



Legacy Business Registry Staff Report

Hearing Date: July 24, 2023

UNDERGLASS CUSTOM FRAMING

Application No.: LBR-2022-23-004
Business Name: Underglass Custom Framing
Business Address: 2239 Market St.
District: District 8
Applicant: Eric Funk, Owner
Nomination Date: July 19, 2022
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Underglass Custom Framing is a custom picture framing shop and gallery space, currently located in the Castro neighborhood. It is the last remaining custom framing shop in the Castro that exclusively provides custom picture framing to its residents. While the framing services cater to everyday residents, many significant life events are framed and preserved at Underglass Custom Framing. A more recent event was the legalization of same-sex marriage, leading hundreds of couples to the LGBTQ-owned shop to commemorate their unions.

The past and current owners are all members of the LGBTQ community. Originally named Under Glass, the business was started by Scott (surname unknown) in his Bernal Heights home in 1985. Throughout his ownership, the business has moved from his home to the South of Market neighborhood and then to the Castro neighborhood. The current owner, Matthias Brandt, took over the business in 2006. Matthias' partner, Eric Funk, joined as a co-owner in 2011.

Underglass Custom Framing supports local artists by hiring from within the community, exposing them to the wide variety of art that is brought in to get framed. A yearly framing allowance is provided to employees to get their personal art professionally framed and ready for exhibit. The gallery space is used to host art shows, providing a platform for the emerging artists.

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, Underglass Custom Framing has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

40-A Gladys St. from 1985 to 1987 (2 years)
123 Townsend St. from 1987 to 1994 (7 years)
268 Church St. from 1994 to 2020 (26 years)
524 Gough St. from 2013 to 2022 (9 years)
2239 Market St. from 2020 to Present (3 years)

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 2

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

Yes, Underglass Custom Framing has contributed to the history and identity of the Castro 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 Market Street property is located within the California Register-eligible Upper Market Street Commercial Historic District. The property was included in the Market Octavia Survey and was rated eligible for the California Register both individually and as a contributor to a California Register eligible district through a survey evaluation.
- Underglass Custom Framing is honored to be framing the sash of the reigning Miss San Francisco, Monroe Lace. Miss Lace, among many other things, is the first transgender Miss San Francisco in history.
- Underglass Custom Framing was featured in the April 2021 issue of Picture Framing Magazine for their innovative design work. Steven Bracco from Hoodline also published a story on the store's history coinciding with the pending move to Market Street in August of 2019 as a result of seismic retrofitting at the Church Street location.
- Underglass Custom Framing is the last remaining custom frame shop in the Castro that exclusively provides custom picture framing to its residents. The business supports local artists by hiring within the community and providing a yearly framing allowance to their employees which helps get the art they personally make professionally framed and ready for exhibit. They have partnered with many non-profit organizations to provide custom framing and/or donations for their events and fundraisers, including the GLBT Historical Society, Art for AIDS, Maitri, the De Merillac Academy's Annual Scholarship Benefit, and many other local school events. They have also hosted many art shows from a diverse group of artists. This has provided a platform for many artists to have their work shown and a space for the community to come together. While in recent years the COVID pandemic has impacted the ability to resume art shows, the business is committed to resume the popular art exhibits in 2023. They work with Creativity Explored, a groundbreaking studio collective that partners with developmentally disabled artists, by offering exclusive discounts to their patrons for art purchased at their studio. Lastly, the business regularly donates supplies and equipment to The Delancey Street Foundation, a San Francisco non-profit that provides residential rehabilitation services and vocational training programs for substance abusers and convicted criminals. Underglass Custom Framing is an immigrant- and LGBTQ+-owned business since its founding in 1985. Current owner, Matthias Brandt, took over the business in 2006. Matthias' partner, Eric Funk, joined as a co-owner in 2011. The two co-owners are members of the LGBTQ+ community and immigrants.

CRITERION 3

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

Yes, Underglass Custom Framing is committed to maintaining the physical features and traditions that define the business.

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HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Underglass Custom Framing 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:

- Custom picture framing.
- Museum conservation quality framing
- Art shows featuring emerging artists
- Partnerships with non-profit organizations.

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.

- Picture frame store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Underglass Custom Framing currently located at 2239 Market St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

July 24, 2023

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Adopting findings approving the Legacy Business Registry application for Underglass Custom Framing, currently located at 2239 Market St.

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 July 24, 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 Underglass Custom Framing 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 Underglass Custom Framing.

Physical Features or Traditions that Define the Business:

- Custom picture framing.
- Museum conservation quality framing
- Art shows featuring emerging artists
- Partnerships with non-profit organizations.

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

- Picture frame store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 24, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

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District: District 8
Applicant: Eric Funk, Owner
Nomination Date: July 19, 2022
Nominated By: Supervisor Rafael Mandelman

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

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268 Church St. from 1994 to 2020 (26 years)
524 Gough St. from 2013 to 2022 (9 years)
2239 Market St. from 2020 to Present (3 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: June 22, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

June 9, 2023

Re: Nomination of Underglass Custom Framing to the Legacy Business Registry

Dear Director Tang,

I am writing to nominate Underglass Custom Framing, a.k.a., Under Glass to the Legacy Business Registry. Under Glass has provided museum quality conservation framing for all art mediums in an inclusive and welcoming space for over 38 years, and has been LGBTQ owned the entire time.

Under Glass first opened its doors in 1985 at the home of co-founder Scott, in Bernal Heights. Business went well, and in 1987 Scott moved the shop from his home to the historic Townsend Building at 123 Townsend Street, then to 268 Church Street in 1992.

In 1994 Lynn Cichetti acquired the business, which thrived under her leadership for the next 12 years, firmly establishing itself as a Castro neighborhood fixture. Current owner Matthias Brandt purchased Under Glass in 2006, and was joined by partner and co-owner Eric Funk in 2011. The pair have run the business ever since, and it continues to serve as an invaluable cornerstone of the community.

Given Under Glass' enduring presence in the Castro and their commitment to providing quality conservation framing while supporting their community, I strongly believe that they would benefit from being a part of San Francisco's Legacy Business Registry, and I want to thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "RJM".

Rafael Mandelman
Member, San Francisco Board of Supervisors



Legacy Business Registry Application



Business Information

Business name: Underglass Custom Framing a.k.a. Under Glass

Business owner name(s): Matthias Brandt/Eric Funk

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

Current business address: 2239 Market St. San Francisco, CA 94114

Telephone: (415) 252 – 9844 **Email:** info@underglassframing.com

Mailing address (if different than above): 428 Font Blvd. San Francisco, CA 94132

Website: underglassframing.com

Facebook: underglassframing **Twitter:** N/A

7-digit San Francisco Business Account Number (BAN): 0 4 6 6 7 5 3

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.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input checked="" type="checkbox"/> LGBTQ+-Owned Business | <input type="checkbox"/> Veteran-Owned Business |
| <input type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business |

**Minority is defined as one 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: Eric Funk

Contact person title: Owner

Contact telephone: () – **Contact email:**

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: **Zip Code:**

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

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:**

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: Eric Funk

Signature:



Date:

05/17/2023

UNDERGLASS CUSTOM FRAMING

Written Historical Narrative

INTRODUCTION

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

Underglass Custom Framing is a custom picture framing shop providing museum conservation quality framing for all art mediums. It also provides a gallery space for art shows featuring emerging artists.

b. Describe whom the business serves.

Underglass Custom Framing has a wide and diverse customer base. The clientele demographic spans all ages, genders, sexual identities, and income brackets. While the business is well known to cater to owners of fine art, it also provides framing services to countless residents looking to preserve family photos and artifacts of familial and community importance.

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

Museum quality, conservation custom picture framing.

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.

Underglass Custom Framing was founded in 1985 as “Under Glass” by a man named Scott. Scott’s surname is unknown and was not found in an extensive search of available City records, telephone directories, city directories, the California Secretary of State’s records, various newsletter/newspaper archives, nor anywhere online. While no surname could be found for the founder, the telephone directories did show the addresses of the business through the years.

Scott started Under Glass from his home at 40-A Gladys Street in Bernal Heights in 1985.

Business seems to have gone well because in 1987 Scott moved the business from his home to the historic Townsend Building at 123 Townsend Street.

In 1992, Scott relocated the business once again to 268 Church Street in the Castro neighborhood.

In 1994, Lynn Cichetti acquired the business, further establishing Under Glass as a Castro neighborhood fixture.

Lynn owned and operated the store until 2006 when the current owner, Matthias Brandt, learned that it was available to buy and purchased the business from Lynn.

The business took the name Underglass Custom Framing (Underglass as one word) in 2006 when Matthias purchased the business, and it was officially registered with the City and County of San Francisco as Underglass Custom Picture Framing, Inc.

Matthias' partner Eric Funk became co-owner in 2011, and the pair have run the business together since then.

In June 2013, Matthias and Eric opened a second location at 524 Gough Street in Hayes Valley.

In 2019, with pending seismic retrofitting at 268 Church Street making the space unusable for production, Matthias and Eric moved the business to 2239 Market Street in the Castro in the former location of Sweet Inspiration, where it continues to operate today.

In May 2022, Matthias and Eric closed the Hayes Valley location. While that store was very successful, staffing shortages made keeping two locations open impossible.

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

1985 to 1992:	Scott (Surname unknown)
1992 to 2006:	Lynn Cichetti
2006 to 2011:	Matthias Brandt
2011 to Present:	Matthias Brandt and Eric Funk

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

The only shutdown of the business was due to the COVID-19 pandemic, which shut operations down from March 16, 2020, to June 15, 2020.

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.

Underglass Custom Framing is the last remaining custom frame shop in the Castro that exclusively provides custom picture framing to its residents. It has been in the Castro since 1992 when its founder, Scott, moved the store from SoMa to the then bustling 200 block of Church Street to serve a new community. Its founder Scott, second owner Lynn Cichetti, and current owners Matthias Brandt and Eric Funk were and are all members of the LGBTQ community. As of 2023, that is 38 years of LGBTQ ownership, nearly 30 of those years in San Francisco's Castro district.

In addition to providing framing services to everyone from The Sisters of Perpetual Indulgence to the Plumbers and Pipefitters Union Local 38, Underglass has consistently looked to the artist community to hire staff. Not only does this provide much needed employment for local artists, but also helps in their growth by exposing them to the wide variety of art that San Francisco's residents bring to the business to frame. Underglass also provides a yearly framing allowance to their employees which helps the young artists employed there get the art they personally make professionally framed and ready for exhibit.

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

Underglass Custom Framing is a neighborhood shop that, for the most part, caters to everyday residents. What those residents bring through the doors to have framed and preserved are almost always of great significance to them. The birth of a child, the death of a parent, a family heirloom passed down through generations, a wedding photo, or achieving a major life goal – all of these significant events bring people to Underglass to have items from these moments preserved and prepared to hang in their homes or businesses.

One of the greatest events in recent memory was the wave of same-sex wedding photos that flooded the store once same-sex marriage was legalized. Having hundreds of couples coming to the LGBTQ-owned shop to commemorate their unions was one of the greatest honors Underglass has had the pleasure of being a part of.

Underglass is also very excited and honored to be framing the sash of the reigning Miss San Francisco, Monroe Lace. Miss Lace, among many other things, is the first transgender Miss San Francisco in history – a very significant event indeed.

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

Underglass Custom Framing has partnered with many non-profit organizations to provide custom framing and/or donations for their events and fund raisers, including the GLBT Historical Society, Art for AIDS, Maitri, the De Merillac Academy's Annual Scholarship Benefit, and many other local school events.

Underglass Custom Framing has also hosted many art shows from a diverse group of artists. This has provided a platform for many artists to have their work shown and also a space for the community to come together. While in recent years the COVID pandemic has impacted the

ability to resume art shows, the business is committed to resume the popular art exhibits in 2023.

Underglass also works with Creativity Explored, a groundbreaking studio collective that partners with developmentally disabled artists, by offering exclusive discounts to their patrons for art purchased at their studio. Underglass also regularly donates supplies and equipment to The Delancey Street Foundation, a San Francisco non-profit that provides residential rehabilitation services and vocational training programs for substance abusers and convicted criminals.

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

While picture framing doesn't usually make many headlines, Underglass was proud to be featured in the April 2021 issue of Picture Framing Magazine for their innovative design work. Steven Bracco from Hoodline also published a story on the store's history coinciding with the pending move to Market Street in August of 2019 as a result of seismic retrofitting at the Church Street location.

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

Not applicable.

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

Underglass Custom Framing is the last shop in the Castro to exclusively offer custom picture framing with a full line of frames from around the world. It is also perhaps the only shop in the Castro where residents can come and purchase a photo frame for family or friend photos. Underglass' gallery space is also a space that emerging artists would surely agree is important to maintain. Recently, The Bay Area Reporter reported that fewer than 50% of Castro businesses were owned by members of the LGBTQ community. While there is room for everyone in San Francisco's Castro district, every LGBTQ-owned business that closes or moves diminishes the unique character of this historic San Francisco neighborhood.

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?

When Matthias Brandt took over the business in 2006, a rebranding of the logo and signage took place with a distinctive gold and burgundy design. While the business had to make a move in 2019, the signage and logo remain the same and are symbols of the quality that Underglass has been known for since 1985.

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

Underglass Custom Framing is committed to maintaining quality custom picture framing and gallery space for the residents of San Francisco.

c. What challenges is the business facing today?

Small businesses face a myriad of challenges in San Francisco including high rents, rising costs of supplies, parking for customers, and staffing issues. Underglass Framing is not immune to any of these issues. Finding experienced picture framers is incredibly difficult as people joining the workforce in recent years have leaned away from the trades and more towards tech and other professions. The rent is at a premium for the businesses in the Castro, especially in Underglass' case with the move from its longtime home on Church Street because of seismic retrofitting to the new location on Market Street. Prices for supplies and shipping those supplies have not come down post-pandemic as was hoped. Street parking has been reduced to one spot due to parklets that continue to pop up, which also drastically reduce visibility from the street. When the businesses with the parklets close for the day, the parklets attract open drug use, which makes the staff feel unsafe. Newly designated loading spots for large trucks further squeeze street parking as well. Underglass does however understand that these challenges are not unique to their business and that parklets provide a benefit to their neighboring businesses.

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.

Picture frame store.

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 that houses Underglass Custom Framing is "A - Historic Resource Present." The building appears to be eligible for the California Register both individually and as a contributor to the Upper Market Street Commercial Historic District, a California Register-eligible district.



EUROPEAN WAX CENTER

24 HOUR CLEANING

EMERGENCY PLUMBING

EMERGENCY

ZONE MPH 10



24 HOUR CLEANERS

2233

ALTERATIONS
WASH & FOLD

EUROPEAN WAX CENTER

SMALL FRAMING
UNDERGLASS
CUSTOM FRAMING



UNDERGLASS
CUSTOM FRAMING















<https://hoodline.com/2019/08/after-decades-on-church-street-castro-s-underglass-custom-framing-to-move-to-new-location/>



After decades on Church Street, Castro's Underglass Custom Framing to move to new location



Underglass Custom Framing at 268 Church St. is now closed. | Photo: Steven Bracco/Hoodline

By [Steven Bracco](#) - Published on August 09, 2019.

After sitting vacant for over a year, the [former home](#) of Sweet Inspiration bakery (2239 Market St.) will soon have a new tenant.

[Underglass Custom Framing](#) will be moving into the space from its previous location at 268 Church Street, which closed July 18. The frame shop also has another location in Hayes Valley (524 Gough St.), which will be staying put.



Underglass Custom Framing will open soon at 2239 Market St. | **Photo: Steven Bracco/Hoodline**

Underglass' current co-owners, Matthias Brandt and Eric Funk, have operated the framing business since 2005. Their move from Church Street, Underglass' home for more than three decades, was prompted by a mandatory seismic retrofit.

"Our landlord at that location was not able to promise us a date when [the retrofit] will be completed," Brandt said. "[After the retrofit], the store will also lose a considerable amount of square footage, and our large equipment won't fit into the production area anymore, so we had to find a new store location."

Public records indicate a permit for the seismic retrofit has been filed, with construction costs estimated at \$25,000. It's unclear if Church Street Cafe, which will also be affected by the

retrofit, will need to close while it's completed. Hoodline reached out to the cafe for comment, but has yet to receive a response.



Framed art by local artist Elliot C. Nathan. | **Photo: Underglass/Instagram**

Brandt said staying in the neighborhood was important to him and his staff.

"We have been part of the Castro for many years, we have earned the trust of our community in the Castro and surrounding neighborhoods," he said. "For us, it was a no-brainer to stay as close as possible to our old location."

He's excited about his new space, which he says is much larger and brighter, with great visibility and easy access from Market Street.

The additional space will also allow Underglass to resume its popular gallery shows. "We kind of grew out of space at the Church Street location, and we are excited about having more room for shows again," said Brandt, who hopes to host artists three or so times a year.

The focus will be on emerging artists, from photographers to painters to multimedia artists — "as long as the art is frameable," explained Brandt.

Brandt also plans to partner with agencies that work with artists for a cause, like [Creativity Explored](#), which promotes the work of artists with developmental disabilities.



Underglass' Hayes Valley location. | **Photo: Steven Bracco/Hoodline**

Both the Castro and Hayes Valley locations will continue to be managed by Micah Ruiz, who Brandt says is "an expert in custom picture framing, and probably one of the most qualified framers in the Bay Area."

"We truly get excited about the framing projects we work on, and we believe that is part of what sets us apart," he noted.



Micah Ruiz, alongside a framed project. | **Photo: Underglass Custom Framing/Instagram**

Underglass' move up Market Street is also a reunion of sorts. For years, it was located just around the corner from photography shop Photoworks, until Photoworks was [forced to relocate](#) by its own seismic retrofit in 2016. With the move, the two shops will be neighbors once more.

"Photoworks and Underglass have always respected each other," said Brandt. "We plan to keep doing what we were always doing best, and that is quality framing."

While an official reopening date for Underglass is not set, Brandt is hoping for October. Construction is underway, and once the shop reopens, its hours will be 11 a.m.-7 p.m. on weekdays and 11 a.m.-5 p.m. on weekends.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: July 19, 2023

Filing Date: June 22, 2023
Case No.: 2023-005680LBR
Business Name: Underglass Custom Framing
Business Address: 2239 Market St.
Zoning: NCT (UPPER MARKET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
 40-X,50-X Height and Bulk District
Cultural District: Castro LGBTQ Cultural District
Block/Lot: 3559/002
Applicant: Eric Funk
 2239 Market St.
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Maggie Dong - 628.652.7426
Maggie.Dong@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Underglass Custom Framing is a custom picture framing shop and gallery space, currently located in the Castro neighborhood. It is the last remaining custom framing shop in the Castro that exclusively provides custom picture framing to its residents. While the framing services cater to everyday residents, many significant life events are framed and preserved at Underglass Custom Framing. A more recent event was the legalization of same-sex marriage, leading hundreds of couples to the LGBTQ-owned shop to commemorate their unions.

Underglass Custom Framing supports local artists by hiring from within the community, exposing them to the wide variety of art that is brought in to get framed. A yearly framing allowance is provided to employees to get their personal art professionally framed and ready for exhibit. The gallery space is used to host art shows, providing a platform for the emerging artists.

The past and current owners are all members of the LGBTQ community. Originally named Under Glass, the business was started by Scott in his Bernal Heights home in 1985. Throughout his ownership, the business has moved from his home to the South of Market neighborhood and then to the Castro neighborhood. The current owner, Matthias Brandt, took over the business in 2006. Matthias' partner, Eric Funk, joined as a co-owner in 2011.

The business' location at 2239 Market Street is a Category A (Historic Resource Present) structure on the southeast side of Market Street between Sanchez Street and Noe Street in the Castro/Upper Market neighborhood. It is within the Upper Market Neighborhood Commercial Transit Zoning District; a 40-X, 50-X Height and Bulk District; Central Neighborhoods Large Residence Special Use District; and Castro LGBTQ Cultural District. 2239 Market Street was included in Market Octavia Survey (2010) where it received a California Historical Resource status code of "3CB" and was identified as eligible for California Register both individually and as a contributor to a California Register eligible district.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1985.

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

Yes. Underglass Custom Framing qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Underglass Custom Framing has operated continuously in San Francisco for 38 years.
- b. Underglass Custom Framing has contributed to the history and identity of the Castro neighborhood and San Francisco.
- c. Underglass Custom Framing 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?*

No.

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

Yes. The Market Street property is located within the California Register-eligible Upper Market Street Commercial Historic District. Underglass Custom Framing is honored to be framing the sash of the reigning Miss San Francisco, Monroe Lace. Miss Lace, among many other things, is the first transgender Miss San Francisco in history.

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

Yes, this property was in the Market Octavia Survey and was rated eligible for the California Register both individually and as a contributor to a California Register eligible district through a survey evaluation.

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.?*

Yes. Underglass Custom Framing was featured in the April 2021 issue of Picture Framing Magazine for their innovative design work. Steven Bracco from Hoodline also published a story on the store's history coinciding with the pending move to Market Street in August of 2019 as a result of seismic retrofitting at the Church Street location.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Underglass Custom Framing is the last remaining custom frame shop in the Castro that exclusively provides custom picture framing to its residents. The business supports local artists by hiring within the community and providing a yearly framing allowance to their employees which helps get the art they personally make professionally framed and ready for exhibit. They have partnered with many non-profit organizations to provide custom framing and/or donations for their events and fundraisers, including the GLBT Historical Society, Art for AIDS, Maitri, the De Merillac Academy's Annual Scholarship Benefit, and many other local school events. They have also hosted many art shows from a diverse group of artists. This has provided a platform for many artists to have their work shown and a space for the community to come together. While in recent years the COVID pandemic has impacted the ability to resume art shows, the business is committed to resume the popular art exhibits in 2023. They work with Creativity Explored, a groundbreaking studio collective that partners with developmentally disabled artists, by offering exclusive discounts to their patrons for art purchased at their studio. Lastly, the business regularly donates supplies and equipment to The Delancey Street Foundation, a San Francisco non-profit that provides residential rehabilitation services and vocational training programs for substance abusers and convicted criminals.

Underglass Custom Framing is an immigrant- and LGBTQ+-owned business since its founding in 1985. Current owner, Matthias Brandt, took over the business in 2006. Matthias' partner, Eric Funk, joined as a co-owner in 2011. The two co-owners are members of the LGBTQ+ community and immigrants.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 2239 Market St. (2020 – Present)

Previous (No Longer Extant) Locations:

- 40-A Gladys St. (1985 - 1987)
- 123 Townsend St. (1987 - 1994)
- 268 Church St. (1994 - 2020)
- 524 Gough St. (2013 – 2022)

Recommended by Applicant

- Custom Picture Framing
- Museum Conservation Quality Framing
- Art Shows Featuring Emerging Artists
- Partnerships with Non-profit Organizations

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: JULY 19, 2023

Case No.: 2023-005680LBR
Business Name: Underglass Custom Framing
Business Address: 2239 MARKET ST (Primary Address)
Zoning: NCT (UPPER MARKET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
 40-X,50-X Height and Bulk District
Block/Lot: 3559/002
Applicant: Eric Funk
 2239 Market St.
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Maggie Dong - 628.652.7426
 Maggie.Dong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR UNDERGLASS CUSTOM FRAMING CURRENTLY LOCATED AT 2239 MARKET ST, BLOCK/LOT 3559/002.

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 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 July 19, 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 Underglass Custom Framing 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 Underglass Custom Framing.

Locations

Current Locations:

- 2239 Market St. (2020 – Present)

Previous (No Longer Extant) Locations:

- 40-A Gladys St. (1985 - 1987)
- 123 Townsend St. (1987 - 1994)
- 268 Church St. (1994 - 2020)
- 524 Gough St. (2013 – 2022)

Physical Features or Traditions that Define the Business

- Custom Picture Framing
- Museum Conservation Quality Framing
- Art Shows Featuring Emerging Artists
- Partnerships with Non-profit Organizations

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

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on July 19, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 19, 2023