

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 23, 2019

NATIONAL PICTURE FRAMING CENTERS, INC.

Application No.: LBR-2018-19-068
Business Name: National Picture Framing Centers, Inc.
Business Address: 1545 and 1555 Pacific Avenue/1920 Polk Street/4249 Geary Blvd.
District: District 3
Applicant: James Drogo, Owner
Nomination Date: June 11, 2019
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

National Picture Framing Centers was established on July 1, 1974, by Peter Gumina as a result of his personal experience looking for accessible and affordable framing. The company presently consists of Frame-O-Rama located at 1920 Polk Street and Cheap Pete's located at 4249 Geary Blvd., plus the company's production facility and headquarters at 1545 and 1555 Pacific Avenue. There are four additional Cheap Pete's stores in Berkeley, San Mateo, San Rafael and Walnut Creek.

Peter called his first store "Frame-O-Rama" with a do-it-yourself format, which gave customers the knowledge to frame, level and hang their frames by themselves. Between 1974 and 1987, the format of the Frame-O-Rama store evolved as a result of changing customer needs, eventually becoming a full-service custom framing business offering almost unlimited specialty custom framing and excellent design and customer service.

Cheap Pete's, born from Frame-O-Rama in 1988, started off by taking "oops frames" from Frame-O-Rama – custom built picture frames that were cut and assembled at incorrect sizes – and selling them at hugely discounted prices out of a one-car garage-sized storefront located at 4720 Geary Blvd. Rather than change the successful format of the Frame-O-Rama store, Peter called the new store "Cheap Pete's Frame Factory Outlet" since the discounted frames were so much cheaper than the custom framing prices at Frame-O-Rama.

The business headquarters is located on the south side of Pacific Avenue between Polk and Larkin streets in the Nob Hill 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?

Yes, National Picture Framing Centers has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two 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

- 1940 Polk Street from 1974 to 2008 (34 years)
1920 Polk Street from 2008 to Present (11 years)
1555 Pacific Avenue from 2008 to Present (11 years)
4720 Geary Blvd. from 1988 to 1999 (11 years)
1545 Pacific Avenue from 2008 to Present (11 years)
4249 Geary Blvd. from 1999 to Present (20 years)

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

Yes, National Picture Framing Centers has contributed to the history and identity of 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 craft of picture framing.
All of the properties have Planning Department Historic Resource status codes of "B" (Unknown/Age Eligible) because the associated buildings are more than 45 years old but have not been previously evaluated for historical significance.
In 2009, Cheap Pete's was featured by Eye on the Bay Area and was given a segment featuring the products and values held within the company. Peter toured the Geary store with the local TV station anchor, highlighting his dedication to sustainable Bay Area-built products and materials.

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

Yes, National Picture Framing Centers is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that National Picture Framing Centers, 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:

- Business with wide array of picture framing options.
Support for local workers, small business, and families.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Picture frame store.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include National Picture Framing Centers, Inc. currently located at 1545 and 1555 Pacific Avenue, 1920 Polk Street and 4249 Geary Blvd. 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 23, 2019

NATIONAL PICTURE FRAMING CENTERS, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-068
Business Name: National Picture Framing Centers, Inc.
Business Address: 1545 and 1555 Pacific Avenue/1920 Polk Street/4249 Geary Blvd.
District: District 3
Applicant: James Drogo, Owner
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Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR NATIONAL PICTURE FRAMING CENTERS, INC., CURRENTLY LOCATED AT 1545 AND 1555 PACIFICA AVENUE, 1920 POLK STREET AND 4249 GEARY BLVD.

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 23, 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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REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes National Picture Framing Centers, 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 National Picture Framing Centers, Inc.:

Physical Features or Traditions that Define the Business:

- Business with wide array of picture framing options.
• Support for local workers, small business, and families.

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

- Picture frame store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-068
Business Name: National Picture Framing Centers, Inc.
Business Address: 1555 Pacific Ave./1920 Polk St./4249 Geary Blvd./1545 Pacific Ave.
District: District 3
Applicant: James Drogo, Owner
Nomination Date: June 11, 2019
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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

- 1940 Polk Street from 1974 to 2008 (34 years)
- 1920 Polk Street from 2008 to Present (11 years)
- 1555 Pacific Avenue from 2008 to Present (11 years)
- 4720 Geary Blvd. from 1988 to 1999 (11 years)
- 1545 Pacific Avenue from 2008 to Present (11 years)
- 4249 Geary Blvd. from 1999 to Present (20 years)

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

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

NOTES: Although Frame-O-Rama and Cheap Pete's have different names and websites, they are technically divisions of the same company, National Picture Framing Centers, Inc.

DELIVERY DATE TO HPC: August 19, 2019

Richard Kurylo
Program Manager, Legacy Business Program





SANDRA LEE FEWER

李麗嫦 市參事

June 11, 2019

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

I am writing to nominate National Picture Framing Centers, Inc. for inclusion in the Legacy Business Registry. National Picture Framing Centers, Inc. --affectionately referred to by neighbors as Cheap Pete's--has served District 1 residents for 31 years, offering reasonable prices and framing priceless memories and mementos for countless San Franciscans. The business was built on recycled "oops frames" - incorrectly assembled frames that otherwise would have been thrown away. In fact, the store was lovingly and locally nicknamed Cheap Pete's after the incredible discounts the store offered in its infancy, when all it sold were "oops frames."

Testimonials from customers highlight countless meaningful interactions with staff members, and describe family trips to the store filled with fun and laughter. National Picture Framing Centers, Inc. has earned the trust of residents over decades by offering unique products, thorough customer service, and bargain prices. Proudly displaying pieces from Shepard Fairey's famous "We The People" art series and offering print outs of the series at cost, this small business reflects the inclusive values of the neighborhood it calls home.

For their continued commitment to going above and beyond the expectations of a local retailer, and dedication to the well-being of their community, I am proud to nominate National Picture Framing Centers, Inc. for the San Francisco Legacy Business Registry.

Sincerely,

Sandra Lee Fewer

Sandra Fewer

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:		
National Picture Framing Centers, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
James Drogo		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1555 Pacific Ave, San Francisco, CA 94109		()
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
cheappetes.com/frame-o-rama.com	Cheap Petes/Frameorama	Cheap Pete's San Francisco / Frame-O-Rama

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

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

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
1940 Polk. Street.	94109	1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1974-2008	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1920 Polk. Street.	94109	Start: 2008
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1555 Pacific Ave.	94109	Start: 2008
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
4720 Geary Blvd. (Cheap Pete's Frame Factory Outlet)	94118	Start: 1988
		End: 1999

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1545 Pacific Ave.	94109	Start: 2008
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
4249 Geary Blvd	94118	Start: 1999
		End: Present

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.

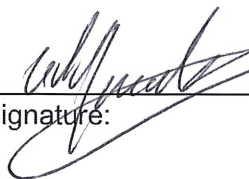
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Alfredo S. Gonzalez 5/10/19

Name (Print):

Date:

Signature:



NATIONAL PICTURE FRAMING CENTERS, 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.

National Picture Framing Centers, Inc. (NPFC) was established on July 1, 1974, by San Francisco businessman Peter Gumina as a result of his personal experience looking for accessible and affordable framing. The company presently consists of Frame-O-Rama located at 1920 Polk Street and Cheap Pete's located at 4249 Geary Blvd, plus the company's production facility and headquarters at 1545-1555 Pacific Avenue. There are four additional Cheap Pete's stores in Berkeley, San Mateo, San Rafael and Walnut Creek.

Peter called his first store "Frame-O-Rama" with a do-it-yourself format that was just what customers were looking for. Customers could obtain frames and pamphlets, which gave them the knowledge to frame, level and hang their frames by themselves. Between 1974 and 1987, the format of the Frame-O-Rama store evolved as a result of changing customer needs, eventually becoming a full-service custom framing business offering almost unlimited specialty custom framing and excellent design and customer service.

Cheap Pete's, born from Frame-O-Rama in 1988, started off by taking "oops frames" from Frame-O-Rama – custom built picture frames that were cut and assembled at incorrect sizes – and selling them at hugely discounted prices out of a one-car garage-sized storefront located at 4720 Geary Blvd. Rather than change the successful format of the Frame-O-Rama store, Peter called the new store "Cheap Pete's Frame Factory Outlet" since the discounted frames were so much cheaper than the custom framing prices at Frame-O-Rama.

Finding that people loved the high-quality discounted frames, the small storefront filled with oops frames and select closeout frames from other picture frame manufacturers and quickly needed expansion. In 1999, Peter envisioned Cheap Pete's in a much larger, shoppable space. He found Menzies's, an out-of-business auto body shop at 4249 Geary Blvd. at 7th Avenue and took the leap to transform the crumbling building into the Cheap Pete's store that we know today.

Through its two retail divisions, National Picture Framing Centers offers differing but complementary product-service formats to meet the needs of all its framing customers from the most fundamental to the most discriminating.

The Cheap Pete's concept grew in popularity quickly, and within a few years of San Francisco's Geary store opening, stores were established in Walnut Creek, San Mateo, San Rafael and Berkeley. In 2008 National Picture Framing Centers moved to 1555 Pacific Avenue, serving as the main office headquarters for both Frame-O-Rama and Cheap Pete's. Previously, National Picture Framing Centers Inc. offices were in the same building as Frame-O-Rama.

Nearly 30 years after the establishment of Cheap Pete's, Peter made the decision in 2015 to retire. He sold his beloved family business to James Drogo, AKA Jim, who had worked closely with Peter for 10 years as the Director of Operations for the company before buying the company from Peter. Included in this Sale of Business is Peter's wife, Deanna, his direct family member Gregory and his financial Trust "Gumina Trust." Jim took the vision and work of Peter and built on the values he had promoted: Bay Area-built sustainable products, family and neighborhood support, local employment, and quality workmanship and service.

Cheap Pete's has seen many changes over the years. The mountain of oops frames has shrunk down to nearly nothing as the accuracy and productivity has improved on the Frame-O-Rama front, and even the stock of closeout frames from other pictures frame vendors has shrunk. These changes did not result in a slow-down of business by any means, but necessitated the first program enacted by Jim under his ownership: the Bay Area Built (BAB) collection of readymade frames. The BAB frames are constructed using sustainable materials, 90% of which are American made, and are assembled in San Francisco by people who live in the city. This decreased the price of the bulk of readymade frames offered to customers, all due to the efficiency of the BAB production crew – most of whom are San Francisco residents, namely from the artist community. The BAB frames quickly became so popular that NPFC hired 10 additional people who are dedicated to making the frames so the company could meet its customers' needs. National Picture Framing Centers is very proud of this! The BAB collection enabled the store to expand the readymade frame selection and meet the growing needs of customers by offering frames that are built practically on-demand in NPFC's San Francisco production facility located at 1545 Pacific Avenue in San Francisco. Originally, the Central Production Facility opened in 2000 behind Frame-O-Rama on Polk Street, but was then moved to a larger facility to 1545 Pacific Ave in 2008.

Over the past decade, Frame-O-Rama and Cheap Pete's have referred to each other as their "sister stores" and the relationship was only that of referrals. Due to their unique service offerings, Frame-O-Rama being oversized, complex and high-end sorts of framing services and Cheap Pete's being a wide range of readymade frames and supplies, customers were passed from one side of the company to the other side based on their framing needs.

A great deal has changed since the early days, but the basic principle – to provide high standards of workmanship and competent assistance at a reasonable cost – remains unchanged. It is the philosophy behind the continuing success of Frame-O-Rama, Cheap Pete's and the entire NPFC organization.

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

National Picture Framing Centers, Inc. has not ceased operations in San Francisco since it was established in 1974.

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

National Picture Framing Centers is a family-owned business. From 1974 to 2015, Peter and his family owned and operated the business. Since 2015, Jim and his family have owned, operated and led the business. Presently, Jim owns the majority of the business and has full control of its future. Jim's business partner Gary Takemoto is a minority owner of the business and does not make business decisions.

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

National Picture Framing Centers was started and operated by Peter Gumina and his family from 1974 to 2015. Peter then sold the company to James Drogo and Gary Takemoto in 2015. James currently owns, operates and holds a majority of the business.

The ownership history of Cheap Pete's is as follows:

1988 to 2015: Peter Gumina and his family (Including Gumina Trust)
2015 to Present: James Drogo and Gary Takemoto

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.

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 historic resource status of all three buildings rented by National Picture Framing Centers – 1545-1555 Pacific Avenue, 1920 Polk Street and 4249 Geary Blvd. – are 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.

NPFC has contributed to Nob Hill, the Richmond District and the San Francisco Bay Area by providing an array of picture framing options, all at competitive prices.

Frame-O-Rama provides custom framing, closed corner framing, shadow box framing, stretching and mounting, specialty matting, mirrors and readymade frames. Every frame is built by hand, and each piece of art is fit with exquisite care. Frame-O-Rama also offers a variety of special services to corporate clients from design consultation to art hanging.

Cheap Pete's offers all the convenience of readymade framing while still providing exceptional custom framing options and services. The store carries a wide variety of readymade frames in all standard sizes, including squares, ranging in size from 2.5"x3.5" to 30"x40". Cheap Pete's offers exceptional values of manufacturers' closeout and overstock frames many times throughout the year. Their "Great Wall of Frames" is a Cheap Pete's customer favorite, offering stunning frames, made exclusively for Cheap Pete's, that are exceptional custom mouldings cut-down to standard sizes and sold at readymade frame prices.

For the full custom framing experience, Cheap Pete's carries over 300 custom frame mouldings and over 100 custom mats in stock and thousands of special-order options, all at exclusive negotiated pricing to keep their customers' budgets in mind. Not only do they constantly freshen up their stock of readymade frames and keep up with the trends in custom picture framing styles, but they continuously expand their range in do-it-yourself products and services. To allow their customers to truly save on time, effort and expenses, Cheap Pete's tries their best to carry just the right supplies to suit customers' needs, from assembly and cleaning supplies, to hanging hardware and individual framing components (like pre-cut mats and backing). They now also offer truly custom services, including art-quality photo printing and plaque mounting and closed corner gold leaf frames.

In the city, one can find NPFC frames in a wide variety of locations such as the St. Francis Hotel, a historical landmark. One can walk in almost any hotel or business and find a few frames by Frame-O-Rama and Cheap Pete's. Not only does NPFC service local businesses, but they also contribute to local sports teams. The team photographer of the San Francisco 49ers uses NPFC products because of the high-quality craftsmanship that NPFC puts into its frames. In addition, the Giants baseball team uses NPFC frames.

Throughout the years, National Picture Framing Centers has achieved recognition and grown into a stronger business due to its loyal customer base, as well as patronage from other Bay Area-based business.

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

With the exception of this year, National Picture Framing Centers has participated in the Polk Street wine walk and are a member of the Polk Street Merchants Association. The company is planning on being more involved within the next few years.

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

In 2009, Cheap Pete's was featured by Eye on the Bay Area and was given a segment featuring the products and values held within the company. Peter toured the Geary store with the local TV station anchor, highlighting his dedication to sustainable Bay Area-built products and materials.

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

National Picture Framing Centers is a leading retail frame establishment in the United States and has serviced many local world-renowned artists based in the Bay Area. A few notable artists that used the company's products are Robin Wright, Sammy Hagar, Tyler Florence, Isabel Allende, Robin Williams and Cheech Marin.

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

National Picture Framing Centers supports the community by manufacturing frames in the Bay Area. The business strongly believes in the motto "for the people by the people" and has its frames built by the local community for local artists and businesses using sustainable materials, 90% of which are made in the United States.

Recently, NPFC gave 50 Bay Area-built frames to San Francisco Heritage. In addition, the company also donated its van to Wheels for Wishes which is a part of the Make a Wish Foundation. Over the years, NPFC has contributed to GLIDE. The business also regularly donates framing materials to local schools for art projects and art shows, in addition to providing frames for the local VA hospital.

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

Many businesses, large and small, have found National Picture Framing Centers to be their choice picture framer, from recognition framing to nationwide promotional display pieces. NPFC works consistently with business like First Republic Bank, Mel's Diner, Mini, and Peet's Coffee, to name a few.

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

At 4249 Geary Blvd., there is a notable mural of Framer Pete sitting on top of a mountain of frames, which has been there for 20 years and counting.

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

National Picture Framing Centers is a unique business in San Francisco because they use creativity to create tangible things, just like the artists the company employs. NPFC frames not only art, but memories and family heirlooms. If the business were to close, many families and artists would be put into a financial hardship. National Picture Framing Centers supports local families by offering jobs in the Bay Area. They also offer flexible schedules because many of the framers and salespeople are artists and crafts people themselves who try and pursue their dreams to become working artists. NPFC will always support its local community, from frame-makers making frames to retail employees who continue to depend on NPFC to make a living. In addition, the artists that come to NPFC's stores would not have such a dependable place to acquire affordable frames if the store were to close. They know the quality is spectacular and the service is absolutely amazing. No other place sells as wide of variety of frames as National Picture Framing Centers with the level of knowledge that the employees have.

CRITERION 3

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

National Picture Framing Centers is independent. It is not a big box store. The business is now in its 46th year. The growth in NPFC's business and dedication to their values is quite evident. As the city changes, so do the stores to meet the trends and demands of their growing customer base. The Bay Area Build department strives to shift all of the store's offerings to be made by the crew right here in San Francisco, thereby keeping prices as low as possible. National Picture Framing Centers continues to forge relationships with other San Francisco-based businesses to show support for local workers, small business and families, as many have shown support to NPFC over the decades. All these are important to NPFC as a business to truly show that the spirit of San Francisco is alive and forward thinking.

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)

National Picture Framing Centers is committed to maintaining its historical tradition as business that provides a wide array of picture framing options.

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.).

Cheap Pete's location at 4249 Geary Blvd. has a notable mural of Framer Pete sitting on top of a mountain of frames.

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 picture frame store for 30+ years is included in this Legacy Business Registry application.















4-PLY
SINGLE MATS

4-PLY
DOUBLE MATS

8-PLY
MAT PACKS

BACKING







MENZIES

imported cars

MENZIES
CUT FROM THE CONTINENT
ORTS

4249

WILSON







CHEAP
PETE'S
Picture Frame
Factory Outlet

CHEAP PETE'S
Picture Frame Factory Outlet



OPEN
7-11

CHEAP PETE'S
Picture Frame Factory Outlet







FRAME FACTORY OUTLET

*"Lowest
picture frame
prices
in the world"*

• REA
• WO
• ALI
• PLI
• OV

STOM *or* FINISH · IT · YOURSELF... 1 · HOUR FRAMING





CHEAP
PETE'S
Picture Frame
Factory Outlet

CHEAP PETE'S
Picture Frame Factory Outlet



7TH AVE

CHEAP PETE'S

Picture Frame Factory Outlet



CHEAP PETE'S
Picture Frame Factory Outlet
Custom Frames
Photo Frames
Poster Frames
Gold Frames
Mirrors
Art
Custom Frames

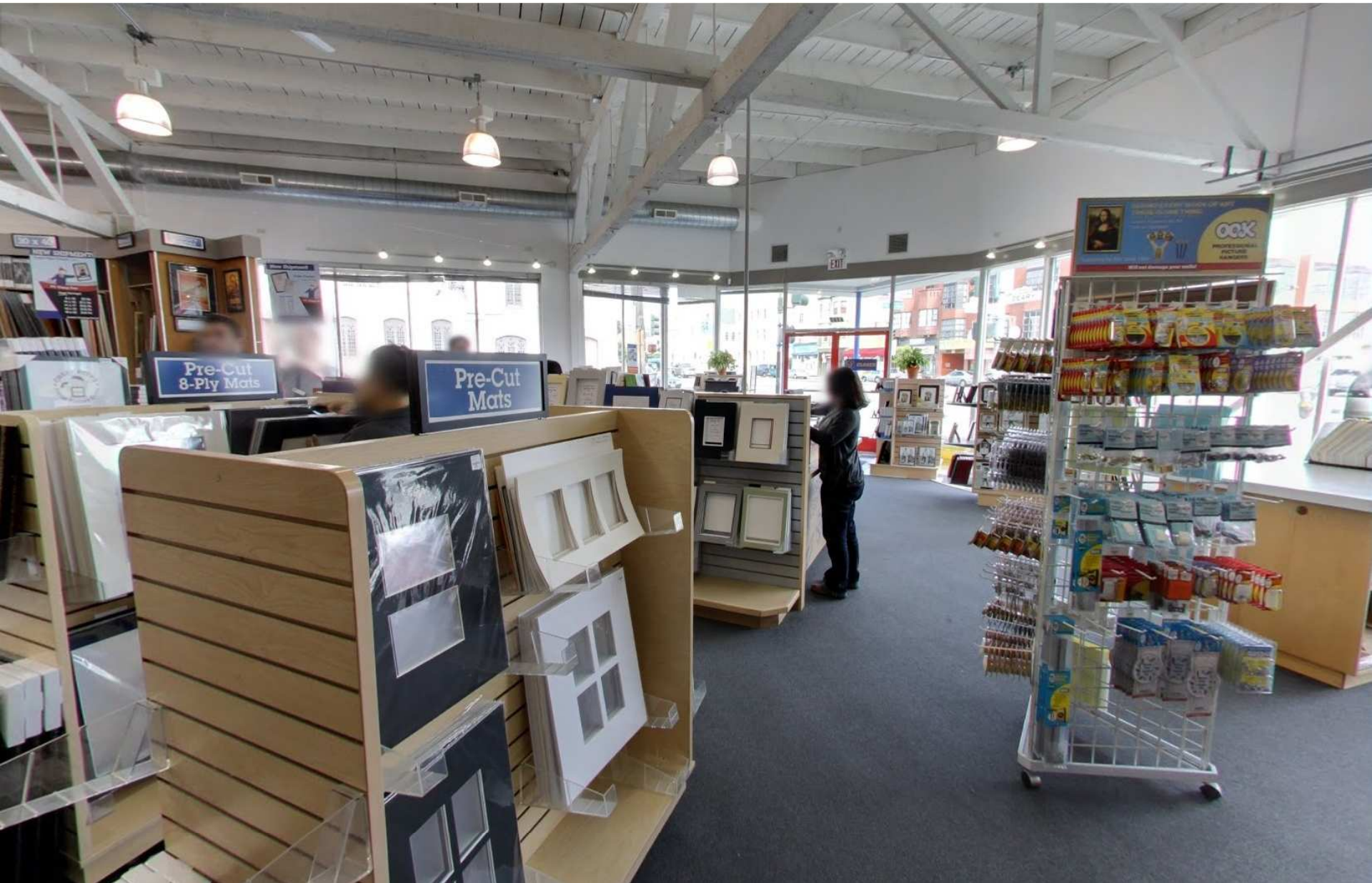
San Mateo
Walnut Creek
San Francisco

42

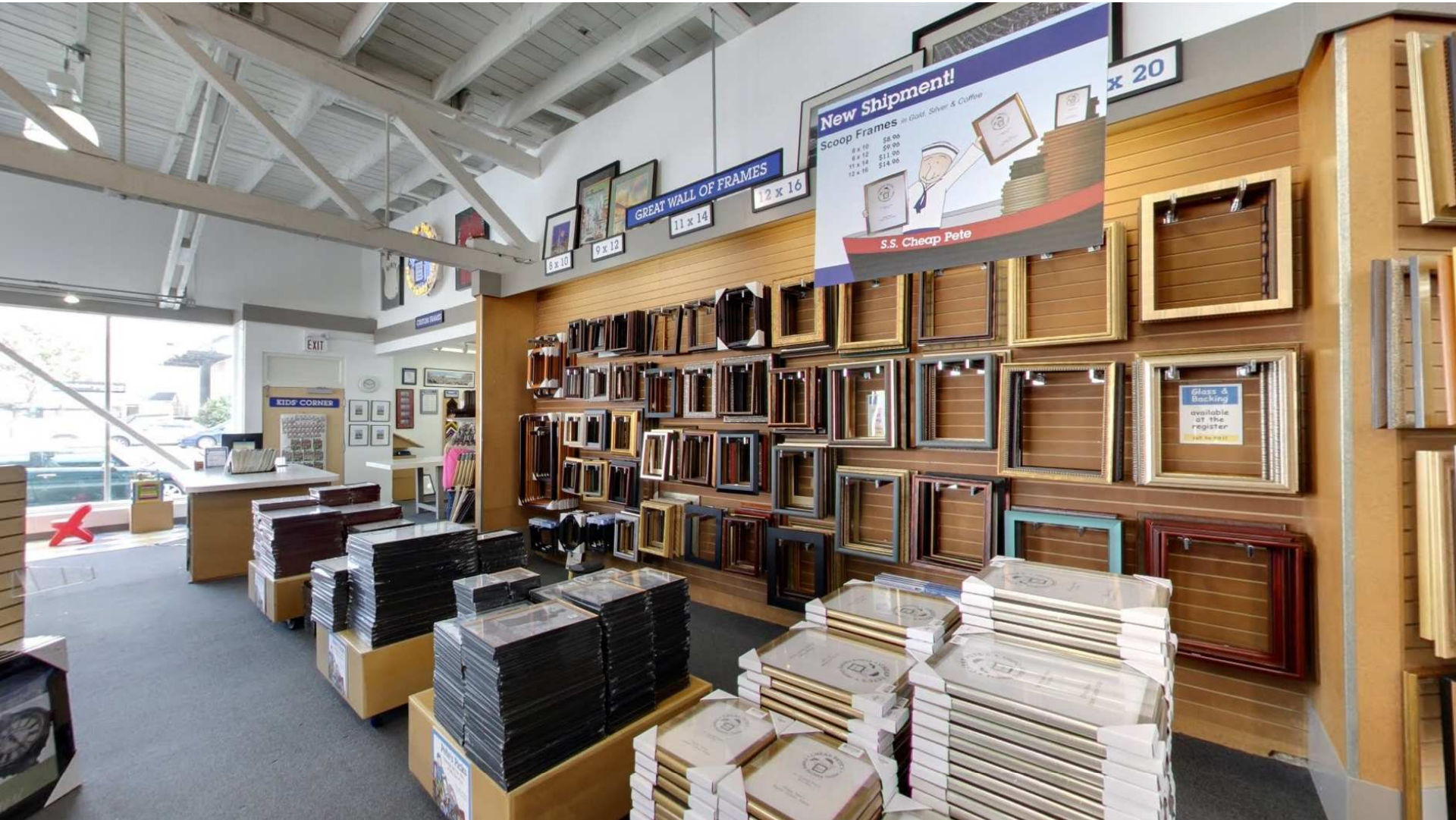


















18 x 24

20 x 30

20 x 28

11x14
PETE'S

11x14
PETE'S

11x14
PETE'S

12x12
PETE'S

12x16
PETE'S

12x16
PETE'S

12x16
PETE'S



GREAT WALL OF FRAMES

8 x 10

9 x 12

11 x 14

12 x 16

14 x 18

16 x 20

Glass
cut to fit
all the
pictures

Glass
cut to fit
all the
pictures

Sc...



CHEAP PETE'S

picture frame factory

Search Site



BLOG



JOIN OUR EMAIL LIST!
Picture Framing in the
SF Bay Area Since 1988!

Home

ONLINE STORE

Frames & Supplies

Custom Services

About Us

Framer Pete's Log

Coupons & Sales

Best Sellers

New Products

Ideas & Inspiration

Testimonials



Framer Pete's Log

Check out what Framer Pete's up to and learn a few tricks of the trade. We've been movin' forward here at Cheap Pete's Frame Factory Outlet, expanding our selection in-store and online, showing just how fun, fast & affordable picture framing can be!

The Frame-O-Rama Relationship

May 25, 2017 | Leidilyn Manangkil

People have walked into our Berkeley store since it was changed over from a Frame-O-Rama to a Cheap Pete's, confused and a bit disappointed at the transition. We had to assure them that everything was the same, that nothing was taken away, but that we've only ADDED more options, since Cheap Pete's specializes in readymade frames and supplies. So let's discuss the Frame-O-Rama/Cheap Pete's relationship...

You may or may not know that Frame-O-Rama and Cheap Pete's are the same company. Frame-O-Rama came first as a do-it-yourself frame shop back in the mid-70s and eventually became what it is today, a full-service custom frame design store that specializes in complex and delicate art preservation and display. Cheap Pete's opened in the late '80s and was Frame-O-Rama's outlet for mis-cut frames, and as the years went on, began to sell overstocks and discontinued frames from readymade picture frame vendors. (Read our "[Bay Area Built](#)" post to see what we've started doing now!)

Over the past decade, Frame-O-Rama and Cheap Pete's have referred to each other as their "sister stores" and the relationship was only that of referrals. Due to their unique service offerings, Frame-O-Rama being oversized, complex, and high-end sorts of framing services and Cheap Pete's being a wide range of readymade frames and supplies, customers were passed from one side of the company to the other side based on their framing needs.

We've been working hard to close the gap between the 2 divisions. We've already widened the readymade frame selection at Frame-O-Rama by about 75%, and we're still planning to add much more to their salesfloor. When it comes to Cheap Pete's, we've taken formerly Frame-O-Rama-only services and brought them in, like oversized framing (custom frames over the dimensions of 32x40) and custom component offerings (museum glass and acrylic, specialty mounts & more). Not all Frame-O-Rama services and custom frame choices are available at our Cheap Pete's stores, but now there's been much added that may save many of our customers a trip to the sister store.

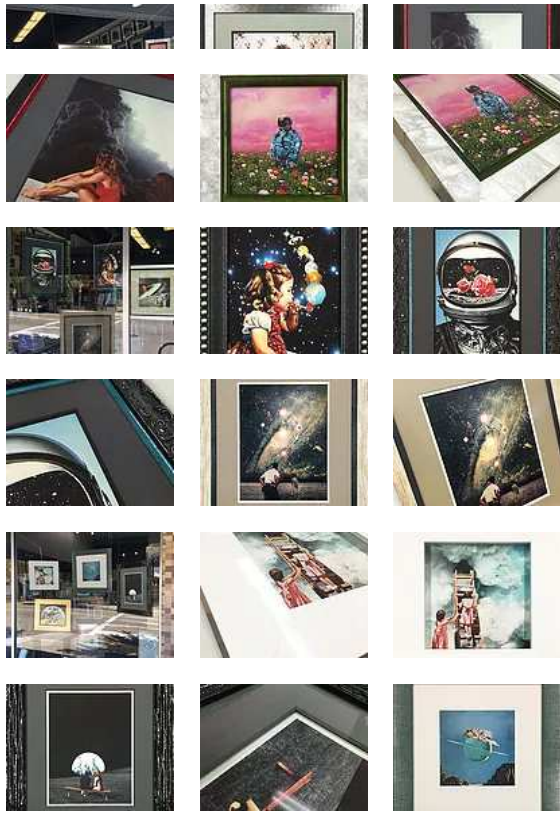
A Fusion in Framing

Our Berkeley store is a new model to our company, because it is essentially a fusion of Frame-O-Rama and Cheap Pete's. The need to change the store into a Cheap Pete's was apparent due to the demand for "off-the-rack" ready-made frames, so we did an overhaul on the store to accommodate such an expansion in offerings. We acknowledged, however, that we've had loyal clients for over 30 years coming to do their specialty framing with Frame-O-Rama, so we didn't want to remove the wide range of Frame-O-Rama services and custom frame options. So even though the name has switched over to Cheap Pete's, our Berkeley store is really a Cheap Pete's/Frame-O-Rama "superstore".

With all the same services and selections, both for custom and in readymade framing, as well as the ability to get prints done (oftentimes while you wait!), the Berkeley store is the real one-stop-shop.

Check out our newest installation at our Cheap Pete's store in Berkeley, which highlights their range of custom framing design capabilities.

Featured Posts




Tags: frame-o-rama picture frames services readymades fusion specialty display custom



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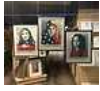

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Registered Business Locations - San Francisco

Based on [Registered Business Locations - San Francisco](#)

This dataset includes the locations of businesses that pay taxes to the City and County of San Francisco. Each registered business may have multiple locations and each location is a single row. The Treasurer & Tax Collector's Office collects this data through

Location Id	Business Account Number	Ownership Name	DBA Name	Street Address	City	State	Source Zipcode	Business Start Date	Business
0083101-01-004	0083101	Natl Picture Framing Ctrs Inc	Frame-O-Rama	1920 Polk St	San Francisco	CA	94109	07/01/1974	
0083101-02-001	0083101	Natl Picture Framing Ctrs Inc	Cheap Petes	4249 Geary Blvd	San Francisco	CA	94118	07/01/1974	
0083101-05-001	0083101	Natl Picture Framing Ctrs Inc	Npfc Inc	1545 Pacific Ave	San Francisco	CA	94109	07/01/1974	
0083101-05-002	0083101	Natl Picture Framing Ctrs Inc	Npfc Inc	1547 Pacific Ave	San Francisco	CA	94109	07/01/1974	
0083101-06-001	0083101	Natl Picture Framing Ctrs Inc	Npfc Inc	1555 Pacific Ave	San Francisco	CA	94109	07/01/1974	
1047580-12-151	0083101	Natl Picture Framing Ctrs Inc	Cheap Petes Frame Factory Outlet	4249 Geary Blvd	San Francisco	CA	94118	07/01/1974	



CHEAP PETE'S Frame Factory Outlet

...where Self-Service saves you money!

CHEAP PETE'S

*Simple Sign
of Services*



- Yes No Basic Framing is our Gig (No Specialty Framing)
- Yes No We'll trim artwork only when Custom Framing
- Yes No Maximum Framing Size is 32" x 40"
- Yes No Special Orders ; All Orders are Special
- Yes No Low Discount Prices Every Day, All Day
- Yes No All Finish•It•Yourself Framing is done in the Luxury of your own Home
- Yes No Holds ; Except on Pre-paid Merchandise
- Yes No We only use our stuff when Custom Framing
- Yes No Store to Store Transfers or Exchanges
- Yes No All Sales are Final, Finis, Finito...

Other Questions? Please Ask!

AUG./SEPT. 1988

BARGAIN HUNTER'S HOTLINE

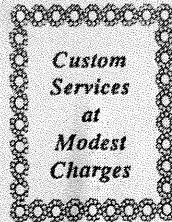


VOL. VIII, NO. 2

Picture Frames on a Budget - 10,000 Ready-Made Choices

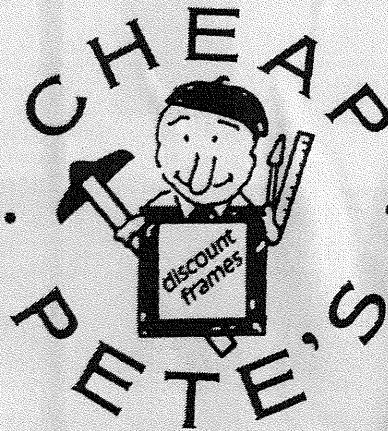
GET OUT THOSE inexpensive travel posters, prints and family photos that have been languishing in your closets and drawers simply because the cost of framing far exceeds the price of the picture. Cheap Pete's has come to the rescue with more than 10,000 ready-made frames in sizes ranging from 3" x 5" to 30" x 40". The frames, in metals, Plexiglas, or wood (gold finished, natural, stained, carved, certificate, contemporary, ornate, traditional, etc.), are wonderfully discounted. You'll achieve maximum savings if you select a ready-made frame and, if necessary, the mat, mounting board and pre-cut glass that will be wrapped up and sold along with a do-it-yourself assembly package complete with wires, clips, etc., and instructions for assembly. If you have an odd size picture, select a standard size frame and then "mat

to frame." In the most popular frame size, 11" x 14", you'll find a wide selection of ready-made frames ranging in price from \$4.99-\$9.99, whether you're seeking a simple or ornate gold finished carved wood frame. Frame prices range from 99 cents to \$99 (oversize and very special).



Custom services are available at Cheap Pete's for modest charges. Custom cutting for mats and glass, complete framing, a one-hour framing service, and a limited

selection (compared to custom frame shop selections) of wood and metal framing for custom orders are available. Except for the one-hour framing service, labor costs and overhead are kept down by doing custom work on a production line basis, and by using a self-service approach in the store, which eliminates the need for extra staffing. Additionally, volume purchasing of frames, and making many of the frames by utilizing the leftover framing materials from several frame shops result in fabulous discount prices. You can select museum matting for acid free treatment of photographs and original art work. Depending on your budget, you can frame an inexpensive print or poster very cheaply for the college dorm, or spend a little more for an elegant frame for a formal living room. If you not only have bare walls, but you have no art work to frame, then check the bins of discounted posters and prints. Whatever your budget or framing effect, you'll get great savings and terrific value at Cheap Pete's on everything you buy.



FRAME FACTORY OUTLET

CHEAP PETE'S FRAME FACTORY OUTLET

4720 Geary Boulevard, San Francisco 94109. Phone: 221-4720.

Hours: M-Sun 10:30am-6:30pm, W-Th till 8pm.

Purchases: MC, VISA. Parking: Street.

Get out those inexpensive travel posters, prints and family photos that have been languishing in your closets and drawers simply because the cost of framing far exceeds the price of the picture. Cheap Pete's has come to the rescue with over 10,000 ready-made frames in sizes ranging from 3" X 5" to 30" X 40". The frames in metals, plexiglass or wood (gold finished, natural, stained, carved, certificate, contemporary, ornate and traditional) are wonderfully discounted. You'll achieve maximum savings if you select a ready-made frame; if necessary, the mat, mounting board and pre-cut glass will be sold along with a do-it-yourself package complete with wires, clips and instructions for assembly. If you have an odd size picture, choose a standard size frame and you'll find a wide range of ready-made frames that vary in price

then "mat to frame". In the most popular frame size, 11" X 14", from \$4.99-\$9.99, whether simple or ornate. Prices run from 99 cents to \$99 (oversize and very special).

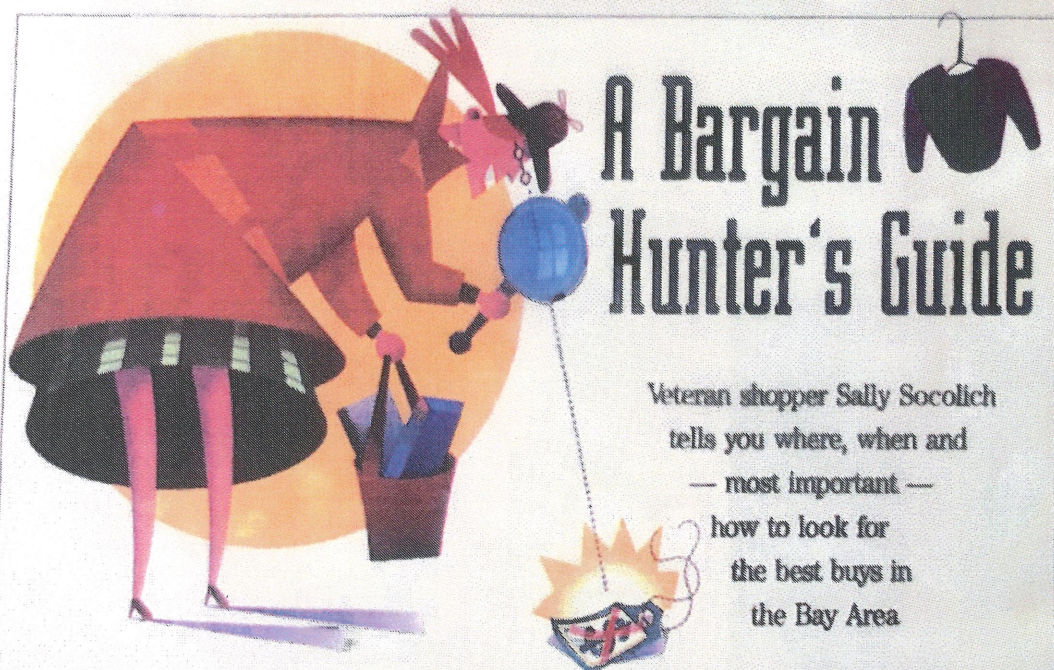
Custom services are offered for modest charges. Custom cutting for mats and glass, complete framing, a one-hour framing service, and a limited array (compared to custom frame shops) of wood and metal framing for custom orders are available. Except for the one-hour framing service, labor costs and overhead are kept down by doing custom work on a production line basis and using a self-service approach in the store which eliminates the need for extra staffing. Additionally, volume purchasing of frames and utilizing leftover materials from several frame shops add up to fabulous discount prices. You can select museum matting for acid free treatment of photographs and original art. Depending on your budget, you can frame an inexpensive print or poster very cheaply or spend a little more for an elegant frame. If you have bare walls and no art work to frame, then check the bins of discounted posters and prints. ■

San Francisco Chronicle

HOME

San Francisco Edition

CITYLINE 74 West
 (415) 400-7100 FAX 400-9000
 ■ Lower Calaveras Street, Suite 300
 ■ The Chronicle Home Office, Suite 3000



A Bargain Hunter's Guide

Veteran shopper Sally Socolich tells you where, when and — most important — how to look for the best buys in the Bay Area

CHEAP PETE'S Frame Factory Outlet

"Styles range from museum-quality fine-art frames to tabletop photo frames -- all at prices 30 to 70 percent below regular retail."

- Sally Socolich

THE BARGAIN HUNTER

Sally Socolich

Low-Cost Frames Are High on Style

Many of us have posters, pictures, prints and photos languishing in closets because the cost of framing is prohibitive.

Inexpensive, standard-size, ready-made frames are readily available. But when the art doesn't fit a standard-size frame, custom framing becomes a necessity — and it often is expensive.

Here are some suggestions for getting those pictures up on the wall without maxing out your credit cards.

Cheap Pete's, with three Bay Area stores, offers a selection of bargain-priced moldings for custom framing. These discount frame outlets stock discontinued and closeout framing materials from several frame shops, and purchase moldings in large volumes. This results in prices averaging from \$4 to \$4.50 per linear foot on moldings that were originally priced at \$7 to \$8.50.

The company keeps costs to a minimum by doing custom work on a production-line basis.

Ready-made frames range from carved and traditional ornate golds and silvers to contemporary wood finishes. All are stocked in standard sizes ranging from 5-by-7-inch to 24-by-36-inch frames. Styles range from museum-quality fine-art frames to tabletop photo frames — all at prices 30 to 70 percent below regular retail.

However, it may be difficult to find matching frames for group displays, since most of these frames are made from leftover molding "shorts."

You can trim prices even more with a do-it-yourself approach. Buy framing supplies and assemble the frames at home.

RESOURCES

■ Cheap Pete's Frame Factory Outlet, 10 a.m. to 6:30 p.m. Mondays, Tuesdays, Fridays and Saturdays; 10 a.m. to 6 p.m. Wednesdays and Thursdays; noon to 5 p.m. Sundays. 4720 Geary Boulevard (at 11th Avenue), San Francisco; (415) 221-4720. Mastercard/Visa / American Express/check /cash.

Other stores: 221 Third Street, Montecito Plaza, San Rafael; (415) 455-8055; 1666 Leont Street (off Chio Drive), Walnut Creek; (916) 945-1666; a San Mateo branch will open soon.



Car Donation Foundation

d/b/a Wheels for Wishes

5775 Wayzata Blvd. • Suite 700 • St. Louis Park, MN 55416



Date: 6/18/19

NTL PIC FRAMING CENTERS INC
1555 PACIFIC AVE
SAN FRANCISCO, CA 94109

Donor Record Number: 1235411096-19

Dear Ntl Pic Framing Centers Inc,

Great News! The vehicle donated sold for \$1400. We sincerely appreciate your donation and generosity!

In order to comply with IRS regulations, we need you to provide us with your Social Security number so we may prepare the tax form 1098-c. Kindly return the bottom portion of the letter in the postage paid return envelope or if you prefer you may leave the information on our secure voicemail system by calling 1-855-924-9474.

Our administrative office hours are: Monday thru Friday 8:00am to 5:00pm. For confidentiality purposes please refer to the Donor Record Number only and your Social Security number when leaving a voicemail or simply detach and return the stub below.

If information is not provided we will assume you will not be claiming this deduction on your federal income tax or only using the preliminary Donor Acknowledgement receipt allowing up to \$500.00.

Once again thank you for your donation!

Sincerely,
Charitable Receipt Department / Car Donation Foundation
IRS Tax ID# 26-3408048
1-855-674-9474



Filing Date: August 19, 2019
Case No.: 2019-015683LBR
Business Name: National Picture Framing Centers, Inc.
Business Address: 1555 Pacific Avenue (primary address); 1920 Polk Street, 4249 Geary Boulevard, 1545 Pacific Avenue (secondary addresses)
Zoning: Pacific Avenue NCD (Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0596/033
Applicant: James Drogo, Owner
1555 Pacific Avenue
San Francisco, CA 94109
Nominated By: Supervisor Sandra Lee Fewer
Located In: District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

National Picture Framing Centers was established on July 1, 1974, by Peter Gumina as a result of his personal experience looking for accessible and affordable framing. The company presently consists of Frame-O-Rama located at 1920 Polk Street and Cheap Pete's located at 4249 Geary Blvd, plus the company's production facility and headquarters at 1545 and 1555 Pacific Avenue. There are four additional Cheap Pete's stores in Berkeley, San Mateo, San Rafael and Walnut Creek.

Peter called his first store "Frame-O-Rama" with a do-it-yourself format, which gave customers the knowledge to frame, level and hang their frames by themselves. Between 1974 and 1987, the format of the Frame-O-Rama store evolved as a result of changing customer needs, eventually becoming a full-service custom framing business offering almost unlimited specialty custom framing and excellent design and customer service.

Cheap Pete's, born from Frame-O-Rama in 1988, started off by taking "oops frames" from Frame-O-Rama – custom built picture frames that were cut and assembled at incorrect sizes – and selling them at hugely discounted prices out of a one-car garage-sized storefront located at 4720 Geary Blvd. Rather than change the successful format of the Frame-O-Rama store, Peter called the new store "Cheap Pete's Frame Factory Outlet" since the discounted frames were so much cheaper than the custom framing prices at Frame-O-Rama.

The business headquarters is located on the south side of Pacific Avenue between Polk and Larkin streets in the Nob Hill neighborhood. It is within the Pacific Avenue NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1974.

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

Yes. National Picture Framing Centers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. National Picture Framing Centers has operated continuously in San Francisco for 45 years.
- ii. National Picture Framing Centers has contributed to the history and identity of San Francisco.
- iii. National Picture Framing Centers 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 craft of picture framing.

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. All of the properties have Planning Department Historic Resource status codes of "B" (Unknown/Age Eligible) because the associated buildings are more than 45 years old but have not been previously evaluated for historical significance.

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. In 2009, Cheap Pete's was featured by Eye on the Bay Area and was given a segment featuring the products and values held within the company. Peter toured the Geary store with the local TV station anchor, highlighting his dedication to sustainable Bay Area-built products and materials.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1555 Pacific Avenue (primary address)
- 1545 Pacific Avenue (secondary address)
- 1920 Polk Street (secondary address)
- 4249 Geary Boulevard (secondary address)

Recommended by Applicant

- Business with wide array of picture framing options
- Support for local workers, small business, and families

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 18TH, 2019

Filing Date: August 19, 2019
Case No.: 2019-015683LBR
Business Name: National Picture Framing Centers, Inc.
Business Address: 1555 Pacific Avenue (primary address); 1920 Polk Street, 4249 Geary Boulevard, 1545 Pacific Avenue (secondary addresses)
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San Francisco, CA 94109
Nominated By: Supervisor Sandra Lee Fewer
Located In: District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NATIONAL PICTURE FRAMING CENTERS, INC. CURRENTLY LOCATED AT 1555 PACIFIC AVENUE, BLOCK/LOT 0596/033 (PRIMARY ADDRESS); AND, 1920 POLK STREET, BLOCK/LOT 0596/022 (SECONDARY ADDRESS); AND, 4249 GEARY BOULEVARD, BLOCK/LOT 1538/031 (SECONDARY ADDRESS); AND, 1545 PACIFIC AVENUE, BLOCK/LOT 0596/027 (SECONDARY ADDRESS).

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 18, 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 National Picture Framing Centers qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for National Picture Framing Centers.

Location(s):

- *1555 Pacific Avenue (primary address)*
- *1545 Pacific Avenue (secondary address)*
- *1920 Polk Street (secondary address)*
- *4249 Geary Boulevard (secondary address)*

Physical Features or Traditions that Define the Business:

- *Business with wide array of picture framing options*
- *Support for local workers, small business, and families*

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 2019-015683LBR to the Office of Small Business September 18, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: