to maintain a viable way for public members to be involved and find support for their intellectual and personal needs. Their budget is exceedingly meager and maintained entirely on volunteer efforts.

We are supportive of their request and feel APC to be a fine example of a non-profit deserving this legacy designation.

Suzy J. Spradlin, Ph.D. President





OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business

Richard Kurylo

Manager, Legacy Business Program

Application Review Business Registry Sheet

Application No.:	LBR-2016-17-0					
Business Name:	Izzy's Steaks a	•				
Business Address:		lieet				
District: Applicant: Nomination Date:	District 2	- O				
Applicant:	Joseph R. Koh	n, Owner/Pa	artner			
Nominated By:	Supervisor Ma	rk Farrell				
CRITERION 1: Has the break in San Francisco 3345 Steiner Street from	operations exceeding	g two years?			•	
CRITERION 2: Has the particular neighborhood				istory and/	-	of a
CRITERION 3: Is the appending the business, inc	• •	•	• •			at No
NOTES: NA						
DELIVERY DATE TO H	IPC: May 24, 2017					



Member, Board of Supervisor District 2



City and County of San Francisco

May 24, 2017 San Francisco Office of Small Business 1 Dr. Carlton B. Goodlett Place, Room 110 San Francisco, CA 94102-4681

Dear Director Dick Endrizzi:

I hereby nominate Izzy's Steaks and Chops to the Legacy Business Registry of San Francisco. Izzy's Steaks and Chops has been a gem for 30 years since opening its first location in the Marina and expanding to five locations throughout the Bay Area.

The restaurant was opened by Robert DuVall who has been the sole proprietor from the moment it opened to this day. To many Izzy's is the "watering hole" of the Marina and Cow Hollow neighborhoods becoming one of the most iconic gathering places for city officials and law enforcement. Izzy pioneered the ability for guests to customize their meal by selecting their own side dishes at no additional costs which led to the restaurant being featured in Gourmet, Food & Wine, Gentry, 7x7, and SF Weekly.

Over the years, Izzy's has contributed substantially to local schools and local and national charities including the Alzheimer's Association, Big brothers and Sisters, The American Red Cross, The American Cancer Society, Greenpeace and Dinner a la Heart. Besides it's outward contribution, Izzy's has committed to maintain a special physical charm and characteristic that includes its infamous dark wood paneling, booths, thick crockery and that harkens back to the speakeasies of prohibition.

I look forward to Izzy's ongoing success as a Legacy Business.

Sincerely,

Mark E. Farrell

Mark E. Janell

San Francisco Supervisor, District 2

Legacy Business Registry

Application

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:						
Izzy's Steaks and Chops	3					
BUSINESS OWNER(S) (identify the per-	son(s) with the highest owner	ship stake i	n the business)		
R. Sam DuVall Joseph R. Kohn						
CURRENT BUSINESS ADDRESS:			TELEPHONE:			
3345 Steiner Street, San Francisco, Ca 94123			(415) 563-0487			
		EMAIL:				
		luckyjoekohn@gmail.com				
WEBSITE:	FACEBOOK PAGE:		YELP PAGE			
www.izzyssteaks.com						
APPLICANT'S NAME						
Joseph R. Kohn				Same as Business		
APPLICANT'S TITLE				d .		
Owner/Partner	AND THE RESIDENCE OF THE PROPERTY OF THE PROPE			ning and an analysis and a second		
APPLICANT'S ADDRESS:			EPHONE:			
112 Arguello Blvd. San Fran	ciso CA 94118	(415) 515-5156				
		EM#	NL:			
			luckyjoeko	hn@gmail.com		
SAN FRANCISCO BUSINESS ACCOUN	T NUMBER: SECRI	ETARY OF	STATE ENTITY	NUMBER (if applicable): '		
	C119	5048		\		
OFFICIAL USE: Completed by OSB State NAME OF NOMINATOR:		DATE	OF NOMINATI	ON:		
AOE KOLIN			2-17			

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 BUSINES
3345 Steiner Street, San Francisco	94123	Feb 09, 1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPER	RATION AT THIS LOCATON
☐ No ■ Yes	Feb 09, 198	7-Present
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Section Three:

Disclosure Statement.

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

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

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

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

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

Joseph R. Kohn	3-14-17	MA
Name (Print):	Date:	Signature:

ν.5- 6/17/2016

IZZY'S STEAKS AND CHOPS 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.

Izzy's Steaks and Chops opened in the Marina District of San Francisco on February 9, 1987, serving the Bay Area for over 30 years.

Owner, Robert Samuel "Sam" DuVall has been sole proprietor since day one without interruption. The Bay Area's Legendary Barbary Coast Eatery, Izzy's has been serving steaks, chops, seafood and its world famous potatoes and creamed spinach for over three decades with few changes to its original concept.

In 1977, Mr. DuVall read an article about Izzy Gomez, the legendary Barbary Coast "purveyor of libations and good food" written by Tro Haper.

Izzy Gomez was the essence of the classic American success story. Leaving Portugal at the age of 18, he made his way to the United States where he first worked for a time on a Massachusetts farm. After making his way to the West Coast, he finally achieved his dream of opening a café in San Francisco in 1900. Surviving the 1906 earthquake, numerous run-ins with the law, and the stock market crash of the 1929 and the Great Depression, Izzy finally ended up at 848 Pacific Street, described at the time as an area "nearby where the streets of Little Italy meet the colorful alleys of Old Chinatown." Izzy was a friend to all: one of his fans was celebrated author and playwright William Saroyan. His famous play, "The Times of Their Lies," was actually set at Izzy's saloon. Known for his benevolence and good nature, Izzy was recognized by Life Magazine in 1943 as one of San Francisco's most colorful characters.

Having read his colorful biography, Mr. DuVall vowed that one day he would open a great "Bohemian" steakhouse in his honor, which he did. Today, you can read about the history of Izzy and his notorious saloon on the walls throughout the restaurant.

In late 2001, Mr. DuVall opened his second Izzy's location at 55 Tamal Vista Drive in Corte Madera. In the following years, he opened additional Izzy's restaurants in San Carlos, San Ramon and, most recently, Oakland. In total, Mr. DuVall opened five locations collectively employing as many as 200 employees.

Today, three of the five Izzy's Steaks and Chops restaurants – San Francisco, San Carlos and Oakland – remain open and are maintained by Mr. DuVall despite rapidly rising rents and

fluctuations in the meat industry. In an industry with a 93% failure rate within the first ten years, Izzy's continues to proudly serve the Bay Area.

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

The business has not ceased operations in San Francisco since it opened. Two years after opening, the Loma Prieta earthquake rocked the Bay Area, especially the Marina District. Luckily, Izzy's was barely damaged and kept its door open despite the disruption in the neighborhood. Even through the Great Recession, Izzy's never closed its doors or increased its prices. Mr. DuVall always made Izzy's affordable, insisting since day one on giving his customers the best value for dollar in town.

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

Owner Sam DuVall has been the sole owner of the business since it opened. While he's slowed down just a tad since turning 76, Mr. DuVall continues to be a fixture in the restaurant, engaging his customers almost every night of the week.

Mr. DuVall's only child, Samantha, began working in the restaurant alongside her father as a host after attending college at UNLV. Today, she serves as an adviser to her father. She also runs and co - owns a successful property management and real estate company with her mother.

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

Since its inception, Mr. DuVall has been the sole proprietor of the San Francisco location.

In San Carlos, now the second oldest location at 12 years, Mr. DuVall made then-Executive Chef Joe Kohn a 20 percent owner in 2005 after having purchased the building. The Oakland location opened in 2015 with Mr. DuVall and Mr. Kohn as equal partners. Today, Mr. Kohn oversees all three restaurants. Mr. DuVall, meanwhile, scours the world for flea markets and auction houses looking for artifacts and memorabilia for the next Izzy's.

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

Not applicable.

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

Prior to it being converted into a restaurant, the property at 3345 Steiner Street was the Marina's first U.S. Post Office. On the façade of the building on both sides are two Art Deco style U.S.P.S. logo eagles carved into the parapet. A picture of the original building can be seen inside Izzy's on the column, opposite the bar.

CRITERION 2

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

Izzy's has been the Marina's "watering hole" for decades. The restaurant originally drew its clientele from the Marina and Cow Hollow neighborhoods. It then became an iconic place for city officials, judges, city council members, city attorneys and even mayors. Izzy's was the place to get a four dollar martini and huge steak for under 30 dollars. As the business grew, so did its reputation as a classic steakhouse with a Bohemian ambiance. Eventually, it would also become a tourist destination. Patrons are constantly taking pictures of the iconic exterior and timeless interior.

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

In the 1995 elections, Terence Hallinan, a member of the Board of Supervisors, made the unlikely switch to District Attorney with a narrow election victory in 1995. One of Hallinan's moves drew criticism: the firing of 14 senior prosecutors -- in part to make room for more minorities on the staff -- by having terse form letters dropped on their desks instead of talking directly with them. The criticism intensified after Hallinan posted an armed guard outside his office for protection against what he said was a danger of retaliation. Prominent Irish real estate developer Joe O'Donoghue confronted Hallinan about the firings while attending a birthday party at Izzy's Steaks and Chops. Hallinan responded by punching him. The resulting scuffle was lampooned by David Letterman.²

Izzy's remains a fixture of the restaurant community and the lore that is the checkered past of the Bay Area's most notorious eatery.

On February 22, 2012, in honor of its 25th anniversary, Izzy's received a Certificate of Honor from the San Francisco Board of Supervisors for its contributions to the City of San Francisco.

¹ Claiborne, William (20 February 1996). "San Francisco Prosecutor Tries Something Different". The Washington Post. Retrieved 13 September 2015.

² Dolan, Maura (5 April 1997). <u>"A Liberal Lays Down the Law in S.F."</u>. Los Angeles Times. Retrieved 13 September 2015.

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

In the last 30 years, Izzy's has been featured in national publications such as Gourmet, Food & Wine and Gentry, and local publications like SF magazine, 7x7, Diablo Magazine, The Examiner, SF Weekly, The Guardian and the Marin Independent Journal. Izzy's was regularly mentioned by The San Francisco Chronicle's legendary columnist, Herb Caen.

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

Izzy's historical contribution to the city of San Francisco lies with its namesake, Isadore "Izzy" In 1977, Sam DuVall read an article about Izzy Gomez, the legendary "Barbary Coast purveyor of libations and good food," written by Tro Harper. Izzy's story was so compelling that Mr. DuVall decided that one day he would open an old fashioned "Bohemian" steak house in memory of Izzy.

Izzy was a friend to everyone. One of his greatest fans was celebrated playwright William Saroyan. Saroyan's famous play, "The Time of Their Lives," was actually set against the backdrop of Izzy's saloon. Known for his benevolence and good nature, Izzy was recognized by Life Magazine in 1943 as one of San Francisco's most colorful characters. On what would have been Izzy's 111th birthday, February 9, 1987, Sam DuVall opened Izzy's Steaks and Chops on Steiner Street in San Francisco. It was an instant success. In fact, Izzy Gomez may be more popular now than he was when he poured drinks at his saloon on Pacific Street.

Joe DiMaggio, Willie Mays, Larry Fitzpatrick, George Foreman, Elliott Gould, Anton LeVay, Britney Spears, George Lucas, the cast and crew of Mythbusters and the Deadliest Catch and team members of both the San Francisco Giants and the San Francisco Forty Niners are just some of the glitterati that have visited Izzy's over the years.

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

Izzy's demonstrates its commitment to the community by providing honest food at a great price.

Izzy's has maintained a presence in the Marina and Cow Hollow neighborhoods and contributes immensely to community fund raising events and local schools. Izzy's also contributes substantially to both local and national charities including the Alzheimer's Association, Big Brothers and Sisters, The American Red Cross, The American Cancer Society and Greenpeace.

Every year, Izzy's hosts Dinner a la Heart, raising money for the Institute on Aging. We have also sponsored both the "Tip-A-Cop" event and the local Sheriff's Department with annual donations.

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

Izzy's Steaks and Chops serves the Marina and Cow Hollow neighborhoods, as well as residents from throughout the Bay Area, tourists and the glitterati. Izzy's has provided a space for weddings, graduations, tourist groups, business travelers, and city officials to meet, eat, and discuss San Francisco politics.

The Marina sits on the former site of the 1915 Panama Pacific International Exposition, put together by city benefactors after the 1906 earthquake as a means of celebrating its reemergence. Aside from the Palace of Fine Arts, the other exposition buildings were demolished to create the current neighborhood.

The Marina is noted for its demographics which, since the 1980s, have shifted from mostly middle class families and pensioners to young, single professionals who now make up more than half of the population. A small, affluent, older population remains, however.

The Marina District has developed robustly over the last 30 years. When Izzy's opened in 1987, there were four restaurants on the 3300 block of Steiner Street. Today, there are 11, not counting Izzy's. Around the corner, Chestnut Street has exploded with high end retail, wine bars, restaurants and juice and coffee shops, making it a hub for locals to meet, shop and eat.

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

The location at 3345 Steiner Street is considered a "Category B Building" by the Planning Department.

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

The community would be at a loss if Izzy's were to ever move or close its doors. Over the past three decades, while dozens of restaurants have come and gone, Izzy's remains steadfast, only changing its prices. There are a handful of original staff members – Robin MacQuarrie, Michael Boyle, Eric Gehrels and George Palma – that have given Izzy's its great reputation as a worldwide destination eatery.

CRITERION 3

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

True to the founding principles, Izzy's Steak and Chops offers great food at a great price in a comfortable environment. Izzy's has been serving steaks, chops, seafood and its world famous potatoes and creamed spinach, for over three decades, with few changes to its original concept.

Owner Sam DuVall was a pioneering restaurateur who offered entrées with the option for guests to customize their meal by selecting their own side dishes at no additional cost. He also decorated the restaurant with classic memorabilia, vintage liquor bottles and original artwork in stark contrast to the trend in restaurants at the time consisting of neon, chrome and Day-Glo colors. Instead, Mr. DuVall took a more traditional, albeit quirky, approach that would ultimately payoff, drawing guests from all over the world to see this eclectic Marina landmark.

The original Izzy's on Pacific Avenue became a must-stop in the San Francisco club-crawling circuit in North Beach prior to and during prohibition. Izzy's good nature and huge heart fascinated his customers. Often, a down and out artist would trade a painting for dinner. These paintings became part of the décor at Izzy's rustic tavern. Because of his friendly nature, Izzy became a friend to movers and shakers in San Francisco, and conversely, the down and out. His generosity was legendary. He never forgot his early years living in poverty and was always ready to lend a helping hand to anyone who was down on their luck. So, when Sam DuVall decided on the décor, he pulled old vintage signs, photos, whiskey bottles and original artwork to create the same atmosphere as the original saloon.

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)

Izzy's has many famous dishes that bring people back, year after year, month after month. In particular, the recipes for the creamed spinach and Izzy's potatoes haven't changed in 30 years. The Zagat Guide once described the potatoes as "Irish caviar." The focus of the menu has always been to allow customers to customize their plate by choosing two side dishes at no extra charge, making it the best deal in town.

Classic cocktails compliment the menu with expertly crafted Martinis, Old Fashioneds, Sidecars, Negronis and the iconic Izzy's Manhattan made with Templeton rye, Antica vermouth, blood orange bitters and garnished with a Luxardo cherry.

The wine list, which emphasizes classic California varietals including Caymus, Duckhorn, Silverado and Hess, like the menu, offers great value for dollar.

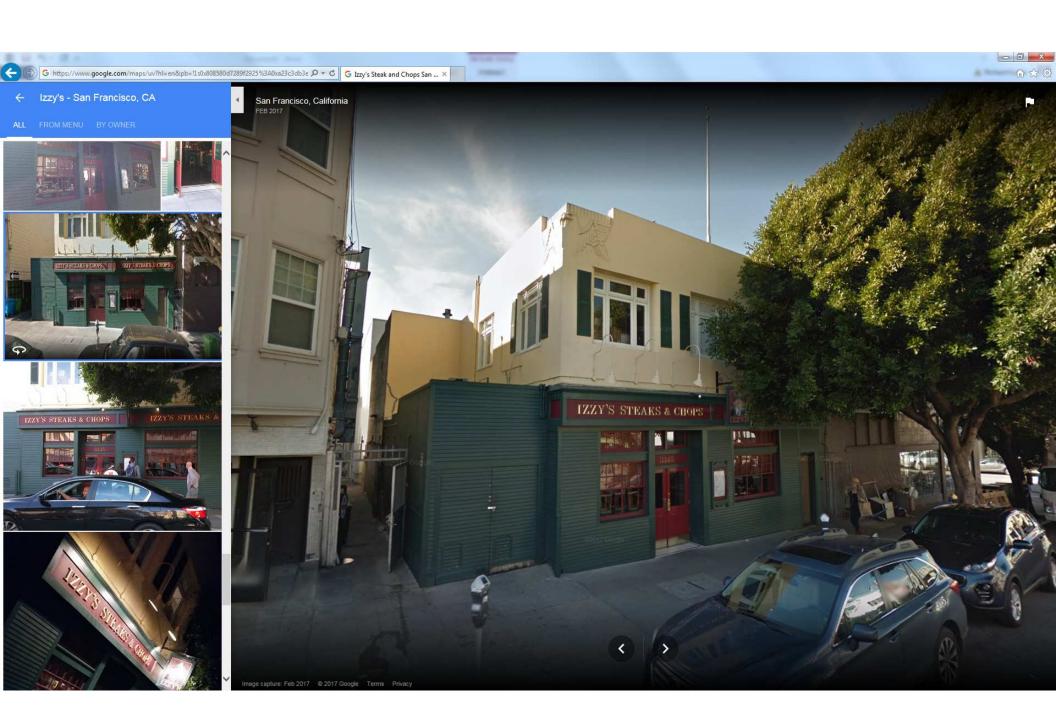
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The iconic painted sign of Izzy Gomez over the front door has tourists, Facebook aficionados and Instagrammers constantly taking pictures of themselves against the backdrop of the restaurant's patriarch.

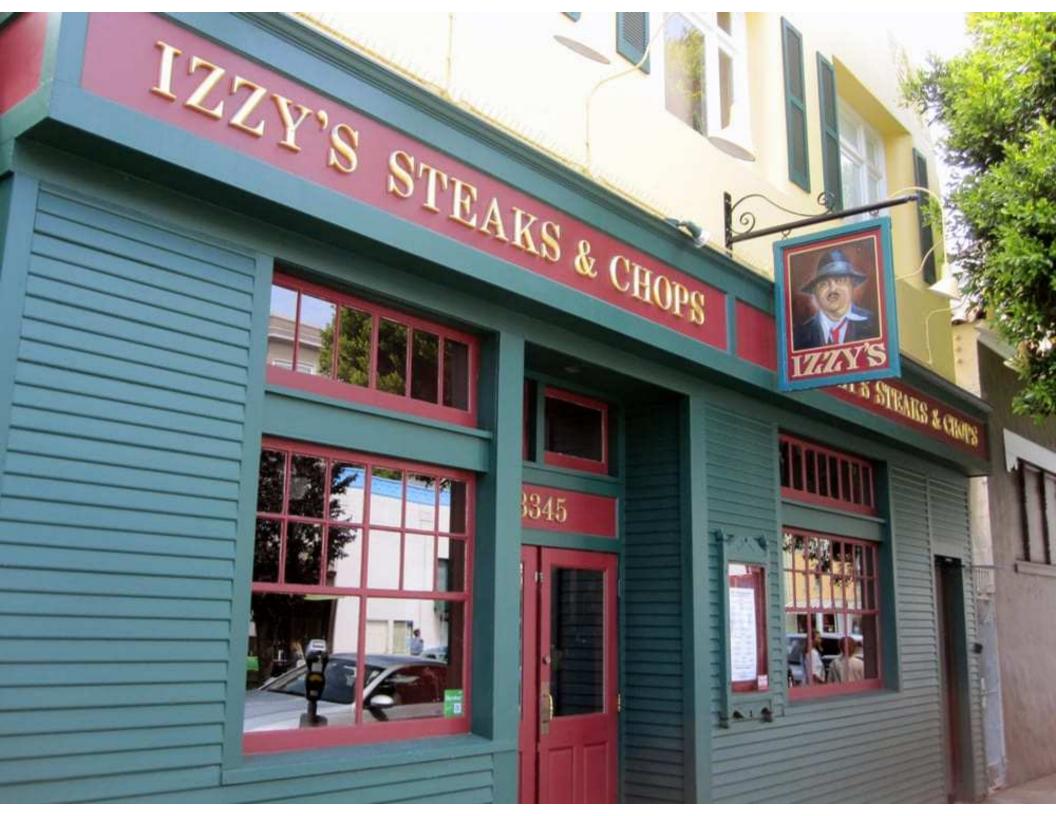
Dark wood paneling, booths, thick crockery and imagery from the past define Izzy's interior. Almost all of the interior attributes are unchanged from the restaurants inception. The décor harkens back to the speakeasies of prohibition.

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.

Not applicable.





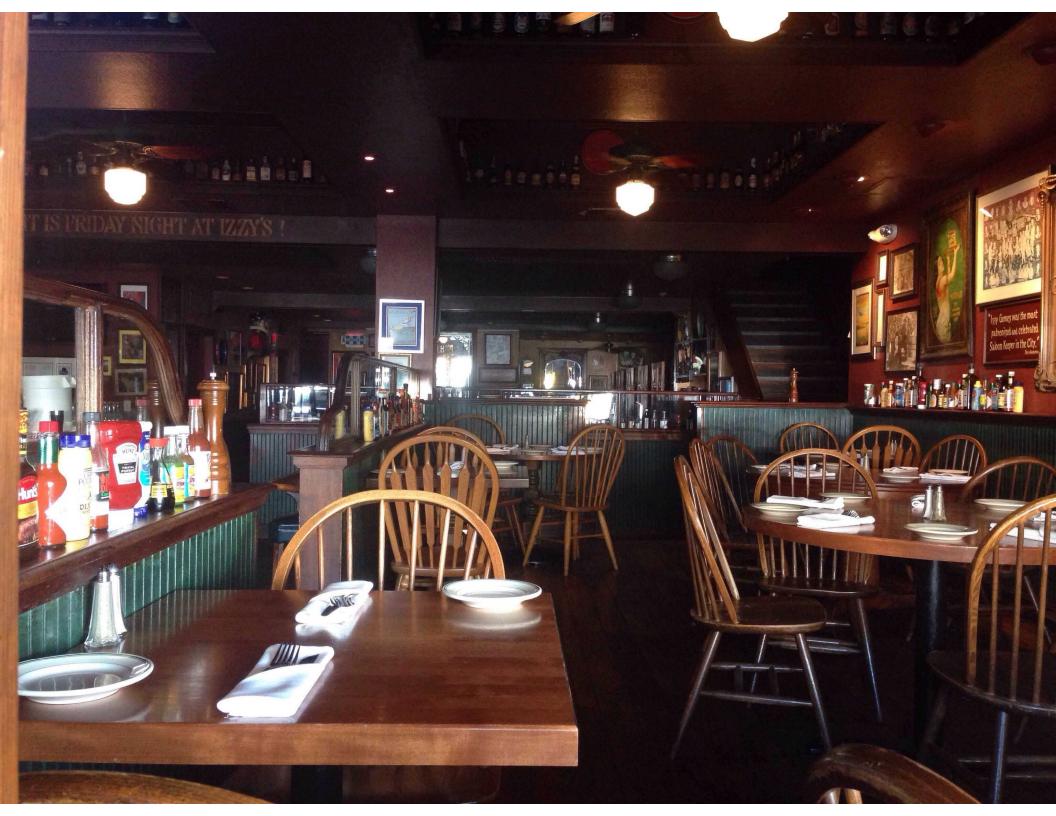


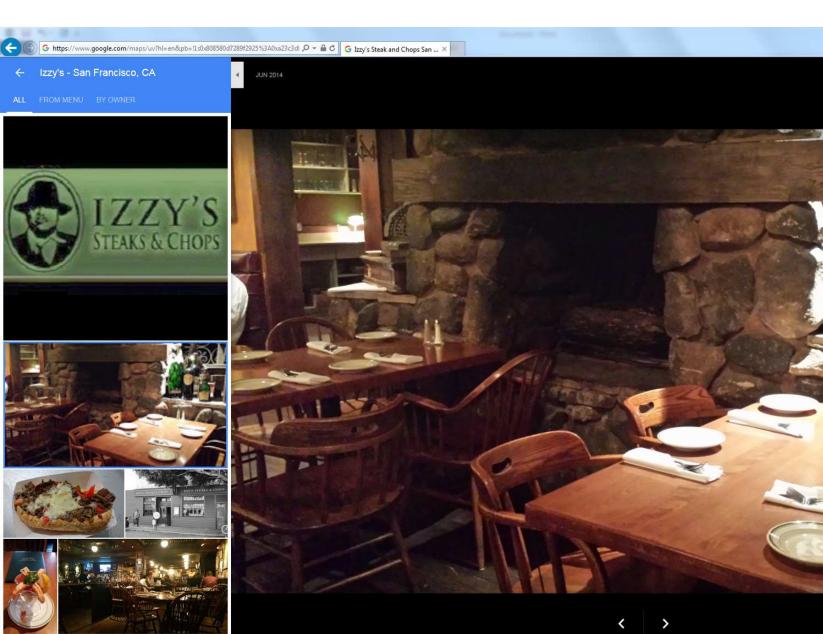






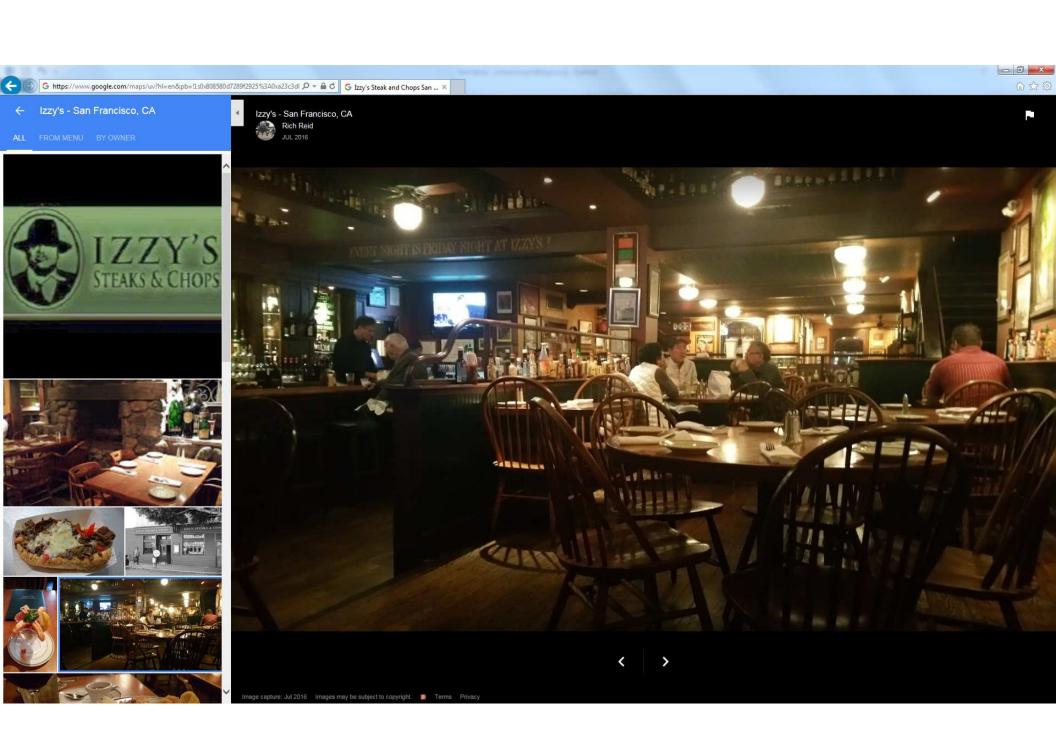
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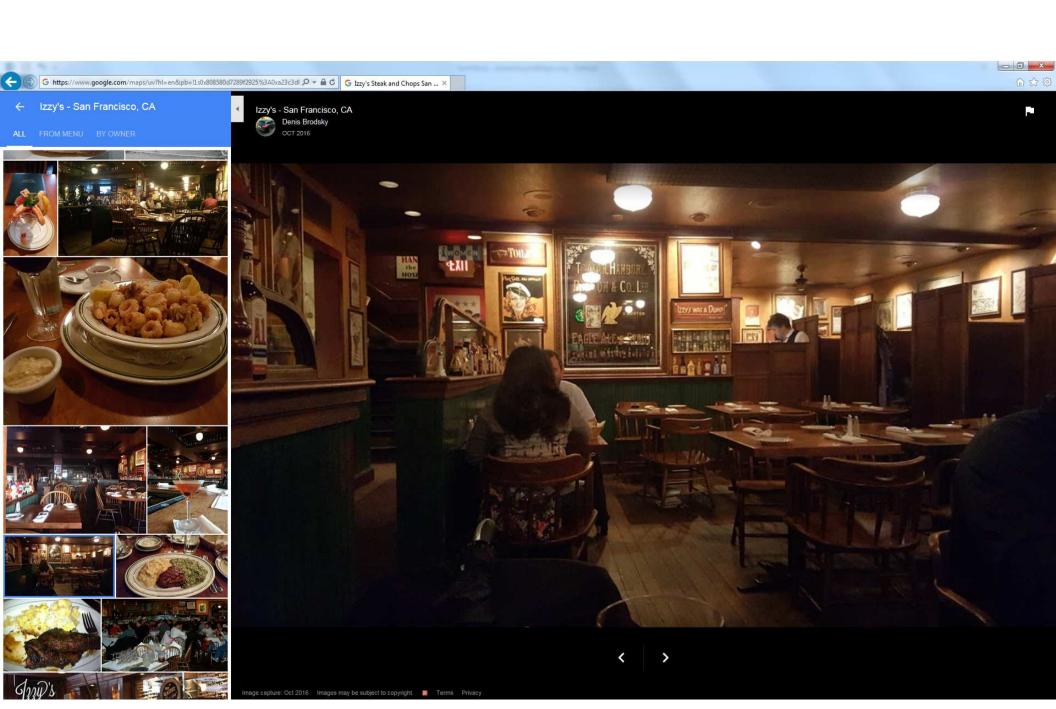


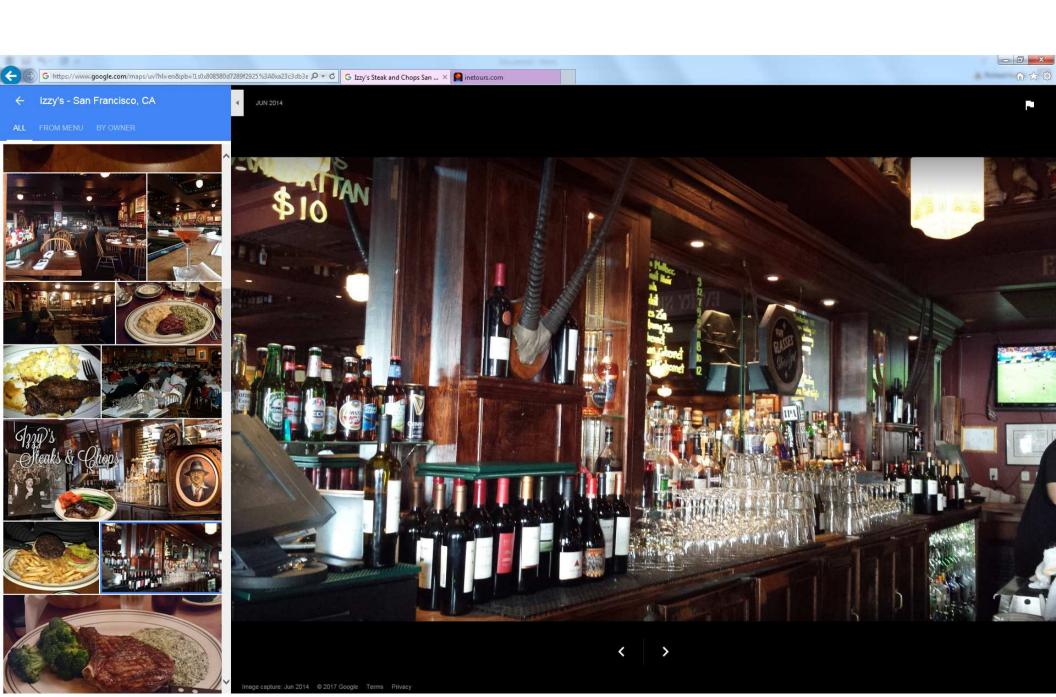


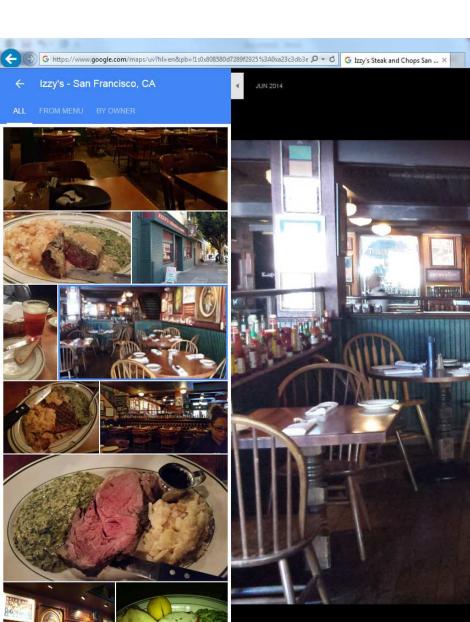














☆☆☆

Annual I



IZZY'S WAS A DUMP!

HERB CAEN



Izzy's

"The Bay Area's Legendary Barbary Coast Eatery"

STARTERS

GARLIC BREAD HOUSE SALAD

CHEESY GARLIC BREAD CHOPPED CAESAR SALAD

SAUTEED MUSHROOMS HEARTS OF ROMAINE, bleu cheese crumbles

CAJUN FRIED OYSTERS ICEBERG WEDGE, bleu cheese dressing, bacon, tomatoes

CRISPY CALAMARI WARM GOAT CHEESE SALAD

PRAWN COCKTAIL BAY SHRIMP SALAD, Thousand Island dressing

ROASTED MUSSELS CRAB CAKE, French fries
BRUSCHETTA SALAD OF THE DAY
DRUNKEN PRAWNS SOUP OF THE DAY

DINNER

Dinner items are served with your choice of two of the following accompaniments / * house specialties

FRENCH FRIES
BAKED POTATO
GARLIC WHIPPED POTATOES
CHEF'S CHOICE

*IZZY'S OWN POTATOES

*CREAMED SPINACH
SAUTÉED GREEN BEANS
STEAMED ASPARAGUS
SWEET POTATO TATER TOTS

CARROTS & ONIONS STEAMED BROCCOLI BAKED SWEET POTATO

STEAKS AND CHOPS

NEW YORK STRIP STEAK

NEW YORK AU POIVRE, cracked pepper, brandy sauce

STEAK DIANE, medium rare, mushroom brandy sauce

FILET MIGNON

FILET MIGNON MEDALLIONS AU POIVRE, cracked pepper, brandy sauce

BLACKENED CAJUN FILET MIGNON

TERIYAKI TOP SIRLOIN, medium, roasted pineapples

MARINATED SKIRT STEAK

PORK BABY BACK RIBS, half or full rack

PORK CHOP, apple chutney

BLACKENED CAJUN HAMBURGER STEAK

LAMB T BONE CHOPS, two or three chops

PRIME RIB, 8, 10 or 14 ounces

OUR MEAT IS WET AGED 21 DAYS
Additional / extra au poivre sauce

SEAFOOD

SNAPPER, pan seared, lemon, dill

CRAB CAKES (2)

GRILLED KING SALMON FILET, dill butter

BLACKENED SALMON, grilled pineapple salsa

REX SOLE, lemon butter sauce

CAJUN FRIED OYSTERS, French fries, jalapeno sauce

DRUNKEN PRAWNS, poached in beer, butter and Cajun spices

PRAWN PESTO PASTA, linguini, mushrooms, spinach, tomatoes

FISH AND CHIPS, snapper, tartar sauce

CHICKEN

TERIYAKI CHICKEN, breast meat, roasted pineapple

CHICKEN PICCATA, lemon butter sauce, capers

CAJUN CHICKEN PASTA, fettuccine, sundried tomatoes, bell peppers, pine nuts, Alfredo sauce

CHICKEN MARSALA, mushroom sauce

TERIYAKI CHICKEN AND ONE QUARTER BBQ PORK BABY BACK RIBS

DINNER SALADS AND BURGERS

SAN FRANCISCO SHRIMP LOUIS SALAD

TERIYAKI CHICKEN SALAD

 $COBB\ SALAD,\ grilled\ chicken\ breast,\ bleu\ cheese$

 $IZZYS\ BUILD\ A\ BURGER\ (22/78\ fat\ to\ lean,\ 40/60\ chuck\ to\ round),\ tomato,\ pickle,\ onion,\ shredded\ lettuce,\ French\ fries$

ADD BLEU, GOUDA, AMERICAN OR CHEDDAR CHEESE

ADD FRIED EGG

ADD CARAMELIZED ONIONS OR SAUTÉED MUSHROOMS ADD EXTRA THICK VIRGINIA BACON

Corkage fee \$20.00 per 750ML Dessert fee \$2.00 per person Split Plate Charge \$4.00

20% service charge added to parties of 6 or more

 $The\ consumption\ of\ raw\ and\ under cooked\ foods\ may\ increase\ your\ exposure\ to\ food\ borne\ illnesses$





IZZY GOMEZ WAS BORN FEB. 9, 1877 HE DIED JUNE 21, 1944



Tomorrow, Feb. 9, 1987

THE LEGEND IS RE-BORN!

A personal message to the dining public from Sam DuVall:

Ten years ago, I read an article on IZZY GOMEZ, the legendary Barbary Coast purveyor of libations and good food, written by Tro Harper, IZZY's story was one that legends are made of and I decided that one of these days I was going to open a great old-fashioned "bohemian" Steak & Chop House in memory of IZZY GOMEZ

That day has finally come . . . it's tomorrow!

IZZY was a real slice of old San Francisco. He was born in Portugal, came to America when he was fifteen; opened his first joint on Pacific St. near the old Barbary Coast in 1900. Over the years he

moved three times, ending up at 848 Pacific in the early 1930s.

IZZY had a heart of gold . . . it was said, "that the only thing IZZY ever turned down was the rim of his great black fedora" . . . which he was never without. When asked if he ever took off his hat, he replied, "Sure, but only to my wife!"

IZZY was a friend to everyone . . . the down and out as well as the famous. Walter Winchell, a great fan, once described IZZY as "a big hunk of radio-active substance from which kindness is continuously emanated."

William Saroyan wrote "Times of Our Lives" in part about the goings-on at IZŹY'S.

I wanted to re-create those wonderful times so I am opening IZZY'S STEAK & CHOP HOUSE where you can enjoy our fine aged Mid Western Steaks & Chops in a very casual atmosphere (never any coats & ties required) and most of all ... HAVE SOME GOOD OLD-FASHIONED FUN!

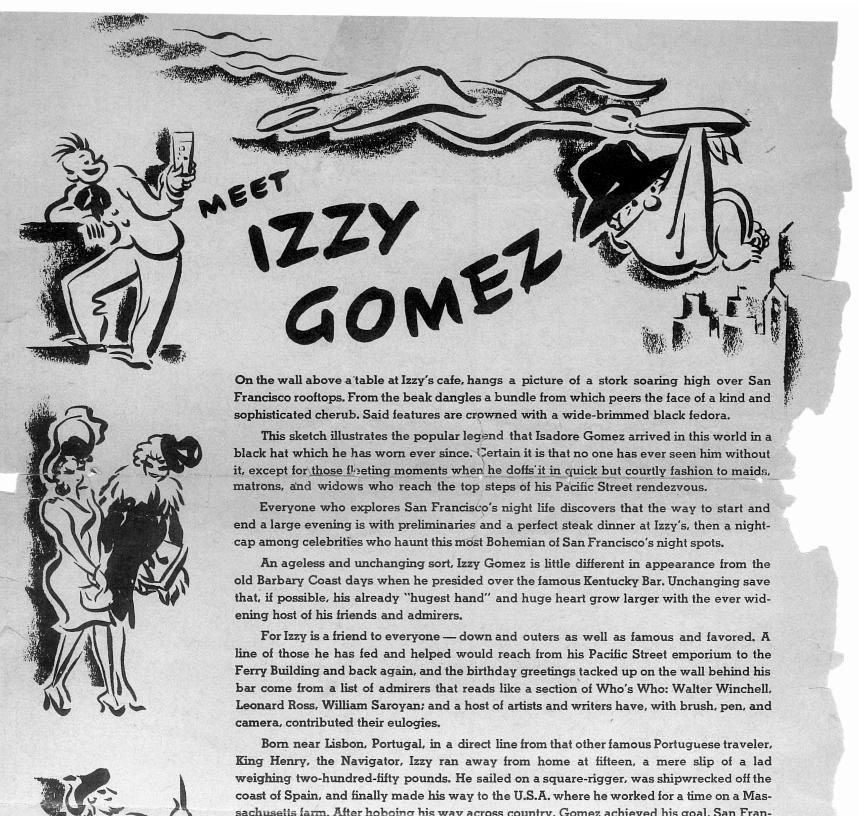
The opening of IZZY'S coincides with my 20th year in the restaurant business in San Francisco...the toughest restaurant town in America. I want to personally thank each one of my loyal customers over the last twenty years for your support and especially to all of you who have helped to make SAMANTHA'S, my seafood restaurant in Levi Plaza, such a big success in its first year!



3345 STEINER ST. (NEAR LOMBARD) SAN FRANCISCO

RESERVATIONS: 563-0487

"Dinner Every Evening"



sachusetts farm. After hoboing his way across country, Gomez achieved his goal, San Francisco, and opened his first cafe — just "temp'rarily", he says, until he found something else

That was forty years ago, and such is Izzy's genius for making friends that he survived the fire of 1906, to rise phoenix-like at a new place, only here to undergo the trials of the "great experiment." The Gomez hospitality was then interrupted periodically by trips to the county jail where he exercised his talents for cooking. Jailers and deputies were treated to Lobster Newburg a la Bastille chez Isadore.

Again the stock market crash sent his skyrocketing downward, but though he lost a fortune, he didn't lose a friend. Izzy kept going, helped by those more fortunate than he, and gave many a hand-out to those in worse shape.

Now for more than a decade, he has been tranquilly presiding over 848 Pacific Street. Nearby the street of gay Little Italy meets the colorful alley of Old Chinatown.

In this "Time of Your Life" atmosphere, you will meet tourists, diner-outers, professional and businessmen who want a good steak, radio commentators, stage stars, artists, and politicians. Among them move old Dad Niemeier, Joe, the cook, and your ponderous, personable host Izzy, soft-voiced at all times.

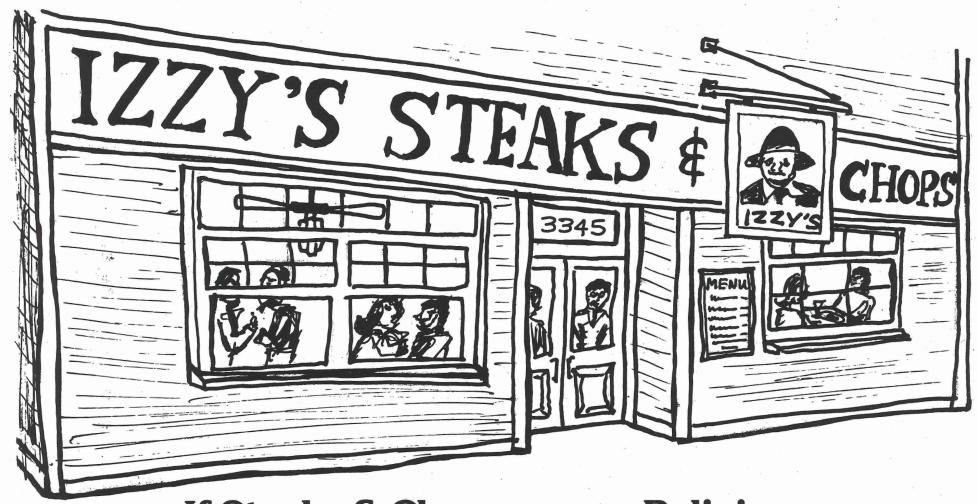
"What's matta, fren'? Too long time you no been to Izzy's."

Izzy is "fren'" to all. He is inviting you and your friend to come back again and yet again to San Francisco's most Bohemian night spot, 848 Pacific Street.









If Steaks & Chops were a Religion, This would be the Cathedral!

IZZY'S STEAKS & CHOPS
3345 STEINER (In San Francisco's Marina District)

DINNER EVERY EVENING RESV. (415) 563-0487

No Misteak Dinner

By Basso Profundo

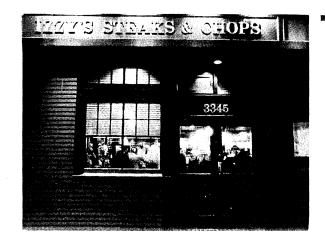
e finally agreed that three of the four of us wanted a great steak for dinner, but didn't want to put on a tie or jacket or spend a small fortune for our meal. We wanted to go out and have a good time and a good steak in a casual, up scale restaurant without a parking nightmare. These being our parameters, we decide to check out Izzy's Steak & Chop House in the Marina, conveniently located on Steiner, between Lombard and Chestnut Streets.

Entering, we were warmly greeted by the host, who showed us to a section of the bar where we could enjoy a drink and the unique atmosphere created by the hundreds of old photos and articles relating to the history of one of San Francisco's most notorious saloon-keepers, Mr. Izzy Gomez. We were told Gomez had operated a series of saloons and steakhouses on Pacific Avenue in the old Barbary Coast area from 1900 to 1944.

Izzy's is the type of place where you want to walk around and closely examine the pictures and artifacts that jam the walls, but alas it was time to be seated and we were escorted to our table with plenty of room to relax, and presented with our menus. Reading the menu alone can take a while. Izzy Gomez died in 1944, but left behind a legacy of legends, tales and a saloon that serves what turns out to be some of the best steaks in town.

Our waiter soon appeared and suggested several starters. We were informed that all of Izzy's beef is houseaged Angus.

We selected a prawn cocktail, Caesar salad, and a hearts of romaine with blue cheese, each of which would be an ideal accompaniment to the steaks which would soon arrive. I chose the



Izzy's Steak
and Chop House
in the Marina
takes you back to
the days when the
man in the fedora
in the corner really
was Sam
Spade

blackened filet with Izzy's potatoes and creamed spinach. One of my companions tried the New York au Poivre with the same veggies, another chose two huge perfectly done loin lamb chops with a baked potato, roasted onions and carrots, and finally our one non-believer had the platter of cajun fried oysters.

Every item was perfectly cooked to order, a rare occurrence, and in the tried and true method of tastology, each of us tried bites of the other's dish. All entrees come with a choice of two side dishes. There is a very competent and reasonable wine list and our waiter steered us toward a bottle of Sebastiani Barbera which was, as he had promised, perfect with our meal.

As we were finishing dinner and pondering dessert, we were approached by an elegantly casual chap, who asked how our meals and service had been, and introduced himself as Sam

DuVall, the proprietor/creator of Izzy's. Soon we were talking about restaurants in general. Mr. DuVall, who has opened seventeen restaurants around the country, is an affable, confident man who can be found enjoying his restaurant almost every night.

For anywhere from \$10.00 to \$19.00, one can wolf down a huge steak, and imagine what it was like in those good old days when Shanghai was not a place you went to, but something that happened to you, and the man in the fedora in the corner really was Sam Spade.

Izzy's is a must for the serious steak lover who wants to enjoy his beef in a casual, fun, moderately priced, exciting atmosphere. Reservations are suggested. (415) 563-0487.

Basso Profundo is a well-known local restaurant and bar habituee, who has gone undercover for BENEFIT.



A man and his bar... the legendary Izzy Gomez, who ran a series of saloons and steakhouses on Pacific Avenue in the old Barbary Coast area inspired the present day Izzy's

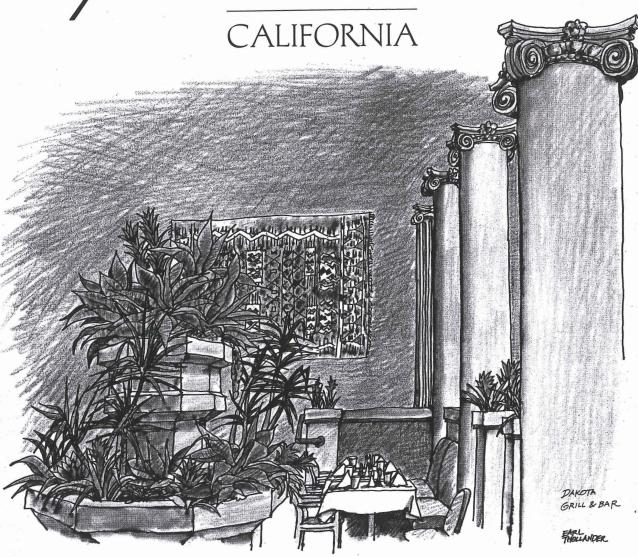
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THE MAGAZINE OF GOOD LIVING



Spécialités de la Maison



BY CAROLINE BATES

DAKOTA GRILL & BAR, IZZY'S STEAK & CHOP HOUSE, CELADON

Berkeley and San Francisco



he dining room of the historic Shattuck Hotel in downtown Berkeley expresses the architectural grace and space of an era when soaring ceilings with ornate de-

tails, huge arched windows, and Ionic columns embodying Hellenistic ideals of beauty were deemed the proper setting for a meal. Here one almost expects to see proper black-jacketed waiters pouring tea from embossed silver pots and serving watercress sandwiches and crumpets to genteel ladies in flowered hats. But this is Berkeley, 1987, not 1910, and the sharp serving staff, clad in khaki pants, teal-blue aprons, and bolo ties,

scoot around the dining room with plates of corn fritters with *jalapeño* jelly and grilled tuna with a *chile poblano* vinaigrette for a rather different sort of customer. Berkeley is a community of storefront eating places and cafés in cozy cottages, not of elegant dining rooms that preserve the grandeur of the past. But DAKOTA GRILL & BAR is a striking exception that has brought the city its first all-out Southwestern kitchen as well, and the combination is a knockout.

Ellen Hyland and Jason Green, who own Dakota and also a fifteen-year-old catering company (formerly known as The Groaning Board, the firm, now called Savoy Catering, operates the garden restaurant on top of the Summit Center in Oakland), spent a year putting the restaurant together and

Journet Izzy's Steak & Chop House

zzy's was a dump." That is how San Francisco's famous Chronicler, Herb Caen, felt about the cele-

brated Pacific Avenue saloon where Isidore Gomez dispensed steaks and hamburgers and what he called his "soft drinks" to a thirsty Prohibition-era clientele. Dump or not (someone pointed out that Izzy's was cleaner than it looked, especially on Sunday mornings when "the broken teeth, glass, furniture, and discarded garments" were all swept into a pile), Izzy's was the most patronized saloon in San Francisco in the 1930s, and its Portuguese proprietor has earned a place in local annals as one of the most colorful saloonkeepers in a city that has never lacked candidates. The legend may be larger than life, but then so was its subject. Izzy weighed well over three hundred pounds-"a huge gingerbread man without icing" someone called him-and was rarely seen without his slouchy black

fedora covering what was reputed to be a bullet-shaped head. He was said to be a kindhearted man, to treat all women with respect (he adored his wife, who was twenty years his senior), and to dislike profanity, although that didn't deter his customers much. But another part of the legend says that early in his career he was a shanghaier who delivered drunks to the captains of departing ships in need of a crew. During Prohibition he displayed ingenuity in keeping his place open, and he became famous for his grappa fizz, a kind of Ramos fizz made with raw grape brandy instead of gin. His death in 1944 prompted the kind of nostalgic, anecdote-filled, and fulsome newspaper obituaries that San Francisco writes mainly about its beloved oddball characters, seldom about its sober citizens. He and his saloon, someone said, were the last link between the rip-roaring Barbary Coast days and the postwar era.

But in San Francisco old saloons never die, they just get revived. "Izzy lives" proclaims the black sweat shirts for sale inside Izzy's Steak & Chop House at 3345 Steiner Street, where portraits of Izzy, pithy observations by and about Izzy, old photos of Izzy in his saloon, and a good deal of unrelated vintage stuff ranging from needle-



oints of Old Glory to shingles advertising 'Wahoo Indian tonic for liver and kidneys' plaster every available inch of wall upstairs nd down and even along the stairway beween the two. This is Sam DuVall's latest old San Francisco eating place, and it also as two bars, one for each floor; a row of nirror-lined booths; ceiling fans; and hunireds of small bottles of steak sauces, salas, and hot pepper condiments lining the backs of the banquettes upstairs and shelves round the downstairs room. What DuVall loes best is create good-time places with an old-time look and an up-to-date kitchen, and with Izzy's he has shrewdly divined the city's current tastes.

Like the original, this Izzy's specializes n steaks (although DuVall couldn't resist illing out the menu with a few Southernstyle and Cajun dishes from his Samantha's near the Embarcadero and his Ritz Cafe in Los Angeles). If the happy-looking customers chomping away on Izzy's steaks are any indication, San Franciscans must be closet red-meat eaters. (Apparently the steak-house chains think so, too: Palm and Ruth's Chris have opened branches in the city.) My faithful dining companion, who has never disguised his preference for a steak, came along with me to Izzy's with an unusually large appetite for the dinner ahead. A steak needs no frills beyond some decent potatoes and a salad, as the restaurant knows. Our waiter brought him a crisp Caesar salad with croutons and a tangy anchovy dressing and served me hearts of romaine with crumbled blue cheese, perfect steak salads both.

The waiter, a real professional who inspired our immediate trust, steered us from the red wine we had asked about ("very thin," he said, producing a glass with a little in it so we could taste for ourselves) to a fuller-bodied ZD Pinot Noir '82 (\$20) that stood up to our meats far better. He didn't beat about the bush when it came to the steaks, noting that the marinated skirt steak and the steak au poivre weren't for serious eaters. The only steaks to consider were the New York strip sirloin, aged for twentyone days, and the blackened filet mignon, in that order. Izzy's steaks come from Certified Angus Beef, high-quality young Angus cattle that qualify for the upper range of choice grade and sometimes prime. My companion, naturally, chose the New York strip sirloin, which arrived poised on a steak knife along with creamed spinach with nutmeg and "Izzy's own potatoes"good scalloped potatoes with Parmesan cheese and gobbets of melted Gouda. There is an unmistakable "mouth feel" to a good steak. It is satisfyingly chewy but not tough, nicely juicy, and clean-flavored, and this thick sirloin met those criteria and

more. The steak lover was content. A filet mignon, a leaner, tenderer cut with little marbling and less flavor, is no match for a New York steak. But a blackened filet mignon rubbed with cayenne and other spices and seared in a hot skillet certainly isn't bland, and I enjoyed mine immensely. A freshly baked potato, wrapped in parchment twisted on the ends like a cornhusk tamale wrapper, was a pleasant surprise, and roasted sliced onions and carrots made better-than-average steak accompaniments.

That satisfying meal was essentially what almost everyone goes to Izzy's to eat, with one exception. The only serious competitor to the New York steak is a pair of loin lamb chops, at least two inches thick, which are remarkable not only for their succulence and flavor but their \$16 price. Izzy's menu also features dishes for "nonbelievers," who don't make out badly at all. I felt cowardly ordering grilled salmon here, but the fish was airy and lovely with a fresh dill butter. The kitchen has borrowed a few ideas from DuVall's Samantha's, including the delectable "Cajun fried oysters"-eight juicy oysters with a crisp cornmeal coating served in shells lined with a spicy green jalapeño and coriander salsa—which are apparently Cajun by way of Mexico. Fresh Gulf shrimp heaped on linguine with a creamy coriander sauce, orange sections, and slivers of lemon peel is a different sort of pasta and an appealing one.

Unfortunately, the desserts duplicate Samantha's, too: crème brûlée (too thick for my taste), a gooey rum-spiked chocolate pecan pie, and a pretty good Key lime pie. Izzy's should develop its own desserts. Certainly there should be a cheesecake and a real American fudge cake.

At the original Izzy's, customers could get a hamburger on half a loaf of sourdough for two bits and an eight-ounce tumbler of red wine for a dime. DuVall can't match that, but beginning with a hamburger with Gouda cheese (\$7) and working up to the lamb chops (\$16) and the New York sirloin strip and filet mignon (both \$17), this Izzy's delivers a lot for the money. Salads are around \$4 and \$5, and most desserts are between \$3 and \$4. There is a small, unpretentious list of California Cabernets, Pinot Noirs, and Merlots for mostly \$20 or under and an even less expensive selection of Chardonnays. And, of course, there is a grappa fizz, made exactly as Izzy used to mix it, to toast the good old days that most of the customers are too young to remember. I am sorry to say that the bartender re-

w requests for it. Izzy's is open ing dinner from 5:30 to 11 P.M. exsundays, when the hours are 5 to 10. Reservations are essential. Telephone (415) 563-0487.

JANUARY 2002

WHERE TO FIND

-()\/(in the city

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The intrigue behind David Ross' departure

THE STEAK-HOUSE CRAZE





Cow Town

While many Bay Area restaurants struggle to survive, a herd of new steak houses proves that nothing succeeds quite like a thick steak and a cold martini. BY MAILE CARPENTER

OUTSIDERS SEEM TO THINK OF US AS THE WHEATGRASS FOLK. OATCAKE LOVERS. Tomato worshipers. The Bay Area is a culinary capital, sure, but one in which you're assumed vegetarian until someone sees you eat bacon.

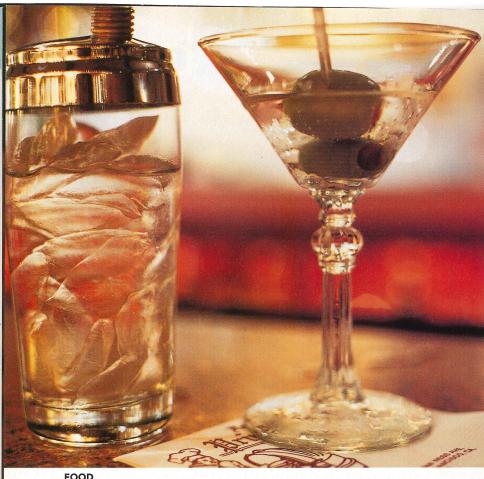
The truth is, we're ravenous meat eaters, like the rest of the country, and anyone who's ever cruised down Van Ness around dinnertime knows it. Drop into the House of Prime Rib some weeknight. It looks like a Kansas City Kiwanis Club convention, the tables full of ample-gutted men scarfing down second helpings of prime rib and piles of creamed spinach. In a town of fickle restaurantgoers and in a time of economic flux, the Bay Area's steak houses—Morton's of Chicago, Harris', Alfred's, Izzy's, Casa Orinda—are turning out to be the unflappable old standbys. The ethnic tapas joints will come and go. The Glows and NeOs will have their celebratory openings and quick, quiet departures. But around here, a restaurant that offers a stiff martini alongside a pile of red meat will keep tables turning with barely a pause.

It's no coincidence, then, that many restaurateurs who are daring to enter the floundering current market are doing so with meat and potatoes. New steak houses are opening up all over: Beau-Vine in St. Helena, Connors & Berk in Burlingame, Bob's Steak & Chop House in the Financial District, Max's Diamond Grill near Pac Bell Park, a second Izzy's Steaks & Chops in Corte Madera, Flatiron Grill in Calistoga, and Babbo in Mountain View.

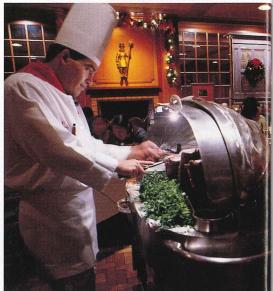
"I polled more than 2,000 people and studied the demographics around Napa. They want steak. They want Americana," says Vincent Cosgrove, who opened Beau-Vine in August. Cosgrove also studied the menus in the Napa Valley area and found a glut of Italian and French eateries but very few steak houses. "People were just clawing for it," he says. Babbo owner John Akkaya tried a bar and grill in his grand Mountain View space, failed, then turned to steaks and chops. Dave Connor, who teamed up with Max's restaurant chain owner Dennis Berkowitz to open the new Connors & Berk in Burlingame, made the same move when his Mediterranean-inspired Tantillo's failed in that spot after a mere eight months.

Berkowitz, who is opening Max's Diamond Grill in early March, proudly says he has trusted the steak-house concept all along. He's built a local empire on it. "We haven't changed the material on our menus in 20 years," he boasts. "It just tells me that the average person is going to eat a certain way. There's only so much truffle oil you can consume. We're creatures of habit, and sooner or later, everyone wants a good steak." The birth of all these steak houses in an otherwise risky market seems to be merely common sense. We'll be eating birthday, anniversary, and business dinners at them until the cows come home, and for owners, they're simple and inexpensive to run. As Berkowitz says, "You don't need a big white hat and all the attitude to cook a steak."

Which works out well, because we aren't expecting any culinary wizardry when we eat at a steak house, either. Everyone understands that a good T-bone usually comes



COLD GIN AND HOT BEEF A dry martini is the classic precursor to a steak dinner (LEFT). At House of Prime Rib, the meal arrives on a gleaming steel coach (BELOW).



S

the menu, pushing carts of visual aids, including Saran-wrapped cuts of meatcan you say porterhouse?—and bunches of broccoli the size of human heads. Harris'

and Alfred's welcome diners with more subtle, but still aweinspiring, presentations: dramatically lit museum displays of raw flesh, the assumption being that if we walk past a few hundred pounds of aged beef on our way into the dining room, we'll be drooling before we're handed the menu.

Such spectacles have kept regulars coming back to the old-guard steak houses for years, as has the restaurant genre's unwavering commitment to the executive male diner. Waiters say things like, "What will the lady be having?" and get away with such infractions with the charm of a cute grandpa who doesn't know any better. The curtains are thick and dark, to keep the light out and the business secrets in. (In

with a side of hospital food. We go, of course, for the show the grand ceilings, deco lighting, and velvet curtains. The cases of knives and rolling carts of condiments, the parades of meat and dancing lobsters. The signed celebrity photos covering the wall confirming that, indeed, we've discovered where all the stars eat, even if we're 40 years too late to see them in the flesh.

Stars or no stars, this is dinner theater. At House of Prime Rib, waiters perform a bowl-spinning circus act to dress the salad at every table, and push zeppelin-like steel chariots of prime rib around the room. At Morton's of Chicago, servers deliver Mr. Rogers-style speeches about the food groups on

THE STAMPEDE OF NEW STEAK HOUSES

BEAU-VINE

(St. Helena) 1347 MAIN ST., (707) 968-9666

OPENED AUGUST 2001 THE BEEF The playon-words name is a bad idea, as is the succotash recipe, but the cooks here sure know how to grill a slab of meat. Extra points for putting kangaroo on the menu.

BOB'S STEAK & CONNORS CHOP HOUSE

(San Francisco) 500 CALIFORNIA ST., (415) 402-0772

OPENS FEBRUARY 1.

THE BEEF The steak at Bob's in Dallas was voted the best by the city's D Magazine in 2001. They know steak in Dallas.

& BERK

(Burlingame) 1492 OLD BAYSHORE HWY., (650) 558-8080

OPENED AUGUST 2001 THE BEEF Expertly cooked meats and a grand dining room with sweeping view of the bay make amends for sides that are as edible as the polyester napkins.

FLATIRON GRILL IZZY'S STEAKS

(Calistoga) 1440 LINCOLN AVE., (707) 942-1220

OPENED NOVEMBER

THE BEEF Pictures of cows on the wall might upset vegetarians, but who invited them? The menu covers all the basics: wedge salad, steaks, potatoes (mashed, baked, fried), and gooey all-American

desserts.

& CHOPS

(Corte Madera) 55 TAMAL VISTA BLVD., (415) 924-3366

OPENED NOVEMBER

THE BEEF With big crowds at the original Marina restaurant (plus tasty steaks and fun decor), two Izzy's are definitely better than one.

MAX'S DIAMOND **GRILL**

(San Francisco) 128 KING ST., (415) 896-6297

OPENS MARCH 2002 THE BEEF A sprawling 400-seater should be plenty big enough to satisfy Pac Bell crowds, and the Max's brand sells. But will it draw

a crowd in the

off-season?



RARE COMMODITY A comfortable atmosphere, like at the new Izzy's in Corte Madera (BELOW) and reliably good beef, like this cut from House of Prime Rib (LEFT) are two reasons for the crowds.



THE OLD GUARD

(all in San Francisco)

ALFRED'S

659 MERCHANT ST., (415) 781-7058

THE BEEF The time-warp dining room is flawlessly old school, right down to the hostess' red-plaid tweed suit. Stiff martinis and succulent slabs of meat live up to Gramps' standards, too.

HARRIS'

2100 VAN NESS AVE., (415) 673-1888

THE BEEF It's been hailed for years as the best in town, and darned if it isn't, with gorgeously grilled and sauced steaks. The classy dining room is as fitting for a romantic date as it is for dinner with the boys.

HOUSE OF PRIME RIB

1906 VAN NESS AVE., (415) 885-4605

THE BEEF The choice isn't whether or not you want prime rib, but rather which cut and how much of it. Dinner isn't the best meat-and-potatoes combo in the city, but it's worth a taste just for the spectacle of tableside salad tossing and meat carving.

IZZY'S STEAKS & CHOPS

3345 STEINER ST., (415) 563-0487

THE BEEF The boisterous publike dining room and reasonable prices are a welcome break from stuffy corporate-Amex steak dinners. The deeply flavored cuts are on par with those at the pricey places.

MORTON'S

400 POST ST., (415) 986-5830

THE BEEF There should be a law against charging more than \$30 for entrées at a chain restaurant. Here, all you get for \$35 is a lone (and in our case, not too flavorful) slab of porterhouse. If you want a freakishly large baked potato and some creamed spinach on the side, it'll cost you \$13.45 extra.

OOD

the case of Morton's, and all the better, the whole operation is underground.) Menus are leather-bound and delivered with a man-to-man triple dog dare: "Will you be having the King's Cut, sir, or our Lady's Petit filet?" You're more likely to get the men at the table to show up at their annual board meetings in cocktail dresses than to order a filet

described with that kind of language. (Nevertheless, you can take your time thinking, gentlemen. We realize that you've been making difficult banking/legal/other corporate decisions all day long, and your cut of steak is one of the few choices you'll have to make, other than your booze and the toppings on your baked potato.)

The new crop of steak houses, however modern in their approach to the genre, remain true to some of these old traditions. Connors & Berk, while breaking the stuffy rule with its airy dining room and dramatic view of the bay, keeps the bar TVs tuned to sports and the waiters busy preparing salads tableside from their rolling condiment bars. The pristine, 18-month-old Cole's Chop House in Napa offers its nod to steak-house history with signed photos in the entryway. (We'll let it slide that the photos hang on a wall painted Martha Stewart yellow and that all the celebrities are Wine Country bigwigs.) Beau-Vine in St. Helena barely resembles a steak house at all—the stark dining hall with its red tile floor seems more suitable for a wine shop than for a restaurant—but an old gold-rush bar sets the mood, and the steak knives are so heavy and brutal-looking, you get a rush of testosterone just picking one up.

But it doesn't really matter whether a steak house keeps a gun case on the wall, as Casa Orinda does, or if, like Cole's, it offers outdoor Wine Country dining. Old, new, tacky, or chic, with edible side dishes or horrendous ones, these are places we'll visit again and again because, above everything else, we get to be ourselves when we eat at them. We don't even have to pronounce *foie gras*, let alone have it for dinner. The steak house expects nothing more of us than that we consume as much meat as possible in one sitting. And that's the kind of meal that makes you want to say grace out loud. God bless America. God bless steak.

Maile Carpenter is a senior editor at San Francisco.

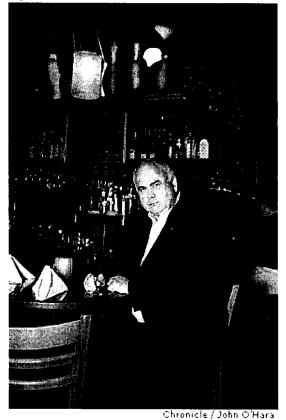
Izzy's Steaks and Chops Videos

Izzy's Steakhouse in San Francisco, the local hot spot: https://www.youtube.com/watch?v=reXF0dvRci8

Izzy's Steaks and Chops: Check, Please! Bay Area review: https://www.youtube.com/watch?v=4aWbc56Dgd8

COOK'S NIGHT OUT: SAM DUVALL

GraceAnn Walden Published 4:00 am, Sunday, November 14, 2004



Rex Cafe, 2323 Polk st. San francisco, CA Sam DuVall

Over the past 30 of his 64 years, Sam DuVall has opened 26 restaurants, mostly in San Francisco.

In 1967, he opened the first, a Front Room Restaurant on California Street. Eventually, he had three Front Room pizzerias.

"Before I opened, my research was that for 30 days I ate pizza all over the city. I hired away the best pizza cook for my place," DuVall says with his signature hearty laugh.

Today he owns two Izzy's Steak & Chop Houses, one in San Francisco and one in Corte Madera; the beautiful pre-Castro Cubanthemed Habana in San Francisco; and a combination Habana and steakhouse, the **Habana Yacht Club**, in San Carlos. His executive chef, **Joe Kohn**, is a partner in three of the properties.

LATEST NEWS VIDEOS



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We meet to talk about the restaurant business over dinner at the Rex Cafe, the former site of DuVall's first "real" restaurant, then called **Casablanca**, which had a full menu and a bar. He had decorated it with large photos of the **Ingrid Bergman-Humphrey Bogart** film of the same name.

Bob DiFranco, who had been a waiter and manager at Casablanca, bought the place with his partner, **Daniel Mougeot**, who is the chef. They transformed it into the Rex Cafe.

"Rex is a great neighborhood place," DuVall says. "When Habana gets busy, I walk down here and have a nice dinner."

While we're talking, DuVall orders the nightly two-course prix fixe dinner. He gets a luscious duck pate on toasted grilled bread, garnished with tomatoes and cornichons. For his entree, he has the black pepper-lemon roasted chicken, served with roasted potatoes. The nightly special menu, priced from \$15.95 to \$16.95, is a terrific bargain. The chef features leg of lamb on Wednesday, cioppino on Friday and grilled flank steak on Saturday. I don't know about the specials on the other nights, but the chicken couldn't have been more delicious.

From the a la carte menu, I opt for the escargot appetizer and the pot roast. The escargots, redolent of garlic, butter and parsley, are fat and tender. I'm really happy tucking into the long-cooked beef, mashed potatoes with a terrific gravy and a scattering of all dente vegetables, a bargain at \$16.50.

After he sold Casablanca, DuVall opened the Great American Music Hall. Before becoming an entertainment venue, it had been Charles, an all-lamb restaurant owned by chef **Robert Charles**. (Coincidentally, I had worked as a sous-chef for the inventive and eccentric Charles at the last restaurant he had here before he returned to France.)

"One day, Charles locked the door and took off for Truckee, where he opened a garlic restaurant," DuVall says. "I bought the place out of the bankruptcy court for \$30,000 -- there was still food in the fridge, wine in the cellar."

Over the years, DuVall has opened, owned and sold a couple of dozen restaurants, from the Elite Cafe to the Albatross Saloon to the Cafe Royale. He candidly comments on some of the places that weren't successful.

"I've opened restaurants that appealed to me aesthetically but didn't have any customers -- and you've got to have customers," he says with a laugh.

When it comes to creating concepts and interiors, DuVall is among the best in the city. For the interior of Habana, he imported tons of wrought-iron architectural details, from shutters to light fixtures. Designer **Michael Brennan** did tropical murals. It's a knockout.

Habana was inspired by his love of **Ernest Hemingway** and by his many trips to Cuba in the past decade. He also represents about a dozen Cuban artists.

Divorced and is known to have an eye for the ladies, DuVall doesn't fail to scope out the pretty young women at Rex. But he says, "You can talk to a young woman, but not for long."

A fascinating dinner companion, **Du Vall** spins tales of his life and businesses in his soft Southern drawl. He says that after **college**, he couldn't wait to get out of Mississippi.

"Mississippi wasn't ready for me," he jokes. "I'm starting to worry about San Francisco."

REX CAFE: 2323 Polk St., near Union, San Francisco; (415) 441-2244

HOURS: Open for dinner 5:30-11 p.m. daily and brunch 10 a.m.-3 p.m. Sat.- Sun.

PRICES: Appetizers \$8.50-\$10.95, entrees \$13.50-\$18.95 and terrific two- course prix fixe dinners \$15.95-\$16.95.

PLUSES: Warm neighborhood restaurant with well-made food.

MINUSES: A little noisy.

NOISE: THREE BELLS

RATINGS KEY

FOUR STARS: Extraordinary

THREE STARS: Excellent

TWO STARS: Good

ONE STAR: Fair

(box): Poor

\$ Inexpensive: entrees under \$10

\$\$ Moderate: \$10-\$17

\$\$\$ Expensive: \$18-\$24

\$\$\$\$ Very Expensive: more than \$25

Prices based on main courses. When entrees fall between these categories, the prices of appetizers help determine the dollar ratings.

ONE BELL: Pleasantly quiet (under 65 decibels)

TWO BELLS: Can talk easily (65-70)

THREE BELLS: Talking normally gets difficult (70-75)

FOUR BELLS: Can only talk in raised voices (75-80)

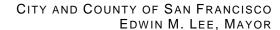
BOMB: Too noisy for normal conversation (80+)

Chronicle critics make every attempt to remain anonymous. All meals are paid for by the Chronicle. Star ratings are based on a minimum of three visits. Ratings are updated continually based on a least one revisit.

EC:

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HEARST





OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business

Legacy Susiness Registry Application Review Sheet

Application No.:	LBR-2016-17-067				
Business Name:	Rooky Ricardo's Rec	ords			
Business Address:	419 Haight Street				
District:	District 5				
Applicant:	Richard Vivian, Owne	er e			
Nomination Date:	January 26, 2017				
Nominated By:	Supervisor London B	reed			
CRITERION 1: Has the apportunity break in San Francisco operation	•		•		Vо
448 Haight Street from 198 419 Haight Street from 201	` •				
CRITERION 2: Has the apparticular neighborhood or			d's history and/o	or the identity of a _No	ì
CRITERION 3: Is the applied define the business, including					۷o
NOTES: NA					
DELIVERY DATE TO HPC	: May 24, 2017				

Richard Kurylo Manager, Legacy Business Program



Member, Board of Supervisor District 5



City and County of San Francisco

LONDON N. BREED

January 26th, 2017

Office of Small Business 1 Dr. Carlton B. Goodlett Place, Suite 110 San Francisco, CA 94102

Dear Office of Small Business,

I am writing to proudly nominate Rooky Ricardo's Records at 419 Haight Street for the Legacy Business Registry Program. Since its inception in 1987, Rooky Ricardo's has been a fixture of the Lower Haight.

Owner Dick Vivian has always made the shop a welcoming place for community members and visitors alike. He knows each of his customers' music tastes and takes individual suggestions. If you're one of his regulars, Mr. Vivian will have a handpicked set of records ready for you the next time you walk in. His listening stations are a lasting feature and tradition of the business, giving shoppers the chance to sit and discover new music. More than just a record store, Rooky Ricardo's is a place of discovery and community.

Mr. Vivian has always been committed to the Lower Haight community and was a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA).

Mr. Vivian continually participates in many community events, including the original Lower Haight Art Walks, held monthly to attract people to the neighborhood. At his original location, Mr. Vivian had a dance floor, where he would invite community members in for free dance lessons. As a devoted community member, he would even teach engaged couples how to do their first dance for their wedding.

Having already relocated once from his original location (448 Haight St), due to rising rents, he has moved right across the street (419 Haight St) to ensure continued service to the Lower Haight community. Ricky Ricardo's Records is a perfect candidate for the Legacy Business Registry Program. Thank you for your consideration.

Sincerely,

President London Breed Board of Supervisors

City & County of San Francisco

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:					
Rooky Ricardo's Record	ls				
BUSINESS OWNER(S) (identify the per	son(s) with the highest own	nership stake	in the business)		
Richard Vivian					
CURRENT BUSINESS ADDRESS:		TELEF	TELEPHONE:		
419 Haight St., San Francisco, CA 94117		(415	(415) 864-7526		
	,	EMAIL	EMAIL:		
		richa	richardvivian@sbcglobal.net		
WEBSITE:	FACEBOOK PAGE:		YELP PAGE		
www.rookyricardos.com	https://www.facebook.com/RookyRid	cardosRecords/	www.yelp.com/biz/r	rooky-ricardos-records-san-francisco	
APPLICANT'S NAME					
Richard Vivian				Same as Business	
Owner APPLICANT'S ADDRESS:		TEI	EPHONE:		
	CA 04114				
4099 17th St, San Francisco), CA 94114		(415)) 260-2890		
		in the last of the		n@sbcglobal.net	
SAN FRANCISCO BUSINESS ACCOUN	T NUMBER: SE			NUMBER (if applicable):	
0149213 N/A					
0.1102.10	11177	•			
OFFICIAL USE: Completed by OSB Sta	ff				
NAME OF NOMINATOR:			OF NOMINATIO	ON:	
Supervisor London Breed		1/26/17			

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		
448 Haight St	94117	6/7/87		
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON			
☐ No ■ Yes	6/7/87 - 3/3	31/16		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
440 Hairlet Ct	04447	^{Start:} 4/1/16		
419 Haight St	94117	^{End:} Present		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
		Start:		
		End:		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
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		End:		

Section Three:

Disclosure Statement.

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

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

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

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

I am authorized to submit this application on behalf of the business.

I attest that the business is current on all of its San Francisco tax obligations.

I attest that the business's business registration and any applicable regulatory license(s) are current.

I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.

I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.

I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

MCHAROR. VIVIAN		Aubleddiche
Name (Print):	Date:	Signature:

 \sim business on the Registry if it finds that the business no longer gualifies, and that placement

on the Registry does not entitle the business to a grant of City funds.

ROOKY RICARDO'S RECORDS 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.

Rooky Ricardo's Records is the Lower Haight's longest-standing record store, celebrating its 30-year anniversary this year. Since its founding on June 6, 1987, Rooky Ricardo's has been a place of art, culture, discovery, and community on Haight Street.

Since its conception, Rooky Ricardo's has specialized in rare and underappreciated vinyl records -- soul, funk, jazz, rock and oldies from the 50s and 60s.

The heart and soul of Rooky Ricardo's really lies in its owner and founder, Dick Vivian. Dick has always made the shop a welcoming place for community members and visitors alike. If you don't know what you're looking for, he'll ask about your music tastes and guide you to old music that is new to your ears. If you are a regular, he'll greet you warmly and tell you he's got some records he handpicked for you. You can even sit down with him at a table for a casual chat. Dick knows what his customers like, and that's how he's kept them coming back for 30 years. Dick has been around so long that he now knows the grandchildren of his original customers.

When he started the store in 1987 at 448 Haight Street, Dick Vivian brought African American soul music to the diverse population of the Lower Haight. Back then, that part of Haight Street could be pretty rough, and Dick remembers that some people ventured across Fillmore Street for the first time to visit his shop.

Nowadays, with a renaissance of interest in records from younger generations, some of Rooky's clientele are changing. But Rooky Ricardo's continues to offer a niche of well-curated old soul and rock 45s. With a vast collection and seemingly unending music knowledge, Dick has helped younger generations discover and appreciate music from a long gone era. As an article in the Bold Italic in 2011 stated, "Dick Vivian...has become San Francisco's '60s soul medicine man." (See Article A, attached).

After 29 years, Rooky Ricardo's Records was displaced from its original location at 448 Haight Street when the landlord raised rents after the building underwent mandatory seismic retrofitting. In May of 2016, Rooky Ricardo's moved right across the street (419 Haight Street) to ensure continued service to the Lower Haight community.

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

The business has never ceased operations for more than six months. The only time Rooky Ricardo's was closed were the two weeks between moving from the original location across the street to the current location at 419 Haight Street, in April of 2016.

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

The original owner of Rooky Ricardo's Records, Dick Vivian, is the current owner of the business.

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

Not applicable.

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

Not applicable.

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

The 1900s property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that is included as part of the identified-eligible Hayes Valley Residential historic district.

CRITERION 2

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

Rooky Ricardo's Records provides a vibrant place for community and discovery of art to the Lower Haight neighborhood. When Rooky Ricardo's first began, many people were uneasy about traveling to that part of the city. Dick's store continues to attract people who would have never otherwise visited the neighborhood.

For the regular customers, it's a comfortable place to listen to new music, chat with Dick and find community. Rooky Ricardo's regular visitors include San Francisco locals, but also people from all over the Bay Area and greater California.

As a well-known record store worldwide, Rooky Ricardo's contributes to San Francisco's identity as a city of art and culture. It contributes greatly to attracting both locals and tourists alike to come and shop in the Lower Haight, boosting the neighborhood's positive image and economic activity.

In 2010, Supervisor Ross Mirkarimi awarded Rooky Ricardo's the Small Business Award for District 5. In 2011, SF Weekly named Rooky Ricardo's the "Best Place to Discover New Old Music." (See Article D, attached.) In 2016, even as Rooky's was in the process of moving, the store won SF Weekly's "Record Store of the Year" award. (See Article E, attached.)

Dick Vivian has also been active in supporting the Lower Haight neighborhood and its other small businesses. For example, before Matt, owner of Glass Key Photo, was ready to open his own shop on Haight Street, Dick let him use space in his shop for camera repairs.

Dick has contributed to the Lower Haight neighborhood as a founding member and original Treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA). He helped to organize the original Lower Haight Art Walks to attract people to the neighborhood, and his shop participated and a featured business in the walks.

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

Rooky Ricardo's location on Haight Street is linked to the historical hippie movement, which came with an explosion of art and music on Haight Street in the 1960s. A great record store like Rooky's – specializing in 50s and 60s music and located right on Haight Street -- contributes to the feel and spirit of the time when Haight Street was a place of music and the home of many famous musicians at the time.

Dick was directly involved in coordinating neighborhood events such as the Lower Haight Art Walks, aimed to attract visitors to the Lower Haight. These were community events where neighbors could gather and enjoy, as well as events that brought people from other parts of the city or state to learn more and explore the Lower Haight.

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

Rooky Ricardo's had a feature in *Record Stores* by Bernd Jonkmanns, a photobook tribute to record stores around the world. (See Article F, attached.)

An outstanding article in GQ Magazine (2013), "The Man Who Will Save Your Musical Soul," featured Rooky Ricardo's. "In an age of at-your-fingertips digital access to most any song ever recorded (we're looking at you, Spotify), Dick Vivian is a rarity: a man who believes in the absolute power of records. As his San Francisco record store, Rooky Ricardo's, [...] Vivian is ready as ever to help you overcome the most pernicious problem of Twenty-First Century music appreciation: too many choices." (See Article G, attached.)

Rooky Ricardo's has also been featured numerous times in local publications, such as Hoodline and SF Weekly.

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

Many significant people have come to shop at Rooky Ricardo's, and many of them remain fans to this day.

Lenny Kravitz found out about Rooky Ricardo's when he heard one of Dick's famous mix CDs in a vintage clothing shop. He arrived with an entourage and bought several records. Actor Matt Dillon, Oscar nominee for his role in the film *Crash* and perhaps best known for his role in *There's Something About Mary,* came in to buy some records.

Dick recalls in the early days of the shop when Chris Isaak, American rock musician best known for his hit "Wicked Game," came in with his mother who enjoyed shopping in the dollar bin. Many other musicians have come in because of the shop's great reputation. Older artists like Rodger Collins, Johnnie Morisette, and Sugar Pie DeSanto. The Budos Band, an instrumental afro-soul band from New York, are big supporters of Rooky's. Sharon Jones, lead soul singer in the Dap-Kings, is also a friend and supporter.

Newer artists also come to Rooky's for the great finds, like DJ Jonathan Toubin, who also owns and runs the New York Night Train event production company. He stops by every time he's on the West Coast.

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

As a business owner in Lower Haight and long-time San Francisco resident, Dick Vivian has always been committed to the neighborhood community. He was a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA).

He also participated in many community events, including the original Lower Haight Art Walks, held monthly to attract people to the neighborhood.

Dick has been an avid dancer for most of his life, and he even appeared on "TV 20's Fifties Dance Party" in 1987 with dancing partner Bijou. (See Article C, attached). At his original location, Dick had a dance floor, where he would invite community members in for free dance

lessons every week. He would even teach engaged couples how to do their first dance for their wedding!

As mentioned above, Dick highly values personal relationships with his customers, which is what makes Rooky Ricardo's such a unique place for gathering and community for all music lovers.

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

Rooky Ricardo's of course is a well-known and well-loved place by neighbors in the Lower Haight and people living in San Francisco. However, people drive from all over the Bay Area and even all over the state to come to Rooky Ricardo's. Dick reflects that many of his longest customers once lived in San Francisco, and although many have since moved, they will drive into San Francisco on a regular basis just to see what's new in stock. Loyal customers will even drive up from Los Angeles, lamenting that none of the record stores in LA are anything like Rooky's.

Visitors from other parts of the country and around the world love the charm and experience of Rooky Ricardo's. People from England and Europe stop in the store, often smiling and commenting on how cool it is from the moment they walk in.

People of all ages and demographics enjoy the music and experience of Rooky Ricardo's. When Rooky Ricardo's first opened, many of its patrons were African American neighbors who were fans of soul and funk. Since then, customers of all demographics are attracted to the music and experience of Rooky Ricardo's.

A renaissance of vinyl culture has drawn younger crowds, who perhaps just invested in their first record player. DJs will come in looking for inspiration or bits of songs to sample in their mixes. And of course, an older generation who grew up with 50s and 60s soul music come to Rooky's for a reminiscent yet exciting array of their favorite artists.

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

Haight Street was the birthplace and gathering grounds for a vibrant art and music culture in the 1960s, which culminated in the infamous 1967 Summer of Love. Musicians found on Haight Street included Janis Joplin, Jerry Garcia and Jimmy Hendrix.

Rooky Ricardo's is uniquely positioned on such a historic street for music and art, and continues to carry music from the 60s.

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

As San Francisco's neighborhoods rapidly change and costs rise, it is becoming rarer to find a business like Rooky Ricardo's. The shop has already been affected by rising commercial rents and had to move to stay in business. Rooky Ricardo's is a key part of the character and culture of the Lower Haight and a true legacy. If the business were to close, regular customers would lose their favorite place to discover music and their favorite music expert to chat with.

Further, if Rooky Ricardo's closed, hundreds of people would not be attracted to that section of Haight Street. As evidenced by aforementioned write-ups in GQ Magazine and the published book *Record Stores*, record aficionados worldwide know about Rooky Ricardo's. People come from England, Europe, and countries all over the world and make sure they find time to stop by the unique record store.

Without Rooky Ricardo's, many other businesses on Haight Street would be affected. Customers who drive into the city to visit Rooky's often then shop at nearby stores and eat at local restaurants. Rooky Ricardo's brings important business and foot traffic to small businesses in Lower Haight.

CRITERION 3

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

When you walk inside Rooky Ricardo's, you immediately know you're in a unique place. The shop has a retro, vintage feel. The walls are covered with 50s and 60s framed sheet music as well as vintage posters from soul shows. You'll find vintage store items that would have been in grocery, drug and record stores from the 50s and 60s. There is a metal sign that exclaims a 69 cent sale. There's always another great detail you'll notice the next time you walk in.

You're always greeted by the owner Dick Vivian himself, which brings a familiarity and human touch that is almost unheard of in busy shops in a big city these days. Dick truly is a key part of what makes the experience of Rooky Ricardo's so special. You can count on him to be there, always with a big hello, the same teasing charm, and just the right record for you.

Most people are aware of Marvin Gaye, Al Green, Curtis Mayfield and Bill Withers. But Dick can take you much deeper. Great artists like Betty Harris, Gwen McCrae, Candi Staton, Solomon Burke, and Garnet Mimms put out amazing records and are still undiscovered by many music buffs. Some of their music only came out on 45s, and Dick tries to carry whatever he can find.

Streaming services have made some music available but they tend to concentrate on newer artists and sounds. Dick's store gives a lot more options than what's available online.

The shop's listening stations are a key part of the experience of community and spirit of discovery at Rooky's. (See Supplemental Photos, #3, attached). People are able to sit down, try out the records, feel comfortable hanging out in the store, and experiment with new music. It

makes it a place to gather and enjoy music with your neighbors, or just get immersed in your own world of art and culture.

As an article in the SF Chronicle on July 30, 2006, titled "On the Town," rock-n-roll artists Tina Lucchesi and Seth Bogart" says, "You could get lost in this record store for hours and hours! Rooky's is owned by a charming man named Dick who will select tons of 45's for you to listen to at one of the listening stations. There are very few shops left that let you listen to records before you buy them. Just tell him what kind of tunes you like, and he will find you tons of great stuff you've never heard before." (See Article B, attached).

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)

Rooky Ricardo's demonstrates a strong commitment to carrying old soul, jazz, rock and funk music. The records there have been, and will always be, the best of those genres from the 50s, 60s and 70s. Dick could easily carry more popular or newer records and sell them faster and at a higher price. However, Dick has remained committed to the music he and his customers love most.

As mentioned, Dick also remains committed to being in the store every day and providing excellent customer service to everyone who walks in. He's incredibly good at asking you the right questions to find the perfect record. He is charming and remembers everyone who comes in more than once or twice. Without Dick, Rooky Ricardo's would not be the same experience.

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

The business has upheld, and will continue to uphold, its traditions of selling early-era soul and rock records. As mentioned, Rooky Ricardo's also puts a high importance in upholding the tradition of listening stations, a feature many record stores no longer have. He has had listening stations from the very beginning, and is committed to keeping them for customers to use. Listening stations allow everyone access to discovery of music, as well as a sense of community and a comfortable place to hang out.

Rooky Ricardo's also maintains the vintage look and feel that it has always been known for. When Dick moved to his current location, he did not attempt to make things look more modern and sleek. He stood committed to that same vintage, groovy vibe that makes visitors' eyes open wide when they walk inside.

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.

Not applicable.

BUSINESS REGISTRATION CERTIFICAT		\TE	RENEW BY DATE 05-31-2017	EXPIRATION DATE 06-30-2017	Z
6-17	BUSINESS ACCOUNT NUMBER 0149213	LOCATION ID 0149213-01-001			LOCATIO
FY 2016	ROOKY RICARDOS RECORDS	BUSINESS LOCATION 448 HAIGHT ST			USINESS
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VIVIAN RICHARD R 448 HAIGHT ST SAN FRANCISCO CA 94117-3506		CITY AND COUNTY OF SAN FRANCISCO OFFICE OF THE TREASURER & TAX COLLECTOR José Cisneros David Augustine Treasurer Tax Collector			POST CLEARLY VISIBLE

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

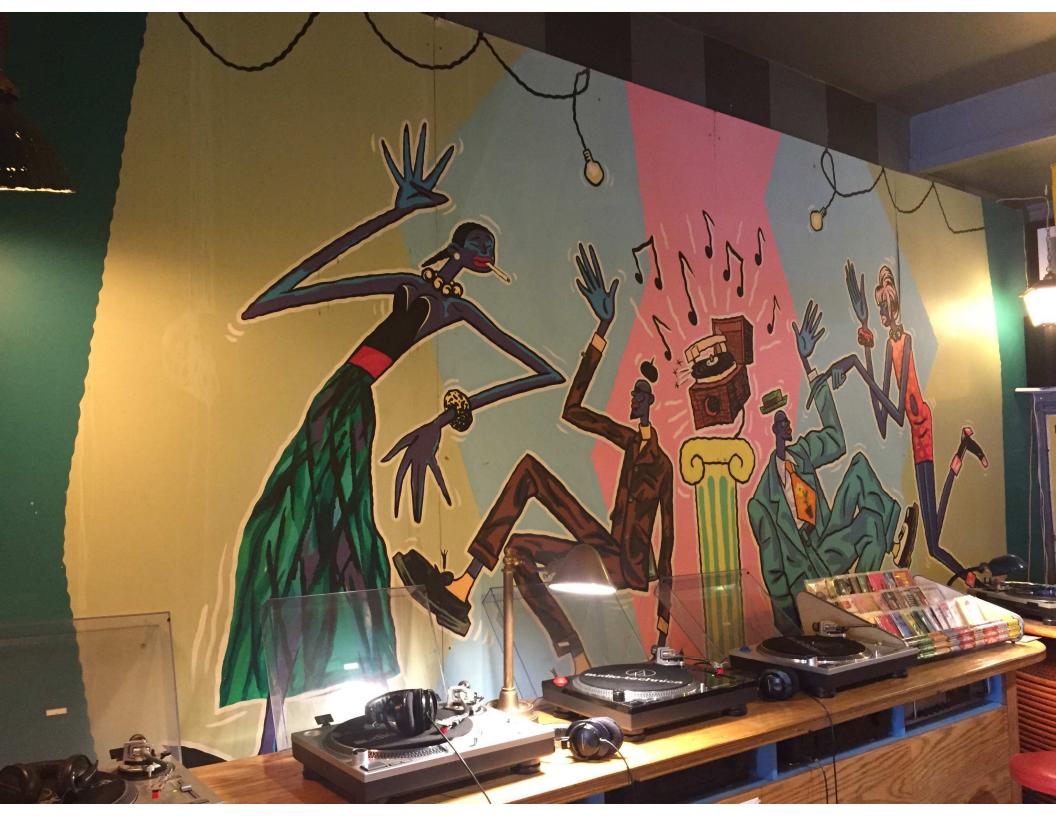






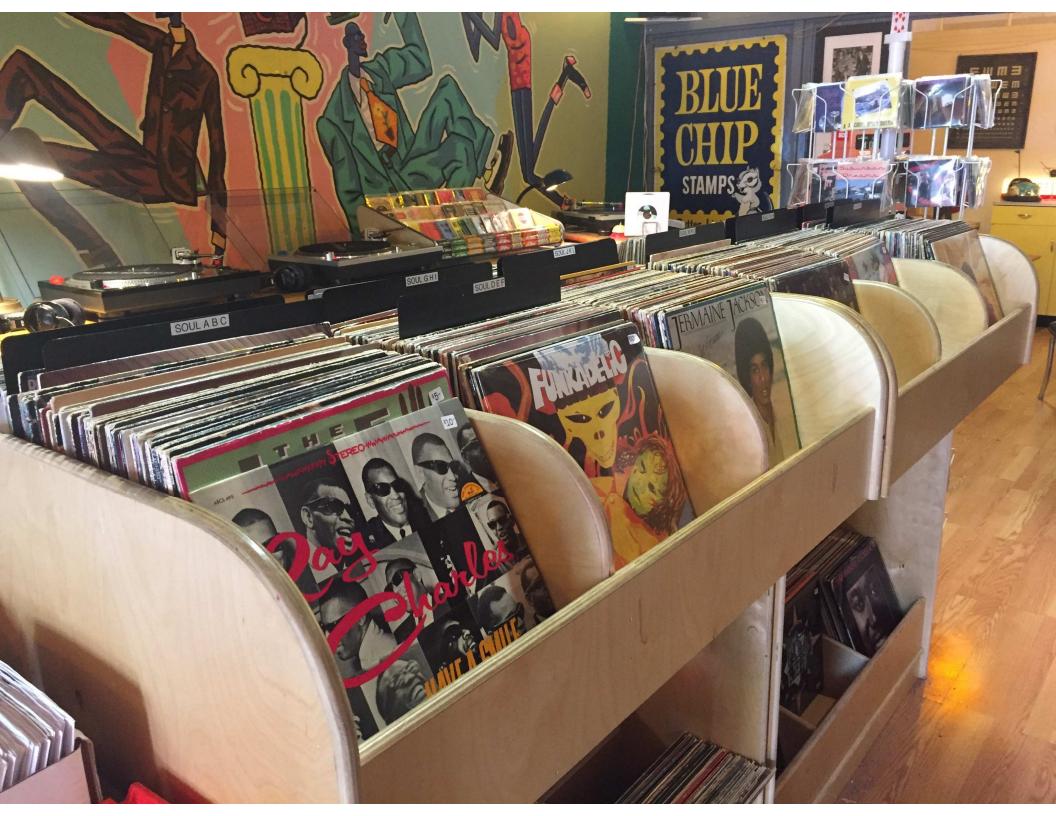




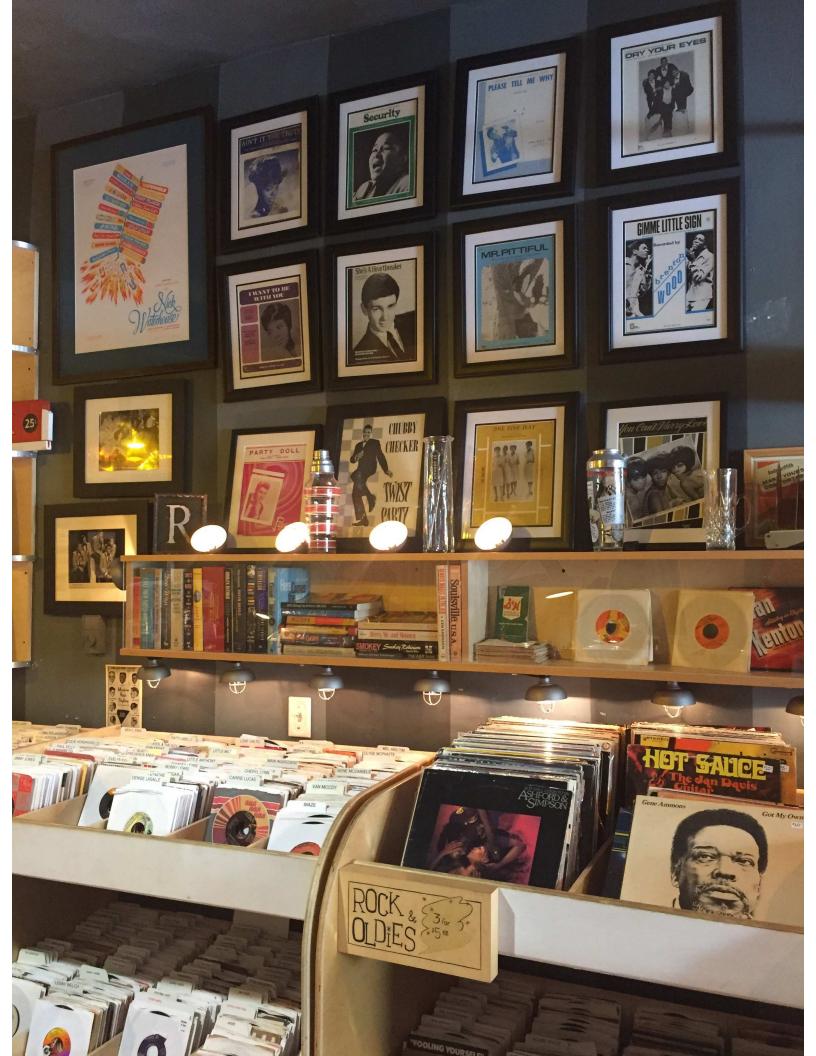


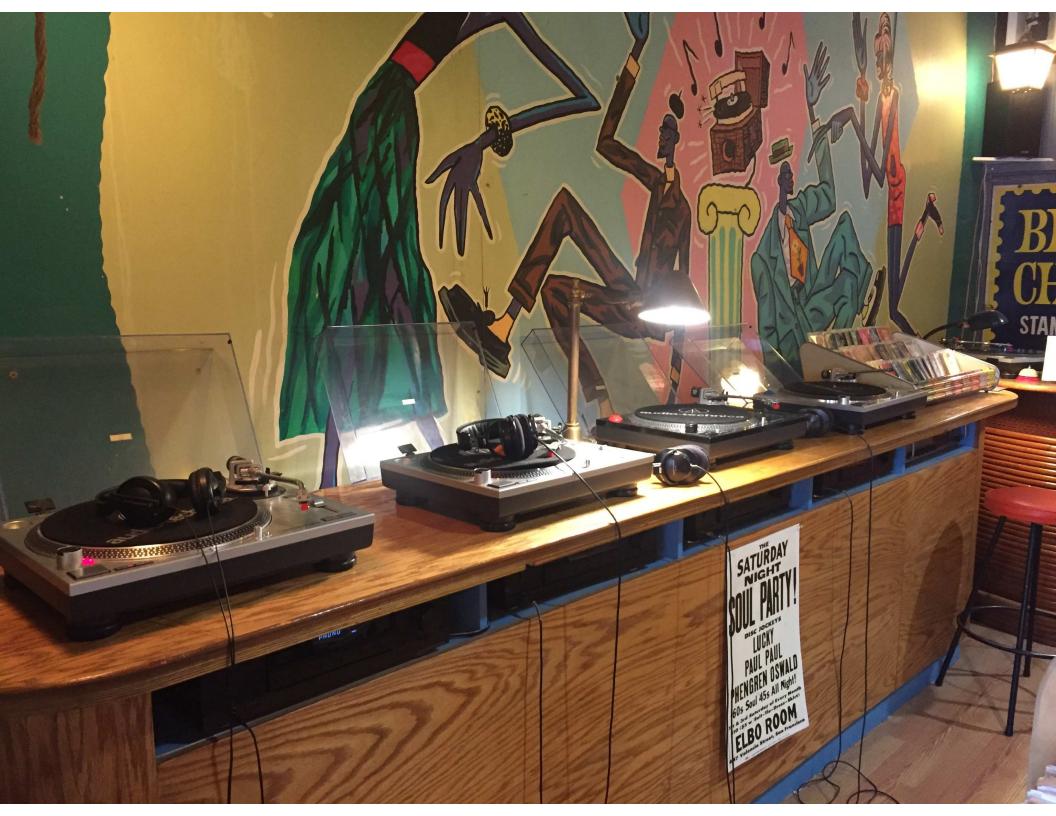






















Hoodline

Facing Rent Hike, Rooky Ricardo's Makes 'Temporary' Home Permanent

by Stephen Jackson Tue. January 10, 2017, 11:17am



419 Haight St., the official new home of Rooky Ricardo's. (Photos: Stephen Jackson/Hoodline)

Last winter, Rooky Ricardo's Records moved across the street from its original Haight Street location while the landlord completed a seismic retrofit on the retail space and the residential unit behind it. The move was supposed to be temporary, and Rooky Ricardo's owner Dick Vivian was confident the landlord would not raise the rent after the work was completed.

But it hasn't worked out that way.

Nearly a year after his move, Vivian says the landlord offered him a "significantly higher" rental price for the space, which he previously inhabited for 28 years.

"I was devastated, heartbroken. It was much more than I was able to pay," Vivian elaborated.



Inside Rooky Ricardo's 419 Haight location.

Well aware that the storefront was a steal and wouldn't last forever, Vivian says he made peace with the news and remains on good terms with the landlord. But, without a permanent home, things were looking grim for the future of his business.

Until he received a generous offer, that is.

The folks behind his temporary respite, 419 Haight St., were sympathetic to the situation and struck up a deal, Vivian says, allowing him to remain in the space permanently at an affordable price.

While 419 Haight St. (formerly Zero Friends San Francisco) offers significantly less space, Vivian says his regulars actually prefer the cozier feel. Now with a permanent lease in hand, he plans do some remodeling to maximize the space it does offer.

During his move, keeping the original Rooky Ricardo's feel was of paramount importance to Vivian—especially bringing along the listening station, the mural behind it and the bamboo bar (pictured above).

But he's also quite pleased with two new additions: a moving flamingo that lights up and a Liberace shower curtain for the restroom.



Rooky Ricardo's is renowned for its collection of soul 45s.



Rooky Ricardo's owner Dick Vivian.

Despite the short distance between the old location and the new, and the fact that Rooky Ricardo's didn't shut down during the move, rebooting at 419 Haight St. did take some time. "It took months before people started coming in and business was back to normal," he says, noting that he gets significantly less foot traffic on the south side of the street.

Another unrelated obstacle he's experienced: the advent of a new batch of record collectors, which he refers to as "B-WICs", or "Beard With Internet Connection." Vivian typifies these patrons as people who "walk in with the idea that they already know everything." This has proved antithetical to his style of customer service, which hinges on his ability to help people discover new music right there in the store.

Relocation and clientele challenges notwithstanding, Vivian continues to love running his business in the neighborhood and is grateful for the opportunity to stay put.

"I love being down here in Lower Haight because it's this community of record stores, each with their own specialties, some of which overlap, but we all support each other and are friends," says Vivian. "You have Groove Merchant, Vinyl Dreams, Jack's Record Cellar and Originals Vinyl over on Fillmore. In fact, many of the stores down here have the same employees."

Although he doesn't know if Rooky's will be around forever, "The bamboo bar, the listening station, the Liberace curtain and the flamingo will be here as long as I am," Vivian assured.



One of Vivian's newest prized possessions.



Vivian encourages customers to listen to records and discover new tunes.

Thanks to tipster Stevan D. for the tip.

See something interesting while you're out and about? Text Hoodline and we'll see what we can find: (415) 200-3233.

Section Five: Supplemental Historical Documents

List of Attachments

Supplemental Photos (1-5)

Article A The Bold Italic, December 7, 2011, "Finding the Beat at Rooky Ricardo's Record

Shop" by Marc Dantona

Article B SF Chronicle, July 30, 2006, "On the Town with Tina Lucchesi and Seth Bogart"

by Aidin Vaziri

Article C TV Times, August 30, 1987, ""'Dance Party' Keeps Duo on their Toes" by

Deborah Carvalho

Article D SF Weekly, 2011, "Best Place to Discover New Old Music"

Article E SF Weekly, May 19, 2016, "Best Record Store"

Article F Record Stores, January 7, 2016, p. 108-109 by Bernd Jonkmanns

Article G GQ Magazine, July 31, 2013, "The Man Who Will Save Your Musical Soul"

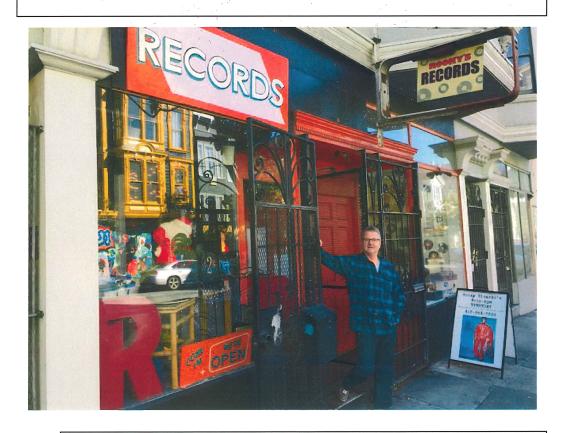
by Byard Duncan

Letter of Support President London Breed, Board of Supervisors

Supplemental Photos



1. Rooky Ricardo's owner Dick at original store front at 448 Haight St, circa 1987



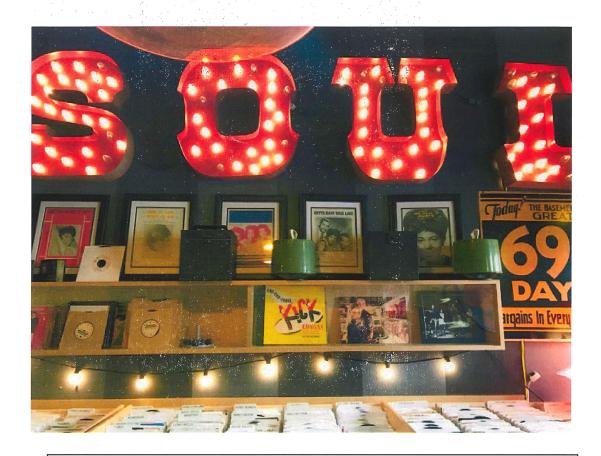
2. Rooky Ricardo's owner Dick at current store front, 419 Haight St, in 2017



3. Listening stations have always been a lasting feature at Rooky Ricardo's and key part of its discovery and community engagement



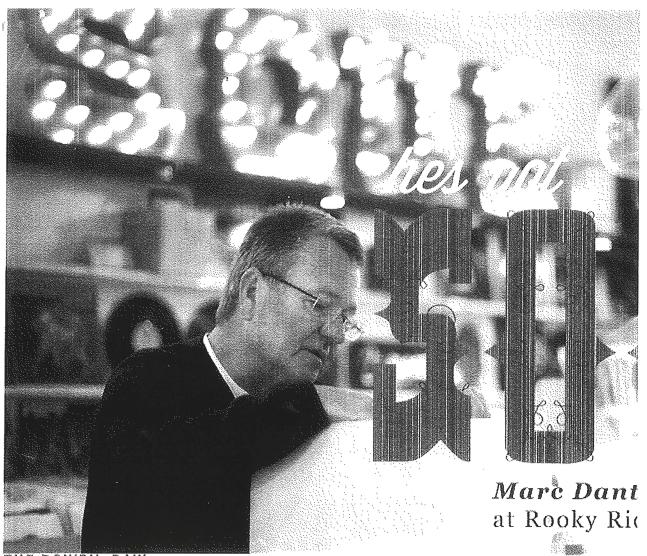
4. Interior of Rooky Ricardo's current store at 419 Haight



5. Interior of Rooky Ricardo's current store at 419 Haight, full of undiscovered artists and old treasures



t Soul - The Bold Italic - San Francisco



THE ROWDY, RAW
SOUNDS OF 'GOS SOUL,
GIRL GROUPS, AND R&B
FIRST GOT UNDER MY
SKIN AROUND MY
DAD'S 40TH BIRTHDAY.

It was 1987 and my mom was throwing an oldies-themed party for him. I was 12, and because I'd developed a sense of which of my parents' 300 or so records were good, I was tasked with being the DJ. I selected mainly 45s emboldened with the words "Motown," "Volt," or "King," and my mom's or aunt's name

scrawed in perfect teenage script along the sleeve. A few of my parents' friends brought their old 45s to the party and added them to the mix. By the end of the night, records by The Shangri-Las, Booker T. and The MG's, Ike and Tina, The Drifters, Marvin Gaye, and Tammi Terrell were all left behind. They remain a coveted part of my stash to this day.

When I moved to San Francisco in 1998, I lived near the Lower Haight. Following one hungover breakfast at Kate's Kitchen, I found myself at the door of Rooky Ricardo's † record shop. Bleary-eyed, I took stock of my surroundings: vintage posters, brightly colored candy dishes filled with bubble gum, and a speaker nailed to a shelf above the front door. The speaker pumped the sound of some forgotten female voices out onto the sidewalk. The beat, bass line, and passionate soulful singing infected me once again.



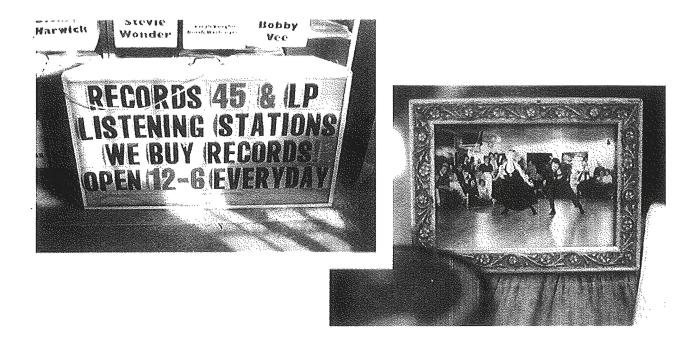
Over the past 25 years, Dick Vivian, owner of Rooky Ricardo's+, has become San Francisco's '60s soul medicine man. I love walking into his shop with a song in my head, telling Dick the title, and watching him do his best to lead me to another tune he'd think I'd like. He's yet to steer me wrong. Visit Rooky Ricardo's + on any given afternoon and you can expect to find a smattering of local soul DJs, collectors, and casual shoppers among the hundred thousand or so little 45 rpm records, LPs, and Atomic Age doodads. The thing that sets this slice of record-geek heaven apart is that it isn't just a place for record hoarders, it's a place for music lovers of all kinds.



Dick has customers who come all the way from England looking for rare 45 singles, people who can't believe that he doesn't keep a secret stash behind the counter. In fact, he's heard people ask about his "hidden" vinyl so many times that he actually keeps a box of "special records" aside just for those collector nerds who need to feel the exclusivity of an ultimate rarity.



But I think the real treasure lies in something seemingly banal: an old plywood dime store display he's filled with 60 or so homemade CDs. It's there in plain view, right in the center of the shop. For the past six years, Dick has been pouring hours of hard work into creating a selection of what he thinks are the best overlooked girl group, pop, and soul singles, and painstakingly bundling them into sets of CDs. Dick, who was once a local television dance star, tells me he started making these mixes in an attempt to preserve a sound that was very alive when it first popped out. "I'm an old guy now and I can't dance as long as I used to," he says, "but some of these songs still get me. They still make me feel alive."



Last summer, some pals and I hosted a soul dance party at the Verdi Club. We had a dress code, a big dance floor, and an 11-piece band, complete with a horn section and shoo-wop girls. One of the singers, my friend Heidi Alexander from the band The Sandwitches, picked an exciting and somewhat obscure set of girl group numbers for the night. Most of the tunes came straight from Dick's mixes.

This December we decided to throw a "Winter Formal" and needed a DJ. I asked Dick, who doesn't really DJ anymore, but he took one look at the band's set list and said he'd do it. Not only that, but Dick is also trying to get his dance partner from his television days to come down and show us how to move to the music the right way. When he tells me, "Nobody can Mash Potato like I can," I believe him.

Dick told me that all he really cares to do with his shop and his mixes is pass on his knowledge and passion for the music. I feel proud to have our city's soul shaman behind the turntables at my oldies party. I think it's safe to say that the partygoers can leave their old 45s at home.



Rooky Ricardo's + record shop is usually open from noon to 6 p.m. weekdays and noon to 6 p.m.-ish on the weekends. If you get overwhelmed and don't know where to start, grab one of his homemade comps in the middle of the store.

If you'd like to see Dick in action as a DJ on December 10, you can buy tickets to the "Very Special Winter Formal" here.

Share This

Tweet 3



Style

ON THE TOWN / With Tina Lucchesi and Seth Bogart / Cheap dates and fabulous funk

By Aidin Vaziri, San Francisco Chronicle | July 30, 2006

0



Chronicle / Paul Chinn

Photo: PAUL CHINN

Rock 'n' rollers Tina Lucchesi and Seth Bogart hang out at the Smokehouse burger joint in Berkeley, Calif. on Friday, June 23, 2006. The pair just opened a hair salon and vintage boutique a block away from the Smokehouse and love to munch on the burgers and fries. PAUL CHINN/The Chronicle **Tina Lucchesi, Seth Bogart MANDATORY CREDIT FOR PHOTOGRAPHER AND S.F. CHRONICLE/ - MAGS OUT

Tina Lucchesi is best known as a member of Bay Area rock 'n' roll bands such as the Trashwomen and Bobbyteens. Seth Bogart likes to dance in his underwear and has toured the world with Gravy Train. Together, they've put their mutual love for hairdressing and flea market fashions into the new candy-colored vintage boutique/hair salon Down at Lulu's, which opened at the end of June at 6603 Telegraph Ave. in Oakland. We asked for a list of places that feed their appetite for bouffants and rummage sale treasures.

Rooky Ricardo's Records, 448 Haight St. "You could get lost in this record store for hours and hours! Rooky's is owned by a charming man named Dick who will select tons of 45's for you to listen to at one of the listening stations. There are very few shops left that let you listen to records before you buy them. Just tell him what kind of tunes you like, and he will find you tons of great stuff you've never heard before. He also gives dance lessons. If you love soul, oldies, jazz and girl groups, this is the place for you. Our favorite record store on earth."

Rosalie's New Look, 782 Columbus Ave. "If you want to look like a 1960s Playboy Bunny with hair that touches the sky, Rosalie's is your place. Authentic fabulous up-do's that'll make your mouth drop. She's a San Francisco institution who has been doing hair in North Beach since the 1950s. Carol Doda used to be her client, and she did Little Richard's wigs, as well as numerous other hot, sexy ladies of the night. She has the magic of the lost art of big hair and wigs. The real deal."

Antique Centre, 6519 Telegraph Ave., Oakland. "Most antique malls and stores are overpriced and stuffy. Not Antique Centre. Massive piles of weird stuff covers the lawn. You can fill up an entire box of junk outside for \$2. What a bargain. If you want something a little more classy, just step inside and find some gems tucked away. Bizarre, old stuffed animals, trinkets galore, Jackie O. dresses and other stuff that you will give the once-over twice."

Smokehouse, 3115 Telegraph Ave., Berkeley. "All we gotta say is -- cheap! Our favorite is cheeseburger with no relish but lots of mayo, cheese fries and a butterscotch shake. They also have great veggie burgers, hot dogs, grilled chicken sandwiches and chili on everything if you want. Milkshakes and malts are the best, and everything is under 5 bucks. Open till late -- 1:45 a.m. on weekends."

Brown Jug Saloon, 496 Eddy St. "If you want to go to a real dive bar, the Brown Jug is it. Great seedy crowd, for reals. Good cheap drinks, no frills and an awesome oldies jukebox. Sit at the

bar and have an interesting conversation with the local hooker or old drunk that will be more fascinating than any surreal life you'll ever see."

Vierra & Friends, 85 Carl St. "The friendliest and best salon in the Bay Area. Super-professional and great-quality haircuts and colors without the attitude. Very fun 1950s-60s atmosphere that will make you feel super cozy and at home. Lison Vierra opened the shop 15 years ago. If you looked up the word 'dreamboat' in the dictionary, her face would show up. Vierra & Friends also offers waxing and skin care."

Sinaloa Taco Truck, 2138 International Blvd. Oakland. "Sometimes you get a craving for cheap, delicious Mexican food when you are wasted at 2 in the morning. Or sometimes you get that craving totally sober in the middle of the day. Either way, the taco truck at Sinaloa hits the spot every single time. East Oakland has a bunch of taco trucks that are all amazing, but there is something special about Sinaloa. Trust me. Four tacos and a soda. You will be in heaven."

Thrift Town, 16160 E 14th St. San Leandro. "Thrift Town, the first-class secondhand store. Tina's been going to Thrift Town San Leandro for, like, 20 years. The best in the Bay Area. You can always find something there. She got a Nauga for \$1.99 recently. They play awesome oldies tunes -- there really is nothing better on a Sunday afternoon than thriftin' to the oldies."

House of Chicken & Waffles Restaurant, 444 Embarcadero West, Oakland. "Ever since Roscoe's Chicken and Waffles shut down, Oakland has been a sad place. Luckily the House of Chicken and Waffles opened recently in Jack London Square. Who can resist the 'Southern tradition of crispy tender fried chicken and hot fluffy homemade waffles?' Some people think it's gross, but some people just don't know about pleasure. Open till 4 a.m. on weekends and midnight during the week, which is another bonus for Oakland."

Japan Center, 1737 Post St. "For those who are obsessed with themselves and love to get their picture taken, check out the photo booths at Japan Center. They are crazy and insane and put American photo booths to shame. Put your face on the cover of a fashion magazine, make a rubber stamp of your face, give yourself a cat body and a human face. Anything is possible. Right now in Japan the latest craze is a machine that you put your hands in to get your nails painted. Japan Center will most likely be the first place in the Bay Area to get this machine. We, personally, cannot wait."

Aug 30-Sept 5, 1987

POPULAR COUPLE

STEPS LIVELY ON

TV 20's FIFTIES

DANCE PARTY'



Bljou Barnett, left, Dick Vivian, center, and James Gabbert

Party' keeps duo on their toes Staff writer

By Deborah Carvalho

The name Richard Vivian may not mean anything to most people. But if you say Dick and Bijou, then it rings a bell for those who watch "TV 20's Fifties Dance Party," which airs 10 a.m. and 8 p.m. Saturdays on KOFY Channel 20. Immediately, loyal viewers know you are talking about the show's No. 1 couple.

Two years ago Vivian, 40, heard Channel 20 was looking for people to participate in a new dance show that was to debut in January 1986. He hooked up with Bijou Barnett, his hairdresser. Together, the two practiced for a few weeks

show, which is patterned after "American Bandstand."

The pair met at a Christmas party dancing the cha-cha-cha. "She wasn't as familiar with the dances as I was, but she picked them up right away," said Vivian.

The 1965 graduate of Las Lomas High School in Walnut Creek and his partner have been on "Fifties Dance Party" since its debut. Today, the couple gives dance lessons, each week and has become the most popular of the four sets of regulars. There currently is a six-week waiting list for newcomers.

Vivian's favorite dance is the hully gully.

"It used to be the bop, but the hully gully just feels great. It hits the right spot.

"I was a big dancer in high school. I was short and chunky and the one thing I could do was dance. When I went to a new school, I would wait for the first dance and that's how I would make friends."

When Vivian graduated, he was a regular at the Whiskey-a-Go-Go nightclub in San Francisco where he learned dances like the skate. "I picked up a lot of soul dancing there also, it was a well-rounded experience."

Still, Vivian prefers the dancing style of the 1950s and early '60s. "Music from that era

keeps growing. It shows no signs of let-ting down."

Learning the steps is easy, according to Vivian. "The hard part is getting the rhythm right. You've got to have a feeling for the dance. The emphasis is definitely on the rhythm."

James Gabbert, who owns Channel 20. serves as the host for the show. He had agreed to act as a temporary host until a permanent one could be found. However, he discovered he liked hosting.

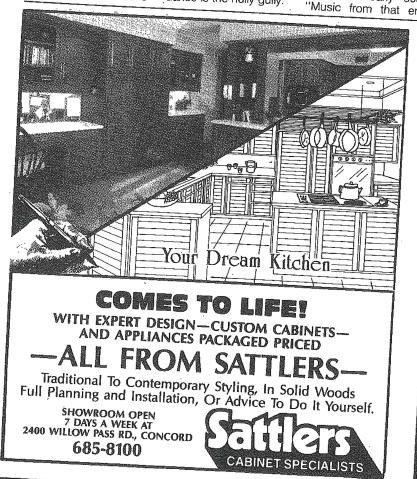
Channel 20 used to do a teen dance party on weekdays. Then it became too difficult to get students from the various schools and the show ended. The station later decided to try the "Fifties Dance Party" on Saturdays,

gearing it more for adults.

Today, Gabbert takes suggestions from radio listeners and then builds his play list for the show. "We try to select songs that sound good, but also try to visualize how people can dance to them.

Mark Stroman, a 1982 graduate of Las Lomas High School, is the producer of the show. He began his TV career at cable station 6 in Walnut Creek hosting a show called "Thank God It's Friday." The short-lived show aired just twice.

Stroman turned his interests to the advertising business. When a job in production came opened at Channel 20 he jumped at the opportunity. He has been with the station for six years.







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Arts & Entertainment

Best Place to Discover New Old Music

Rooky Ricardo's Records

It began as a temporary spot where owner and founder Dick Vivian could unload 35,000 obscure vintage soul and R&B singles he'd purchased from a defunct distributor. Some 20 years later, Rooky Ricardo's Records' Lower Haight storefront has become an internationally celebrated archive of rare and under-appreciated soul, jazz, funk, pop, and R&B records from eras long gone. Famous customers include Matt Dillon, DJ Shadow, and members of Sharon Jones and the Dap-Kings and Fine Young



Cannibals — several of whom have used the records they bought here to make nowfamous beats. But don't come to Rooky's looking for big names like Otis Redding or Marvin Gaye. Instead, let Vivian and his staff of experts — who also DJ S.F. parties like Sweaterfunk — turn you on to more obscure mind-blowing music from four decades ago. With a battery of turntables set up for your listening pleasure; plenty of colorful posters, records, and other kitsch on the walls; and enough vinyl to occupy seven hip-shaking lifetimes, Rooky Ricardo's is more like an educational music salon than a regular ol' record store. And that's exactly why we like it so much.

Tags: Arts & Entertainment, Rooky Ricardo's Records

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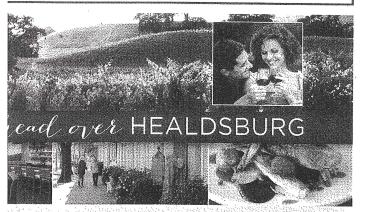
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HOPPING SESERVICES



BEST WINE SHOP

K&L Wine Merchants 855 Harrison St. 415-896-1734

klwines.com

Already a well-established outpost for value and splurge-worthy selections, K&L recently moved a few blocks from its original SoMa location, and we're happy to report that things got better. K&L, which has stores in Hollywood and Redwood City, finds itself in that happy medium between the watereddown booze empires dotting suburbia and the dedicated yet.small speciality shops we hope to find in all neighborhoods. Their mojo is direct imports, and virtually everything they offer is a few dollars less than everyone else at least. Pair this with a staff that drinks everything they opine about - K&L's website is extensive with both in-house and professional reviews and you'll need a hand truck to get out of the place. California is covered well, but K&L truly stands out with its European offerings. Start in England with sparkling wine you didn't know existed, head east to Bordeaux for 10-year-old wines under \$20, and then maybe swing through Rioja for something with more age at \$15 or less. Ever tried an orange wine from Hungary, Georgia, or Slovenia? Or a Zinfandel from Croatia? Now's your chance.

BEST RECORD STORE

448 Haight St. 415-864-7526

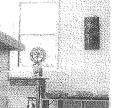
rookyricardosrecords.com

When employees at a store asks if they can help you find anything, it's usually a meaningless gesture, or at worst, a threat of surveillance, but when Dick Vivian asks you what you're looking for when you walk into Rooky Ricardo's Records, he wants to help you find the funkiest, silkiest tunes he has - of which he has a lot. Vivian supplies everything from the craziest early R&B and rock 'n' roll cuts from the Jive Bombers, to New Orleans soul legend Irma Thomas, to S.F. boogie jewel Celest Hardie. The old Rooky's location that looked kind of like a Hairspray set is currently being seismically retrofitted, but its new location, just across the street from the old one, is just as funky.

BEST "BECAUSE YOU HAD A BAD DAY" SHOP

Healthy Spirits 1042 Clement St. & 2299 15th St. 415-255-0610 healthyspiritssf.com

We've all had that day: the one where you accidentally hit "Reply All" on an email intended for one or get rear-ended as you're backing out of the veterinary clinic where you've just spent your life savings to find out that the results on your cat's blood work are "inconclusive." Sometimes you



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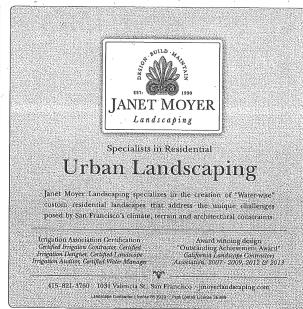
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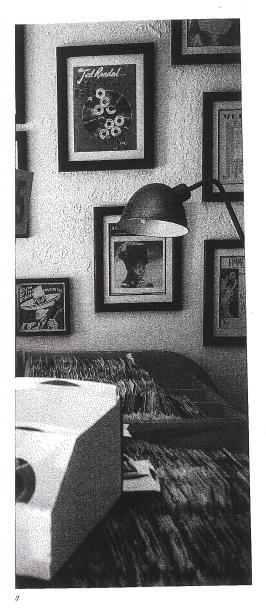
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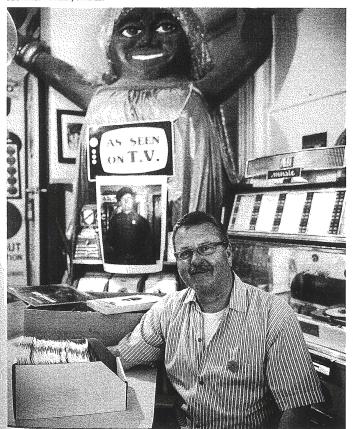
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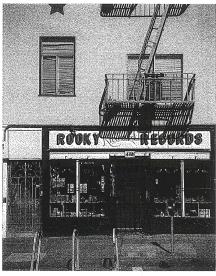
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RICHARD VIVIAN, OWNER





What was the first record you owned when you were young? "Please Mr. Postman" The Marvelettes

When did you open your store?

What was the most expensive record you ever sold?
I've sold many expensive 45s.
Most of the records I got were 4 for 81 at neighborhood drug & grocery store. I hate to think of what I didn't buy.

What is your favourite album? "A Real Mother-In-Law For Ya" Ernie K-Doe Growing up





The Man Who Will Save Your Musical Soul

By Byard Duncan Photographs by Matthew Reamer July 31, 2013

In an age of at-your-fingertips digital access to most any song ever recorded (we're looking at you, Spotify), Dick Vivian is a rarity: a man who believes in the absolute power of vinyl. As his San Francisco record store, Rooky Ricardo's, reaches its 26th anniversary, Vivian is ready as ever to help you overcome the most pernicious problem of Twenty-First Century music appreciation: too many choices.

I first find myself in Rooky Ricardo's Records because I'm trying to outrun The Dread. It hunted me, snarling and snapping, all the way here: across the San Francisco Bay, through downtown, up a couple of viciously steep hills that level off into the city's Lower Haight neighborhood. I'm breathless and drenched in sweat. I've been running all day. For months. Years, even.

The Dread takes many savage forms—a Netflix home screen, a Spotify search bar, the iTunes store—but it always yields the same effect. It is the paralysis of infinite possibility, the moment of having everything and nothing all at once. It is the feeling of being an ape in space, gazing glassy-eyed into digital infinity. Today, in 2013, we are faced with almost incomprehensible access—to music, movies and so much more—and yet we are ironically stuck. I am here today because I've heard about Dick Vivian, a man who helps us get unstuck.

Dick's records are everything The Dread is not—persnickety, fragile, imperfect, evanescent. They cannot be scrolled through effortlessly. They cannot be accumulated through massive, instantaneous transactions. They must be hoisted, stored, categorized, dusted, flipped and coddled. They must be fretted over. Most importantly, they must be purchased from Rooky's—an actual *place* that contains actual *people* with whom you must converse in all sorts of imperfect, unguarded ways.



This is the story of one such person—his breathtaking kindness, his passion, his sadness, the things he hides. It is a story about The Dread and a man who spent a lifetime resisting it.

This is a story about the closest thing we have to an antidote.

SIDE A Dick Vivian is very much in love, and he will do his best to make sure that you fall in love, too. At 65, he appears built for the task: Cupid belly, a powdered sugar dusting of beard on round cheeks, brown eyes always on the verge of a knowing wink. He knows the right buttons to push, too—when to tease you about the length of your shorts, when to call you "honey bunny." He will greet you with the sort of doting, half-concerned "helloooo!" a mother gives her son who has lost a little weight. He will remember how many slices of lemon you take in your iced tea. He will joke about wanting to marry you. He will offer you candy, which you will most likely accept.

Dick will do all of this because he wants you to experience love the way he does—unflinchingly, fiercely, naively. He first fell in love at the age of ten, while lying alone on his bed, and he has dedicated half of his life to recreating the feeling again and again. In Dick's view, we are all just a few crucial seconds away from tumbling head over heels.

"I view myself as a service," he says. "I don't love everyone that walks in the door. But I want to make it work for them. I will help people find what they're looking for if I have it."

What Dick loves most are records—45s, specifically—and he loves them with a teen girl's fanatical ardor. In his home, he has more than 75,000, all categorized in a baroque, Cusackian way that only he understands. In Rooky Ricardo's, which he owns, he has about 40,000 more. The place is a 60s-era kitsch capsule: Chubby Checkers posters, toy bumper cars, two different rotary phones (one teal, one pink). The 45s themselves line walls, crowd shelves and sit in tidy stacks on the floor. So dire is this surplus that Dick's taken to nailing records with inadvertently prurient titles to the store's bathroom wall. They include, but are not limited to: "Still No. 2" by Ben Colder (MGM); "I Go For You," Sammy Davis Jr. and Carmen McRae (Decca); and "Got a Match?," Frank Gallup (Classic Records).

It's here at Rooky's, days away from the store's 26th anniversary, that Dick runs through the highlights and principles of a 55-year-old vinyl obsession. Sitting across from me at a repurposed diner table, he talks about his life-changing first listen of the Del-Vikings' "Whispering Bells" ("I thought I had died and gone to heaven."), why he doesn't carry anything by The Beatles ("Do you know what a foodie is? Well there are record versions of that, and they want to ask me about a Beatles album so they can tell me about it."), and why he never got into LPs ("What you lose is the warmth."). Dick doesn't know anything about rock or punk or jazz or classical, and he doesn't care to know. What he does know is soul and oldies, and especially girl groups from the 1960s—acts like The Marvelettes, The Chirelles, Dolly and the Fashions and Maureen Gray. It is within this time period, with its bouffants and heartaches and brittle, delicately suggestive harmonies, that Dick prefers to linger. You are welcome to join him.







On the store's cash machine, there's a mock-vintage magnet with a well-preened man's head floating above the slogan "Everybody loves Dick!" This is not an exaggeration. When he turned 50, 300 people came to his birthday party. He estimates that he has about 50 "very close friends." As customers file into the store, it's very hard to discern who are bosom buddies and whom he is just now meeting for the first time. Jokes are cracked. Hugs are administered. The customer demographics fluctuate in the sort of turbulent, irresponsible way only San Francisco demographics can fluctuate: the mid-40s greaser/techie with arm tattoos and bright blue sneakers. The 25-year-old Sudanese PhD student. The brooding, unshaven collectors. The Swedish. Dick greets them all with that springy, buoyant "helloooo!" that sounds like it's been fired from a cartoon slingshot. He then sets about helping them, which typically is some combination of teasing and flirting.

Dick: How are you today? You got a list for me?

Customer: You don't remember me, huh?

Dick (purring): I do remember you. Of course I do.

Customer: You sure?

Dick: I'm positive. Sacramento.

Customer: Wow. You are good.

Dick: Remember we almost got married?

Customer: Yeah, we did. Why didn't that happen?

Dick: Well, you gained a little weight, and so did I.

It's common for customers to come in with handwritten wish lists. Dick will either direct them to a specific section or suggest something similar. " 'Friday Night' is probably in here," he says to this guy. "I don't know Donny Burdick." Turning to me, he says, "Probably half of what came out on 45s has never been documented. It's unobtainable. That's why my store is one of the many record stores that does well. It's because people can come in and make their own discoveries. Sometimes I guide them along, sometimes I can't help them."

It's here that I ask my first stupid question—the one that betrays my status as a Pandora-surfing, turntable-less 26-year-old technobrat. "Do you order stuff for people?"

Dick looks quizzical. "You can't order stuff. You have to find it, or it has to show up."

For someone whose tastes and knowledge are as specific as Dick's, it's a very good time to be in the vinyl business. Sales of the medium have been climbing steadily for the

past five years, and last April, 244,000 records were sold in one week—the largest amount since Nielsen SoundScan started keeping track in 1991. In 2012, citizens of these United States purchased 4.6 million vinyl records—an 18 percent increase from 2011. And this year, we're on pace for an even larger bump. Though digital music purchases still outpace records by a rate of about 50 to 1, the surge has been enough to help specialists like Dick carve out a niche for themselves.

And carve he has. By 1960s terms—the terms on which Dick operates in most facets of life—Rooky Ricardo's is doing moderately well. But by 2013 terms, its performance is extraordinary. Dick doesn't like talking exact numbers (nor was he really keeping records before 2008), but suffice it to say that his business is growing steadily. On any given weekday, he can make more than what he made in a month ten years ago—sometimes ten times as much. And last March, his biggest month ever, he pulled in close to \$18,000.

"There was a period there where everybody got rid of their records and took that money and bought CDs," he says. "They recreated their collection on CD. Now those same people are coming back, regretting that, and wanting to recreate the library that they once had on vinyl."

In some ways, Dick has gotten this far simply by loving the same things he's always loved—the harmonies, the horn stabs, the gentle innuendoes about candy and "dancing" all night. Customers come to him because they want soul and oldies, not because they're looking for Zeppelin rarities or abstruse jazz fusion. They want very specific things from a very specific era. They want to be welcomed and assisted and goaded lovingly. Basically, they want the sort of singularity only true love can afford, and they know Dick can help. "I'm the kind of restaurant that's got ten items," he explains. "That's what I'm selling. If you like that, you'll be in heaven. If you don't, then that's not for you."

The simple explanation of why Dick is doing better than ever is that his tastes are finally back in vogue. Trends sail on the winds of exclusivity, of being the first and only possessor, and accumulating rare 45s is a natural extension of this. The harder question to answer is why a generation of young people—those with staggering, almost infinite access to free music—are seeking out an experience as constrained and unpredictable as record collecting. With more media at our fingertips than at any time in the history of the world, why do we choose to limit our experience?

The answer is simple, says John Vanderslice, the San Francisco-based indie musician and record producer. Just like food, the songs we consume "still have to be portioned out. Like, you have dinner at six. It's not like you just have this open buffet twenty-four hours a day in your house."

Vanderslice is a Rooky Ricardo's regular and in many ways a musical purist. He does not keep a digital mixing console at Tiny Telephone, his studio in San Francisco's Mission District. He insists that artists record on two-inch reel-to-reel tape, and he

aggressively limits the number of instruments available to them. When it comes to vinyl though, he's more of an omnivore.

"You have these twelve, fourteen, twenty records that you're just listening to in a loop—shit, sometimes I just put on the same side over and over and over again," he says. "I don't do that when I'm listening to stuff on my computer, and I listen to shitloads of music. I listen to tons of music on my phone when I'm hiking. It doesn't give me the same jolt. It doesn't provide the same experience to me."

This sort of consumption might be considered a sort of postmodern listening paradigm for the modern era—part embrace of digital's omnipresence, part protest against the The Dread, which encroaches any time you try to settle on just *one* song from a 120-gig iTunes library. Many of Dick's customers—the younger ones, especially—are conversant in this mode of consumption. Records, unlike every other available music service—indeed, unlike pretty much everything else that exists and is sold in 2013—are desirable for what they *don't* possess.

But Dick always knew this. He's just been waiting patiently for you to figure it out. If you don't come around, that's OK with him, too. He's never been one to judge.

"My store is now current," he says. "It's one of the most current stores in San Francisco. Each forty-five that you hold is a piece of history, and they sound the way they were meant to sound."

But isn't that a judgment call?

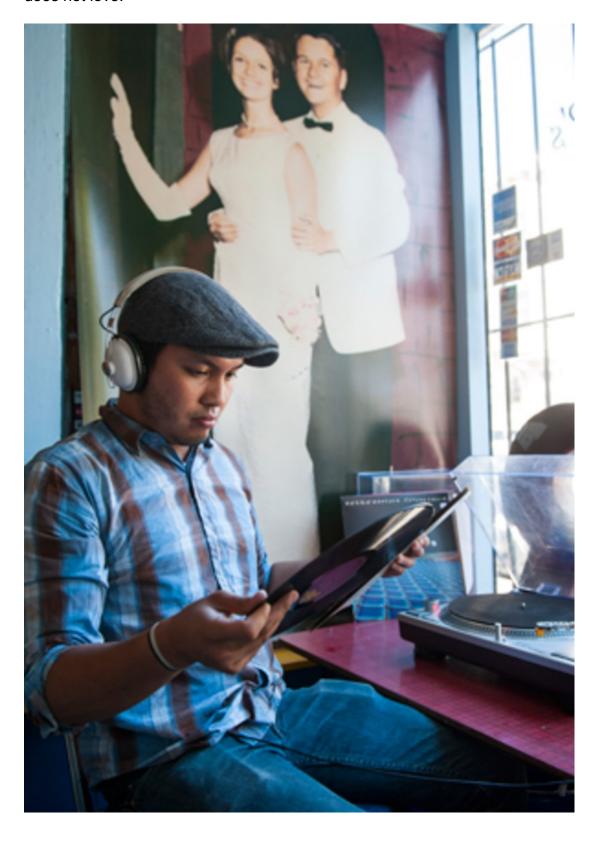
Stupid question number two. Dick narrows his eyes at me.

"That's not a judgment call. That's the way it is."

SIDE B Dick Vivian is not in love with anyone, and he has not been in love for many years. He does not ever say it explicitly, but he fears heartbreak with the sort of ardent, poetic innocence normally reserved for oldies songs. He was an only child that never knew his father. He didn't see much of his mother, who worked full-time as a secretary. He is gay, and twice heartbroken—first by his two life's loves, then by the AIDS virus that withered their bodies and ripped them prematurely out of this world. He has never married. These days, he says, the desire to meet somebody "doesn't even cross my mind."

Dick lives alone on one floor of an enormous, impeccably maintained Victorian near the heart of San Francisco's Castro District. His home, like Rooky's, is a wistful sanctuary of 1960s-era bric-a-brac. The walls are adorned with classic movie posters and high school yearbook photos, and old films fill the shelves near his DVD player—W.C. Fields collections, Abbott and Costello anthologies, etc. We sit in what he calls the "Red Room," a maroon lounge with a flat screen TV, some mod furniture and, of course, a closet packed with 45s. It's here, in a space free from friends and strangers and any

possible combination of the two, that Dick finally opens up about the many things he does not love.



First up is his junior high experience. Maybe because he was not athletic, or because he was short, or because he had a voice like a parrot, Dick struggled to fit in. "I went home crying every day," he remembers. In his time alone, he obsessed over top 40 Radio, falling asleep to it at night and poring over its weekly rankings pamphlets. His weekly \$1 allowance invariably went toward buying records. With no siblings, the music became a sort of refuge for him, a respite from his own Dread. "Records were always kind of my security," he says. "I had friends like anyone else, but that was always my time alone."

Around this time, two girls from Dick's class convinced him to learn a dance called "the Bop" with them. Something immediately clicked, and Dick set about learning as many dances as he could—the Lindy Hop, the Mashed Potato, the Jitterbug—which he says helped him impress girls and make friends throughout junior high and high school. He kept dancing after graduation, throughout college at San Jose State, and into his early twenties. During lunch breaks at his first job, he would duck into nearby clubs and learn what he could.

Dick met Steve, the first man that he truly loved, at one of these dance clubs. The way Dick describes him, Steve was younger, and very religious, with a beautiful body and caring heart. He would listen to Dick in the same rapt way Dick listened to his 45s. He would show up, unprompted, with gifts. "He was the first one who treated me like I dreamed someone in a relationship should be treated," Dick recalls. But this was the 1970s, and Dick still wanted the things he loved about the 1960s to be true. He wanted the story he had been told so many times, in so many iterations, by so many pop songs. Sex was not as important to him as emotional commitment was, "and a lot of the people that I happened to fall in love with were so attractive that it's just natural that they're going to be out there." Steve strayed, and Dick couldn't keep on.

Bill was a similar story. They met when Dick was 30, and Dick moved to San Francisco to be with him. The two stayed exclusive for a while, but now it was the 1980s, and the Castro was not the right place for Dick to hold onto a monogamous mate. Steve "was so handsome and there were just so many people that liked him," Dick remembers. "I didn't want to compete." After six good months and 12 bad ones, the two broke up.

"I think that may have caused him to opt out, because that really broke his heart," says Nick Waterhouse, an L.A.-based soul musician and one of Dick's closest friends. "He didn't move to the Castro to *be there*. It was just that time. He didn't overly think it. He sees a lot of those male relationships as terminal."

It's not that Dick hated the fact that he was gay; it's that he always felt cheated by the designation and its limitations—especially in a place like the Castro, where flamboyancy often went hand in hand with social credibility. "He philosophically does not see himself as 'gay,' " Waterhouse continues. "He feels strongly that he's an individual." Back in the 80s, he would leave parties because everybody was calling each other "Mary." "He was like, 'There were so many goddamn Marys in the room, I didn't know what to do with myself."

Around this time, Dick was working as a waiter at a popular gay restaurant called Alta Plaza in San Francisco's Presidio neighborhood. The AIDS epidemic was charging through the city, and as the years passed, he began to witness a heartbreaking progression: Couples would come in, fall in love, fall ill. Months would pass, then just one half of the couple would start showing up, sometimes with the other's family.

One evening in the early nineties, Steve came in to say his goodbyes. Dick was knocked off guard. He had not seen his former partner sick. "I just hugged him," Dick recalls. "Then I had to—story of my life—go right back in." As he returned to one of his tables, a woman looked up from her menu and brayed, "I'll have the chicken!"

It's at this point in the story that Dick looks exhausted for the first time since we met. All the cheeriness he emits at the store—all the social sophistication and instincts that half a century of waiting on customers affords him—seems to drain away momentarily. It's not that he looks uncommonly ancient; it's that he finally looks exactly as old as he is.

"I'm sure a lot of those feelings kind of barricade me up," he says. "I wouldn't say I'm shut down, because I still love my life. There are so many people in my world that are fresh and vibrant and alive. That's what I feed off of. Not as a couple. Just as another person to make my life interesting."

Dick's Dread is different from ours, but it stalks around the periphery of similar things: a fear of insignificance, of being marooned, of exiting life without having truly held onto something. To look around his house—and Rooky's, for that matter—is to bear witness to his towering, impressive defense against it. He's cocooned himself in an era he understands and surrounded himself with people he knows won't hurt him. The heartbreak he does allow himself to still experience comes in a format he's familiar with: two songs at a time, with a quick break in the middle.

LINER NOTES I return to Rooky's on a rainy Sunday, biking up those ruthless hills with a modest but daunting goal: to choose my first record. I still don't have a turntable, but I plan to buy one soon, so I figure my purchase is about as excusable as a teenager buying a custom spoiler before he scrapes together the cash for the Hyundai he's planning to slap it on.

The place is bustling. People hunch over listening stations and flip through stacks. Dick is behind the counter, in his element, cooing and laughing and directing traffic. I greet him and ask him to steer me toward something I might like. My qualifications (which I recorded on a note in my iPhone), are as follows: a) It must be a record I've never heard before, b) It must not be available on Spotify, and c) It must give me this feeling that everyone around me at Rooky's seems to be accessing all the time. The feeling Dick gets when he dances—when everything sort of dissolves out of the way and, as he puts it, "I could do a spin or a flip and feel like I could touch the ceiling." The feeling of falling in love.



I like 70s funk, so Dick calls over his resident expert, a guy named Jon Blunck, who helps out around the store sometimes. I give Jon a couple of starting points—Sly, Tower of Power—and he starts weaving through the aisles, pulling records. Before long, he's amassed a pile of about a dozen in front of Dick, who begins playing them for me on the store's sound system.

First up is a band called Mandrill. The song, titled "Fence Walk," is from their 1972 self-titled LP. It's a tightly-wound workout with startling horn hits and a dexterous, plunking bass line. It's impressive, and certainly obscure enough, but something's off—it's too cheesy, too ostentatious. Next is "The Cisco Kid" by War, followed by "Work to Do" by the Isley Brothers. Both great songs, but both songs I recognize. Dick and Jon consult briefly, and Dick suggests a tune called "Ain't No Woman" by the Four Tops. It's way off—too sweet, too pop, too sixties. Too Dick.

Finally, Jon pulls out a record by The Chairmen of the Board, a band I've never heard of. As I'm scribbling notes about the previous song and trying to Spotify-check the one before it on my phone, he cues up a song called "All We Need Is Understanding."

What happens next is hard to explain. It's hard to recall, too, because after about five seconds I put down my notebook and pen and close my eyes. I feel that *thing*—the feeling that makes Dick's customers delete their iTunes libraries and spend hours here

every day, pawing through vinyl. The feeling Dick felt when he was 10. The feeling he craves, and runs from, and wants more than anything to share. The Dread's opposite.

I give in, let the song play and the record crackle. I accept imperfection, finiteness. I let it spill over me like a glass of water poured carefully across a computer's keyboard.

Then, after a minute, I open my eyes and ask Dick if he'll take a card.