



Legacy Business Registry Staff Report

Hearing Date: March 13, 2023

PLAYMATES COOPERATIVE PRESCHOOL

Application No.: LBR-2022-23-025
Business Name: Playmates Cooperative Preschool
Business Address: 2340 42nd Ave.
District: District 4
Applicant: Sumer Schulze, Executive Director
Nomination Date: November 30, 2022
Nominated By: Supervisor Gordon Mar
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Playmates Cooperative Preschool is a safe, nurturing, diverse community of families and staff working together to foster the creative, social, physical, emotional, and cognitive development of its children. Since 1950, Playmates has offered a supportive and creative learning environment for families and children in San Francisco. With the support of parents and caregivers, the school aims to provide an enriching experience for all the children in their care. Playmates is a non-profit organization that is open to a diverse community of families from different socioeconomic levels.

Playmates began in the basement of a small church in San Francisco at 399 San Fernando Way in true cooperative spirit. Incorporated on August 11, 1950, Playmates later became affiliated with San Francisco Community College when it provided Playmates with a salaried director. The director developed evening parenting classes, which parent members eagerly attended. The nursery school's daily program became the "lab" for the weekly adult classes. Playmates independently funded its afternoon program, outgrowing its financial association with the community college. Thus, the school's fundraising program was born. In 1980, Playmates raised an impressive \$40,000 from a tenacious bake sale and rummage sale. This money would eventually fund the unexpected relocation cost of the school when the church basement it was operating in was reclaimed without notice circa 1980. At that time, Playmates found an empty public school bungalow at 2340 42nd Avenue in the Sunset District to rent, and has resided there ever since.

Playmates is one of 14 cooperative preschools in San Francisco, only two of which are in the Sunset district. Parent participation is at the heart of the co-op experience and its day-to-day workings. In addition to paying tuition, all teaching member families are required to fulfill certain responsibilities each school year. These include working as a teacher in their child's main program every week and serving on a committee. Playmates' parents find their workdays to be a wonderful opportunity to participate in a child's preschool experience. They work closely with their children and the teachers. On any given day, parents might find themselves supervising play on the playground or bike area, helping with the daily art projects, or serving a snack to some very grateful children.

Playmates also welcomes parents' ideas for other projects. For instance, if a parent loves cooking, playing an instrument, art, or yoga, the parent can occasionally present and lead an activity for the children during the school day or circle time. Playmates is the only cooperative in the city that offers full-day, non-teaching options, so all members of the community can experience a high quality, affordable preschool education. The co-op also offers two half-day programs, as well as full-time extended care.

Legacy Business Program

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





CRITERION 1

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

Yes, Playmates Cooperative Preschool has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

399 San Fernando Way from 1950 to 1980 (30 years)
2340 42nd Ave. from 1980 to Present (43 years)

CRITERION 2

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

Yes, Playmates Cooperative Preschool has contributed to the history and identity of the Sunset neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with early childhood and preschool education.
- Playmates hosts an annual Harvest Festival every November to which Playmates families and members of the public are welcome. There is no entry fee, but tickets for activities are \$1.50 each. Proceeds go towards maintaining the school. The event includes food, face painting, a cakewalk, and games for adults and children.
- Playmates Cooperative Preschool received the Best Childcare award by San Francisco Examiner's Readers' Choice Awards in 2019.

CRITERION 3

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

Yes, Playmates Cooperative Preschool is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Playmates Cooperative Preschool qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Two murals on the property:
 - Lizard by Danielle Turner, 2019
 - Recycled Materials- created by Playmates families, circa 2018-2020
- Cooperative style preschool education.
- Child-centered environment.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- School for preschool-aged children.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Playmates Cooperative Preschool currently located at 2340 42nd Ave. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

March 13, 2023

PLAYMATES COOPERATIVE PRESCHOOL

Application No.: LBR-2022-23-025
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Adopting findings approving the Legacy Business Registry application for Playmates Cooperative Preschool, currently located at 2340 42nd Ave.

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; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on March 13, 2023, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Playmates Cooperative Preschool in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Playmates Cooperative Preschool.

Physical Features or Traditions that Define the Business:

- Two murals on the property:
 - Lizard by Danielle Turner, 2019
 - Recycled Materials- created by Playmates families, circa 2018-2020
- Cooperative style preschool education.
- Child-centered environment.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Playmates Cooperative Preschool on the Legacy Business Registry:

- School for preschool-aged children.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 13, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-025
Business Name: Playmates Cooperative Preschool
Business Address: 2340 42nd Ave.
District: District 4
Applicant: Sumer Schulze, Executive Director
Nomination Date: November 30, 2022
Nominated By: Supervisor Gordon Mar

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

399 San Fernando Way from 1950 to 1980 (30 years)
2340 42nd Ave. from 1980 to Present (43 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: January 18, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 4

City and County of San Francisco

GORDON MAR

I hereby nominate Playmates Cooperative Preschool, 2340 42nd Ave, to the Legacy Business Registry.

Playmates Cooperative Preschool started serving San Francisco in the 1950s. It has been open continuously for over 70 years with the same goal to serve our diverse community with affordable to low-cost childcare services. Since 1950, Playmates has offered a supportive and creative learning environment for families and children in San Francisco. With the support of parents and caregivers, Playmates aim to provide an enriching experience for all the children in their care.

Playmates is non-profit, non-sectarian and open to a diverse community of families from different socioeconomic levels. Moreover, Playmates offers adult education to enrolled families, holds community events that are open to the public, and participates in community events in the Sunset District of San Francisco.

By 1980, Playmates raised an impressive \$40,000 from a tenacious bake sale and found an empty public school bungalow in the Sunset District, where they continue to reside to date. Despite the challenges that the school faced during the pandemic, Playmates continues its mission and legacy in serving families in the district. Playmates play a crucial role in nursing our future generations.

Sincerely,

A handwritten signature in blue ink, appearing to be "GM" or "Gordon Mar".

Gordon Mar, District 4

November, 30, 2022



Legacy Business Registry Application



Business Information

Business name: Playmates Cooperative Preschool

Business owner name(s): Sumer Schulze

Identify the person(s) with the highest ownership stake in the business

Current business address: 2340 42nd Ave San Francisco CA 94116

Telephone: (415) 735 – 8379

Email: sumer@playmatespreschool.org

Mailing address (if different than above):

Website: www.playmatespreschool.org

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN):

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☒ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Sumer Schulze

Contact person title: Executive Director

Contact telephone: (415) 735 – 8379

Contact email: sumer@playmatespreschool.org

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.

Original San Francisco address: 399 San Fernando Way Zip Code: 94127

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1950 To: 1980

Other address (if applicable): 2340 42nd Ave Zip Code: 94116

Dates at this location: From: 1980 To: Present

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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

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

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

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

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

Name: Sumer Schulze

Signature: Sumer Schulze

Date: 12/2/2022

PLAYMATES COOPERATIVE PRESCHOOL

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Playmates Cooperative Preschool is a safe, nurturing, diverse community of families and staff working together to foster the creative, social, physical, emotional, and cognitive development of its children. Since 1950, Playmates has offered a supportive and creative learning environment for families and children in San Francisco. With the support of parents and caregivers, the school aims to provide an enriching experience for all the children in their care. Playmates is a non-profit organization that is open to a diverse community of families from different socioeconomic levels.

b. Describe who the business serves.

Located in the Sunset District, Playmates Cooperative Preschool is a non-profit, non-sectarian, cooperative organization formed by parents and experienced staff. They work together to foster the creative, social, physical, emotional, and cognitive development of children from 2½ to 5½ years of age.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Parent participation preschool.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

As World War II drew to a close, women began entering the workforce like never before. This societal shift created a need for childcare, and in the basement of a small church in San Francisco at 399 San Fernando Way, a cooperative spirit was born.

Incorporated on August 11, 1950, Playmates later became affiliated with San Francisco Community College when it provided Playmates with a salaried director. The director developed evening parenting classes, which parent members eagerly attended. The nursery school's daily program became the "lab" for the weekly adult classes.

During the 1970s, Playmates received more applications than the morning session could accommodate, so an afternoon program was added. Playmates independently funded its afternoon program, outgrowing its financial association with the community college. Thus, the school's fundraising program was born.

In 1980, Playmates raised an impressive \$40,000 from a tenacious bake sale and rummage sale. This money would eventually fund the unexpected relocation cost of the school when the church basement it was operating in was reclaimed without notice circa 1980.

Playmates found an empty public school bungalow at 2340 42nd Avenue in the Sunset District to rent, and parents got busy with renovations. It was a lot of work, as there was no plumbing, electrical, flooring, or interior walls. The final result was a large building with separate adult and children bathrooms, a kitchen, an office, two main play areas, a loft for the children, and mailboxes for enrolled families. The outside yards included a large, paved area for bikes and ride-on toys, a chicken coop, multiple gardening areas, and a gracious sandbox area with climbing structures and swings.

Starting over with an empty bank account and a new facility, Playmates has, for many years, continued to flourish at this site.

b. Provide the ownership history of the business in a consolidated year-to-year format.

Playmates Cooperative Preschool is a non-profit cooperative preschool and does not have owners. It is governed by a Board of Directors and Executive Director. Executive Director information is as follows. Note that the dates for Celia Sax, Lynette Jones, and Redonda Watkins should be accurate, but many records have been lost over the years.

1957 to 1983:	Emily Stone
1983 to 1990:	Belann Lux
1990 to 1994:	Celia Sax
1994 to 2000:	Lynette Jones
2000 to 2005:	Redonda Watkins
2005 to 2015:	Jolene Maher
2015 to 2017:	Annette DeVille
2017 to 2021:	Jarrod Rondeau
2021 to Present:	Sumer Schulze

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Playmates had no closures since it opened in 1950. During the COVID-19 pandemic, the school continued to operate, but all the programming moved to online.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Playmates is one of 14 cooperative preschools in San Francisco, only two of which are located in the Sunset district.

Parent participation is at the heart of the co-op experience and its day-to-day workings. In addition to paying tuition, all teaching member families are required to fulfill certain responsibilities each school year. These include working as a teacher in their child's main program every week and serving on a committee. Parents' active involvement in the school enables them to be involved with their children's education, strengthens their community with other parents, and, of course, keeps the tuition lower than other preschools.

Playmates' parents find their workdays to be a wonderful opportunity to participate in a child's preschool experience. They work closely with their children and the teachers. On any given day, parents might find themselves supervising play on the playground or bike area, helping with the daily art projects, or serving a snack to some very grateful children. Playmates also welcomes parents' ideas for other projects. For instance, if a parent loves cooking, playing an instrument, art, or yoga, the parent can occasionally present and lead an activity for the children during the school day or circle time.

Playmates is the only cooperative in the city that offers full-day, non-teaching options, so all members of the community can experience a high quality, affordable preschool education. The co-op also offers two half-day programs, as well as full-time extended care.

Over the years, Playmates Cooperative Preschool has grown in both staff and enrollment numbers. Unchanged over the years is the family atmosphere, which remains strong, and which members indicate is a very appealing co-op trait. Parents and children find that Playmates is a fantastic community for family development and social interaction.

b. Is the business associated with significant people or events, either now or in the past?

Playmates' founding director, Emily Stone, was a woman of vision with a true understanding of what children need. Her basic philosophy has endured: a child-centered environment shall be fun, creative, and hands-on. At Playmates, children and parents alike dig in the dirt, play in the water, plant the seeds, make the Play-Dough, touch the bugs, sing the songs, and dance the mood.

Playmates hosts an annual Harvest Festival every November to which Playmates families and members of the public are welcome. There is no entry fee, but tickets for activities are \$1.50

each. Proceeds go towards maintaining the school. The event includes food, face painting, a cake walk, games for adults and children, and plenty of fun.

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

Playmates is a non-profit parent participation preschool that offers affordable services to all. Playmates offers adult education to enrolled families, holds community events that are open to the public, and participates in community events in the Sunset District of San Francisco.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Playmates has not been referenced in the media, business trade publication, and/or historical documents.

e. Has the business ever received any awards, recognition, or political commendations?

Playmates Cooperative Preschool received the Best Childcare award by San Francisco Examiner's Readers' Choice Awards in 2019.

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

If Playmates were to close, the community would lose an affordable, high quality preschool option that has been servicing families since 1950.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Playmates Cooperative Preschool has two large murals and some artwork, all of which were done by the families in the community, often as a collaborative effort.

One mural that depicts a large lizard was created by Danielle Turner in 2019. The second mural was constructed slowly from 2018 to 2020 using recycled materials the children collected. It was a collaborative effort among all of the Playmates families. Playmates is also in the process of having a hand carved wooden sign for the school made by local woodworker Josh Kinder. The sign, expected to be completed in spring 2023, will hang on the fence and will replace the current sign with the school name and logo.

b. In a few words, describe the main business activity you commit to maintaining.

High quality, affordable preschool for all.

c. What challenges is the business facing today?

Playmates preschool, like many early childhood programs, suffered financially during the COVID pandemic. As a small, community non-profit, they aim to keep their services affordable and accessible to all. Also, like many small businesses, they rent their space, and they are always at risk of losing their lease or incurring a rent increase.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

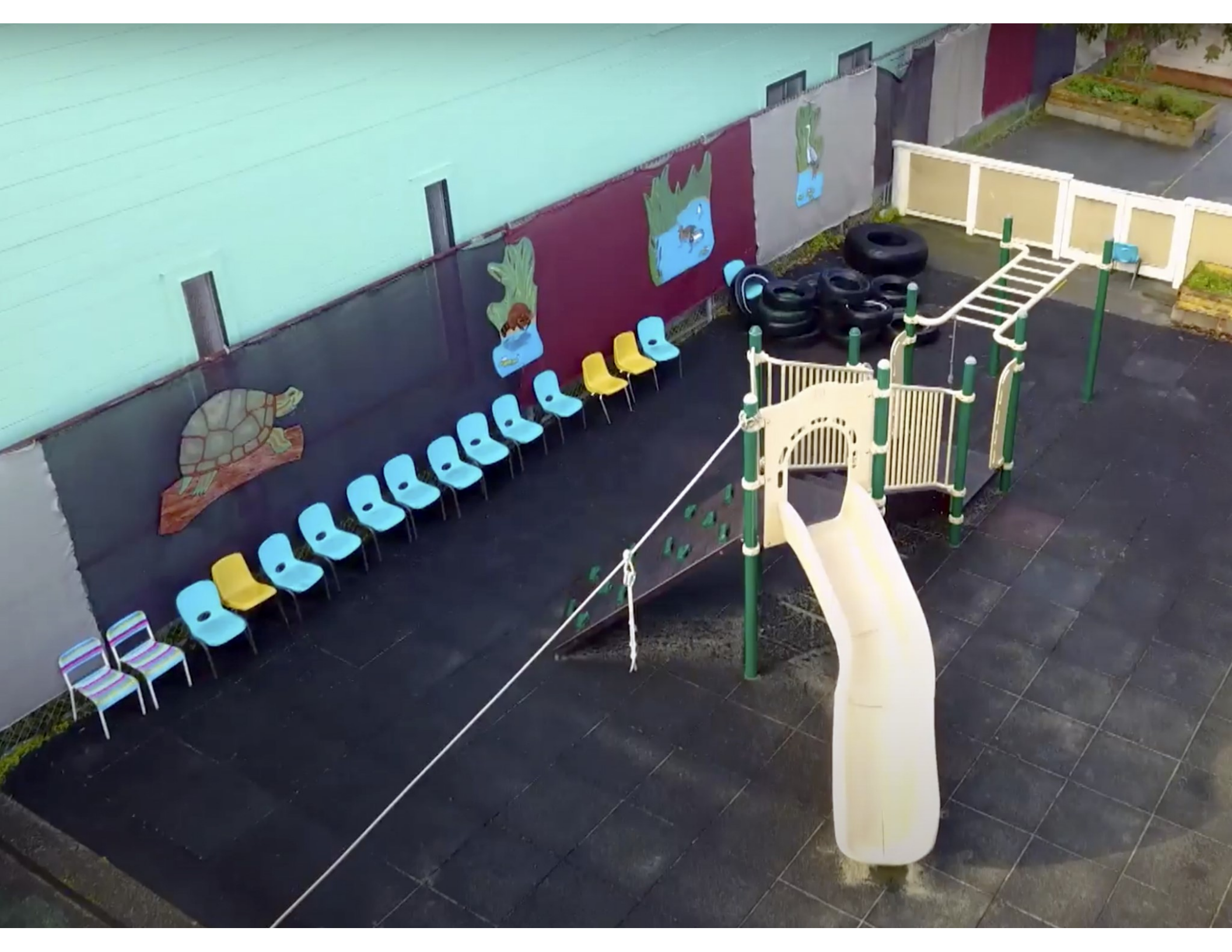
School.

b. 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 Planning Department Historic Resource Status of the building at 2340 42nd Avenue is "B - Unknown / Age Eligible."



























PROGRAMS

Preschool & Transitional Kindergarten

Playmates offers two programs: a **preschool** program, and a **transitional kindergarten** program known as *Young5 (Y5)*.

Early and extended care (after care) options are also available for added flexibility.

Each program runs from 9:00am-12:00pm daily, with an accommodating three, four, or five-day per week enrollment options.

Playmates follows the San Francisco Unified School District's school calendar, and observes the same start and end dates, holidays, thanksgiving, winter, and spring recesses.

Daily Schedule

Early Care

8:00–9:00 am

Lunch Bunch

12:00–1:00 pm

Extended Care

1:00–4:00 pm

Co-Op Benefits

Five Reasons You Should Consider a Cooperative Preschool for your Child

Cooperative Preschools:

Build A Community for your Family

Co-op schools are very family-oriented, and that extends beyond after-school hours and vacations and into your child's school years. Co-op preschool bonds last a lifetime.

Provide Continuity and Reassurance

Co-ops are community and family-oriented and reassure both children and parents as they take the early step out of the home and into the world together. Parental involvement in the school makes the experience easier and the environment more nurturing for all the children in the school.

Expands Awareness

Children have varying temperaments, behavior, and needs. You will learn (or be reminded of) valuable lessons about childhood by interacting with other people's children as well as your own. In addition, your child will benefit from observing you interact with other children and from their interaction with numerous caring adults in a safe and stimulating atmosphere.

Act as a Stress Valve and Support Group

A co-op offers a supportive community for parents of all types – stay-at-home, working parents, single parents, parents of children with special needs, parents with special needs, and families in crisis. All of them will experience feelings of isolation or desperation (or lack of perspective and humor) at some point during their children's preschool years.

Lower Financial Cost and Affordability

Because parents are responsible for most of the work required to operate co-ops, they cost a fraction of what other preschools do. Scholarships are also available.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: FEBRUARY 15, 2023

Filing Date: January 18, 2023
Case No.: 2023-000672LBR
Business Name: Playmates Cooperative Preschool
Business Address: 2340 42nd AVENUE
Zoning: RH-1 (RESIDENTIAL- HOUSE, ONE FAMILY) Zoning District
40-X Height and Bulk District
Cultural District: Sunset Chinese Cultural District
Block/Lot: 2370/073
Applicant: Sumer Schulze
2340 42nd Avenue
Nominated By: Former Supervisor Gordon Mar
Located In: District 4
Staff Contact: Jordan Hallman – (628) 652-7527
Jordan.Hallman@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Playmates Cooperative Preschool is a safe, nurturing, diverse community of families and staff working together to foster the creative, social, physical, emotional, and cognitive development of its children. Since 1950, Playmates has offered a supportive and creative learning environment for families and children in San Francisco. With the support of parents and caregivers, the school aims to provide an enriching experience for all the children in their care. Playmates is a non-profit organization that is open to a diverse community of families from different socioeconomic levels.

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community college. Thus, the school's fundraising program was born. In 1980, Playmates raised an impressive \$40,000 from a tenacious bake sale and rummage sale. This money would eventually fund the unexpected relocation cost of the school when the church basement it was operating in was reclaimed without notice circa 1980. At that time, Playmates found an empty public school bungalow at 2340 42nd Avenue in the Sunset District to rent, and has resided there ever since.

Playmates is one of 14 cooperative preschools in San Francisco, only two of which are in the Sunset district. Parent participation is at the heart of the co-op experience and its day-to-day workings. In addition to paying tuition, all teaching member families are required to fulfill certain responsibilities each school year. These include working as a teacher in their child's main program every week and serving on a committee. Playmates' parents find their workdays to be a wonderful opportunity to participate in a child's preschool experience. They work closely with their children and the teachers. On any given day, parents might find themselves supervising play on the playground or bike area, helping with the daily art projects, or serving a snack to some very grateful children. Playmates also welcomes parents' ideas for other projects. For instance, if a parent loves cooking, playing an instrument, art, or yoga, the parent can occasionally present and lead an activity for the children during the school day or circle time.

Playmates is the only cooperative in the city that offers full-day, non-teaching options, so all members of the community can experience a high quality, affordable preschool education. The co-op also offers two half-day programs, as well as full-time extended care.

The business's primary location at 2430 42nd Avenue is a Category B (Unknown/ Age Eligible) structure on the east side of 42nd Avenue between Santiago and Taraval Streets in the Sunset neighborhood. It is within a RH-1 (Residential House, One Family) Zoning District and a 40-X Height and Bulk District; and in the Sunset Chinese Cultural District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1950.

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

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

- a. Playmates Cooperative Preschool has operated continuously in San Francisco for 73 years.
- b. Playmates Cooperative Preschool has contributed to the history and identity of the Sunset neighborhood and San Francisco.
- c. Playmates Cooperative Preschool is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with early childhood and preschool education.

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

Yes. Playmates hosts an annual Harvest Festival every November to which Playmates families and members of the public are welcome. There is no entry fee, but tickets for activities are \$1.50 each. Proceeds go towards maintaining the school. The event includes food, face painting, a cake walk, and games for adults and children.

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, not as of the date of this Executive Summary.

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

No stories have been done, but Playmates Cooperative Preschool received the Best Childcare award by San Francisco Examiner's Readers' Choice Awards in 2019.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 2340 42nd Avenue (1980 – Present)

Previous (No Longer Extant) Locations:

- 399 San Fernando Way (1950 – 1980)

Recommended by Applicant

- Two murals on the property
 - Lizard by Danielle Turner, 2019
 - Recycled Materials- created by Playmates families, circa 2018-2020

Additional Recommended by Staff

- Cooperative style preschool education
- Child-centered environment

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1310

HEARING DATE: FEBRUARY 15, 2023

Case No.: 2023-000672LBR
Business Name: Playmates Cooperative Preschool
Business Address: 2340 42nd Avenue
Zoning: RH-1 (RESIDENTIAL- HOUSE, ONE FAMILY) Zoning District
40-X Height and Bulk District
Cultural District: Sunset Chinese Cultural District
Block/Lot: 2370/073
Applicant: Sumer Schulze
2340 42nd Avenue
Nominated By: Former Supervisor Gordon Mar
Located In: District 4
Staff Contact: Jordan Hallman – (628) 652-7527
Jordan.Hallman@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PLAYMATES COOPERATIVE PRESCHOOL CURRENTLY LOCATED AT 2340 42ND AVE, BLOCK/LOT 2370/073.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on February 15, 2023, 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 Playmates Cooperative Preschool 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 PLAYMATES COOPERATIVE PRESCHOOL

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 2340 42nd Avenue (1980 – Present)

Previous (No Longer Extant) Locations:

- 399 San Fernando Way (1950 – 1980)

Recommended by Applicant

- Two Murals on the property
 - Lizard by Danielle Turner, 2019
 - Recycled Materials- created by Playmates families, circa 2018-2020

Additional Recommended by Staff

- Cooperative style preschool education
- Child-centered environment

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 2023-000672LBR to the Office of Small Business on February 15, 2023.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, So, Nageswaran, Matsuda

NOES: None

ABSENT: Johns

ADOPTED: February 15, 2023