

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 9, 2019

F. DORIAN, INC.

Application No.: LBR-2018-19-066
Business Name: F. Dorian, Inc.
Business Address: 370 Hayes Street
District: District 5
Applicant: Michael F. Miller, Owner
Nomination Date: June 11, 2019
Nominated By: Supervisor Vallie Brown
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The gift shop F. Dorian was formally established in 1991 although it had its beginnings in 1985 as a business called Accessions.

In 1982, Michael Miller and Richard Portugall moved from Detroit to San Francisco. Portugall worked for a local architectural firm and Miller represented a line of ethnic textiles. In 1983, Miller and Edward Brown opened The Miller Brown Gallery which featured contemporary, ethnic textiles. Eventually the Gallery evolved into a fine arts gallery, and the owners were invited to operate the gift store for the San Francisco Craft and Folk Art Museum at Fort Mason. In 1985, they opened a retail business on Hayes Street named Accessions which featured contemporary California crafts, and in 1990, Portugall joined the management.

When Brown died in 1991, Miller and Portugall changed the name of the business to the present F. Dorian. The store features contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. Their wares include holiday decor and ornaments, jewelry, glassware, ceramics and more. The business has historically represented Bay Area craft artists who work in ceramics, glass, sculpture and jewelry. In 2001, F. Dorian moved from 388 Hayes Street to 370 Hayes Street to allow Absinthe restaurant to open their private dining room.

The business is located on the north side of Hayes Street between Gough and Franklin streets in the Hayes Valley neighborhood.

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, F. Dorian, Inc. has not operated in San Francisco for 30 or more years.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

388 Hayes Street from 1991 to 1993 (2 years)
Craft and Fold Art Museum at Fort Mason (gift shop operation) from 1991 to 2004 (13 years)
Center for the Arts (gift shop operation) from 1991 to 1997 (6 years)
370 Hayes Street from 1993 to Present (26 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, F. Dorian, Inc. 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 Hayes Valley neighborhood 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, F. Dorian has contributed to the history and identity of the Hayes Valley neighborhood and San Francisco.

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

- The business is associated with the decorative arts.
- The property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic districts. 368-370 Hayes Street was built in 1906 and is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile. The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District.

From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. The period of significance is 1855-1929.

- F. Dorian has been featured in several publications and news articles, including the following:





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- A book by Zahid Sardar titled "San Francisco Modern: Interiors, Architecture and Design" published in 1998.
- An article in the San Francisco Chronicle by Sylvia Rubin titled "5 Bay Area jewelry artists to notice" dated August 7, 2011.
- An article in CBS SF Bay Area by Joanna Metheny titled "Best Places To Buy Christmas Ornaments In San Francisco" dated December 1, 2015.
- Listings in Fodor's Travel Guides and Foder's Flashmaps published by Foder's Travel Publications.
- The Hayes Valley Guide.

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

Yes, F. Dorian, Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that F. Dorian, Inc. 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:

- Inventory of decorative arts.
- Quality of displays, including the holiday window displays.
- Use of vivid colors.
- Signature front entrance red double doors.
- Yellow, red and purple feature walls.
- Logo on front window and banner.
- Front window mullions.
- Exposed earthquake bracing.

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.

- Gift shop.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include F. Dorian, Inc. currently located at 370 Hayes Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 9, 2019

F. DORIAN, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-066
Business Name: F. Dorian, Inc.
Business Address: 370 Hayes Street
District: District 5
Applicant: Michael F. Miller, Owner
Nomination Date: June 11, 2019
Nominated By: Supervisor Vallie Brown
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR F. DORIAN, INC., CURRENTLY LOCATED AT 370 HAYES 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





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BE IT RESOLVED that the Small Business Commission hereby includes F. Dorian, Inc. 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 F. Dorian, Inc.:

Physical Features or Traditions that Define the Business:

- Inventory of decorative arts.
Quality of displays, including the holiday window displays.
Use of vivid colors.
Signature front entrance red double doors.
Yellow, red and purple feature walls.
Logo on front window and banner.
Front window mullions.
Exposed earthquake bracing.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain F. Dorian, Inc. on the Legacy Business Registry:

- Gift shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 9, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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LONDON N. BREED, MAYOR

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REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-066
Business Name: F. Dorian, Inc.
Business Address: 370 Hayes Street
District: District 5
Applicant: Michael F. Miller, Owner
Nomination Date: June 11, 2019
Nominated By: Supervisor Vallie Brown

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

388 Hayes Street from 1991 to 1993 (2 years)
Craft and Fold Art Museum at Fort Mason (gift shop operation) from 1991 to 2004 (13 years)
Center for the Arts (gift shop operation) from 1991 to 1997 (6 years)
370 Hayes Street from 1993 to Present (26 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?
_____ Yes _____ No

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

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

NOTES: F. Dorian's lease expires in June 2022. There are concerns the landlord may not be willing to renew their lease because they already operate three businesses in the building, and they may be interested in expanding one of their existing businesses into 370 Hayes Street or adding a fourth business.

DELIVERY DATE TO HPC: June 20, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 5



City and County of San Francisco

VALLIE BROWN
浦慧理

Tuesday June 11, 2019

Office of Small Business
Small Business Commission
City Hall, Suite 110
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate F. Dorian, located at 370 Hayes Street, for the Legacy Business Registry Program.

Since 1991, F. Dorian has operated as a family-owned business providing the community with original crafts and art from around the Bay Area. F. Dorian has established itself as a vital member of the Hayes Valley community.

Today, F. Dorian operates as a local gift shop displaying the work of Bay Area artists in the manner of a museum. This establishment adds to the character of the Hayes Valley neighborhood. F. Dorian has been an active member of the community and has done its part to preserve and uplift community voices.

With the strong belief that F. Dorian will continue to build on its decades of legacy, I elect to nominate F. Dorian for the Legacy Business Registry Program. For any additional questions about F. Dorian, contact Nikki Yoshikawa by email at: nikkiyoshikawa@gmail.com.

Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or BrownStaff@sfgov.org. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Vallie Brown".

Vallie Brown
Supervisor, District 5
City and County of San Francisco

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
F. Dorian, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Michael F. Miller Richard Dorian Portugall		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
370 Hayes Street		(415) 861-3191
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
	fdorianhayesvalley	

APPLICANT'S NAME	
Michael F. Miller	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
owner	
APPLICANT'S ADDRESS:	
[REDACTED]	
TELEPHONE:	
[REDACTED]	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
164356001	C1516585

OFFICIAL USE: Completed by OSB Staff	
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
388 Hayes Street	94102	1991 (1990 as Accessions)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1991 - 1993	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Craft and Fold Art Museum at Fort Mason (gift shop operation)	94123	Start: 1991 (1986 as Accessions) End: 2004

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Center for the Arts (gift shop operation)	94103	Start: 1991 End: 1997

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
370 Hayes Street	94102	Start: 1993 End: Current

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified 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.

Michael F. Miller

Name (Print):

Date:

Signature:

F. DORIAN, INC.
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.

F. Dorian, presently located at 370 Hayes Street in Hayes Valley, was officially established on February 1, 1991. It had its beginnings in 1985 as a business called Accessions, and its prehistory dates back to 1982.

In 1982, Michael Miller and Richard Portugall moved from Detroit to San Francisco. Richard worked for a local architectural firm and Michael represented a line of ethnic textiles. In 1983, Michael met Edward Brown and, because of their mutual interest in textiles, they decided to open The Miller Brown Gallery on the ground floor of 355 Hayes Street. There they featured contemporary, ethnic textiles. When the Miller Brown Gallery opened, there were only four other establishments on the 300 block of Hayes Street: two restaurants and two antique dealers. All the other ground-level spaces were vacant. Eventually The Miller Brown Gallery evolved into a fine arts gallery. Subsequently Michael and Edward were invited to operate the gift store for the San Francisco Craft and Folk Art Museum at Fort Mason. They ran that store (simultaneously with their gallery) for 18 years.

In 1985, Michael and Edward open a retail business on the second floor of 355 Hayes Street named Accessions which featured contemporary California crafts. From 1985 through 1988, Accessions moved from the second floor of 355 Hayes Street to the street level of 381 Hayes Street and The Miller Brown Gallery remained at 355 Hayes Street. In 1990, Richard Portugall joined Michael Miller and Edward Brown in running Accessions at 388 Hayes Street, which is the present day Absinthe restaurant's private dining room.

1991, Edward Brown died and Michael Miller and Richard Portugall changed the name of the business to the present F. Dorian.

F. Dorian is a not your ordinary gift shop. The store features contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. F. Dorian is a one stop shop for gifts, holiday decor and ornaments, jewelry, glassware, ceramics and more. The business has historically represented Bay Area craft artists who work in ceramics, glass, sculpture and jewelry.

In 2001, F. Dorian moved from 388 Hayes Street to 370 Hayes Street to allow Absinthe restaurant to open their private dining room. F. Dorian has remained at 370 Hayes Street to the present day.

Although F. Dorian has not yet operated in San Francisco for 30 or more years, it has significantly contributed to the history and identity of the Hayes Valley neighborhood and, if not included in the Registry, would face a significant risk of displacement. F. Dorian's lease expires in June 2022. Michael and Richard would like to renegotiate a lease, but there are concerns that the landlord, Absinthe Properties, may not be willing to renew their lease. Absinthe Properties already operates three businesses in the building – Absinthe Brasserie & Bar, Arlequin Café and Arlequin Wine Merchant – and they may be interested in expanding one of their existing businesses into 370 Hayes Street or adding a fourth business. Being listed on the Legacy Business Registry could help F. Dorian significantly with lease negotiations.

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

F. Dorian has not ceased operations since it opened in February 1991.

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

F. Dorian is a family-owned business, described here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. F. Dorian is a corporate partnership between Michael Miller and Richard Portugall who have been life partners for 49 years.

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

The ownership history of F. Dorian has not changed since the business was founded in 1991:

1991 to Present: Michael Miller and Richard Portugall

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

Not applicable.

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

The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District. Built in 1906, 368-370 Hayes Street is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile.

CRITERION 2

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

F. Dorian was instrumental in forming the original Hayes Street Merchants Association which promoted the "Hayes Valley" identity with the creation of a brochure identifying the variety of businesses located in the Hayes Valley district which stretches from Franklin to Laguna streets. The brochure was given to tourist offices and to hotel concierges as well as tourists and locals alike visiting the area. F. Dorian also attended the monthly meetings at the local police precinct engaging in sharing information regarding police activity in the Western Addition. In addition Michael Miller and Richard Portugall collaborated with the Hayes Street Baptist Church to improve the quality of life in Hayes Valley by attending numerous meetings with the San Francisco Planning Department and San Francisco Building Department.

F. Dorian contributes significantly to the retail environment of Hayes Valley. The business is not your ordinary gift shop! They feature contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. Customers will find jewelry, accessories, ornaments, African art, home decor, glassware, handmade products from around the world and more.

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

The storefront windows at F. Dorian during the December holidays with mechanical displays of carnival rides and enchanting themes have attracted young families as an annual event for years. The proof is having to wipe away all the nose prints on the windows at the end of each day.

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

F. Dorian has been featured in several publications and news articles, including the following:

- A book by Zahid Sardar titled “San Francisco Modern: Interiors, Architecture and Design” published in 1998.
- An article in the San Francisco Chronicle by Sylvia Rubin titled “5 Bay Area jewelry artists to notice” dated August 7, 2011.
- An article in CBS SF Bay Area by Joanna Metheny titled “Best Places To Buy Christmas Ornaments In San Francisco” dated December 1, 2015.
- Listings in Fodor’s Travel Guides and Foder’s Flashmaps published by Foder’s Travel Publications.

F. Dorian organized with other merchants in Hayes Valley to create the *Hayes Valley Guide*, a fold out map for customers showing the location of participating merchants in an easy graphic presentation. The *Hayes Valley Guide* was distributed to several hotel concierge desks who in turn handed them out to their guests. As part of this campaign, F. Dorian hosted a cocktail event to encourage concierges to visit the neighborhood and become aware of what it has to offer.

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

Some of the famous clients who have shopped at our store are Ellen DeGeneres, Anne Heche, Sharon Stone, Tom Waits, Danielle Steel, Michael Tilson Thomas, Adell, Senator Diane Feinstein and opera singers Frederica von Stade, Karita Mattila and J'Nai Bridges.

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

F. Dorian donates items to the San Francisco Boys Chorus and the Opera Guild for their annual fundraising auctions. The business hosts an annual event to raise funds for the UCSF Breast Cancer Research Campaign with a percentage of sales donated to the Center. F. Dorian sponsored a competition and sale of original holiday wreaths by local artists and donated the proceeds to local charities. F. Dorian has also provided Halloween candy to neighborhood and visiting children every year.

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

Customers of F. Dorian come from all areas of the Bay Area. The store enjoys many repeat customers attending the San Francisco Opera, San Francisco Symphony and San Francisco Jazz Center. Michael and Richard had customers over the years attending the Nutcracker Ballet with their children. Now, their children have children that are going to see the Nutcracker. Shopping at F. Dorian has become a generational event.

Customers shop at F. Dorian from Southern California and across the United States and abroad. Most of the shipping goes to New York, Boston, Chicago and Los Angeles.

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

Significant physical features of the business include the signature front entrance red double doors; the yellow, red and purple feature walls; the logo, which appears on the front window and banner; the front window mullions, which repeat across the length of the building all the way to Gough Street; and of course the exposed earthquake bracing so iconic to San Francisco.

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

If F. Dorian were to close, Hayes Valley and San Francisco would lose the traditions that Michael and Richard have cultivated over the years. The city would lose a one-of-a-kind business that would likely be replaced by a corporate entity with multiple locations.

CRITERION 3

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

F. Dorian is a retail store that features contemporary crafts, ethnic arts and home decor including ornaments, jewelry, glassware, sculpture and ceramics. Much of the contemporary work presented at the store is handmade by local artists, including jewelry, ceramics and glass. The traditional work – weather African, Asian or Mexican – is hand-selected from reliable sources that Michael and Richard have been working with for years.

What sets apart F. Dorian from other stores in Hayes Valley is the outstanding quality of our displays and selection of merchandise. Our customers describe how our store reminds them of a museum. They also enjoy that they can handle and try on the jewelry and scarves as well as see the quality of the objects we present.

We pride ourselves with our presentation of merchandise which is carefully arranged in “color stories,” origin, theme and size. We are known for vivid colors throughout the store bright purples, yellow and hot pink. We enjoy comments from our customers who say we have the best and unique selection and we are their favorite store. Ninety percent of our shipping goes to Boston, New York, Los Angeles, Chicago and Hawaii.

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 business's historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

F. Dorian is committed to maintaining the historical traditions that define the business – a retail store featuring contemporary crafts, ethnic arts and home décor.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical

characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The physical features that define the business are the red double doors; the yellow, red and purple feature walls; the logo; and the front window mullions.

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

Not applicable.









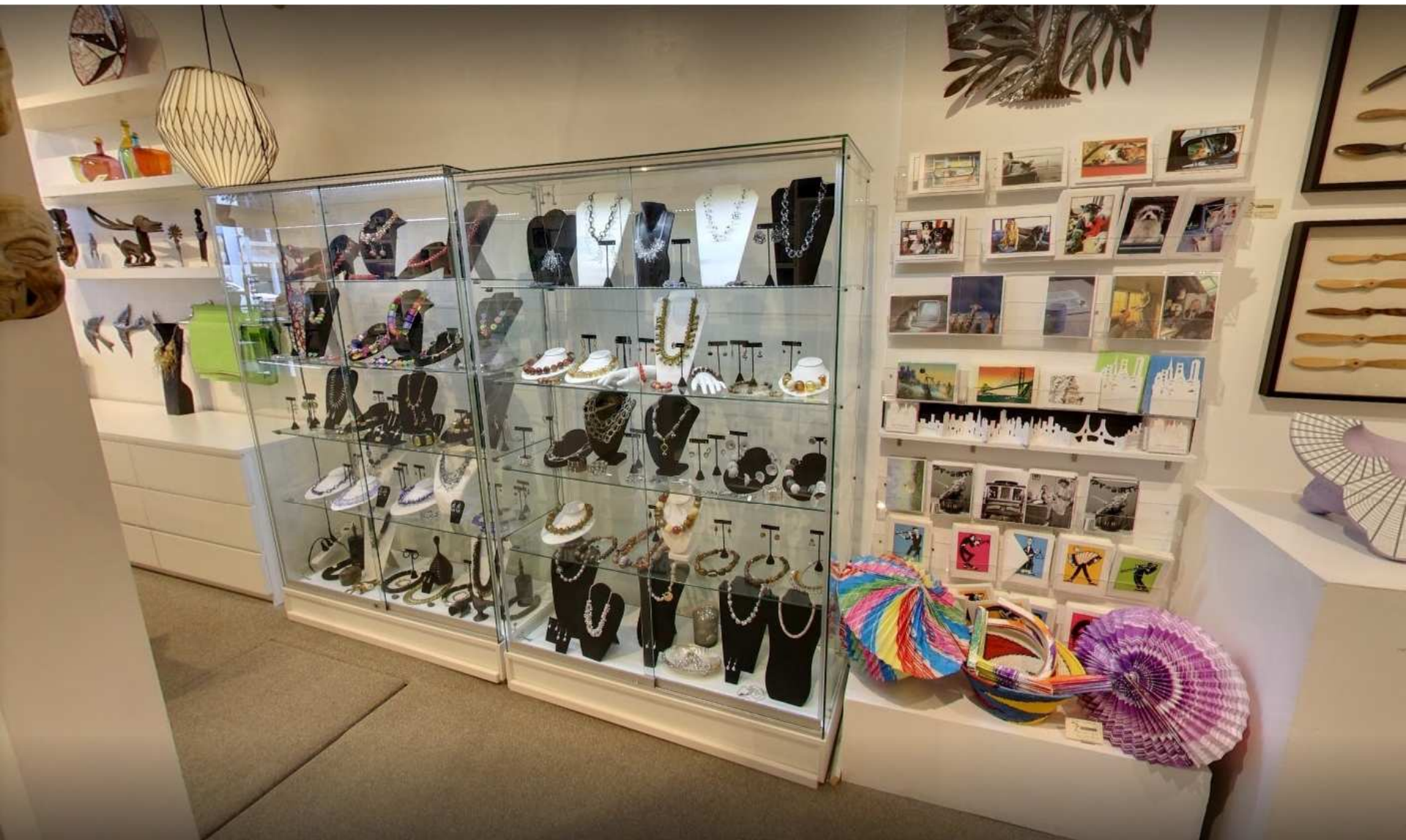






























State of California — The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code _____

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 1 *Resource name(s) or number (assigned by recorder) 368-370 Hayes St.

P1. Other Identifier: _____

*P2. Location: Not for Publication Unrestricted *a. County: San Francisco
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)
 *b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)
 *c. Address: 368-370 Hayes St. City: San Francisco Zip: 94102
 d. UTM: Zone: 10 _____ mE/ _____ mN (G.P.S.)
 e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0809-012

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
 368-370 Hayes St. is located on a 25' x 120' through-block lot on the north side of Hayes St. between Gough and Franklin Streets. Built in 1906, 368-370 Hayes St. is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile. The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District (see DPR 523 D form).

*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property, HP6: 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Photo: (view and date)
View from south
9/12/2006

*P6. Date Constructed/Age and Sources: Historic
1906
SF Assessors Office

*P7. Owner and Address:
Ghi Ltd
% Seela L Lewis
351 Hazel Ave
Mill Valley, CA

*P8. Recorded by:
Page & Turnbull, Inc.; CP, TS
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded:
9/12/2006

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

*Attachments: None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (list)

The image shows the cover of a travel guide. The background is a night photograph of San Francisco, with the city lights and the Golden Gate Bridge illuminated. The bridge's towers and cables are visible on the right side of the frame. The text is overlaid on the top left portion of the image.

Fodor's 2011

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www.fodors.com

HANDICRAFTS AND FOLK ART

F. Dorian. In addition to cards, jewelry, and other crafts from Central and South America, Africa, Asia, and the Middle East—a carved wooden candleholder from the Ivory Coast is one example—this store carries brightly colored glass and ceramic works by local artisans and whimsical mobiles. ☒ *370 Hayes St., between Franklin and Gough Sts., Hayes Valley* ☎ *415/861-3191.*

Global Exchange. A branch of the well-known nonprofit organization, the store carries handcrafted items from more than 40 countries. The staff works directly with village cooperatives and workshops. Whether

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Handicrafts and Folk Art > 363

you buy a Nepalese sweater, a South African wood carving, or Balinese textiles, employees can explain the origin of your purchase. ☒ *4018 24th St., between Noe and Castro Sts., Noe Valley* ☎ *415/648-8068.*

Ma-Shi'-Ko Folk Craft. Beautiful Mashiko pottery, rustic pieces fired in a wood kiln and coated with a natural glaze, are the specialty here. The wealth of unique pottery and antiques, including many ceramic vases and wooden chests, makes a visit here worth the somewhat chilly reception from the proprietor. ☒ *Kinokuniya Bldg., 1581 Webster St., 2nd fl., Japantown* ☎ *415/346-0748.*

Polanco. Devoted to showcasing the arts of Mexico, this gallery sells everything from antiques and traditional folk crafts to fine contemporary paintings. Brightly painted animal figures and a virtual village of Day of the Dead figures share space with religious statues and modern linocuts and paintings. ☒ *393 Hayes St., between Franklin and Gough Sts., Hayes Valley* ☎ *415/252-5753.*



SF's Embarcadero Center lights up for holiday shopping season

Posted Nov 20 2015 10:32PM PST

With less than a week until Black Friday, merchants and shoppers say they're ready. At San Francisco's waterfront, crowds gathered Friday night to watch the annual tradition where thousands of lights lit up the Embarcadero Center.

"It just brings out the spirit. It just looks nice. It's a beautiful thing to see especially with all the people out here," said Michelle Day of Greenbrae who brought her 3-year-old son to the event.

The lighting ceremony is a symbol of the holiday season that merchants hope will inspire people to go out and shop.

In Hayes Valley, Minimal, a gift store is banking on its unique Scandinavian homeware to draw customers from large retailers.

The merchant says holiday shopping season accounts for 30 percent of sales for the year.

"We're going to be running some deals on certain items between 10 and 40 percent so Black Friday is going to be a busy day for us," said Glenn Marshall with Minimal.

The National Retail Federation predicts that sales will be up 3.7 percent over last year's holiday period

But one expert says that may be overly optimistic because consumers are wary.

"They've seen big increases in things like healthcare, taxes and so forth. They also weathered a tough storm in the recession," said Kit Yarrow, a consumer psychologist with Golden Gate University.

WalletHub, a personal finance website, advises consumers that Black Friday is a good day to purchase some items, but not others.

Consumers will find substantial savings for books, movies, music, toys and consumer electronics.

But the discounts are much smaller for clothing, furniture and jewelry.

<http://www.ktvu.com/news/mobile-app-ktvu/sfs-embarcadero-center-lights-up-for-holiday-shopping-season>

"I think there are a lot of deals are already starting to happen at stores before the Black Friday rush and many deals continue afterwards and cyber Monday," said Tessa Kaneene of San Francisco. She says she won't be shopping on Thanksgiving or Black Friday.

At F. Dorian, a contemporary craft store in Hayes Valley, there won't be Black Friday specials, But the manager says seasonal items such as ornaments should sell very well.

"We have a lot of repeat customers and they're always coming back to see what's the new ornament or the new jewelry," said Mitch Durkee, manager of F. Dorian

Merchants tell KTVU they hope a strong economy and consumer confidence will be a boom for business.

Some say business has started picking up right after Halloween.

Best Places To Buy Christmas Ornaments In San Francisco


December 1, 2015 5:00 AM



Christmas Ornament (credit: FREDERICK FLORIN/AFP/Getty Images)


With Thanksgiving over and Christmas fast approaching, it's that time of year again to start decorating for the holidays. Many San Franciscans choose to celebrate the season by setting up and adorning a Christmas tree with everything from lights to garlands. Tree ornaments abound at area stores throughout the holiday season, but finding truly unique or artful decorations can sometimes prove challenging. Here are five San Francisco stores that sell a variety of original Christmas tree ornaments.

F. Dorian

370 Hayes St.
San Francisco, CA 94102
(415) 861-3191 
fdoriansf.tumblr.com

Throughout the year, the Hayes Valley F. Dorian carries an eclectic assortment of unique handcrafted goods and art. Customers will find everything from sculpture and ceramics to wall art and jewelry. Each year during the holiday season, F. Dorian also stocks a variety of Christmas ornaments. Previous offerings have included decorative glass balls, funky animals and trains.

Terrasol SF

1742 Polk St.
San Francisco, CA 94109
(415) 290-8875 
terrasolSF.com

Terrasol is a Nob Hill boutique filled to the brim with all manner of gift items. This shop carries toys, bath items, furniture, jewelry and more. Each year immediately following Halloween, Terrasol undergoes a Christmastime transformation complete with tabletop displays and decorated trees. Ornament options range from heavy glass German ones to the nostalgic and illuminated. For those looking to get into the holiday spirit while browsing for ornaments, make sure to swing by Terrasol.


The Holiday Shoppe

660 Bridgeway
Sausalito, CA 94965

LATEST WEATHER



TV SCHEDULE


(415) 332-7432 
www.theholidayshoppe.com

Located just over the bridge in Sausalito, The Holiday Shoppe is just what it sounds like. The store carries everything for the holidays from ornaments and hooks to miniature cityscape displays and nativity sets. With what is likely the largest selection in the Bay Area, The Holiday Shoppe stocks a massive choice of ornaments including traditional Santas and snowmen, as well as the more unusual Elvis and Sponge Bob. The shop also stocks several lines of customizable ornaments.

Related: [Best Places To Cut Your Own Christmas Tree In The Bay Area](#)

Wishbone
 601 Irving St.
 San Francisco, CA 94122
 (415) 242-5540 
www.wishbonesf.com

Open seven days a week, the Inner Sunset's Wishbone is a sweet little gift shop that carries something for everyone. The store stocks a wide variety of toys, housewares, stationery and jewelry. Around the holidays, Wishbone brings in a good selection of unique Christmas ornaments. With affordable prices and plenty to browse through, Wishbone is a must-stop when looking for something to adorn the tree.

Dandelion
 55 Potrero Ave.
 San Francisco, CA 94103
 (415) 436-9500 
secure.dandelionsf.com

Specialty store Dandelion has been a San Francisco fixture for close to 50 years. The shop is dedicated to celebrating all things seasonal and holiday through the sale of a mix of home goods, garden wares, books and toys. Swing by the Potrero store front during the holidays to peruse the eclectic mix of affordable Christmas ornaments. Keep an eye out for complimentary egg nog.

Related: [Neighborhoods With The Best Holiday Lights In The Bay Area](#)

Joanna Metheny is a freelance writer covering all things South Bay. Her work can be found on [Examiner.com](#).

'Flintstone House' Additions Raise Ire Of Hillsborough Neigh...

The infamous "Flintstone house" in Hillsborough has gone through some visible changes over the last year and a half and some neighbors are not happy with the...

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Filing Date: June 20, 2019
Case No.: 2019-013282LBR
Business Name: F. Dorian, Inc.
Business Address: 370 Hayes Street
Zoning: Hayes Street NCT (Neighborhood Commercial Transit) Zoning District
40-X/50-X Height and Bulk District
Block/Lot: 0809/012
Applicant: Michael F. Miller, Owner
370 Hayes Street
San Francisco, CA 94102
Nominated By: Supervisor Vallie Brown
Located In: District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

The gift shop F. Dorian was formally established in 1991, although it had its beginnings in 1985 as a business called Accessions. In 1982, Michael Miller and Richard Portugall moved from Detroit to San Francisco. Portugall worked for a local architectural firm and Miller represented a line of ethnic textiles. In 1983, Miller and Edward Brown opened The Miller Brown Gallery which featured contemporary, ethnic textiles. Eventually the Gallery evolved into a fine arts gallery, and the owners were invited to operate the gift store for the San Francisco Craft and Folk Art Museum at Fort Mason. In 1985, they opened a retail business on Hayes Street named Accessions which featured contemporary California crafts, and in 1990, Portugall joined the management.

When Brown died in 1991, and Miller and Portugall changed the name of the business to the present F. Dorian. The store features contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. Their wares include holiday decor and ornaments, jewelry, glassware, ceramics and more. The business has historically represented Bay Area craft artists who work in ceramics, glass, sculpture and jewelry. In 2001, F. Dorian moved from 388 Hayes Street to 370 Hayes Street to allow Absinthe restaurant to open their private dining room.

The business is located on the north side of Hayes Street between Gough and Franklin streets in the Hayes Valley neighborhood. It is located within the Hayes Street NCT (Neighborhood Commercial Transit) Zoning District and a 40-X/50-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1991.

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

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

- i. F. Dorian has operated continuously in San Francisco for 28 years, has significantly contributed to the history and identity of Hayes Valley, and is facing significant risk of displacement. The business's lease expires in June 2022.
- ii. F. Dorian has contributed to the history and identity of the Hayes Valley neighborhood and San Francisco.
- iii. F. Dorian 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 decorative arts.

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

Yes. 368-370 Hayes Street was built in 1906 and is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile. The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District.

From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. The period of significance is 1855-1929.

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

No. However, the property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic districts.

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. F. Dorian has been featured in several publications and news articles, including the following:

- A book by Zahid Sardar titled "San Francisco Modern: Interiors, Architecture and Design" published in 1998.
- An article in the San Francisco Chronicle by Sylvia Rubin titled "5 Bay Area jewelry artists to notice" dated August 7, 2011.
- An article in CBS SF Bay Area by Joanna Metheny titled "Best Places To Buy Christmas Ornaments In San Francisco" dated December 1, 2015.
- Listings in Fodor's Travel Guides and Foder's Flashmaps published by Foder's Travel Publications.
- The Hayes Valley Guide.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 370 Hayes Street

Recommended by Applicant

- Inventory of decorative arts
- Quality of displays, including the holiday window displays
- Use of vivid colors
- Signature front entrance red double doors
- Yellow, red and purple feature walls
- Logo on front window and banner
- Front window mullions
- Exposed earthquake bracing

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JULY 17, 2019

Case No.: 2019-013282LBR
Business Name: F. Dorian, Inc.
Business Address: 370 Hayes Street
Zoning: Hayes Street NCT (Neighborhood Commercial Transit) Zoning District
40-X/50-X Height and Bulk District
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Located In: District 5
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Reviewed By: Jeff Joslin - (415) 575-9117
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Information:
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR F. DORIAN, INC. CURRENTLY LOCATED AT 370 HAYES STREET, BLOCK/LOT 0809/012.

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 July 17, 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** that F. Dorian, Inc. 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 F. Dorian, Inc.

Location(s):

- 370 Hayes Street

Physical Features or Traditions that Define the Business:

- *Inventory of decorative arts*
- *Quality of displays, including the holiday window displays*
- *Use of vivid colors*
- *Signature front entrance red double doors*
- *Yellow, red and purple feature walls*
- *Logo on front window and banner*
- *Front window mullions*
- *Exposed earthquake bracing*

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 2019-013282LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: