



OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 9, 2019

EHS PILATES

Application No.: LBR-2019-20-004
Business Name: EHS Pilates

Business Address: 1452 Valencia Street

District: District 8

Applicant: Tracey P. Sylvester, President

Nomination Date: July 17, 2019

Nominated By: Supervisor Hillary Ronen

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

BUSINESS DESCRIPTION

EHS Pilates ("EHS") is a Pilates-based movement studio and education center founded in 1992 by master instructor Ellie Herman. Pilates is a physical fitness system developed in the early 20th century by Joseph Pilates, after whom it was named. The EHS Pilates studio first opened at 3435 Cesar Chavez Street, and was one of the earliest Pilates studios on the West Coast. Herman, a second-generation Pilates instructor, designed one of the first teacher training programs in California, wrote Pilates for Dummies, and invented a new Pilates apparatus.

In 2002, the business moved to its current location on Valencia Street, and in 2004, Tracey Sylvester joined EHS as a business manager. Sylvester and a lead instructor purchased the San Francisco studio after Herman's relocation to New York in 2007. They changed the business name from "Ellie Herman Studios" to "Energy Health Strength," keeping the EHS brand. In 2009, EHS partnered with Balanced Body to provide a globally branded Teacher Training.

In 2013, EHS Pilates was severely damaged by a fire that started in a neighboring building. EHS staff, trainers, clients and neighbors pulled together to salvage the business and preserve the original front facade. They quickly found a temporary location in a historic decommissioned church around the corner on Cesar Chavez Street. EHS only closed for a week while relocating and remained in the temporary location until 2015. Sylvester became the sole owner of the studio upon relocation.

Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. The business is currently in negotiation and facing a potentially significant rent increase.

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

No, EHS Pilates has not yet operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

3435 Cesar Chavez Street from 1992 to 2002 (10 years) 1452 Valencia Street from 2002 to 2013 (11 years) 3726 Cesar Chavez Street from 2013 to 2015 (2 years)

1452 Valencia Street from 2015 to Present (4 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes, EHS Pilates has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Mission neighborhood and San Francisco and, if not included on the Registry, would face a significant risk of displacement.

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

Yes, EHS Pilates has contributed to the history and identity of the Mission 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 Pilates tradition.
- The property has a Planning Department Historic Resource status code of "B" (Historic Resource Present) because of the building's age (constructed 1922).
- EHS Pilates has been featured in several local and media and publications, including the San Francisco Chronicle and Mission Local. EHS Pilates has also won the best Pilates studio in SF Weekly's "Best of" for the past five years (every time the Pilates category was included in poll).

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

Yes, EHS Pilates is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that EHS Pilates 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:

- Pilates and movement therapy services for all ages and bodies.
- Training and certificate program.
- Business services for movement professionals.
- Building's front facade, including original double doors, windows, cornice, and moldings.





CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

- A business culture that embraces community, diversity and total well-being.
- Direct generational line to Joseph Pilates, founder of the discipline.

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.

Pilates studio.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include EHS Pilates currently located at 1452 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager Legacy Business Program







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 9, 2019

EHS PILATES

LEGACY BUSINESS REGISTRY RESOLUTION NO.	
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Application No.: LBR-2019-20-004 Business Name: EHS Pilates

Business Address: 1452 Valencia Street

District: District 8

Applicant: Tracey P. Sylvester, President

Nomination Date: July 17, 2019

Nominated By: Supervisor Hillary Ronen

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR EHS PILATES, CURRENTLY LOCATED AT 1452 VALENCIA STREET.

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 September 9, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes EHS Pilates 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 EHS Pilates:

Physical Features or Traditions that Define the Business:

- Pilates and movement therapy services for all ages and bodies.
- Training and certificate program.
- Business services for movement professionals.
- Building's front façade, including original double doors, windows, cornice, and moldings.
- A business culture that embraces community, diversity and total well-being.
- Direct generational line to Joseph Pilates, founder of the discipline.

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

• Pilates studio.

I hereby certify that the foregoing R September 9, 2019.	solution was ADOPTED by the Small Business Commission on
	Regina Dick-Endrizzi Director
RESOLUTION NO	
Ayes – Nays – Abstained – Absent –	







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.:	LBR-2019-20-004
Business Name:	EHS Pilates
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Business Address: 1452 Valencia Street

District: District 8

Applicant: Tracey P. Sylvester, President

Nomination Date: July 17, 2019

Nominated By: Supervisor Hillary Ronen

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?YesYesYes
3435 Cesar Chavez Street from 1992 to 2002 (10 years) 1452 Valencia Street from 2002 to 2013 (11 years) 3726 Cesar Chavez Street from 2013 to 2015 (2 years) 1452 Valencia Street from 2015 to Present (4 years)
PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement? X YesNo
CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?XYesNo
CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?XYesNo
NOTES: Although the business is not yet 30 years old, it is eligible for listing on the Legacy

NOTES: Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. EHS has less than 2 years left on its current lease. The business is currently in negotiation and up against a significant rent increase.

DELIVERY DATE TO HPC: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

July 17, 2019

Dear Director Kurylo,

I am writing to nominate Energy Health Strength Pilates (EHS) to the Legacy Business Program. Ellie Herman, a world-renowned Pilates instructor, founded EHS in the Mission District in 1991. EHS has been a woman-owned Pilates studio for nearly 30 years that offers classes and educational programs to promote physical and mental well-being in San Francisco.

Beyond offering unique education and movement programs for pre and post-natal moms, as well as older residents, EHS Pilates fosters community and inclusivity in the Mission District and our city. For instance, EHS partners with the Hispanic Chamber of Commerce and Mission Economic Development Agency to provide scholarships for local, low-income residents who want to pursue a career in movement therapy. The studio also offers pro-bono sessions to low-income San Franciscans and gives free fracture-risk assessments at Sunday Streets. On top of increasing accessibility to the Pilates practice, EHS works to protect the Mission's vibrant culture. Tracey Sylvester, the current owner, sits on the Mission Merchant Association Board and regularly opens her studio to community organizations and local artists to use as a meeting space.

EHS Pilates truly embodies their goal to be an integrated part of the San Francisco and Mission District community by promoting well-being for everyone. With great excitement, I nominate EHS Pilates to the Legacy Business Program.

Sincerely,

Hillary Ronen

Supervisor, District 9

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:				
EHS Pilates				
BUSINESS OWNER(S) (identify the per	rson(s) with the highest ownership	p stake ii	n the business)	
Tracey P Sylvester				
CURRENT BUSINESS ADDRESS:		TELEP	HONE:	
1452 Valencia Street				
		EMAIL:		
WEBSITE:	FACEBOOK PAGE:		YELP PAGE	
ehspilates.com	facebook.com/EHSPila	m/EHSPilates/ yelp.com/biz/ehs-pila		oiz/ehs-pilates
APPLICANT'S NAME				
Tracey P. Sylvester				Same as Business
APPLICANT'S TITLE				
President	*			
APPLICANT'S ADDRESS:		TELI	EPHONE:	
1452 Valencia Strewet			,	
		EMA	IL:	
SAN FRANCISCO BUSINESS ACCOUN	T NUMBER: SECRETA	RY OF S	STATE ENTITY N	UMBER (if applicable):
		~		
OFFICIAL USE: Completed by OSB Sta	iff	Ton=	OE NOMINATIO	
NAME OF NOMINATOR:		DATE	OF NOMINATION	

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		
3435 Cesar Chavez Street , San Francisco, Ca	94110	1992		
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OP	ERATION AT THIS LOCATON		
☐ No ■ Yes	1992-2002	1992-2002		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
1452 Valencia Street, San Francisco, CA	94110	Start: 2002		
1432 Valencia Street, Sant Tancisco, CA	34110	End: 11/2013		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
3726 Cesar Chavez, San Francisco, CA		Start: 11/2013		
	94110	End: 2/2015		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
		Start: 2/2015		
1452 Valencia Street, San Francisco CA	94110	End: Present		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
(approxime).		Start:		
		End:		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
OTHER ADDRESSES (II applicable).	ZIF CODE.	Start:		
		End:		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
(approximation).		Start:		
		End:		
	<u> </u>			

V.5- 6/17/2016

Section Three:

Disclosure Statement.

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

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

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

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

Tracey P. Sylvester

06/01/2019

Name (Print):

Date:

Signature:

X.5- 6/17/2016

EHS PILATES 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.

EHS Pilates ("EHS") is a Pilates-based movement studio and education center founded in 1992 by world-renowned Master instructor Ellie Herman. "EHS" was originally an acronym for "Ellie Herman Studios." The business is currently located at 1452 Valencia Street in the Mission District.

Pilates is a physical fitness system developed in the early 20th century by Joseph Pilates, after whom it was named. Joseph Pilates called his method "Contrology." It is practiced worldwide, especially in the United States, Canada and the United Kingdom. As of 2005, there were 11 million people practicing the discipline regularly and 14,000 instructors in the United States. Joseph Pilates accompanied his method with a variety of equipment, for which he used the term "apparatus." Each apparatus was designed to help accelerate the process of stretching, strengthening, body alignment and increased core strength. The best-known and most popular apparatus today, the Reformer, was originally called the Universal Reformer, aptly named for "universally reforming the body." 1

The EHS Pilates studio, a leading space for innovation of Pilates itself, first opened in the Old Sears Building at 3435 Cesar Chavez Street (formally Army Street). Before EHS, there were very few Pilates studios on the West Coast. Founder Ellie Herman, a second-generation Pilates instructor, designed one of the first teacher training programs in California, wrote *Pilates for Dummies* and even invented a new apparatus. Ellie developed her own style of training that was taught with manuals and DVDs as opposed to verbally the way it was done previously, helping define Pilates as we know it today. Ellie had already been practicing Pilates for over 10 years by the time it was legally termed Pilates. Pilates was known as Contrology until October of 2000 when Balanced Body won a lawsuit that deemed Pilates was a method and not a trademark.

In 2001, Ellie opened her second studio in Oakland. The Oakland studio is still in operation and has been continuality serving the Bay Area for 18 years. Once Ellie was established in New York, she sold the Oakland studio in 2009 and the business is now called Precision Point Pilates.

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

2002, the San Francisco location relocated to its final home, a block away from Cesar Chavez Street to Valencia Street in the Historic Greenblatt Machine Shop, becoming the largest Balanced Body Equipment Showroom in the Bay Area. EHS is only the second business occupying the building. Mr. Greenblatt's widow, Mrs. Lorene Greenblatt, even practiced Pilates at the studio until the time of her passing. Upon taking ownership of the building, Ellie renovated the auto shop into the Pilates studio you see today.

In 2004, Tracey Sylvester joined the EHS family as a business manager. As Pilates gained more traction, there needed to be someone to help manage the business side of the studio. Tracey and Nancy, a lead instructor, purchased the San Francisco Studio after Ellie's relocation to New York in 2007. They changed the business name from "Ellie Herman Studios" to "Energy Health Strength," keeping the EHS brand. They continued to host the Ellie Herman Teacher Training Program. In 2009, EHS partnered with Balanced Body to provide a globally branded Teacher Training. This partnership has resulted in many wonderful new Pilates instructors in San Francisco and beyond.

In 2013, EHS Pilates was severely damaged by a fire that started in a neighboring building. EHS staff, trainers, clients and neighbors knew how important saving the business was and pulled together to salvage what they could. They quickly found a temporary location in a historic decommissioned church right around the corner on Cesar Chavez Street. EHS only closed for a week while relocating and remained in the temporary location until 2015. It took almost 3 years to rebuild, but our clients and trainers stayed with us through the transition. EHS Pilates reopened on Valencia Street in February 2015. The original facade remained intact and was preserved.

Once the business moved back to Valencia Street, Tracey became the sole owner of the studio continuing the legacy.

Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. EHS has less than 2 years left on its current lease. The business is currently in negotiation and up against a significant rent increase. The owner wants to sell the building in 2-3 years and suggested he would be willing to set up a long term lease with an incentive through the Legacy Business Program.

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

EHS Pilates has not ceased operations for more than six months since it opened in 1992.

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

EHS Pilates is not a family-owned business.

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

EHS Pilates has proudly been a woman-owned business since its inception. Ellie Herman founded the business in 1992. After years of working with Ellie, Tracey Sylvester, the business manager, and Nancy Myers, one of Ellie's lead instructors, purchased the business from her. They co-owned the business until 2016, when Nancy left to start a Pilates Retreat Center in Yelapa, Jalisco, Mexico. Tracey has been the sole owner ever since.

The ownership history of the business is as follows:

1992 to 2007: Ellie Herman

2007 to 2016: Tracey Sylvester and Nancy Myers

2016 to Present: Tracey Sylvester

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

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application. The San Francisco Treasurer and Tax Collector's office is unable to provide the original business license due to an update of their computer systems in 2007.

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.

EHS Pilates is located in the historic Greenblatt Machine Shop on Valencia Street in the heart of the Mission District. While there were renovations to the interior of the space, the exterior façade has not changed from its original construction. When the business changed hands in 2007, the building was painted in bright blues and greens to better meld with the vibrant culture of the Mission. 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.

CRITERION 2

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

EHS is the largest Pilates studio in San Francisco, servicing approximately 850 San Francisco residents per week. Many of them are regulars and have been a part of the EHS family for over 25 years. Clients' ages range from 10 to 95! EHS helps people function in their daily lives while

moving through this fast-paced city. The widow of the original owner of the building, Lorene Greenblatt, began doing Pilates at the studio from her early 90s until her passing. EHS Pilates continues to be one of the most affordable places in the city for Pilates, believing that it should be available for everybody. The business is one of the largest rehabilitative focused studios in San Francisco, working with clients who are pre- or post-surgery and clients with severe disabilities and degenerative diseases. Clients travel from all over the Bay Area to work with EHS' highly skilled specialist.

EHS Pilates is also one of the most prolific providers of top-notch continuing education for wellness practitioners; focusing on the latest anatomical research, breast cancer rehab, foot and gait analysis and treatment, pre- and post-natal work, as well as other focused offerings. EHS is a vocational training center offering comprehensive Pilates education. Students can expect to be paid more than double the California minimum wage upon graduation. Most graduates have gone on to open their own businesses.

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

EHS has always been involved in supporting the people and small businesses of the Mission District, and the city at large:

- Participating in every one of the Mission District Sunday Streets celebrations.
- Hosting classes during San Francisco Dance Week.
- Sponsoring floats in the San Francisco Pride Parade, as well as hosting parties at the studio.
- Providing classes and workshops annually for World Osteoporosis Day. EHS offers free health screenings to community members to bring more awareness to this life altering week.

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

EHS Pilates has been featured in several local and media and publications, including the San Francisco Chronicle and Mission Local. EHS Pilates has also won the best Pilates studio in SF Weekly's "Best of" for the past five years (every time the Pilates category was included in poll).

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

The business is associated with the following significant or historical people:

- Joseph Pilates, founder of the internationally-renowned Pilates method.
- Ellie Herman, author and inventor of the Springboard produced by Balanced Body. Ellie, founder of EHS Pilates, designed one of the first teacher training programs in California, wrote Pilates for Dummies and developed her own style of training that was taught with manuals and DVDs versus verbally. In 2003, Ellie invented the Springboard, a revolutionary

- piece of equipment that made use of space better than almost any other machine previously invented. In 2005, Balanced Body started manufacturing the Springboard worldwide, and EHS continues to use the original prototypes in the studio today.
- Ken Endelman, owner of Balanced Body. He won the court case to make "Pilates" a method, not just a trademark.

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

EHS Pilates is committed to supporting the community in the Mission and San Francisco. The business participates in a myriad of programs and activities to elevate and preserve community:

- Scholarships: EHS works with the Mission Economic Development Agency and the Hispanic Chamber of Commerce of San Francisco to provide an annual scholarship to a deserving recipient who is wants to become a Pilates instructor but cannot afford the approximately \$7,000 tuition for the Teacher Training program. We cover 100% of the costs.
- Community classes and discount programs.
- Pro-bono sessions for clients who are unable to afford the services.
- Wellness fairs for San Francisco Public Works and local businesses.
- Free or discounted community space for community group meetings.
- Annual of support of underfunded local elementary schools.
- The owner of EHS has served on the board of directors of the Mission Merchants Association for many years, and continues to be involved in preserving the heart and soul of the Mission and the small businesses that make it up.
- EHS built and maintained one of the first parklets specifically created for community usage.
- EHS donates to SF Dance Works annually to support their ballet season that also includes works created by diverse choreographers.
- EHS participate in SF Dance Week as a host site for classes.
- EHS works with American Bone Health to provide gratis fall risk assessments for the community.

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

EHS Pilates is a vocational training school providing education for people to earn a living wage and have the skills to start their own small businesses. Over the years as an education center, EHS has had 400+ students complete its trainings. EHS also provides business services for many movement professionals.

EHS is committed to providing Pilates and movement therapy to people of all ages and all bodies. We are inclusive of our entire our community and offer Pilates services from prenatal to active aging, foot and gait rehabilitation and general rehabilitative therapy.

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

The business exterior remains unchanged since it was built in 1922. The double doors are its most unique and noteworthy feature. The double doors have windows inset in the frame, similar to a Dutch door, and have original mullions and glass. The original large square display window remains intact and the four unique windows across the top of the building also have all the original glass and mullions and sash-cord mechanisms. This little two-story building is unique and set apart from all other buildings on the block. EHS chose exterior paint colors of blue and green to add to the bright and vibrant culture of the Mission.

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

With approximately 1,500 clients, EHS Pilates is so much more than just a workout studio; it's a lifestyle, a community and a family all its own. EHS Pilates is relied upon by many people in its community; not only to heal and strengthen their bodies, but to improve their lives by providing a community where they can meet and gather with friends. Without EHS Pilates, these clients would have to travel far and wide to access the expertise we have under one roof. EHS has also hosted Active Aging classes for 13 years, and the students in these classes have developed deep friendships and a tremendous sense of community. Research shows that more than almost any other factor, social interaction and novel movement can stave off dementia and depression.

EHS works with many Pilates instructors who have established independent businesses in San Francisco. Some of them have well-established brands and are able to use the space as needed to grow their businesses. For example, Preggo Pilates is an established San Francisco brand and one of the premier West Coast Pilates businesses offering pre- and postnatal care. Although the founder and owner, Stephanie Forster, is a faculty member for EHS' school, she also runs her independent business out of the studio. By partnering with EHS, she provided brick and mortar administrative support and marketing. Many of the graduates from EHS' school are able to use EHS Pilates as an incubator to help them build their brand and move on to open their own studios and/or launch product lines.

These businesses would have to find other locations to services their clients. Almost all of the business partners live and work in San Francisco and would likely no longer be able to survive in San Francisco if EHS Pilates were to close. This would have a terrible effect on the accessibility of these services for clients in need.

CRITERION 3

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

We at EHS believe that a strong community is a vital part of individual health and continually strive to better serve the neighborhood we call home. EHS aims to create an environment that embraces community, diversity and total well-being. EHS offers Pilates Teacher Training Certification, as well as professional services and continuing education for the Pilates

professional. EHS Pilates' studio hosts group classes, private and duet sessions and specialty Pilates options such as rehabilitative Pilates, foot and gait therapy, pre- and postnatal Pilates and Gentle Pilates^(tm).

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)

EHS Pilates is dedicated to preserving the work of Joseph Pilates. The company's founder, Ellie Herman, studied with one of Joseph's original students and was able to carry on this tradition first through a verbal tradition, and then by developing manuals to pass this knowledge down to successive generations of teachers. EHS Pilates' teachers have a direct generational line to Joseph Pilates, which makes EHS historically unique.

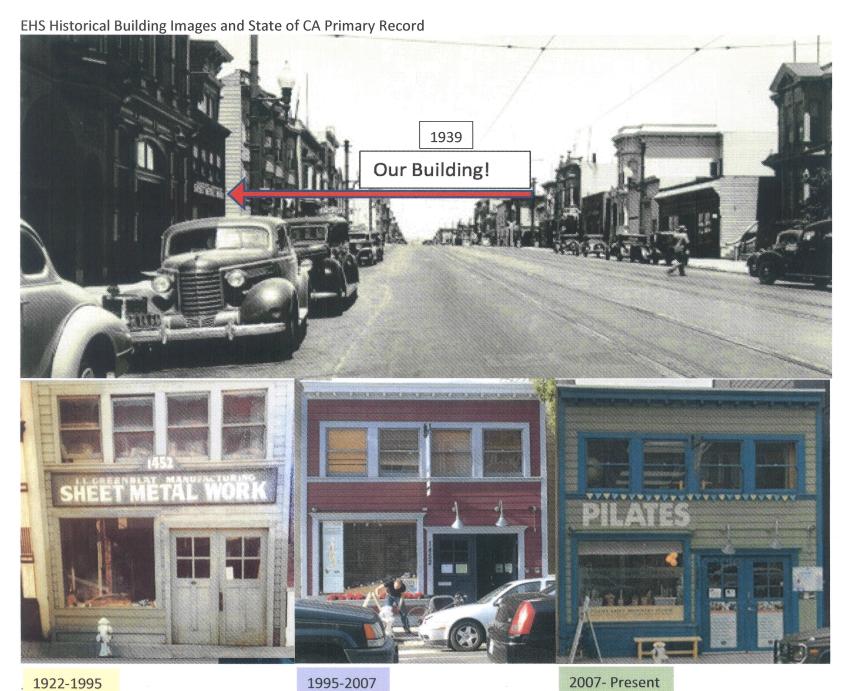
EHS also offers Shiatsu massage and Qi Gong with Master Ryo Eguchi. Ryo is an experienced Shiatsu practitioner from Osaka, Japan, who has also trained extensively in Shaolin Temple Qi Gong. He is committed to the transmission of this ancient tradition to students in the United States.

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.).

Although the interior and rear of the historic Greenblatt building was damaged by fire in 2013, the front facades were thankfully preserved and remain intact. All the original features remain on the front of the building and have been well preserved. The most noteworthy feature is the large double doors featuring the original mullions and glass. The windows are inset and open up similar to Dutch doors. There is also large glass unique square display window on the front, as are four original double-hung windows across the top of the building with all the original glass and mullions and sash-cord mechanisms. The molding on the front top of the building is also a unique defining feature. Unfortunately, the back of the building was damaged in the fire, and those windows have been replaced.

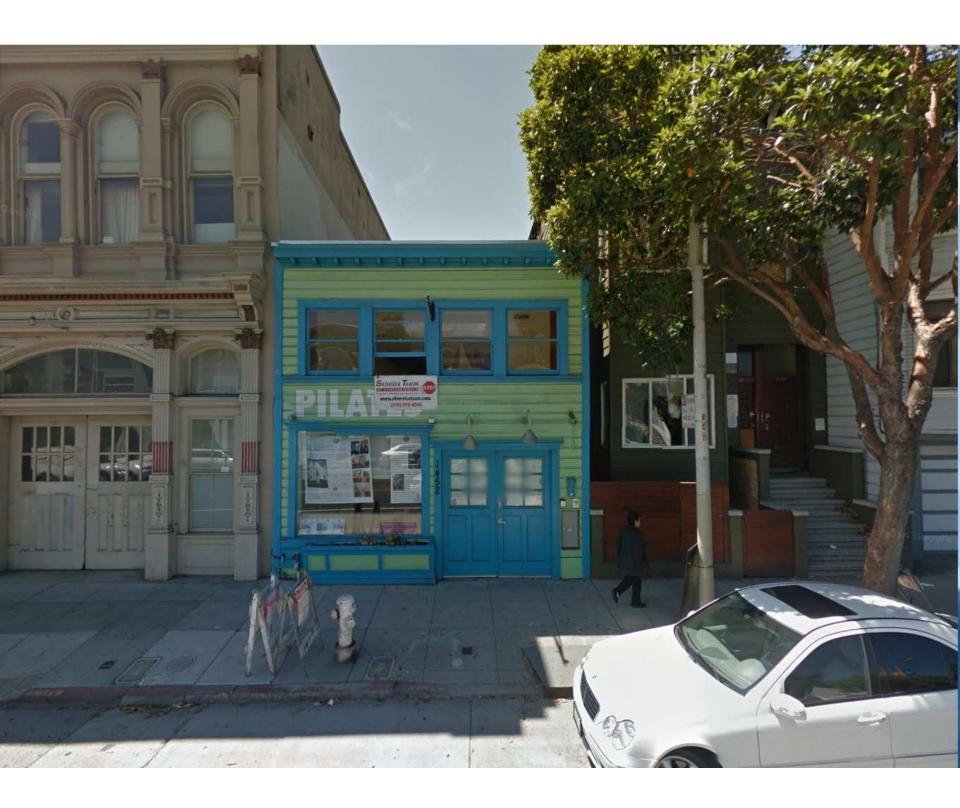
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art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

Documentation that demonstrates the business has been a Pilates-based movement studio and education center for 30+ years is included in this Legacy Business Registry application.

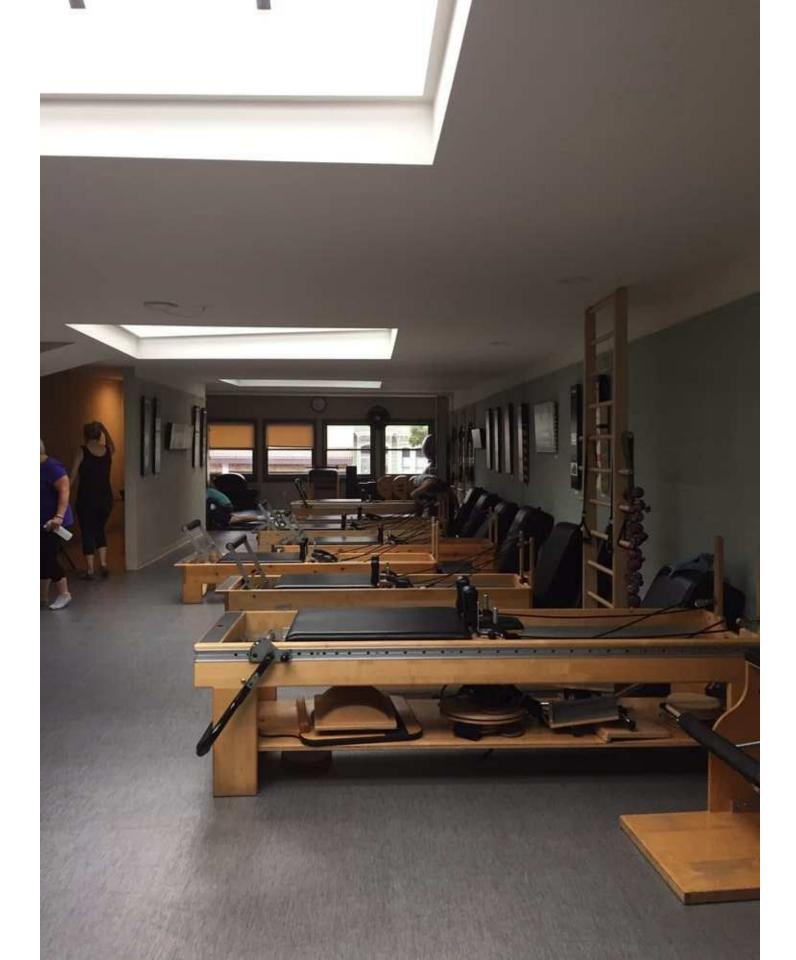


1995-2007

2007- Present



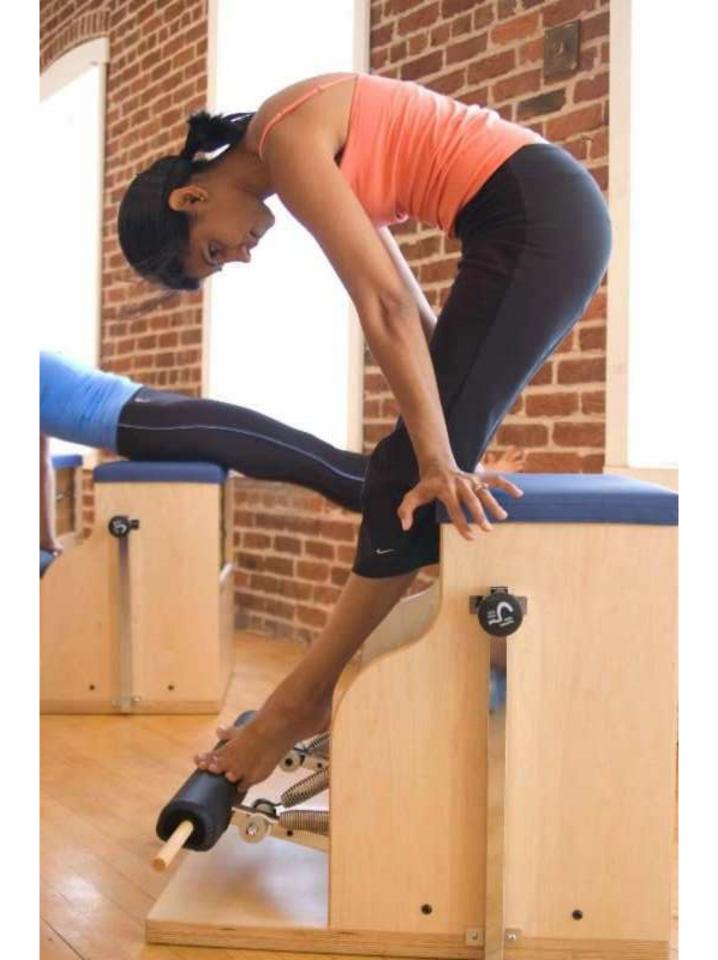


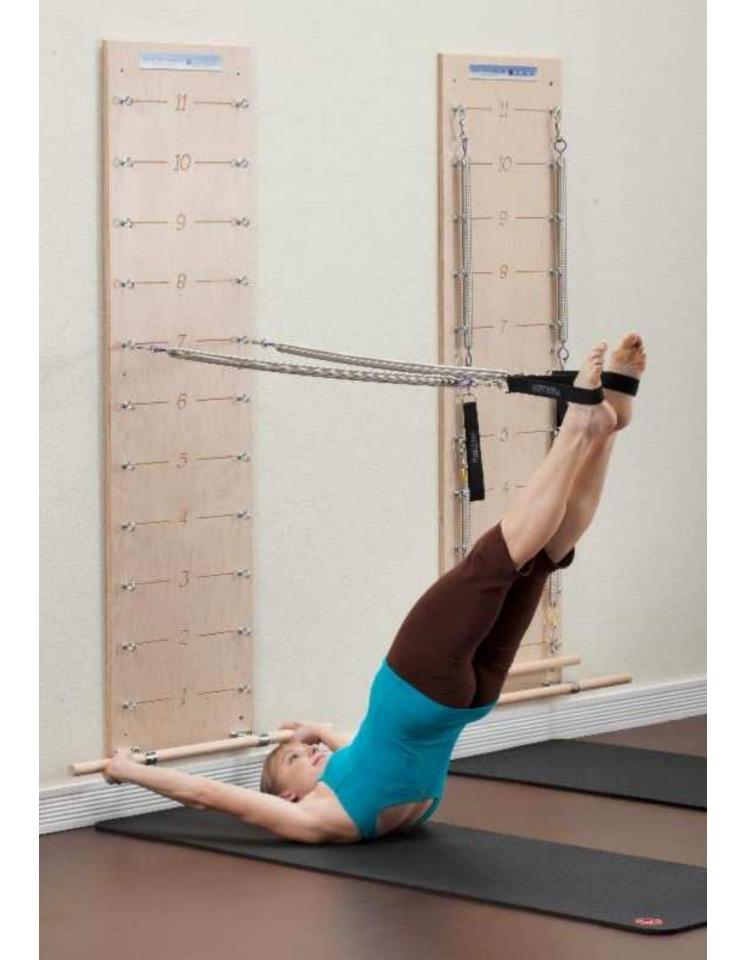














State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION	Primary # HRI #	
PRIMARY RECORD	Trinomial	
Other Listings		
Review Code _	Reviewer	Date
Page 1 of 2 Resource Name	or #: (Assigned by recorder) 1452 VAI	
P1. Other Identifier:		
*P2. Location: ☐ Not for Publication ☑ Uni *a. County: San Francisco	restricted	
*b. USGS Quad: San Francisco North, CA	Date:1995	
c. Address: 1452 Valencia Street	City: San Francisco	ZIP 94110
d. UTM Zone: Easting:	Northing:	
e. Other Locational Data: Assessor's Parcel N		
*P3a. Description: (Describe resource and major elem	nents. Include design, materials, condition, al	terations, size, setting, and boundaries)
Streets. Built in 1922, 1452 Valencia Street is a 2-strectangular-plan building, clad in channel-drop wood façade faces east and includes two structural bays. side of the main façade. It consists of partially-glaze of a large fixed plate-glass aluminum-sash window whung sash windows with a continuous wood sill cour Additional features on the main facade include a fab	I siding, is capped by a flat roof. The found The building includes one commercial und wood double doors with a molded trimus with a molded surround. Second-story fections and molded wood surrounds. The factions	Indation is not visible. The primary nit with an entrance at the north Ground floor fenestration consists nestration consists of wood double-cade terminates in a simple cornice.
The building appears to be in good condition.		
*P3b. Resource Attributes: (List attributes and code: *P4. Resources Present: ✓ Building ☐ Structure	•	•
P5a. Photo		P5b. Description of Photo:
FSa. Filoto		View looking west at main façade. 1/5/2008
		*P6. Date Constructed/Age:
Land Committee of the C		✓ Historic □ Prehistoric □ Both
		1922 SF Assessor's Office
		*P7. Owner and Address HERMAN ELLEN S 1452 VALENCIA ST
		SAN FRANCISCO CA
	= 9	*P8. Recorded By:
		Galvin Preservation Associates (KH/BT) 1611 S. Pacific Coast Hwy, Ste. 104
		*P9. Date Recorded: 1/14/2008
	0000	*P10. Survey Type:
*P11. Report Citation: (Cite survey report and other Eastern Neighborhoods Mission Survey	sources, or enter "None")	Reconnaissance
*Attachments: NONE Location Map Sket	ch Map 🗹 Continuation Sheet 🔲 Build	ding, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Li	inear Feature Record 🗌 Milling Station	Record Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other	er (list):	

DPR 523 A (1/95) *Required Information

State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION CONTINUATION SHEET

Primary #	
HRI#	
Trinomial	

Page 2 of 2 Resource Name or #: (Assigned by recorder) 1452 VALENCIA ST

*Recorded By: Galvin Preservation Associates (KH/BT) *Date Recorded: January 2008 ✓ Continuation ☐ Update



Main entrance detail, view looking southwest. Source: San Francisco Planning Dept., Dec. 2007

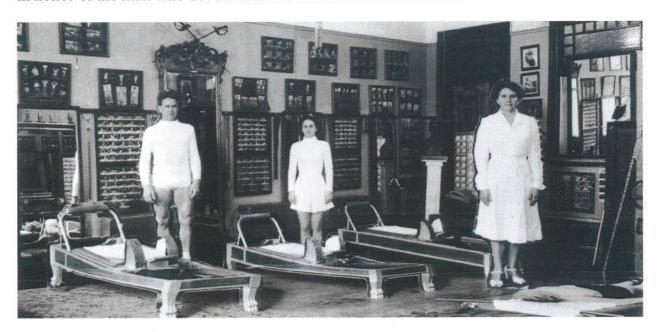
DPR 523 L (1/95) *Required Information

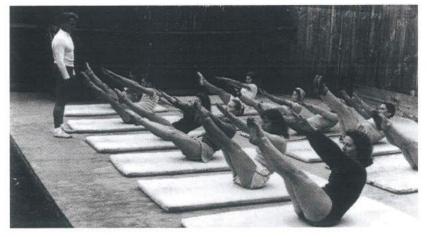
The Joseph Pilates Story

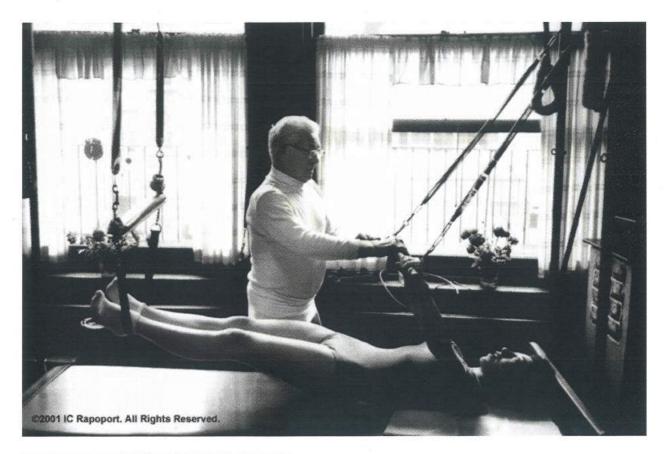
Joseph Pilates was born near Düsseldorf, Germany in 1883. Little is known about his early life, but he appears to have been a frail child, suffering from asthma, rickets and rheumatic fever. His drive and determination to overcome these ailments led him to become a competent gymnast, diver and skier.

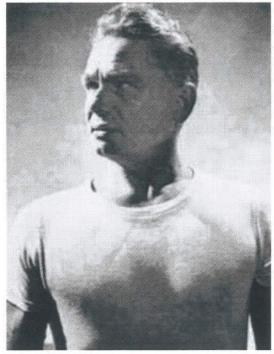
In 1912 Pilates lived in England working as a circus performer, boxer and self-defense instructor. During the First World War, he was interned with other German nationals. During this time, he developed his technique of physical fitness further, by teaching his fellow internees. During the latter part of the War, he served as an orderly in a hospital on the Isle of Man where he worked with patients unable to walk. He attached bed springs to the hospital beds to help support the patients' limbs, leading to the development of his famous piece of equipment known as the 'Cadillac'. Much of his equipment, although slightly adapted, is still in use today in many Pilates Studios.

Pilates emigrated to the USA in the early 1920s with his wife Clara, and together they developed and taught his method called Contrology. Today the method is known at Pilates in honor of the man who devoted his life to fitness and rehabilitation.









"You are only as young as your spine is flexible."

-- Joe Pilates





Cart

Ten Years Later

The Pilates Trademark Case

A decade has passed the since the infamous Pilates trademark trial ended.

Fortunately it turned out OK for all of us.

Here's a retrospective look at the events leading up to the trial, and what was like during that time by our Founder and CEO, Ken Endelman.

"I teach an exercise that's great for core strength."

"You mean Pilates?"

"Well, um, it's kind of, uh... I teach an exercise based on the teachings of Joseph Pilates."

As a Pilates instructor can you imagine having to say that?

From 1992 to 2000 that was the case for most of the Pilates community. If you marketed yourself as a Pilates instructor there was a good chance you would be sued or receive a nasty letter from people who claimed they owned a trademark for "Pilates."

Ten years have passed since the federal court in Manhattan and the US Patent & Trademark Office ruled that "Pilates," whether describing a method of exercise, a type of equipment or a kind of exercise studio, could not be trademarked, thus freeing it for use by all those who teach or offer Pilates programs and equipment. It's difficult to believe because since those decisions thousands of Pilates instructors have given the opportunity to millions of people to try Pilates. Many people today don't know or don't remember that the phony trademark registrations nearly killed an industry when it was still in its infancy.

Following Joseph Pilates' death in 1967, there were relatively few people teaching the method outside of the Elders. They in turn taught others how to teach the method but the situation was precarious. No formal certification programs existed, and a series of dicey transfers and licenses from what was left of Joe's Studios failed to bring the method to public prominence.

From the time I made my first Reformer in 1976, I began acquiring information about who was teaching Pilates around the world. Soon I had become sort of a repository for people who taught Pilates or wanted to learn but didn't know where to find teachers. I even established 1-800-PILATES to provide information.

By 1990 my list had grown to about 126 instructors and there were probably another twenty or thirty I didn't know about. Most instructors were centered in New York and on the east coast, and Los Angeles and the west coast. Although that number seems miniscule now, it was actually remarkable for the time. I could see that Pilates was spreading – a consequence of its effectiveness.

YOU CAN'T CALL IT "PILATES"

In 1991, the management of a now-defunct studio and training company called Pilates, Inc. announced that it had acquired and owned trademarks in the Pilates name for a method of exercise, studios and equipment. The company began issuing cease-and desist letters, many to small studios that were struggling along and could ill afford to engage in a legal battle over what they were legitimately teaching. Many continued in business by avoiding the use of the word "Pilates" in their advertising, flyers and on business cards. If people called to ask whether they taught Pilates, they'd respond that they were teaching exercises "based on the teachings of Joseph Pilates." In the face of threat from Pilates, Inc., studios and instructors actually began referring to "Pilates" as "the P word."

There were other studios, however, as well as trainees at Pilates, Inc., who bought licenses to use the "Pilates" name in their advertising. Some did so reluctantly, while others acted as informers, turning in unlicensed teachers and studios so that Pilates, Inc. could take legal action. Sadly, these people thought it was in their economic best interest to keep Pilates restricted to one school.

A "SPEAKEASY" ATMOSPHERE

At this juncture, the Pilates community evolved into a kind of "speakeasy" atmosphere. Pilates instructors openly spoke the Pilates name behind closed doors, but minimized use of it in writing. My company (then Current Concepts, now Balanced Body®) had been providing equipment to Pilates, Inc., among other studios and instructors, for a couple of years. When Pilates, Inc.'s director insisted that even I stop using the name, what could I do? I was a Pilates equipment manufacturer. I had no choice but to ignore him. My company was then given an ultimatum; I defied it and both my company and I were sued.

My open resistance gave strength and motivation to studios and instructors across the country. Most people, particularly newcomers, were still calling themselves "Pilates" instructors in hushed tones. But now, many who had been teaching Pilates long before there was ever talk of a trademark were speaking it in more like a low roar. Of course, most of them were sued as well, but publicity was growing and journalists were telling the public that Pilates, Inc. wasn't the only place to learn the Pilates method. (Pilates, Inc. even threatened a few journalists for using the P word – to no avail.) Still, Pilates, Inc. did a lot of economic damage to those studios and instructors who chose not to buy licenses and training from it. And it poisoned the community with accusations that only its particular vision of Pilates was legitimate, while all others were fraudulent if not outright dangerous. It was a very unhealthy way of doing business. The life was being sucked out of the industry.

For six years my company and I, and those studios and instructors who chose to stand up to Pilates, Inc., faced what seemed like a legal barrage almost every day. We knew we were in the right but we really didn't know what was going to happen. For me it was like working two jobs, one running my equipment company, and the other, handling the trial activity. Any extra time was consumed in conversation with the Pilates community about the lawsuits. It was draining for me, and I'm sure for others as well.

COMMON SENSE PREVAILS

Finally in 2000, the United States District Court in Manhattan declared that "Pilates" could not be a trademark because it was the generic name for a method of exercise. Pilates, Inc.'s trademark for equipment was also invalidated, on the grounds that Pilates, Inc. had committed fraud on the Patent & Trademark Office. Now the word was free to be used by all.

At that point, the Pilates dam burst. The publicity from the trial gave the community a much needed push. The Internet was moving into high gear, which really helped spread the word about the method. Mari Winsor began to appear on infomercials. What started as a method known primarily among dancers became huge. Even better, the invalidation of the trademarks unifi ed a large segment of the community and was a major factor in creating the large but close-knit group we have become.

Sometimes you have to go through rough times to get to good ones. So many of you supported us during those really dark days, especially Deborah Lessen, who openly and vocally championed our cause within the Pilates community. I am eternally grateful for that. It may have been emotionally and economically draining, but in the end we are stronger than ever. Look around – it's incredible. Millions of people are now doing this exercise all over the world and reaping its healthy benefits.

This is a vibrant, resilient community and it was an honor to be an advocate in helping us continue what we all love to do.



Studio Finder

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Contact Us | 1-800-PILATES (800-745-2837) or 916-388-2838

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ELLIE HERMAN

Published authority on the Pilates Method, Master Trainer Ellie Herman is an innovator in the field of Contemporary Pilates and the inventor of the Pilates Springboard. Formerly based in the San Francisco Bay Area for over 20 years, Ellie now resides in Park Slope and owns three studios in Brooklyn, New York.

Ellie has taught Pilates since 1991 and has written ten books to date; Pilates for Dummies, Pilates Workbook on the Ball, Pilates Props Workbook, Pilates Mat, Pilates Reformer, Pilates Cadillac, Pilates Wunda Chair and Pilates Springboard, Pilates Arc & Barrel, and Ellie Herman Barre Method.

How It All Started

My romance with Pilates began in 1989 when I was a professional dancer and choreographer in San Francisco. Also, an experience junkie, I decided to try my hand as a professional wrestler. My career as "Ruth Less" was cut short by a serious knee injury, which occurred during a tag-team match. As I lie on the mat with a swollen knee, I cursed myself for being so stupid.

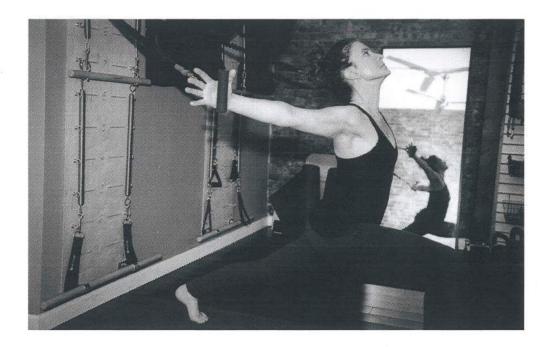
But there was a silver lining - the Dance Medicine Department at St Francis Hospital in San Francisco, where I ventured to heal myself with this mysterious thing called Pilates. I was put under the care of Elizabeth Larkham, and after months of Pilates rehabilitation and no surgery (normally advisable after an anterior cruciate ligament tear), I returned to dancing only to realize that I was a much better dancer than before my injury. Pilates had not only allowed me to return to jumping, leaping, and twirling, it had actually improved my technique, control, balance, and core strength.

In 1991 I attended the Masters Dance program at NYU where my favorite thing was the Pilates mat class with Kathy Grant, a disciple of Joe Pilates. Kathy Grant not only taught me that depth and creativity could be brought to the Pilates Method, but also helped to relieve the mounting hip pain I was experiencing due to daily ballet classes. Kathy's Pilates classes inspired me to drop out of NYU and

pursue Pilates teacher training with Steve Giordano and master teacher Romana Kyranowska, another of the Pilates Elders.

In 1992, I opened my own studio in my live/work loft in the Mission district of San Francisco, and I opened a second studio in Oakland, California, in 2001. I earned a Master of Science degree in Acupuncture & Chinese Herbal Medicine in 2001.

In 2005, I moved to Brooklyn and opened my Union Street studio, then the Class Annex in 2008, and the Court Street studio in 2012.



July 2007—Tracey Sylvester & Nancy Myers partnered to buy Ellie Herman Studios often known as "EHS". Because the name of the business was Ellie's name, they all agreed the studio would continue to use the well-established publicized acronym EHS to continue the legacy that Ellie began.

The Ellie Herman Springboard: Then and Now

In 2003, Ellie Herman invented a piece of Pilates equipment called the Pilates Springboard, an inexpensive and space-saving variation of the Pilates Cadillac.

Manufactured in California by Balanced Body since 2005, the Ellie Herman Springboard is a perfect way to get full-body resistance training in Pilates studios around the world or in the comfort of your own home.

EHS Pilates still features the original Springboards at the SF studio on Valencia Street in the heart of Mission District. EHS Pilates has developed a program using the Springboards calling it SpringFit™ thus continuing the tradition and spirit of invention.







BOOKS BY ELLIE HERMAN



EHS Pilates 2-Minute Arms, Abs & Feet

Home & Travel Workout Accessories.

We developed these to pair with Ellie's Pilates Props Workbooks.



About Balanced Body / History and Impact on the Pilates Industry

Throughout the years Balanced Body has forged strong partnerships with the world's leading Pilates educators, both classical and contemporary. They have actively promoted and nurture relationships that bring high-quality education to the fitness industry and the medical community, the athletic community and to Pilates enthusiasts. EHS Pilates is Balanced Body's Premier Training Center in San Francisco and Pilates equipment show room featuring many of Balanced Body's original pre-patented designs. EHS Pilates graduates and employees are featured in Balanced Body marketing materials, education catalogs and training videos distributed around the world. Our EHS Faculty has the opportunity to work with Balanced Body on curriculum development and product testing for equipment Pilates props and accessories.

Their story starts here...

Way back in 1976 Ken began his career as a designer and craftsman of fine custom furniture in Hollywood's fashionable Melrose Avenue district. That background is still evident in every piece of hand-finished equipment our company makes. One day a potential customer came into the store. She taught an exercise called Pilates and wanted Ken to build her a better version of something called a Reformer. Ken had never heard of this exercise or equipment, but he was intrigued. He studied the equipment and Joseph Pilates' original designs, then consulted with other instructors to design new features with new materials that would facilitate execution of the movements. The result? A modern Reformer that was smoother, quieter, safer and more user-friendly. And a new career for Ken.

Throughout the 1980s, Ken continued to refine Pilates equipment, consulting with the most influential people in the industry including some of the original students of Joseph Pilates himself: Ron Fletcher, Eve Gentry, Carola Trier and Kathy Grant. That refinement continues today and keeps Balanced Body at the forefront of Pilates equipment design.

An advocate for the Pilates community

The more Ken continued his work the more fascinated he was by the Pilates method and what he saw it doing in people's lives. He became deeply connected with the Pilates community and his vision for Balanced Body was to become not just a manufacturer of equipment, but advocate of this special community. This commitment became dramatically evident when Ken took the lead in the Pilates trademark dispute, winning the lawsuit that made the Pilates name freely available to everyone. (10 Years Later).

EHS Pilates and the Community

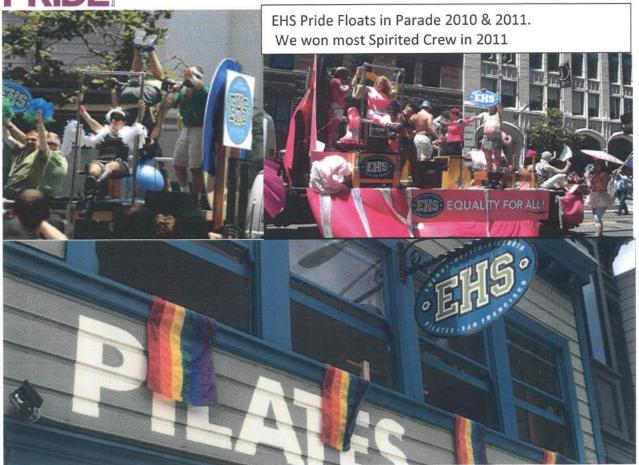












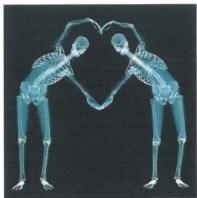


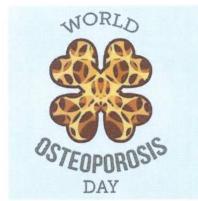




LOVE YOUR BONES!







EHS Annual Bone Health Events. Education, Free Fracture Risk Screening and Community Awareness







SF Weekly has awarded EHS Pilates Best Pilates Studio every year since 2015



EHS in the News



Tracey Sylvester, owner of EHS Pilates and educator for American Bone Health, on Bay Area Focus (on Osteoporosis).

July 27, 2017

Link: https://www.youtube.com/watch?v=zOJQV zA9Kk



EHS Pilates stretches towards 30 years in the Mission

By Miki Katoni | Jan 3, 2019 | Business | 0 ●

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Link: https://www.youtube.com/watch?v= UngmWFl1Z4

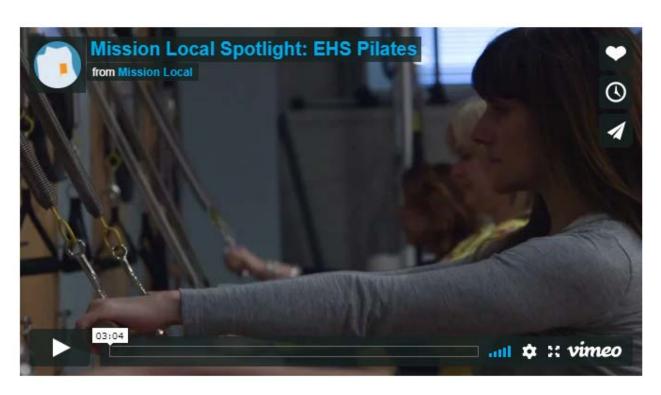
EHS Pilates stretches towards 30 years in the Mission

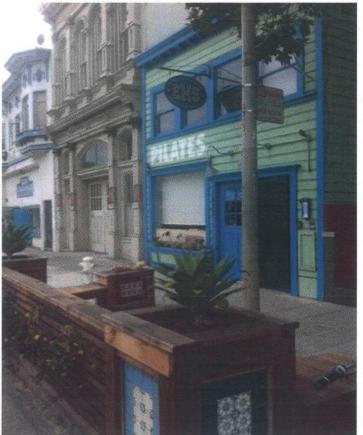
https://vimeo.com/309378066

By Miki Katoni | Jan 3, 2019

Owner Tracey Sylvester speaks on EHS Pilates' history and connection to the Mission District.



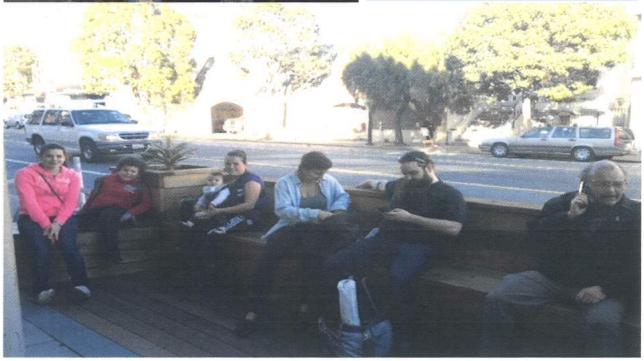




EHS Community Parklet was a passion project of ours. We saved for over two years to build a Parklet as an oasis for the most southern blocks of the Valencia corridor.

Sadly, the Parklet was destroyed by a drunk driver in August of 2013. Three days before our rebuild was scheduled the neighboring building caught fire and we had to find a temporary home while we rebuilt. Because the Parklet straddled two buildings, the rebuild was on hold until our neighbors competed their 3-story project in late 2018.

We do have plans to rebuild someday.



EHS Pilates Community Parklet 2012



What are parklets? Parklets repurpose part of the street next to the sidewalk into a public space for people. These small parks provide amenities like seating, planting, bicycle parking, and art. While they are funded and maintained by neighboring businesses, residents, and community organizations, they are publicly accessible and open to all. Parklets reflect the diversity and creativity of the people and organizations who sponsor and design them. They also reflect the City's commitment to encouraging walking, bicycling, and strengthening our communities.

Alleged drunken driver smashes into Mission district parklet and fire hydrant

EXAMINER STAFF / Aug. 12, 2013 12:00 a.m. / NEWS / THE CITY



A second parklet was damaged this week, but the culprit wasn't graffiti this time.

A reportedly drunken driver

smashed through a parklet in the Mission early Monday morning, miraculously missing a sleeping homeless man before running over a fire hydrant. The accident occurred around 1:10 a.m., fire department spokeswoman Mindy Talmadge said. The incident destroyed the parklet in front of EHS Pilates at 1400 Valencia Street.

The ruined parklet was two years in the making and cost the studio at least \$16,000 of its own money, according to the studio's manager Andrea Scarabelli.

Pictures submitted by a reader of the vehicle and ensuing geyser show a partially flooded Valencia Street and severely damaged silver SUV.

A homeless man was reportedly sleeping in the parklet before the accident, Scarabelli said. She said it was a miracle he's still alive.

"We think the car launched over him," she said. "He said he woke up and saw the wheels fly over him."

A neighbor was the first on the scene, looking through the rubble for the man when they saw him across the street jumping up and down, Scarabelli said.

The vehicle apparently landed on the parklet and continued for about 50 feet after it hit the hydrant, dragging both along with it.

"There were no skid marks," Scarabelli said. The

driver "did not hit the brakes."

The fire department responded to the scene,
Talmadge said, and the driver of the SUV was taken
to the hospital. Her injuries were not considered lifethreatening, but she is in police custody. The
battalion chief said they searched the area for
additional victims but did not find any.

The Pilates studio sustained minor water damage, but the workers there were more upset about the loss of the parklet.

"It's not been a good Monday," Scarabelli said.

As of late Monday, police had not commented on the case.





October 28, 2013: EHS Pilates sustained significant damage from fire that started in the neighboring building.

Firefighters Contain 3-Alarm Fire on Valencia Street - Mission Local

https://missionlocal.org/2013/.../firefighters-battle-three-alarm-fire-on-valencia-betwee... ▼
Residents of two Valencia Street apartment flats lost their homes Monday in a ... By Greta Mart and Alexander Mullaney | Oct 28, 2013 | Featured, Front Page, ...



Cindy Chew/2004 S.F. Examiner file photoA pilates studio and residential building have been evacuated due to a three-alarm Mission district fire on Monday.

S.F. Fire Department controls threealarm Mission district fire

EXAMINER STAFF / Oct. 28, 2013 12:00 a.m. / NEWS / THE CITY

Crews have controlled a three-alarm fire that burned in San Francisco's Mission district this afternoon, a fire department employee said. The fire caused an estimated \$400,000 in damage and displaced eight people.

The blaze was reported at 12:34 p.m. at a two-story, dark green building at 1448/1450 Valencia St., between 25th and 26th streets.

The flames spread to the attic space of the EHS Pilates studio next door and a four-plex at 1442/1446 Valencia St., fire department spokeswoman Mindy Talmadge said.

A fourth building on Poplar Street, an alleyway that runs parallel to Valencia, was also damaged, Talmadge said.

Crews controlled the fire at 1:55 p.m. No injuries were reported.

Valencia Street remained closed between Cesar Chavez and 25th Street as of 2:25 p.m.

Kerri Myers said she was teaching a class at the studio, EHS Pilates, when she hard a banging sound coming from the back of the building along Poplar Street.

She looked out the window and saw flames, and everyone in the studio fled the building, she said.

Denise Hunley, a graduate student in clinical psychology who lives across the street, said she was sitting at her desk doing some work when she smelled smoke.

When she looked outside, she saw flames coming from the roof of the green building and watched several startled-looking people being evacuated. Hunley said she worried that there were elderly people or animals still inside the building.

She also noticed debris and embers from the fire floating across the street toward her house, and called her roommates to see if they had any important papers she should save if their home caught fire.

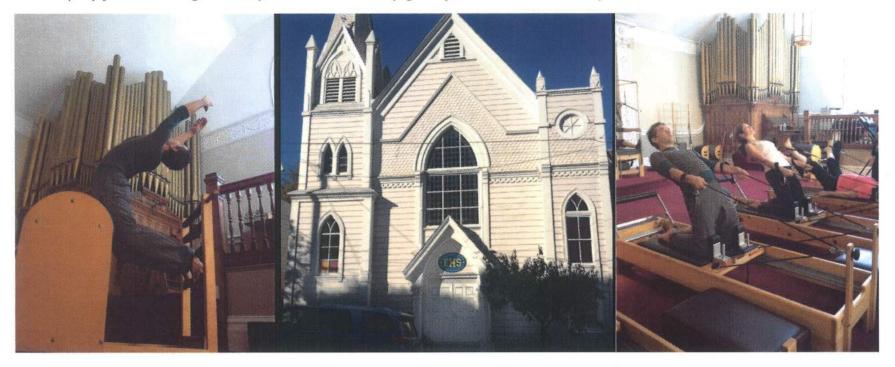
"I didn't know how bad it was going to be," said Hunley, who moved to San Francisco a couple of months ago from Chicago.

Talmadge said she does not yet know how many people were displaced, and the cause of the fire remains under investigation.

Our former temporary home The Church of God located at 3728 Cesar Chavez.

The Church of God founded in 1906. In 1944 by Pastor Mike and his wife Ann started ministering at the church and now run the Church of God-Outpost at 160 Sixth Street. They rented us the original church until our studio rebuild back on Valencia was completed in Feb of 2015.

<u>Interesting side note</u>: The church pipe organ is one of the oldest in SF still in operation. We had a few talented clients play for us during our stay. We are eternally grateful to Ann and Mike for their kindness.







Bay Area Pilates Collective Report



A few weeks ago, we reported on an **emerging "collective" of Pilates professionals** forming in the San Francisco Bay Area. Here, with a report from their first meeting, is **Nancy Myers**, co-owner of **EHS Pilates**:

California is known for being at the forefront of fitness and health, and it is no surprise that the Golden State also hosts a huge and diverse sector of Pilates professionals, with many of them living in and around the San Francisco Bay Area—a vast region that stretches from San Jose to Marin to Walnut Creek and beyond. Some instructors work in or own studios while others work their trade from a home environment. The Bay Area Pilates Collective is an avenue for each and every one of them to be heard as one voice.

The inaugural meeting of the **Bay Area Pilates Collective** (BAPC) was held on Saturday August 9, 2008, at EHS Pilates in San Francisco. The initial goal was to create a community by putting faces to names and starting dialogues regarding the current Pilates industry. The 55 attendees ranged from the individual home studio owner to the larger and more corporate studios. Special guests included **Marie-Jose Blom** (Long Beach Dance Conditioning); **Nora St. John** (Turning Point Studios, Balanced Body University); **Elizabeth Larkam** (Pilates & Beyond, San Francisco Bay Club) and **Lizz Roman** (EHS Rehabilitation Department).

Blom, as a board member of the Pilates Method Alliance (PMA), was gracious enough to take notes on topics pertaining to the PMA and she plans to present them at the next board meeting to address our needs and concerns.

Discussions included: shaping a voice for the Bay Area Pilates community; scope of practice and the line between employees versus independent contractors. A speech made by St. John, was truly inspirational with the message of supporting, not policing the industry, and Roman called out the elephant in the room...to rehab or not to rehab? It seems clarification is still needed in the terminology used to describe the varied types of Pilates we all practice.

Throughout the evening, there was honest and optimistic communication with a true desire to nurture a network of support among Bay Area studios that will benefit all involved.

As a collective, we anticipate opening communication channels with the PMA and having the opportunity to open and maintain discussion forums in the near future. Even more exciting, many attendees approved of the proposition of pooling our resources for such things as group health insurance, credit card processing, marketing and advertising.

Suggestions for future meetings included "play dates" with classes being taught in "round robin style" sharing thoughts and ideas on ways to help our "one voice" be heard.

Future plans for the Bay Area Pilates Collective are to meet every other month; one being a "play date" with "round robin" format and the alternating more of a business meeting and hosting of an out-of-town guest instructor. The next meeting will be held in October (date TBA) at the San Francisco Bay Club with Larkam hosting and back at EHS on February 7, 2009, with Blom.

Thanks to all that participated in the event, and we look forward to what the future holds for this amazing, unique group. Personally, this initial gathering left me feeling appreciative for being able to take part in this incredibly knowledgeable and amazing community and for the regenerative profession that we share in common.

If you would like to become a part of the Bay Area Pilates Collective, please contact Nancy Myers at **EHS Pilates** by calling 415-285-5808 or emailing **nancy@ehspilates.com**.

Posted on Wednesday, August 20, 2008 at 07:00AM by Amy Leibrock in Career Development, News/Research

Support Letters

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June 11, 2019

Supervisor Ronen:

On behalf of the Hispanic Chambers of Commerce of San Francisco (HCCSF), and myself, I am writing you for support of EHS Pilates in the pursuit for Legacy Business Status. They have been in continuous operation for over 27 years in the Mission District and actively participate in the community. As part of the application process, they need an endorsement from one of the San Francisco supervisors in order to move forward with the application process.

The HCCSF have been working with Ms. Tracey Sylvester the owner of EHS Pilates identifying Scholarship recipients for their Pilates Teacher Training program for a while, this is done to assist them in getting diverse ladies' trainers with the cultural knowledge to work with the community. This scholarship covers 100% of the cost so that our underserved community in this profession have an opportunity to attend this vocational training program where graduates enter the workforce and are able to earn a living wage. Many of their graduates move on to opening their own small businesses in San Francisco. HCCSF has successfully placed a scholarship recipient in 2018, Karla Garcia and more recently, Maria Janders, for the Summer 2019 session, both are small business members of the HCCSF. We have an ongoing relationship with EHS Pilates as we see the value for our community and support their efforts to receive Legacy Business recognition.

As a member of the Hispanic Chamber of Commerce of San Francisco, EHS Pilates supports our efforts to promote business and preserve the traditions of our community. From our experience working with Tracey and the team at EHS Pilates, it is obvious that they care about the community and helping to bring diversity and accessibly to growing Pilates and movement therapy field.

We would respectfully request your approval so that they can submit their application to the small business commission.

Sincerely:

Carlos Solórzano-Cuadra

CEO

Hispanic Chambers of Commerce

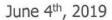
Of San Francisco (HCCSF)

Office: 415.735.6120

E mail: carlos@hccsf.com

Cc: Board of Directors

3597 Mission Street ♦ San Francisco ♦ CA ♦ 94110 415-735-6120 ♦ 415-259-1498 E-mail <u>Info@hccsf.com</u> ♦ <u>www.hccsf.com</u>





Honorable Supervisor Mandelman,

Last week at its May board meeting, the Mission Merchants Association unanimously approved going on record to support EHS Pilates in its quest to officially gain legacy business status.

EHS Pilates is coming up on its thirtieth anniversary of continuously conducting business at 1452 Valencia Street.

Its longevity is a tribute to the importance and quality of its services. It should also be noted that many of San Francisco's Pilates instructors honed their craft at EHS Pilates.

So it has also been de facto an important incubator to this segment of the City's health and wellness sector.

The Mission Merchants Association board would be grateful if your office could provide guidance to EHS Pilates' Executive Director Tracey Sylvester (pictured with you at the MMA event for your election) as to how to expeditiously and successfully proceed.

Appreciatively,

Philip Lesser President Mission Merchants Association



To the members of the Small Business Administration:

On behalf of the Valencia Corridor Merchants Association, we endorse EHS Pilates' pursuit to obtain Legacy Business status. EHS Pilates has been a member of the VCMA since its early inception. Tracey, the owner, is dedicated to our mission and demonstrates this by actively participating in events that coalesce the business community and as an anchoring business at the southernmost end of the Valencia corridor. Tracey is able to step outside of daily operations in order to participate in the community because of the business's longevity and stability. Any steps toward the preservation of longstanding business that support the community are in keeping with the VCMA's goals.

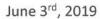
Our understanding is that EHS has participated in almost every Sunday Streets event and worked directly with Livable City to have the entire Valencia corridor included in Sunday Streets. They provide community classes and have developed programing and offer 10% neighborhood discounts for local business owners and employees. EHS also offers local businesses custom classes and events that cater to job related repetitive stress and ergonomic challenges of the modern work environment.

We are pleased that EHS is actively pursuing Legacy Status, and they have our full support.

Sincerely,

Sean Quigley

President, VCMA





I am writing to express my whole-hearted support for EHS Pilates studio to achieve Legacy Business status in San Francisco.

I have witnessed first-hand the positive impact EHS has had to the community and the neighborhood in which they reside. I was a dancer for 18 years with the San Francisco Ballet, and my wife Cindy began her Pilates teacher training with EHS, and then became one of the trainers there herself. I have taken numerous classes at EHS, attended their community building events, and even performed a piece of my choreography there with Cindy. Tracey and her staff have always been very open and welcoming to us, and we have formed countless friends and made connections all because of EHS.

EHS exudes a positive spirit. Through all of their classes and services, the aim is to better oneself physically, and therefore in every other way as well. People walk in the door looking to improve themselves, and they return over and over because they receive a service and become part of a community that values the reach and desire to be better. The trainers who work there truly care about enriching the lives of their clients.

EHS has also been a support for SFDanceworks, the contemporary dance company I founded in 2016. They have helped promote the company and have collaborated with me, even offering their space to assist me in building an audience. For that I am truly grateful, to have a business supporting other businesses and non-profit organizations that help to build our community is so helpful and altruistic. The arts are always struggling to find support, yet are a core part of what makes San Francisco unique. To have the backing of EHS Pilates and their willingness to share their community with SFDanceworks, has been so important and vital to me. I will be forever grateful for that support.

I truly believe that businesses like EHS, that truly make an impact on a wide range of people, from all backgrounds, are gems of the city that often go on doing what they do, without a huge amount of fanfare. It is places like EHS that help make San Francisco a wonderful place to live, I would hope that every neighborhood could be so lucky to have a business like EHS Pilates.

Sincerely,

James Sofranko

Founder/Artistic Director, SFDanceworks Artistic Director, Grand Rapids Ballet





To Whom It May Concern,

I am the owner of a sole proprietorship business; Preggo Pilates. My practice focuses on women's wellness and Pilates fitness from pre-conception through menopause. I offer classes and teach private sessions that support pre and postnatal women as well as supporting women through menopause. During the last 15 years I have taught hundreds of women and inspired many of them to continue their Pilates practice after they "graduate" from my postnatal program. I am the only San Francisco Pilates business that focuses solely on pre and postnatal women. EHS Pilates and Tracey Sylvester have been with me all the way and helped nurture the birth and growth of Preggo Pilates.

Pregnant and postnatal women are not an "aside" in my business they are the reason that Preggo Pilates exists. I am also a founding member of the Mamas Resource Network; "We are a group of dedicated and highly skilled practitioners in the San Francisco Bay Area, who passionately support mothers, babies and their families in all dimensions of their health and through the joys and challenges of motherhood." This incredible network of practitioners allows me to offer my clients and students a wealth of referrals for body, mind and spirit as they navigate the challenges of pregnancy, postpartum and early parenthood. As part of Preggo Pilates 15th year anniversary we are hosting several fundraisers for the Homeless Prenatal program as well as researching an ongoing partnership with them to offer scholarships to some of their participants. The long term goal of Preggo Pilates is to make Pilates accessible to considerably more women in SF regardless of their financial status.

I have been involved with EHS Pilates as student, trainer and currently business partner since 2003. EHS is the studio that inspired me to take the leap and become a Pilates trainer, allowing me to leave a variety of desk and consulting jobs in the arts and empowered me to have a career in which I get to connect people to their bodies, as well as strengthen and heal their physical selves. Fifteen plus years later into my Pilates career and I'm acutely aware that the work environment I get to spend every day in is a beacon of light in a sea of work environments plagued by inequity, bureaucracy, over work and stress inducing anxiety. EHS is the place that inspired me to birth my own business, Preggo Pilates, which is a business that operates under the umbrella of EHS Pilates.

Thanks to EHS, I have the privilege of doing a job I love. There is no value that can be placed on that fact. I have had the great fortune to spend the arc of my Pilates career at EHS Pilates. From student to

apprentice, to trainer and now as a faculty member of the EHS Pilates education team and the owner of Preggo Pilates. Although I have at times worked at other studios during my career, I have always chosen to spend the majority and now all of my time at EHS Pilates. It is the unrivaled leader in an increasingly crowded field of boutique fitness studios that have cropped up of late. The level of training, education and wealth of knowledge amongst the EHS team is unrivaled. The great majority of my Pilates colleagues have been trainers closing on two decades. That vast wealth of knowledge is unparalleled in the Pilates field in San Francisco. Collectively, I'd say the EHS team has more than 125 years worth of Pilates training and knowledge under its belt. The reason that so many seasoned and expert Pilates trainers make EHS their home is in no small part due to the excellent, caring and inspired management of Tracey Sylvester. Tracey's priorities not only include running the largest Pilates studio in San Francisco but also in managing bodyworkers who rent space there, interacting with clients on a daily basis, and administering the EHS education wing while always searching for ways to improve and update all aspects of the studio. Through her long term work with the Valencia Merchants Assoc. she's got her finger on the pulse of what's going on in the Mission neighborhood and she is a great supporter of other small business owners along the corridor. Personally, she has mentored me when I decided to make the move from trainer to sole proprietor and brand my own Pilates business; Preggo Pilates. I have grown Preggo Pilates while raising two children for whom I am the primary caregiver. Tracey has supported a growth model that was symbiotic with my parenting needs. Rare is the manager who not only understands that, but is willing to work within those constraints. Preggo Pilates owes its longevity as the longest running pre and postnatal Pilates program in SF to the fact that it's home is EHS Pilates.

As you all know, commercial rents in SF are out of control and landlords are exclusively catering to the monoculture of tech renters, forcing all other small businesses from restaurants, to retail to shutter their doors. Over the years I have researched branching out on my own to open a Preggo Pilates studio independently of EHS Pilates. The current rental market makes it impossible for movement based businesses like Preggo Pilates to survive. The crushing overhead cannot be passed on to clients and students as the prices that would enable us to pay rent cannot be born by a market that is becoming saturated with "fast fitness" studios that offer much lower prices, (with considerably less qualified instruction) coupled with the advent of such companies as groupon and class pass that significantly bite into the already small profit margin of businesses such as EHS Pilates. Were EHS to close its doors, I would be forced to find another studio that would be willing to be the "umbrella" for Preggo Pilates. My business is very much a neighborhood based one. Currently, there are no other Pilates or Yoga studios in the Mission that could accommodate my schedule and client load. Therefore, I would be forced to consider opening a studio myself which as I've stated earlier would be prohibitive at the current market rate value of rents. Were EHS to be forced to move to a different neighborhood altogether I would suffer a severe financial set back as location is everything and I'd be starting somewhat from scratch to build a new clientele. There is a good chance that were EHS forced to shutter it's doors Preggo Pilates would incur a large uphill battle to remain afloat.

There are fewer and fewer long term businesses left in the Mission. EHS Pilates is an anchor of "wellness", literally, in the Mission district. There are very few high quality Pilates studios in the Mission. We have seen several small chain boutique fitness studios open up around us. This is not the same as a stand alone Pilates studio with highly trained staff. Additionally, we are the only SF arm of the Balanced Body Pilates education program in SF. As more and more people spend long hours at a desk, commuting and stressed out by the long hours required by start-ups to make life possible in SF, the need for a Pilates and wellness center becomes all the more crucial. Granting EHS Pilates "Legacy Status" is not only the right thing to do but more importantly it is the essential thing to do so that the SF spirit can continue to thrive. The survival of businesses like EHS Pilates are what will keep the soul in San Francisco.

Sincerely,

Stephanie Forster Founder Preggo Pilates Balanced Body Master Trainer To the Members of the Small Business Commission:

I would like to offer my support for Legacy Business status for EHS Pilates. The Mission has been my home for over twenty-five years. In that time much has changed and continues to change. What makes the Mission a unique part of San Francisco is its neighborhoods with small businesses and interesting streets. EHS Pilates has added a great deal to that uniqueness. Personally it has been a positive part of my life. I have taken classes with excellent teachers for over ten years. EHS Pilates has provided me with programs to keep me healthy and a community of like-minded people who consider it an important part about of their lives.

The Mission needs to keep its character and uniqueness, which is rapidly changing. Lately the loss of Lucca and Paxton Gate among others has greatly impacted that character. Tracy Sylvester has worked hard to create a community of wellness. Many people rely on EHS for classes with well-trained instructors, injury rehabilitation, and rigorous teacher training. It is an important part of the Mission, especially the Valencia Corridor, losing it would be a severe loss for those of us that have been clients for many years. Please give EHS Pilates every consideration for Legacy Business status.

Thank you,

Cherie Raciti

To Whom it May Concern:

I have been a client of EHS Pilates for more than 10 years. When I came to the studio I was an overweight, middle-aged woman who had avoided exercise as much as possible for most of my life. My main concern was my balance. I had come to realize that my increasingly poor sense of balance would lead me to falls and perhaps serious injuries as I aged.

Following the example of a good friend who also did not enjoy exercise but liked Pilates, I found EHS because it was close to my home in the Mission neighborhood- close enough to walk there and back. I started working one-on-one with a trainer and soon discovered that it was different from other forms of exercise I had explored in the past. I actually enjoyed it!

Over the years I have realized that not only is my balance improved dramatically, but my lower back pain is also much less of a problem. I travel a good deal and find that I can walk over rocky paths and up and down uneven steps much better than I had before I started at EHS. The work is targeted and requires a lot of concentration and actually it is mentally relaxing, too!

My back and other physical changes have kept me coming back, year after year. I feel stronger and more confident as I head into my late 60's and plan to continue my work at EHS.

Another important factor in my relationship with EHS is the kind of welcoming and accepting attitude the owners and trainers have towards clients. In some exercise studios, the majority of clients are young, thin and seem to just "know" what they are doing. The "vibe" is that some types of people fit in and others never will. At EHS I see all sorts of people: young, old, men and women and all body types. I am still overweight, even older, and I never have felt that I didn't belong there.

I no longer live within walking distance but still not too far away. Lots of clients do live within walking distance; I see them all over the neighborhood.

Tracey has worked to bring other related services into the building, massage, chiropractic and physical therapy providers all have space there. That has been a very helpful addition to the neighborhood as well. I would be hard put to find another studio where I would feel as comfortable as I do at EHS and I do hope they can remain in their lovely building on Valencia St.

Karen Slater

June 1, 2019

To Whom It May Concern:

EHS Pilates is a true treasure in the Mission district. For more than ten years, my husband and I have been taking classes there and it has changed our lives! At the heart of this place are the dedicated working people. As you'd expect, each trainer is a diverse professional with exceptionally and thoughtful experience. In the work process, you gain a stronger body and a life-changing joy of accomplishment and the personal inspiration from living healthier.

Best, Maria Mejia To the Members of the Small Business Commission:

Pilates has changed my life. Since I started doing it 10 years ago, I feel so much stronger, have better posture, and am in less pain. I plan to continue practicing the rest of my life. I tried out many studios, but nowhere felt quite right until I found EHS. The location is easy to get to, and the studio is bright and spacious with multiple rooms with varying equipment. They offer so many different types of classes, including CoreAlign and Pre/Post-natal Pilates. This was a great advantage as I was already familiar with the studio when I became pregnant 4 years ago, and I practiced throughout my pregnancy and afterwards. Post-natal Pilates classes were great because new moms can bring their babies until they are able to crawl. It was so nice to be able to get out of the house and exercise without having to hire a sitter, plus I was able to make a couple mom friends too!

CoreAlign is an amazing machine that has made a huge impact on my balance and core strength. I did it throughout my pregnancy and ever since. I love this machine so much I even took a teacher training class last year (also offered at EHS) just so I could learn it better. I'm not aware of any other studios in San Francisco that offer CoreAlign. I would be devastated if EHS would ever have to close its doors or relocate. I honestly don't know where I would go. I can't imagine any other place that offers all that EHS does. They even have an on site chiropractor, and I love to get adjusted before a class just so I know my body is in correct alignment before I work out.

The staff is friendly and encouraging, and the studio is absolutely beautiful. It is centrally located and easy for many people to get to. I love supporting a well established neighborhood business, and hope I am able to for the long run.

Thanks, Marika Bryant Dear Small Business Committee members,

My name is Michele Bitton and I have been an EHS Pilates devotee since January 2002. I herald EHS as an integral part of my everyday life. I suffer from chronic joint pain and I am 100% convinced my EHS practice keeps me on my feet.

The studio provides as much emotional support as physical benefit. From the minute you walk thru the door you can feel the warm & welcoming spirit from the staff, trainers & other clients. It's a place to strengthen your core as well as your heart & head.

This is a business that not only needs to remain in our community, it sustains a community. EHS owner Tracey Sylvester is a beacon of kindness, inclusiveness, creativity & business acumen. Exactly what the Mission needs today & everyday!

Please help them stay exactly where they are. A quick jump from my apartment that makes me jump for joy every time I step inside!

Thank you,

Michele W. Bitton

San Francisco, CA 94110

To Members of the Small Business Commission,

I started Pilates classes 14 years ago at EHS Pilates just after I retired. As an aging woman, I felt it was necessary for me to have an exercise regimen that would enable me to remain as strong, healthy and flexible as I aged, so I started with EHS Gentle Pilates mat classes for strength and flexibility (2x week) and aquafit classes (3x/week) for added cardio exercise. I have maintained that pattern as much as possible. I have a background in anatomy and physiology and wanted something that would involve and strengthen all parts of the body.

At EHS I have had 3 excellent instructors over the years. I appreciate the Pilates mat classes as these teachers are very knowledgeable about Pilates routines and exercises. We get a variety of exercises and routines that address various different muscle systems and body parts. Although the body parts being exercised or stretched are the same from week to week, the instructors vary the routines so we are always mentally engaged. I especially appreciate that the instructors know anatomy well as well as how to adapt exercises. They are consistently friendly and concerned with each of us. I have physical quirks and limitations (some from birth, others from 75 yrs of life) not shared by others in the class. The instructors have shown me how to adapt various exercises to accommodate these limitations and still get the benefit of the exercises. As a result of this exercise regimen I feel like I am a relatively strong septuagenarian...YEA!

The atmosphere at the studio is pleasant, friendly and welcoming. The folks at the desk and others involved with the studio and pleasant and accommodating. I think EHS Pilates is certainly deserving of recognition as a Legacy Mission District establishment.

Susan Floore

July 27, 2019

To whom it may concern:

I am writing to express my whole-hearted support for EHS (Energy, Health & Strength) Pilates studio to achieve Legacy Business status within the Mission District, San Francisco, CA.

Being born with spastic diplegic cerebral palsy I have always struggled to find a home of health, exercise and acceptance without judgment, snide comments & stares.

In 2014 after an elbow contractor surgery, I unexpectedly had to re-learn how to walk as a result of the procedure, which was not planned for in any way. After a lot of trial and error trying to find a form of exercise (studios and instructors) that addressed all accepts of recovery: mental, emotional, physical and self-acceptance, I walked into EHS Pilates. It was a game changer in my life, as I knew it.

I did not feel judged in any way instead I felt love, acceptance and community. My differences were embraced for the first time ever. Right in front of me was the understanding that the studio and instructors had the expertise to help me gain confidence in the next phase of what life looked like for me. So often at other studios that I tried prior to EHS Pilates, I was treated as an oddity, liability and otherwise.

EHS has become a home to me. I have gained confidence in my ability to walk, hold my head high knowing that I am doing the best my body has the ability to do at this time. My practice is preparing me with preventive measures for my body as I age. In addition, I have the emotional and mental strength to handle whatever else life has to offer me.

I am currently training at EHS Pilates to become a Pilates Teacher of clients with varying ranges of cerebral palsy. Without EHS Pilates this would not be possible.

Tracey Sylvester, the owner of EHS is a beacon of the community. EHS Pilates has allowed her to cultivate a business within the Mission that grows the garden of some of the best Pilates and medical professionals within San Francisco. In addition, EHS opens its arms to a community of people and patrons that are from varying backgrounds, cultures, abilities and otherwise. Everyone is whole-heartedly welcome.

To grant EHS Pilates Legacy Business Status within the Mission District is without question the right thing to do – it is a place that keeps community thriving in San Francisco. More than ever, we need community!

Megan Tourtellotte Megan Courtellotte Oakland, CA Filing Date: July 24, 2019
Case No.: 2019-014681LBR
Business Name: EHS Pilates

Business Address: 1452 Valencia Street

Zoning: Valencia Street NCT (Neighborhood Commercial Transit) Zoning District

55-X Height and Bulk District

Block/Lot: 6531/010

Applicant: Tracey P. Sylvester, President

1452 Valencia Street

San Francisco, CA 94110

Nominated By: Supervisor Ronen

Located In: District 8

Staff Contact: Shelley Caltagirone - (415) 558-6625

shelley.caltagirone@sfgov.org

Reviewed By: Jeff Joslin – (415) 575-9117

jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

EHS Pilates ("EHS") is a Pilates-based movement studio and education center founded in 1992 by master instructor Ellie Herman. Pilates is a physical fitness system developed in the early 20th century by Joseph Pilates, after whom it was named. The EHS Pilates studio first opened at 3435 Cesar Chavez Street, and was one of the earliest Pilates studios on the West Coast. Herman, a second-generation Pilates instructor, designed one of the first teacher training programs in California, wrote Pilates for Dummies, and invented new Pilates apparatus.

In 2002, the business moved to its current location on Valencia Street, and in 2004, Tracey Sylvester joined EHS as a business manager. Sylvester and a lead instructor purchased the San Francisco Studio after Herman's relocation to New York in 2007. They changed the business name from "Ellie Herman Studios" to "Energy Health Strength," keeping the EHS brand. In 2009, EHS partnered with Balanced Body to provide a globally branded Teacher Training.

In 2013, EHS Pilates was severely damaged by a fire that started in a neighboring building. EHS staff, trainers, clients and neighbors pulled together to salvage the business and preserve the original front facade. They quickly found a temporary location in a historic decommissioned church around the corner on Cesar Chavez Street. EHS only closed for a week while relocating and remained in the temporary location until 2015. Sylvester became the sole owner of the studio upon relocation. Although the business is not yet 30 years old, it is eligible for listing on the Legacy Business Registry because it faces a significant risk of displacement. The business is currently in negotiation and facing a potentially significant rent increase.

The business is located on the west side of Valencia Street between 25th and 26th streets in the Mission neighborhood. It is located within the Valencia Street NCT(Neighborhood Commercial Transit) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The business was founded in 1992.

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

Yes. EHS Pilates qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. EHS Pilates has operated continuously in San Francisco for 27 years and faces significant risk of displacement due to upcoming lease negotiations.
- ii. EHS Pilates has contributed to the history and identity of the Mission and San Francisco.
- iii. EHS Pilates is committed to maintaining the physical features and traditions that define the organization.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

Yes. The business is associated with the Pilates tradition.

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

No.

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

No. The property has a Planning Department Historic Resource status code of "B" (Historic Resource Present) because of the building's age (constructed 1922).

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

No.

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

Yes. EHS Pilates has been featured in several local and media and publications, including the San Francisco Chronicle and Mission Local. EHS Pilates has also won the best Pilates studio in SF Weekly's "Best of" for the past five years (every time the Pilates category was included in poll).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 1452 Valencia Street

Recommended by Applicant

- Pilates and movement therapy services for all ages and bodies
- Training and certificate program
- Business services for movement professionals
- Building's front façade, including original double doors, windows, cornice, and moldings

- A business culture that embraces community, diversity and total well-being
- Direct generational line to Joseph Pilates, founder of the discipline

Additional Recommended by Staff

• None

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 21, 2019

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

Reception: 415.558.6378

415.558.6409

415.558.6377

Fax:

Planning Information:

Case No.: 2019-014681LBR
Business Name: EHS Pilates

Business Address: 1452 Valencia Street

Valencia Street NCT (Neighborhood Commercial Transit) Zoning District

55-X Height and Bulk District

Block/Lot: 6531/010

Zoning:

Applicant: Tracey P. Sylvester, President

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Located In: District 8

Staff Contact: Shelley Caltagirone - (415) 558-6625

shelley.caltagirone@sfgov.org

Reviewed By: Jeff Joslin – (415) 575-9117

jeff.joslin@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR EHS PILATES CURRENTLY LOCATED AT 474 VALENCIA STREET, BLOCK/LOT 3555/063.

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 20 or more years, with 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, would face a significant risk of displacement; 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 August 21, 2019, 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** EHS Pilates qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 EHS Pilates.

Location(s):

• 1452 Valencia Street

Physical Features or Traditions that Define the Business:

- Pilates and movement therapy services for all ages and bodies
- Training and certificate program
- Business services for movement professionals
- Building's front façade, including original double doors, windows, cornice, and moldings
- A business culture that embraces community, diversity and total well-being
- Direct generational line to Joseph Pilates, founder of the discipline

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 2019-014681LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin

Commission Secretary

NOES:
ABSENT:

ADOPTED:

AYES:

SAN FRANCISCO
PLANNING DEPARTMENT