



# Legacy Business Registry Staff Report

Hearing Date: December 14, 2020

## SURFACES BY DAVID BONK

*Application No.:* LBR-2020-21-016  
*Business Name:* Surfaces by David Bonk  
*Business Address:* 1942 Ocean Avenue  
*District:* District 7  
*Applicant:* Chris Buchan, General Manager  
*Nomination Date:* October 2, 2020  
*Nominated By:* Supervisor Norman Yee  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Surfaces by David Bonk ("Surfaces") is a high-end decorative wall covering company located at 1942 Ocean Avenue that was started by David Bonk in 1988. The business designs and produces hand painted wall coverings. Bonk originally started his work as a muralist, but it was suggested it would be easier for him to sell his designs if he created wallpaper. Bonk started producing his wallpaper work for his clients, like Stuart Lampert Associates, from his living room of 361 Faxon Street. Throughout time, David Bonk's domestic partner, Jose Canelo, and other newly hired employees would assist Bonk, and the business moved to a larger house on Orizaba Avenue. In August 2000, the company moved to the current location of 1942 Ocean Avenue.

For over 30 years, David Bonk has been creating artisan hand painted wallpaper. They produce a variety of hand painted wallpapers, and vinyl and grass cloth wallcoverings. The business aims to work with customers on creating custom tailored interior wall coverings for clients. All canvases are fully customizable. Everything is done by hand in a traditional method. Surfaces aims to create pieces that are bespoke to clients. Surfaces is one of the few remaining representative of the artisan businesses in San Francisco.

Besides being a unique business in the Ingleside community, Surfaces supports hiring local employees. Surfaces recruits employees at local networking sites like City College of San Francisco and San Francisco State University's job boards. They aim to bring people who have an interest in interior design and the arts and give them real world experience within the industry. They also provide a welcoming atmosphere for the community to discover the artistry behind the wall cover industry.

### 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, Surfaces by David Bonk has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

361 Faxon Avenue from 1988 to 1992 (4 years)  
637 Orizaba Avenue from 1992 to 2000 (8 years)  
1942 Ocean Avenue from 2000 to Present (20 years)

**Legacy Business Program**  
Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
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[www.legacybusiness.org](http://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, Surfaces by David Bonk has contributed to the history and identity of the Ingleside 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 the hand painted wall covering art industry.
- The building is classified as a Historic Preservation Evaluation Category B (Unknown/ Age Eligible) and is within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey. The building's facade is designed in the Commercial Vernacular with some Spanish Revival influences. The building has details and features from that architecture style. Some significant patrons to the business are Alex Rodriquez, Jason Giambi, Mr. Miami Marlon, Jeff Conine, Tiffany and Company, San Francisco's Nordstrom department store, Grant Hyatt Hotel near Union Square, Hilton Portsmouth Square, Pelican Hill Resort in Newport Beach, Las Vegas' Caesar's Palace, Bellagio, Wynn, and Mirage. Their clients are located all around the world, like inn Seattle, Los Angeles, Orange County, Denver, Chicago, Dallas, Houston, Miami, Atlanta, Washington D.C., New York, Paris, Beijing, Shanghai, Hong Kong, Seoul, and Macau.
- Surfaces was mentioned and featured in Textile Eye, Connecticut Cottages and Gardens, and Traditional Home and Luze Interiors + Design. Surfaces was also featured in the Bradbury Collection with a showroom.

## CRITERION 3

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

Yes, Surfaces by David Bonk is committed to maintaining the physical features and traditions that define the organization.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Surfaces by David Bonk 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:

- Large windows that are open so the public can see artistry in action.
- Front display room.
- Working studio floor with artisanal handcrafted wall coverings.
- Mezzanine office.

## 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.

- Manufacturing of wallpaper.

### Legacy Business Program

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## STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Surfaces by David Bonk currently located at 1942 Ocean Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

### Legacy Business Program

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# Small Business Commission

Resolution No. \_\_\_\_\_

December 14, 2020

## SURFACES BY DAVID BONK

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*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### **Adopting findings approving the Legacy Business Registry application for Surfaces by David Bonk, currently located at 1942 Ocean Avenue.**

**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 in 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 December 14, 2020, 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 Surfaces by David Bonk in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Surfaces by David Bonk.

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Physical Features or Traditions that Define the Business:

- Large windows that are open so the public can see artistry in action.
- Front display room.
- Working studio floor with artisanal handcrafted wall coverings.
- Mezzanine office.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Surfaces by David Bonk on the Legacy Business Registry:

- Manufacturing of wallpaper.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 14, 2020.

---

Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2020-21-016  
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*Nominated By:* Supervisor Norman Yee

**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

361 Faxon Avenue from 1988 to 1992 (4 years)  
637 Orizaba Avenue from 1992 to 2000 (8 years)  
1942 Ocean Avenue from 2000 to Present (20 years)

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

Yes  No

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

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** November 4, 2020

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

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President, Board of Supervisors  
District 7

City and County of San Francisco

## NORMAN YEE

October 2, 2020

Dear Mr. Kurylo,

I am writing to nominate to the Legacy Business Registry, Surfaces by David Bonk.

The business is a proud part of the Ingleside community – and has been making handcrafted goods in the Ingleside neighborhood for 32 years. First opened in 1988 in David Bonk’s living room on Faxon Avenue, the operation moved to a house on Orizaba Avenue in the Ingleside about a year later before moving to its current location at 1942 Ocean Avenue in August 2000.

Surfaces by David Bonk creates artisan hand painted wallpaper and furnishes historic and new businesses all over the world. This business continues to make beautiful wallpaper as it would have been made in the 1500s – all by hand. While demand for hand-crafted products has increased over the last 30 years, most of the business’s competitors have closed and many artisanal businesses in San Francisco have struggled to survive.

The business is located on the main commercial corridor of the Ingleside, and maintains a historic commercial storefront that adds character to the streetscape including large windows that open so that passerbys can watch the artistry in action.

Because Surfaces by David Bonk is a truly unique, creative business that has proudly been rooted in the Ingleside neighborhood for 32 years, it is my distinct honor to nominate it to become part of San Francisco’s Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Supervisor Norman Yee  
President, Board of Supervisors  
District 7

## Section One:

### Business / Applicant Information.

Please provide the following information:

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

<b>NAME OF BUSINESS:</b>	
Surfaces Handpainted Wallcoverings	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
David Bonk	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
1942 Ocean Avenue	415-239-1078
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
www.surfacesbydavidbonk.com	
<b>FACEBOOK PAGE:</b>	
www.facebook.com/Surfacesbydavidbonk/	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Chris Buchan	415-239-1078
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
General Manager	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0938805	
<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>	



## 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
361 Faxon Street	94112	8/88
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>		<b>DATES OF OPERATION AT THIS LOCATION</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		8/88-9/92

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
637 Orizaba Avenue	94132	Start: 9/92
		End: 9/2000

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1942 Ocean Avenue (Current location)	94127	Start: 9/2000
		End: present

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

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Christopher Buchan

10/2/2020



Name (Print):

Date:

Signature:

## **SURFACES BY DAVID BONK**

### **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.**

Surfaces by David Bonk (“Surfaces”) is a manufacturer of high-end decorative wall coverings in the Ingleside neighborhood of San Francisco, California. It has been in operation since 1988. Surfaces has been in business for over 30 years.

David Bonk was born in April 1957 in Chicago, Illinois, and raised in Wisconsin. He moved to Los Angeles in his early twenties and found employment in the interior design industry. He developed an expertise in architectural painting, also known as faux finishing. Bonk moved to San Francisco in 1988 where he founded Surfaces and attended an art school called Sandra Day Academy.

Bonk’s first business, Surfaces Architectural Painting, operated from 1986 to 1988. During this time, his work was more like that of a muralist, painting on various interior surfaces. One notable client was Eddi-Rue McClanahan, an American actress and comedian best known for her roles on television as Vivian Harmon on *Maude*, Aunt Fran Crowley on *Mama’s Family* and Blanche Devereaux on *The Golden Girls*.

Cecile Bradbury, owner of the Bradbury Collection, suggested Bonk move to wallpaper so that his work could be easily sold.

Bonk founded Surfaces by David Bonk in 1988 in his living room at 129 Faxon Avenue in Ingleside. (One in-house color still in use is called “129 Faxon.”) The first order was from Stuart Lampert Associates, an interior design firm, which remains a customer today over 30 years later. Surfaces by David Bonk had just one showroom, which was the Bradbury Collection in Los Angeles.

At first, Surfaces was just David Bonk and his domestic partner Jose Canelo, who would fly from Los Angeles on weekends to help Bonk create and hand paint wall coverings to fulfill client orders. Shortly thereafter, Bonk hired full-time employees to assist him. Jose moved to San Francisco in 1989, and employees were first hired that same year. Shortly after, the operation moved to a house on Orizaba Avenue in Ingleside.

In August 2000, the operation moved to 1942 Ocean Avenue, which the company bought outright. (The final mortgage payment was made in March 2020.) Bonk and Canelo were married in August 2020 via Zoom.

1942 Ocean Avenue is the design studio where the company develops, designs, and produces hand painted wall coverings. San Francisco and its natural beauty inspire the designs and colors.

Surfaces by David Bonk hires locally. General Manager Chris Buchan was hired in 1999. He worked there for a year and then left for a year. He grew up nearby in Sunnyside. His family has lived there since after the 1906 earthquake when they were displaced from the Marina neighborhood.

Today, the wall coverings are displayed in San Francisco at high-end showroom Hewm, and in Seattle, Los Angeles, Orange County, Denver, Chicago, Dallas, Houston, Miami, Atlanta, Washington D.C., New York, Paris, Beijing, Shanghai, Hong Kong, and Seoul. In August through September 2020, Bonk's wall coverings are being showcased the San Francisco Decorator Showcase, which benefits the financial aid program of San Francisco University High School. Luxury goods retailers Tiffany & Co., Cartier, and Louis Vuitton now use Bonk's wall coverings within their store decor.

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

NA

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

The business is technically not a "family-owned business," defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

NA

**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.**

The current owner of the business, David Bonk, is the original owner. The succession plan for Surfaces by David Bonk is for Chris Buchan to continue the operation upon Bonk's retirement. Buchan will maintain the tradition of handcrafting specialized works of art for interiors.

**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.**

Surfaces by David Bonk operates in a commercial building that built in 1929. The historic resource status of the building is classified by the Planning Department as Category B, Unknown/Age Eligible, with regard to the California Environmental Quality Act. The façade is designed in the Commercial Vernacular with some Spanish Revival influences. It features a horizontal transom window with turned wood mullions. It has a pent roof parapet topped with a row of Spanish red clay tile and a frieze ornamented with cartouches and egg and dart molding below. It has display windows beside the centered commercial entrance. The building is not presently on a local, state, or federal historic resource registry.

## **CRITERION 2**

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

Surfaces by David Bonk has been creating artisan hand painted wallpaper at a studio in Ingleside for over 30 years. In addition to their hand painted line, they offer a selection of vinyl and grasscloth wallcoverings. The business furnishes historic and new businesses alike with beautiful wall covers. The covers are on canvas and respect the architecture of rooms and structures that they adorn.

The business operates in and maintains a potentially historic storefront. Ingleside's stretch of Ocean Avenue has been identified as a potential historic district. This building is a contributor.

The business strives to engage and uplift the artisan community in San Francisco through offering a product that can be experienced by the senses.

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

Surfaces by David Bonk is not associated with a significant neighborhood or citywide events. However, it is significant to its respective business industry. Demand for bespoke products has increased many times over the last 30 years. Most of its competitors have closed. Surfaces by David Bonk is the sole hand-painted wallpaper manufacturer and wholesaler left. Surfaces by David Bonk therefore is representative of a rising tide of artisanal businesses in San Francisco.

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

Surfaces by David Bonk was featured in the fall 2019 issue of The Textile Eye in an article called "Studio Visit: Surfaces by David Bonk." The business has also been featured in the magazine Connecticut Cottages and Gardens. Products have been featured in Traditional Home and Luxe Interiors + Design.

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

Notable clients of Surfaces by David Bonk are Tiffany and Company, Alex Rodriguez, Jason Giambi, Mr. Miami Marlon, Jeff Conine, Nordstrom department stores including the one at San Francisco Center, the Grant Hyatt Hotel near Union Square, the interiors of the elevators at the Hilton Portsmouth Square, Pelican Hill Resort in Newport Beach, Caesar's Palace in Las Vegas, as well as the Bellagio, Wynn, Mirage, and Macau casinos.

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

Surfaces by David Bonk is committed to the Ingleside neighborhood and San Francisco. They hire local employees. In fact, all of their employees are from San Francisco. They only post job opening notices to City College of San Francisco and San Francisco State University job boards to get community-connected local applicants. They business also tries to bring in people studying interior design or the arts to give them real world experience in designing and/or producing artistic things.

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

Surfaces by David Bonk serves the interior design community both locally and globally by providing unique, high quality wall covers. Their customers are discerning and expect only the best.

The business opens its doors to neighbors and passersby who express interest in wall cover production.

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

NA

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

Should Surfaces by David Bonk be sold, it's unclear whether the business would be able to continue. Its founder and longtime manager have a wealth of knowledge and connections that make it feasible.

Should Surfaces by David Bonk be relocated, the Ingleside neighborhood would lose a small business that gives the neighborhood character and dutifully manages its storefront.

Should Surfaces by David Bonk close, the Ingleside neighborhood and San Francisco would lose a unique small business with international impact. The neighborhood and city would lose jobs and a unique creative business that provides a distinctive service to other businesses and private individuals of San Francisco, the nation, and the world.

### **CRITERION 3**

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

Surfaces by David Bonk features hand painted, vinyl, and grasscloth wallcoverings. Surfaces does hand gilding with fine metal leaf imported from Italy to make exquisite metal leaf wall coverings. Its employees work with metal leaf by hand which requires a lot of skill. The business strives to provide superior customer service and takes pride in working with interior design clients to create custom tailored solutions.

Since every order starts as a blank canvas, each hand painted wall covering is fully customized, offering clients the ability to switch background patterns, specify colors, and alter the scale of existing designs. For large commercial projects, clients have the option of translating wall coverings to heavy vinyl.

Custom coloring is available Surfaces works with color from a range of sources including fabric swatches, paint color cards, carpet samples, and elements from nature. Custom samples are available to clients.

#### **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)**

Surfaces by David Bonk does not use machines at all. Everything is made by hand in the traditional fashion. All painting is done by hand. Wallpaper made by hand is how wallpaper was made in the 1500s.

If the business began to digitally printed wallpaper, there would be nothing unique and celebratory about its products.

#### **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.).**

Surfaces by David Bonk has maintained its historic commercial storefront in good condition. It retains its mullions, transom windows, and clay tiles. The business also keeps its display area prominently in view during open hours.

Physical features essential to Surfaces by David Bonk building are 1) Large windows that are open so the public can see artistry in action; 2) a front display room; 3) a working studio floor where artisanal handcrafted wall coverings are developed, designed, and produced; and 4) a mezzanine office where communications with showrooms across the world.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

NA





Legend Athletics

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1942

CENTRAL UPHOLSTERY

CLOSED





EXQUISITE HANDPAINTED WALLCOVERINGS  
PROUDLY CRAFTED IN SAN FRANCISCO SINCE 1988  
**SURFACES BY DAVID BONK**

INSTAGRAM: @SURFACESBYDAVIDBONK WEB: SURFACESBYDAVIDBONK.COM

















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# SURFACES by DAVID BONK

## Handpainted, vinyl, and grasscloth wallcoverings

### About Surfaces

Located in San Francisco since 1988, Surfaces by David Bonk specializes in custom handpainted wallcoverings for the interior design trade.

Surfaces wallcoverings are used worldwide in private residences, department stores, and the finest resort hotels. The Surfaces line of wallcoverings is comprised of a wide array of patterns, from traditional to contemporary, in a vast number of colors, both subtle and bold. Many of the designs have metallic or pearl finishes reminiscent of aggregate minerals or fine silks.

In addition to our standard colorways, we can create a custom color for you in any one of our existing patterns or work with you on creating a custom pattern. For more information feel free to contact us or one of our representative showrooms.

[Contact us ›](#)
[Showrooms ›](#)


### Bios



DAVID BONK - OWNER

David is the founder and lead designer of Surfaces by David Bonk. From an early age art and color was a passion for David and he began his interior design career at J. Robert Scott in Los Angeles in 1980. Shortly thereafter he formed Surfaces Architectural Painting and enjoyed success faux-finishing numerous home interiors throughout California. Seeing an opportunity to transfer his designs to wall covering, David formed Surfaces by David Bonk in 1988 in San Francisco where the business now enjoys it's 30th year in operation.

# CTC & G

Connecticut Cottages and Gardens

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## FEATURES

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### Life in Focus

Extensive renovations unify the layout of a historic Fairfield County home

BY FRED ALBERT

PHOTOGRAPHS BY ELLEN McDERMOTT

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### Swedish Light

A new Litchfield County home references Gustavian motifs while remaining distinctly New England

BY DAVID MASELLO

PHOTOGRAPHS BY NEIL LANDINO JR.

98

### Evolutionary Road

Empty nesters take their longtime home in a new direction

BY ALEXA STEVENSON

PHOTOGRAPHS BY GEORGE ROSS

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### House of Blues

A refined palette and a focused team approach deliver lively and fresh designs

BY MINDY PANTIEL

PHOTOGRAPHS BY KEITH SCOTT MORTON AND ERIC RICHARDS

### ON THE COVER

"HOUSE OF BLUES," PAGE 104.

PHOTOGRAPH BY

KEITH SCOTT MORTON AND ERIC RICHARDS



*From "House of Blues," page 104.  
Photograph by Keith Scott Morton and Eric Richards*

# CTC & G

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**Shingle And Stone** A new Shingle-style home by Shope Reno Wharton is complemented by a custom blend of granite and fieldstone from O&G Industries. Tuuci pool umbrellas offer pops of color alongside RH chaises at the edge of the pool by Meehan & Ramos Pools. See Resources.

AS SEEN IN  
**CTC&G**  
Connecticut Cottages and Gardens

# HOUSE OF BLUES

A REFINED PALETTE AND A FOCUSED TEAM  
APPROACH DELIVER LIVELY AND FRESH DESIGN

BY MINDY PANTIEL | PHOTOGRAPHY BY KEITH SCOTT MORTON AND ERIC RICHARDS



*Fun.*

*Playful.*

*Sexy.*



**T**HESE ARE NOT WORDS often associated with traditional homes, especially those on estate-sized lots in prestigious neighborhoods in Fairfield County. But they are apt descriptors for many of the details interior designer Amy Aidinis Hirsch included in a classic Shingle-style home to keep the interiors lively, fresh and appropriate for a young family. In the dining room, geometric wallpaper with a hint of silver and a lacquered ceiling elevate the space. "It nearly twinkles," she says about the evocative dining quarters. Moving to the largely navy blue billiard room, the broad band of "super happy yellow" fabric that rims the alpaca drapes pops, and in the breakfast nook, the glass light fixture is reminiscent of Champagne bubbles.

**Living Well** (THIS PHOTO) A seating area in the living room boasts a Barbara Barry sofa from Heritage Home Group covered in a Donghia velvet and lounge chairs wearing a Pollack velvet. Vintage steel-frame Milo Baughman chairs wear a Rogers & Goffigon fabric. Rug is from Stark. **A Step Up** (LEFT) Doyle Herman Design Associates transformed the landscape with a terraced solution. **Blue Heaven** (BOTTOM LEFT) In the breakfast room, a round Bellissimo table from Randolph & Hein is surrounded by chairs that wear Cortina Leathers' Athene Cobalto. The custom Bocci light fixture is through Room. See Resources.







**Pattern Play** Surfaces by David Bonk wallpaper lines the walls of the dining room (ABOVE). Flowers are through Green of Greenwich. **Fresh Air** A Kingsley Bate sectional in the screened-in porch (LEFT) is upholstered in a Perennials chambray through David Sutherland. Carpet is from J.D. Staron; coffee table is through David Sutherland. See *Resources*.

**Mixing It Up** In the billiard room (OPPOSITE PAGE), a Jiun Ho coffee table is flanked by a sofa from Finished in Fabric in a Holly Hunt fabric and a Studio Van den Akker Rosso Club chair in Maharam's Compartment fabric. Silk and wool rug is from Stark. See *Resources*.

According to Hirsch, these moments exist and succeed because they are grounded in a traditional shell that provides a secure backdrop for such unexpected interjections. "It's the paneled walls and moldings that allowed me to push the envelope," she says. And it was architects Jerry Hupy and Don Aitken of the prestigious firm Shope Reno Wharton who created the thoughtful framework that acknowledges its surroundings. "Given the neighborhood, we couldn't build a Richard Meier box, and the property lent itself to a long horizontal building in keeping with Shingle style," says Aitken, noting the dormers, gables and sweeping verandas are emblematic of the local vernacular. "We also designed the house so all the rooms including the bedrooms would have views of the beautiful property."

But the rolling 2.4-acre site with its swimming pool and tennis court wasn't always so. "Nothing on the old property had been maintained, and the site work presented a major challenge," recalls builder Jim Hoffman of Sound Beach Partners, who, along with Doron Sabag, was the owner's first hire; they also brought the architects and designer to the project. Hoffman credits landscape architect James Doyle of Doyle Herman Design Associates with organizing the back of the property with a series of



AS SEEN IN  
CTC&G  
Connecticut Cottages and Gardens



**Above It All** A John Pomp chandelier from A. Rudin is made of hand-blown sculpted glass pendants with canopy and wires in oil-rubbed blackened steel. Consoles are from Desiron; table lamps from Circa Lighting. See *Resources*.



**Kitchen Cachet** (OPPOSITE PAGE, TOP) Counter stools in the kitchen wear a cobalt Holland & Sherry leather. An elegant polished nickel chandelier is from Remains. Faucet and pot filler are Dornbracht. **Wow Factor** (OPPOSITE PAGE, BOTTOM) A Waterworks faucet and a vanity made of polished Striato Olimpico stone elevate the powder room. See *Resources*.

**Master Class** (RIGHT) Sleek nickel lamps from ABC Modern and sconces from Lightology illuminate the master bedroom. The bench was re-upholstered in a Holland & Sherry fabric. Duvet is from Francine Home Collection. **Entry Point** (BELOW) A bench in the mudroom is from One Kings Lane. Bolster linen is through Quadrille. See *Resources*.



terraced granite steps that now lead to a flat grassy play area and the tennis court below it. "He managed to place the tennis courts at the bottom of a second hill and almost out of sight," Hoffman adds.

Meanwhile, the entire team collaborated on ways to balance a modern aesthetic with a traditional structure starting in the two-story entry where the glass railing meets paneled walls. The idea continues in the living room, where in lieu of a heavy coffered ceiling, the lap profile trim boards articulate without being overwhelming, and windows here and throughout are picture framed. "There are no sills, and everything is kept taut and tight," says Aitken. And about their simplified approach to the millwork, Hupy adds, "We did that so Amy could bring life into the rooms with furnishings and other things, similar to what they do in an art museum."

For her part, Hirsh continued shaking things up with strong doses of pattern and a "50 shades of blue" palette that "carries your eye from place to place." Things begin quietly in the living room,

where the neutral furnishings take a back seat to the commanding view. "This is a simple space, so we used the rug as a statement piece," says Hirsh, noting selections from the homeowner's modern art collection spike the walls with color. Midnight blue accent pillows on the sofa connect with the azure tones on the dining room wallpaper visible through an opening in one direction, and the navy that dominates the billiard room is discernable on the other side. In the kitchen, counter stools sport cobalt leather, cerulean cushions top the sunroom seating, and high gloss periwinkle cabinets in the butler's pantry ("They were Doron's idea," says Hirsh) add to the spectrum.

While the deft use of blue keeps things energetic and youthful, it's the combination of a strong modern statement with an underlying traditional foundation that tells the real story. "It was our job to honor both," says Hirsh. "And the team's edited approach to both the architecture and the interior design helped accomplish that goal." 🌟



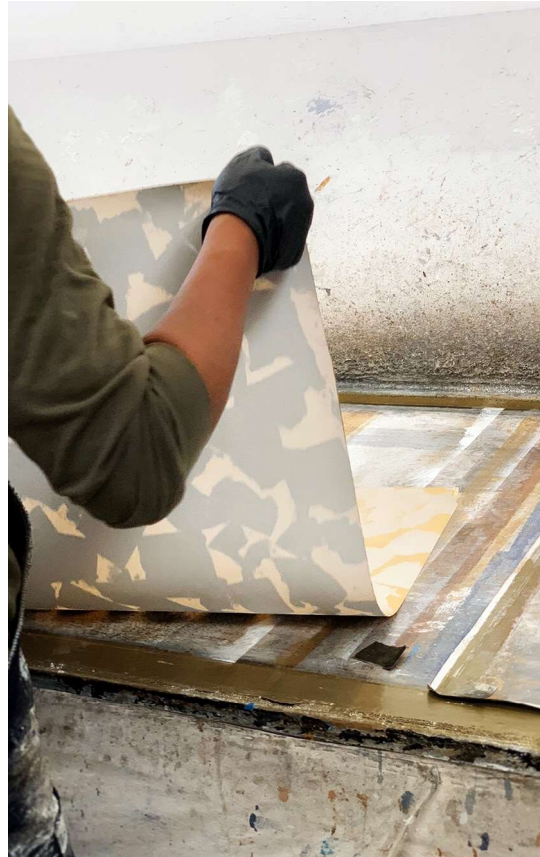
*Studio Visit*

# **SURFACES** by **DAVID BONK**

*Rolls of exquisite hand-gilded and decorated wallcoverings emerge from this 30-year old wallpaper workshop.*

Behind an unassuming storefront in southern San Francisco, a three-man team turns out yard after yard of hand-embellished wall coverings for the high-end design trade. Some patterns are hand screened, some are hand-gilded, others require the application and hand-cutting of masks. Many painting and pattern applications are done by eye. The manufacturing process calls for multiple layers: first the ground color (often striated or texturized), then metallics, whatever pattern is called for, and finally a sealing topcoat that protects the papers from the inevitable wear of the home and hospitality environments that they are destined for. Carefully selected grounds ranging from grass cloth to vinyl act as a textural backdrop for the designs.

The company began in 1988 as an extension of the architectural painting and faux finishing business of founder David Bonk. Today, studio manager Chris Buchan wears many hats, taking the lead on production, customer service, marketing and sales. Additionally, Chris collaborates on design and works up



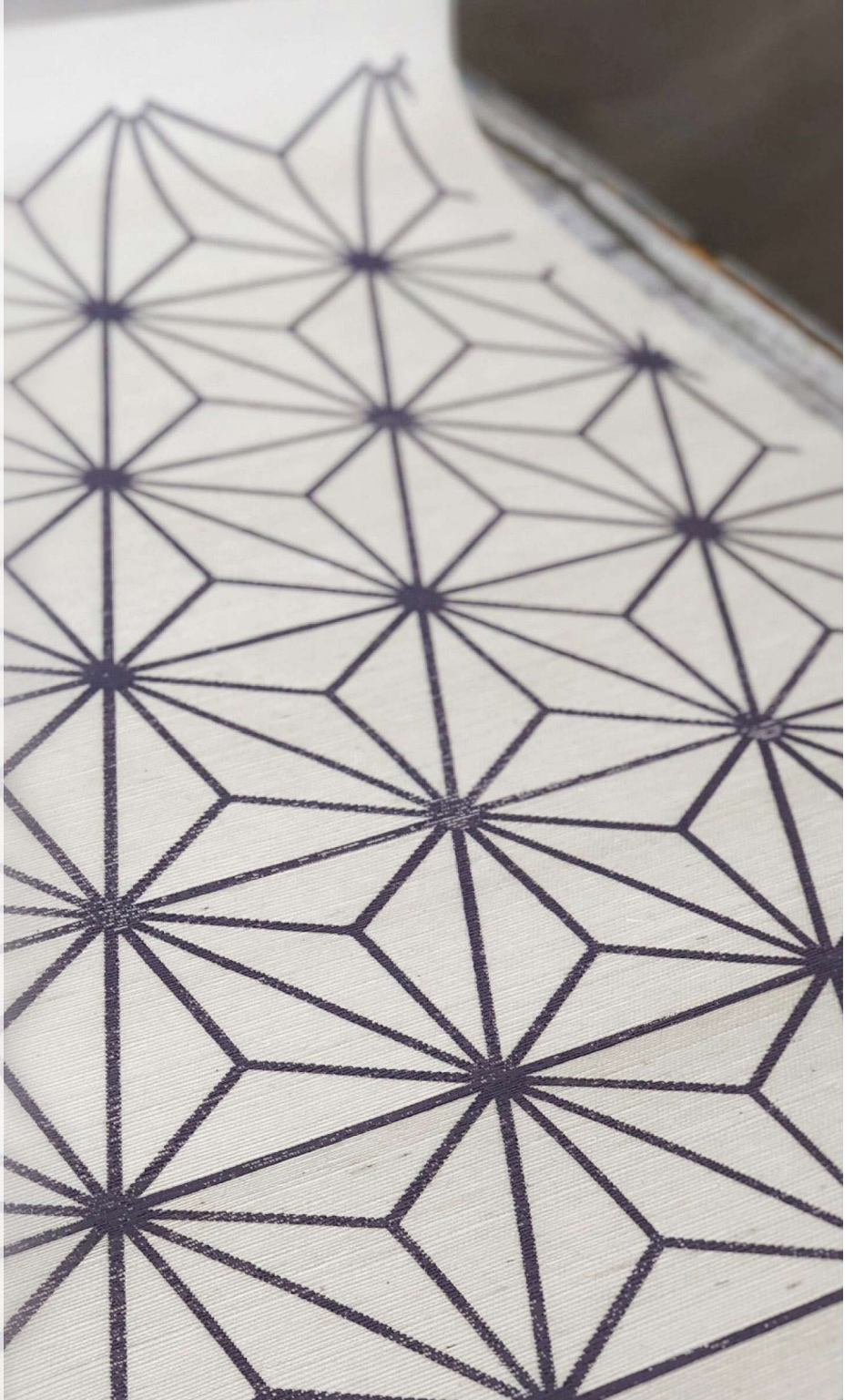
custom colors for clients.

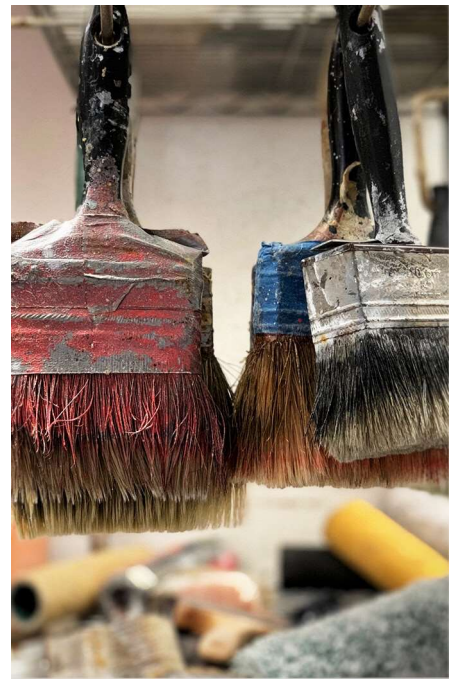
The creative process involves collecting concepts and inspirations over time, and slotting these gestational patterns into one of the company's two yearly introductions. "Design can't be forced; it has to just live and breathe" observes Chris. Inspiration for the patterns falls into three major categories: process-driven experimentation, original art sketched by David, and pared-down graphics inspired by classic pattern language.

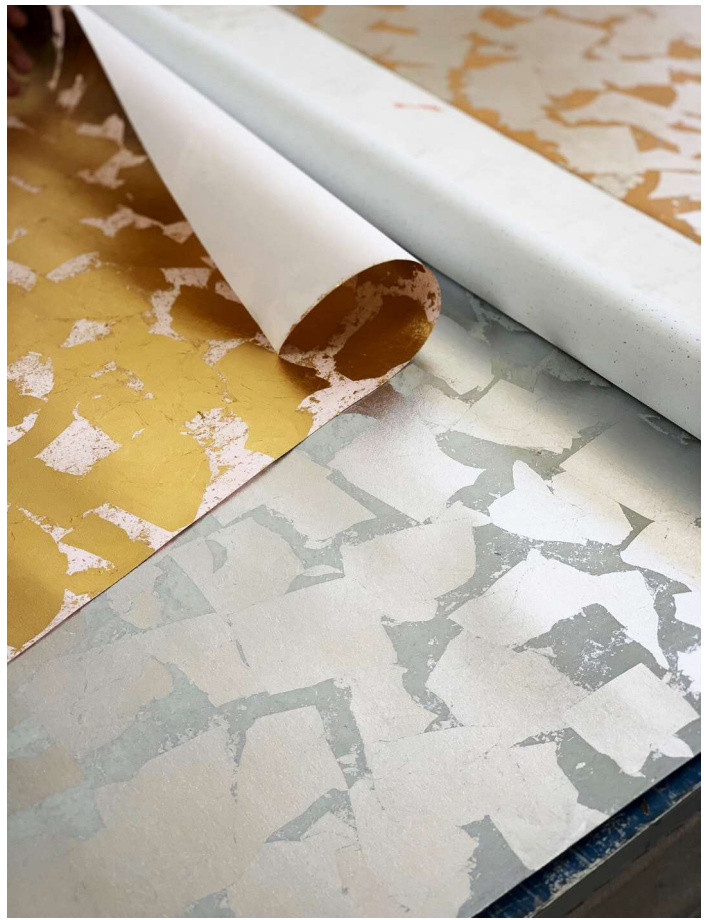
The process-driven component happens through explorations on the printing tables and happy accidents, which are collected as digital images and stored for later introduction. Often the techniques needed to recreate these one-off effects in production can take many seasons of testing and innovation to perfect.

For color inspiration, nature is the biggest influence, followed by a keen attention to "what is missing from the collection and what the most popular custom colors are." The recent trend toward more color in designs is welcome here: "Printing grey on a grey foggy day; making grey paper... it can affect the creative mood." More yellow and gold, seen in recent orders, seem to be infusing a bit of warmth into the studio.

Clients have plenty of choice; colors from soft to blingy and patterns from subtle to bold are on offer, and the team is always ready to take on a bespoke challenge. But it is the layers of painstaking hand-painted effects, from striés to stipples, gold-leafing to burnishing, that create such depth and interest at Surfaces by David Bonk.







Lessons from Legends OUR MASTERS OF DESIGN ISSUE

# TRADITIONAL HOME.

July/August 2018

## Coastal Casual Colorful

BRING HOME  
THE  
BEACH

**FARMHOUSE LUXE**  
SOPHISTICATED TWISTS ON A  
LOOK EVERYONE LOVES

**ARTISANAL FURNISHINGS**  
FROM WEST COAST CREATIVES

**LUNCH ON THE LAWN**  
EVERYTHING YOU NEED TO  
ENTERTAIN WITH EASE







## wall art, frame optional

Call them the Renoirs of wallpaper. Sharon Lee, a Korean-American artist based in Santa Monica, and David Bonk, a former architectural painter in San Francisco, turned their talents to creating beautiful handmade wallcoverings. Lee, founder of Krane Home, gives a contemporary turn to traditional Asian forms in designs such as “Gingham Jungle,” *above*. Surfaces by David Bonk offers refined designs including the subtly textured “Etruscan,” striking black-and-gold “Paris,” and classic “Cipriani” damask print, *left*.



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: DECEMBER 2, 2020**

*Filing Date:* Nov 4, 2020  
*Case No.:* 2020-010253LBR  
*Business Name:* Surfaces by David Bonk  
*Business Address:* 1942 Ocean Ave  
*Zoning:* NCT (OCEAN AVENUE NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
45-X Height and Bulk District  
*Block/Lot:* 3281/020D  
*Applicant:* Chris Buchan  
1942 Ocean Ave  
*Nominated By:* Supervisor Norman Yee  
*Located In:* District 7  
*Staff Contact:* Elton Wu 628-652-7415  
[Elton.Wu@sfgov.org](mailto:Elton.Wu@sfgov.org)

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

## Business Description

Surfaces by David Bonk (Surfaces) is a high-end decorative wall covering that was started by David Bonk in 1988, that designs and produces hand painted wall coverings located at 1942 Ocean Avenue. Although Surfaces is currently producing wall coverings, Bonk originally started his work as a muralist. It was suggested he create wallpaper with his designs to be sold and used easier. Bonk started producing his work for his clients, like Stuart Lampert Associates, from his living room of 361 Faxon Street. Throughout time, David Bonk's domestic partner, Jose Canelo, and other newly hired employees would assist Bonk and moved to a larger house on Orizaba Avenue. In August 2000, the company would move to the current location of 1942 Ocean Ave.

For over 30 years, David Bonk has been creating artisan hand painted wallpaper. They produce a variety of hand painted wallpapers, vinyl and grass cloth wallcoverings. The business aims to work with customers on creating custom tailored interior wall coverings for clients. All canvases are fully customizable. Everything is done by hand in a traditional method. Surfaces aims to create pieces that are bespoke to clients. Surfaces is one of the few remaining representative of the artisan businesses in San Francisco.

Besides being a unique business in the Ingleside community, Surfaces supports hiring local employees. Surfaces recruits employees at local networking sites like City College of San Francisco's and San Francisco State University's job board. They aim to bring people who have an interest in interior design and the arts and give them real world experience within the industry. They also provide a welcoming atmosphere for the community to discover the artistry behind the wall cover industry.

The business is in a Category B (Unknown / Age Eligible) structure on the northeast side of Fairfield way between Keystone Way in the in the Ingleside District. It is within the NCT - Ocean Avenue Neighborhood Commercial Transit Zoning District and a 45-X Height and Bulk District.

## Staff Analysis

### Review Criteria

*1. When was business founded?*

The business was founded in 1988.

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

Yes. Surfaces by David Bonk (Surfaces) qualifies for listing on the Legacy Business Registry because it meets all the eligibility Criteria:

- a. Surfaces has operated continuously in San Francisco for 32 years.
- b. Surfaces has contributed to the history and identity of the Ingleside neighborhood and San Francisco.
- c. Surfaces 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, or tradition?*

Yes. The business is associated with the hand painted wall covering art industry.

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

No. The building is classified as a Historic Preservation Evaluation Category B (Unknown/ Age Eligible). The building's facade is designed in the Commercial Vernacular with some Spanish Revival influences. The building has details and features from that architecture style.

Some significant patrons to the business are Alex Rodriguez, Jason Giambi, Mr. Miami Marlon, Jeff Conine, Tiffany and Company, San Francisco's Nordstrom department store, Grant Hyatt Hotel near Union Square, Hilton Portsmouth Square, Pelican Hill Resort in Newport Beach, Las Vegas' Caesar's Palace, Bellagio, Wynn, and Mirage. Their clients are located all around the world, like inn Seattle, Los Angeles, Orange County, Denver, Chicago, Dallas, Houston, Miami, Atlanta, Washington D.C., New York, Paris, Beijing, Shanghai, Hong Kong, Seoul, and Macau.

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

No. The business's location has a Planning Department Historic Resource status codes of "B" (Unknown / Age Eligible) because the location is age-eligible but has not been evaluated. A historic resource evaluation exceeds the scope of this Legacy Business Application. 1942 Ocean Avenue is within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.

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

No, the property is not associated with any Historic Context Statements as of the date of this Executive Summary.

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

Yes. Surfaces was mentioned and featured in Textile Eye, Connecticut Cottages and Gardens, and Traditional Home and Luze Interiors + Design. Surfaces was also featured in the Bradbury Collection with a showroom.

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

Location(s) associated with the business:

Current Locations:

- 1942 Ocean Avenue (2000 – Present)

Previous (No Longer Extant) Locations:

- 361 Faxon Street (1988 – 1992)
- 637 Orizaba Avenue (1992 – 2000)

Recommended by Applicant

- Large windows that are open so the public can see artistry in action
- Front display room
- Working studio floor with artisanal handcrafted wall coverings
- Mezzanine office

Additional Recommended by Staff

- none

## Basis for Recommendation

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

### ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: DECEMBER 2, 2020**

*Case No.:* 2020-010253LBR  
*Business Name:* Surfaces by David Bonk  
*Business Address:* 1942 OCEAN AVE ( Primary Address)  
*Zoning:* NCT (OCEAN AVENUE NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
 45-X Height and Bulk District  
*Block/Lot:* 3281/020D  
*Applicant:* Chris Buchan  
 1942 Ocean Ave  
*Nominated By:* Supervisor Norman Yee  
*Located In:* District 7  
*Staff Contact:* Elton Wu - 628-652-7415  
 Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SURFACES BY DAVID BONK CURRENTLY LOCATED AT 1942 OCEAN AVE (PRIMARY ADDRESS), BLOCK/LOT 3281/020D;

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 2, 2020, 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 Surfaces by David Bonk 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 Surfaces by David Bonk.

*Locations*

Current Locations:

- 1942 Ocean Ave (2000– Present)

Previous (No Longer Extant) Locations:

- 361 Faxon Street (1988 – 1992)
- 637 Orizaba Avenue (1992 – 2000)

*Physical Features or Traditions that Define the Business*

- Large windows that are open so the public can see artistry in action
- Front display room
- Working studio floor with artisanal handcrafted wall coverings
- Mezzanine office

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 December 2, 2020.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: December 2, 2020