

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 13, 2020

## GAMESCAPE

*Application No.:* LBR-2019-20-018  
*Business Name:* Gamescape  
*Business Address:* 333 Divisadero Street  
*District:* District 5  
*Applicant:* Thomas Yohei Hamilton, Manager  
*Nomination Date:* November 13, 2019  
*Nominated By:* Supervisor Vallie Brown  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Gamescape was established in September of 1985 by Robert J Hamilton. It was one of a few retail businesses on Divisadero Street at the time. Robert envisioned the business as a place where the local community and gaming enthusiasts alike could gather and enjoy the world of tabletop gaming. The business is renowned for the selection of games it offers for purchase, as well as providing an event space for tabletop gaming and tournaments.

The store consists of several departments, including board games, role playing games, classic games, family games, miniature games, playing cards, mechanical puzzles and jigsaw puzzles. The 1990s saw commercial growth in the Western Addition with many new businesses finding opportunities in the neighborhood. During that time, games like Magic The Gathering, Dungeons & Dragons and Warhammer took hold within the gaming communities in San Francisco. Gamescape strived to support those communities by providing space to host the games, as well as offering the products to play the games. Throughout the early 2000s, the gaming landscape continued to evolve with the resurgence of the European strategy games and the classic game of poker. Within the last 10 years, tabletop games have reached a point of cultural phenomenon with all genres of gaming being fully supported, whether by designers and producers or players and communities. As the neighborhood's landscape changed over the decades, so did the hobby gaming industry, and with that Gamescape has filled the demand for the need of a friendly, local gaming store.

The business is located on the west side of Divisadero Street between Oak and Page streets along the Divisadero corridor.

### **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, Gamescape has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

333 Divisadero Street from 1985 to Present (34 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

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

Yes, Gamescape has contributed to the history and identity of the Haight Ashbury 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 property has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) due to its location in the identified Buena Vista North Historic District. The historic district consists primarily of two- and three-story residential buildings that were constructed during the late 19<sup>th</sup> and early 20<sup>th</sup> century. The area exhibits a predominant "Victorian-era" and "Edwardian-era" architectural character, and includes styles such as Italianate, Stick-Eastlake, Queen Anne, Craftsman, and Edwardian.
- Gamescape has been mentioned numerous times in local media. The San Francisco Chronicle annually published a holiday games listing "the best board games of the year," and Gamescape was often mentioned as a place to purchase those games. The San Francisco Bay Guardian throughout the 1990s and early 2000s awarded Gamescape as "Best Game Store" at which to shop (photos of plaques included). San Francisco Magazine published two stories on Gamescape, one depicting the subcultures of San Francisco and the other listing the store in the category of "the best places to shop in SF."
- In July of 2019, SFGate published an article titled "How does an SF board game store exist in a digital world?" And in May of 2017, SFGate listed Gamescape as "The Best Places to Shop in the Western Addition."

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

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

#### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Gamescape 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:

- The Gamescape logo.
- The locally handmade sign.
- The Edwardian-era retail space with hardwood floors and tall ceilings.
- Dedication to offer the best tabletop gaming products and service.
- The open gaming space.

#### **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.

- Game store.





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**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Gamescape currently located at 333 Divisadero 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 JANUARY 13, 2020

GAMESCAPE

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2019-20-018  
*Business Name:* Gamescape  
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*District:* District 5  
*Applicant:* Thomas Yohei Hamilton, Manager  
*Nomination Date:* November 13, 2019  
*Nominated By:* Supervisor Vallie Brown  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GAMESCAPE, CURRENTLY LOCATED AT 333 DIVISADERO 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 January 13, 2020, 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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OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Gamescape 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 Gamescape:

Physical Features or Traditions that Define the Business:

- The Gamescape logo.
The locally handmade sign.
The Edwardian-era retail space with hardwood floors and tall ceilings.
Dedication to offer the best tabletop gaming products and service.
The open gaming space.

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

- Game store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 13, 2020.

Regina Dick-Endrizzi
Director

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

- Ayes -
Nays -
Abstained -
Absent -





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OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2019-20-018  
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*Nomination Date:* November 13, 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?       X       Yes                      No

333 Divisadero Street from 1985 to Present (34 years).

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** November 25, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisor  
District 5



City and County of San Francisco

## Vallie Brown

November 13, 2019

San Francisco Office of Small Business  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
City Hall Room 140

Dear Colleagues,

I am pleased to nominate Gamescape, located at 333 Divisadero Street for the Legacy Business Registry. Gamescape is family-owned game store located in District 5's Western Addition Neighborhood. It has served the neighborhood for over 34 years – providing a place where community members and gaming enthusiasts can gather together to enjoy the world of tabletop gaming.

Since opening in September 1985, the business has provided a large selection of exclusive tabletop games for purchase and remained welcoming and open to gaming enthusiasts as an event space for tabletop gaming tournaments. Gamescape also remains an engaged and contributing neighbor in the Western Addition. The owner, Robert J. Hamilton and his staff are regular sponsors of the North of the Panhandle Neighborhood Association's (NOPNA) annual block party. They have also hosted game tables at the annual Peace Festival in the Buchanan Mall, and in June of this year they donated boxes of games to a local non-profit during a fundraiser held in conjunction with Divisadero's Art Walk.

Gamescape's commitment to the art and culture of tabletop gaming, to the Western Addition Community, and to District 5 ought to be commended – and including them in the Legacy Business Registry is the perfect way to do so.

It is for these reasons that I am proud to nominate Gamescape to the Legacy Business Registry. If you have questions related to this nomination, I can be reached by phone at: (415) 554-7630 or by email at: [brownstaff@sfgov.org](mailto:brownstaff@sfgov.org).

Sincerely,

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

Supervisor Vallie Brown  
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.

<b>NAME OF BUSINESS:</b>		
Gamescape		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Robert Hamilton		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
333 Divisadero ST San Francisco, CA 94117	(415) 621-4263	
	<b>EMAIL:</b>	
	gamescapesf@gmail.com	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.gamescapesf.com	facebook.com/gamescapesf/	yelp.com/biz/gamescape-san-francisco

<b>APPLICANT'S NAME</b>	
Thomas Yohei Hamilton	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Manager	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
[REDACTED]	[REDACTED]
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0438581	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
333 Divisadero St San Francisco, CA	94117	9-1-1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	9-1-1985 to Present Day	

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:
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		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.

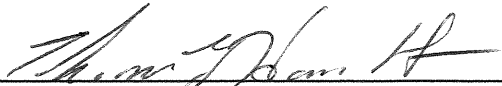
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Thomas Hamilton

8/9/2019



Name (Print):

Date:

Signature:

## GAMESCAPE

### 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.**

Gamescape was established in September of 1985 in San Francisco's Western Addition neighborhood by Robert J Hamilton. Robert envisioned the business as a place where the local community and gaming enthusiasts alike could gather and enjoy the world of tabletop gaming. Located on 333 Divisadero Street between Oak and Page streets, Gamescape has continuously operated since its grand opening without any extended closures or changes in location. The business is renowned for the selection of games it offers for purchase, as well as providing an event space for tabletop gaming and tournaments.

Gamescape is Robert's second business involving tabletop games. After moving to San Francisco from New York in the early 1970s, he quickly realized, when in search of chess books, that San Francisco did not have a proper game store for him to visit. Having a passion for chess and backgammon, Robert decided to embark on opening the first game store in San Francisco on Kearny Street called "Gambit" in 1974. Mainly a chess and backgammon store, Robert promoted the hobby by organizing tournaments at local hotels. Gambit had been in operation for over 10 years, but after the closure of Gambit due to partnership disagreements, Robert took on the task of opening another game store as a sole proprietor.

In the mid 1980s, Robert continued searching the city for an ideal location for his business, then saw an opportunity in a building located on Divisadero Street in the Western Addition. Using the money he saved from driving a cab while also borrowing money from his mother, he convinced the landlord to do much needed renovations to the ground level space at 333 Divisadero Street. Once the renovations were complete, Robert opened Gamescape in September of 1985, making the store one of a few retail businesses on Divisadero Street at the time.

Robert's vision for Gamescape revolved around offering the best and highest quality games available, as well as providing a space to host events for games and tournaments. The store consists of several departments, including board games, role playing games, classic games, family games, miniature games, playing cards, mechanical puzzles and jigsaw puzzles. As time passed, the store continued to stock popular games that attracted gamers and shoppers alike to Divisadero Street.

The 1990s saw commercial growth in the Western Addition with many new businesses finding opportunities in the neighborhood. During that time, games like Magic The Gathering, Dungeons & Dragons and Warhammer took hold within the gaming communities in San Francisco. Gamescape strived to support those communities by providing space to host the games, as well as offering the products to play the games. Throughout the early 2000s, the gaming landscape continued to evolve with the resurgence of the European strategy games and the classic game of poker. Within the last 10 years, tabletop games have reached a point of cultural phenomenon with all genres of gaming being fully supported, whether by designers and producers or players and communities. As the neighborhood's landscape changed over the decades, so did the hobby gaming industry, and with that Gamescape has filled the demand for the need of a friendly, local gaming store.

With the success of the San Francisco location, Robert was able to expand his business to two other cities, San Rafael and Palo Alto, during the late 1990s and early 2000s. While those two locations were successful in their own right, over time the Palo Alto store shuttered and the San Rafael location was sold for financial reasons. Robert retained the San Francisco location due to the fact that he enjoyed working at the store and he was a resident of San Francisco.

Serving generations of San Franciscans, Gamescape has committed to the community it calls home by offering the best the world of tabletop gaming has to offer and by providing an event space for community members where they could congregate. Gamescape plans on continuing the legacy of uniquely San Francisco establishments run by San Franciscans.

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

Not applicable.

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

Robert Hamilton is the sole proprietor of Gamescape and has operated the business for the last 34 years. His son, Thomas Hamilton, has worked at the store as a manager since 2009.

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

Not applicable.

**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.**



Robert Hamilton remains the sole proprietor of the business and has owned and operated Gamescape for the last 34 years.

**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 the building at 333 Divisadero Street is classified by the Planning Department as category A, Historic Resource Present with regard to the California Environmental Quality Act.

The building is located in the Eligible Buena Vista North Historic District. The neighborhood north of Buena Vista Park consists primarily of two- and three-story residential buildings that were constructed during the late 19th and early 20th century. A few churches and institutional properties are additionally located in the district. The area exhibits a predominant "Victorian-era" and "Edwardian-era" architectural character and includes styles such as Italianate, Stick-Eastlake, Queen Anne, Craftsman and Edwardian. The area also exhibits a unifying pattern of development that results from construction of primarily wood-frame, wood-clad detached residential buildings that are two to three stories tall and located on long, narrow residential lots. Most dwellings are located at the fronts of lots, with minimal or no front yard and/or side yards. Buena Vista Park was established in 1867 when San Francisco's Committee on Outside Lands reserved the 36-acre, steeply sloped hill as the first official park in the City's system. As soon as Golden Gate Park was established, the City began planning the area around the park, including the Panhandle in 1870. In 1883 the Haight Street Cable Car line, an extension of the Market Street Railway, was established, making the park and surrounding neighborhood accessible to residents. Visitors were also attracted to Paul Boyton's amusement park "The Chutes," which was located along Haight Street between Clayton and Ashbury streets from 1895-1902. In the 1890s, residential development flourished in the area as the result of the transportation and infrastructure improvements nearby. The 1906 Earthquake and Fire forced residents from downtown into the outlying neighborhoods, and the neighborhood experienced another development boom after the disaster. The area became a temporary refuge and a permanent home for San Franciscans seeking a safer place to live. By 1915, the district was nearly 100% built out.

## **CRITERION 2**

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

When Robert first opened Gamescape in 1985, Divisadero St was not known as the commercial corridor it is now. Being one of the few retailers on Divisadero St at the time, the store represented the neighborhood's potential to be a destination for residents from other parts of the city.

During his years at Gambit, Robert started some of the first organized backgammon tournaments and chess tournaments in San Francisco, creating an event for local residents in which to participate. To this day, Gamescape hosts weekly events at the store, continuing the tradition of tabletop gaming within the city.

Being a direct descendant of the first game store in San Francisco, Gamescape is known for being a groundbreaker in the hobby retail industry. Since 1985, Gamescape quickly grew a reputation of being a friendly local game store on Divisadero Street where people could sit down and play games. Throughout those years, hobby gaming has grown within the city and now has become a widely accepted subculture.

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

Locally, Gamescape has been a sponsor of NOPNA's (North of the Panhandle Neighborhood Association) annual block party. The store has also hosted a games table at the Peace Festival in the Buchanan Mall, which is an event that promotes peace, health and unity. In June of 2019, Gamescape donated boxes of games to a local non-profit called the OTTP (Occupational Therapy Training Program) during their fundraiser held in conjunction with Divisadero's Art Walk.

Within the tabletop gaming industry, Gamescape hosts Free RPG (Role Playing Game) day which is an annual event held in June. The event allows for people new to the genre to learn more about what an RPG is and to participate in a campaign. Another event Gamescape hosts annually is International Tabletop Day which is also held in June. International Tabletop Day is an event that celebrates tabletop gaming with open games for people to play and meet new players. In May of 2019, Gamescape was a primary sponsor for Kublacon, which was held at the Hyatt Regency in Burlingame. Kublacon is the largest tabletop gaming convention west of the Mississippi.

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

Gamescape has been mentioned numerous times in local media. The San Francisco Chronicle annually published a holiday games listing "the best board games of the year," and Gamescape was often mentioned as a place to purchase those games. The San Francisco Bay Guardian throughout the 1990s and early 2000s awarded Gamescape as "Best Game Store" at which to shop (photos of plaques included). San Francisco Magazine published two stories on Gamescape, one depicting the subcultures of San Francisco and the other listing the store in the category of "the best places to shop in SF."

In July of 2019, SFGate published an article titled "How does an SF board game store exist in a digital world?" And in May of 2017, SFGate listed Gamescape as "The Best Places to Shop in the Western Addition." Following are links to the two SFGate articles:

<https://www.sfgate.com/entertainment/gaming/article/San-Francisco-board-game-stores-gamers-Gameescape-14070398.php#photo-17818273>

<https://www.sfgate.com/travel/article/The-best-places-to-shop-in-the-Western-Addition-11116167.php>

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

Over the years, notable people have been patrons of Gameescape as well as participants in events. Robin Williams was a frequent customer who was always interested in the latest miniatures Gameescape had to offer. Hunter Pence, in the years he was playing for the Giants, was known to participate in Gameescape's Fright Night Magic (a collectible card game.) Lucille Ball participated in backgammon tournaments that were organized by Robert Hamilton in the late 1970s. Sean Astin, actor in the Lord of the Rings Trilogy, has been a patron of Gameescape throughout the years.

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

Gameescape demonstrates its commitment to the community by being an active participant in community affairs, whether it be through donating boxes of games to local schools and nonprofits, hosting weekly game nights at the store for community members to participate in or donating funds to local causes.

Gameescape often sends a representative to local merchant's meetings and neighborhood association meetings to offer input and to gauge what the local sentiment is at the time.

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

The community Gameescape serves is a diverse combination of avid gamers, casual gamers, local residents and families, local businesses and organizations, tourists and those who are interested in learning more about the gaming hobby. The demographics of the average customer varies since gaming is such a widely participated hobby. The hobby gaming community has grown immensely in recent years, and Gameescape has continued to provide the most relevant store to that community by stocking the latest games and offering industry insight to those who seek it. The Western Addition has also changed a lot over the years from being a neighborhood mainly populated by residents to a significant commercial corridor for the city. Throughout those years, Gameescape has adapted to the demands by upgrading store fixtures and infrastructure to reflect the vibrant nature of the neighborhood.

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

There are several culturally significant features of the business that make it uniquely a San Francisco entity. One feature is the logo of Gameescape. The logo is a silhouette of the San

Francisco skyline circa 1985. The logo is represented several times on the exterior of the store, the most prominent of which is the locally handmade sign that suspends over the sidewalk of Divisadero Street. The other two forms of the Gamescape logo are situated on the two main windows of the store: one window has a hand painted version of the logo, while the other window displays a neon sign version of the logo.

Another feature that defines the business is the interior setting of the store, specifically the hardwood floors and the high ceilings. The setting for the retail space provides the ambiance of shopping inside an early 1900s Edwardian building which cannot be replicated in the modern styled buildings. The Divisadero corridor is aligned with buildings built in the early 1900s, and that is one of the main reasons for the appeal the neighborhood has.

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

If the store were to close its doors, the community would be diminished because there would be one less uniquely San Francisco business run by San Franciscans available to residents. Also, people generally enjoy shopping at game stores, and a unique shopping experience would be missed. An open event space accompanied by a free-to-use gaming library would no longer be available for community members to use. A closure of the store would result in one less place of gathering for residents.

Gamescape is one of a handful of hobby shops still operating in the city today. Gaming stores in specific are rare, and gaming hobbyists would have one less destination in San Francisco to visit. Gamescape employs seven people, so if the store did close there would be seven fewer jobs available in the city.

### **CRITERION 3**

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

The essential features of Gamescape that make the business unique is its dedication to offering the best products and service the industry of tabletop gaming has to offer. We pride ourselves in the customer service that is offered, as well as maintaining an inventory of high quality games that are available to purchase on any given day. The store was envisioned to represent all the genres of tabletop gaming in order to be known as "an all-around game store."

Located in a historic Edwardian building built in the early 1900s, the store has the ambiance of shopping in a uniquely San Francisco setting. The store is also open 362 days of the year, which allows the establishment to be relied upon within the community.

Another essential feature that defines the store is the open gaming space that is available to anyone interested in playing or learning tabletop games. Unlike a bar or a restaurant, there isn't any upfront costs of walking to Gamescape and picking up a board game and enjoying it with

friends. This makes the event space inclusive to all income brackets and ages, as well as being a safe place for people to convene.

**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)**

The business is committed to maintaining its historical traditions as one of the first game stores in San Francisco. Those traditions are a commitment to community, a commitment to maintaining a safe space that is open to everybody and a commitment to informing people of the best qualities that tabletop gaming has to offer. All of these traditions are demonstrated on a day to day basis by offering events for people to join, having consistent store hours that can be relied upon and having an inventory of quality items while offering our best advice/service on any given question or request.

**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.).**

Gamescape continually maintains the exterior signs by repairing any damages that may occur to the signs or windows, and power washing the façade of the building to make sure the signs are visible. The interior of the store is preserved through maintenance and care. The hardwood floors are constantly being protected with the application of waxes and polyurethane.

**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.**

Not applicable.







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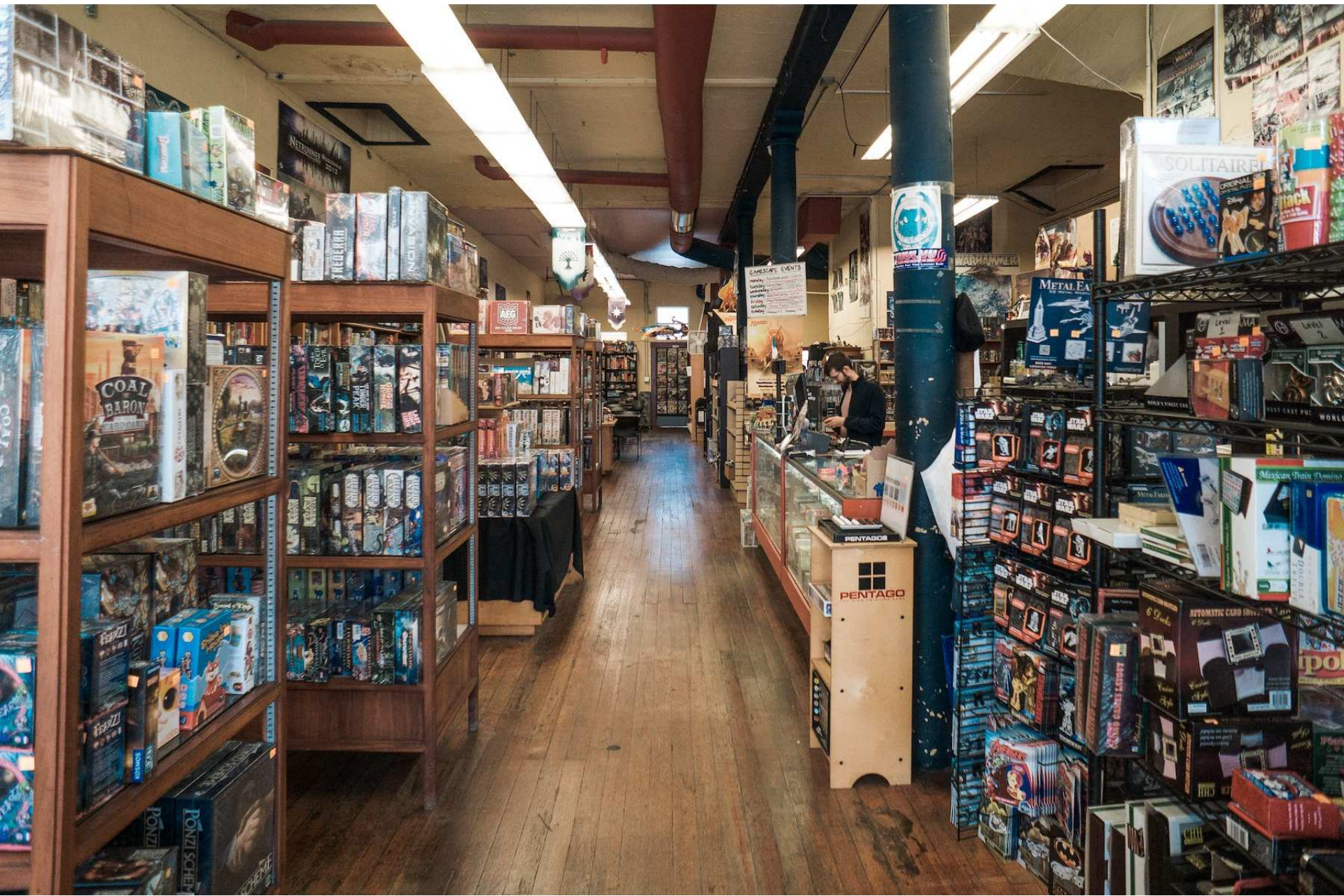












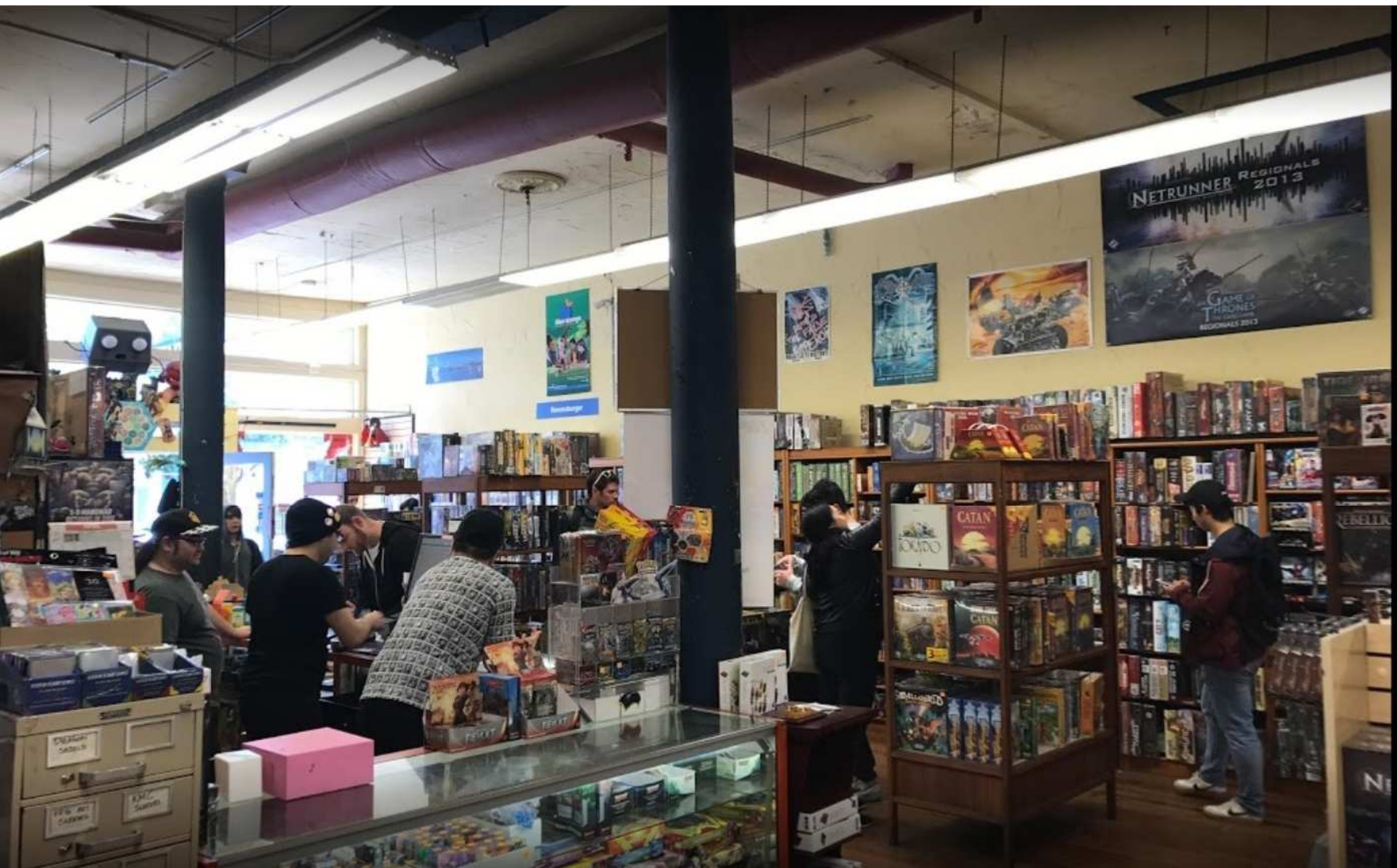
















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- tuesday**: POKÉMON LEAGUE 5-7 } X-WING LEAGUE 7-10  
EVERY OTHER TUESDAY
- wednesday**: D&D ENCOUNTERS 5-7:30 } CASUAL SKIRMISH  
NIGHT 7:30-10
- thursday**: FANTASY FLIGHT CARD GAMES 6:30-10
- friday**: MAGIC: THE GATHERING CASUAL PLAY 3-7  
FNM 7-11
- saturday**: SPECIAL EVENTS CHECK WEBSITE FOR  
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- sunday**: WARHAMMERS 11-5 } WARHAMMER 5-10







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ent and distinctive qualities.

*Gifts of Age*, is, above all, a book for the young. While it serves as a lively testament to the women who appear in its pages, it also reminds the rest of us that old age need not be a saga of senility and despair. "These women," writes Painter, "have learned to live in the moment, like true existentialists, released from the burden of the past and without fear of the future."

— P. C.

**Koko's Kitten**

By Dr. Francine Patterson. Scholastic Books, 32 pages \$9.95.

Who is Koko? "Fine animal gorilla," Koko answers, using a few of the 500 American Sign Language symbols she knows.

Although much more of the story could be told in Koko's own words, this little book (intended for children between the ages of 9 and 12) still manages to draw readers into the wonder of this 14-year-old gorilla's mind. It features a generous selection of color photographs of Koko and All Ball, Koko's pet gray Manx kitten, taken by Ronald H. Cohn, a photographer who has been in Koko's life since Dr. Patterson began working with the gorilla in 1972.

— Molly Dwyer

**I Gotta Go: The commentary of Ian Shoales**

By Ian Shoales. Perigee Books, 185 pages, \$7.95 paper.

Anyone who has ever listened to Ian Shoals on National Public Radio will be happy to know his sharp-witted, wise-cracking commentaries are finally available in print. *I Gotta Go* features nearly 100 mini-essays, a few of them written

especially for this collection, and the rest appearing as they were first aired on either radio (NPR's *All Things Considered*) or television (ABC's *Nightline*). Shoales, a member of the San Francisco-based Duck's Breath Mystery Theatre, delivers his wonderfully wry critiques with a healthy dose of sarcasm. His subject matter ranges from the Cold War ("If Detroit had been running the arms race, they would have taken The Bomb off the market in 1962") to yuppies ("The word doesn't connote a Gary Hart supporter to me, but rather conjures the image of a tiny aquarium fish with perhaps a small amount of brain damage") to patriotism ("It's hard to pay attention to America, and America wants attention so badly"). This book has a valuable philosophy to impart: A bad attitude is socially acceptable when accompanied by a good sense of humor.

— Jim Curtright

continued next page

**American Flag** (\$11.95) is a futuristic "graphic novel," reminiscent of Philip K. Dick, in which politically correct heroes battle the corporations that want to rule America. **Judge Dredd** (\$1), from England's Eagle Comics, is set in post-nuclear, fascist-ruled America ("Judge Dredd: He is the LAW and you'd better believe it!"). Also, you may consider giving a serious comics collector **Overstreet's Update** (\$3.95), the definitive reference source for comic book prices and availability.

**Underground Comix**

Underground comix trace their origins back to the publication of the first *Zap* in 1967. Today, the work of the artists that got their start in *Zap's* early issues — Robert Crumb, S. Clay Wilson, Gilbert Shelton, Victor Moscoso — has become known throughout the world. Still, most of those early underground artists have never risen entirely above ground. You can find recent examples of their work, alongside the work of newer underground artists like Terry Boyce, Kaz, Wordo and Peter Bagge, in **Weirdo** (\$2.25). Starting under the editorship of Crumb, *Weirdo* has become one of the most important underground titles of the last five years.

Of the ten issues of **Slow Death** (\$2) published since 1970, six are still readily available — and they're worth finding. **Slow Death** is renowned for its socially and politically conscious storylines and top-notch art (by Dave Sheridan, Tim Boxell and Greg Irons, among others).

**Megaton Man** (\$2) is a hilarious parody of Marvel Comics-type superheroes (the latest issue pits the inept title character against "partyers from Mars"). This is some of the best comic book lampooning since *Mad* switched from a comics to a magazine format in the late 1950s.

**Commiss From Mars, The Red Planet** (\$1.50) was

started in 1973 by Tim Boxell (of *Slow Death* fame), but only two issues have come out since. The covers by artist John Pound are classics, and contents include artwork by S. Clay Wilson, Greg Irons and Spain Rodriguez.

**Reid Fleming, World's Toughest Milkman** was started in 1980 by Vancouver artist David Boswell. Featuring a particularly offbeat brand of social satire, **Reid Fleming** has gone on to become one of the most successful new underground comix.

Eric Gilbert created **Viper** (\$2) while he lived in France and, this year, edited a U.S. edition. The new version contains some material

translated from the original, as well as a few new stories. Containing work by artists from both sides of the Atlantic, **Viper** may be the first truly international underground comix.

If you want to learn more about underground comix, or want to enlighten someone else, pick up a copy of Jay Kennedy's **The Official Underground and Newwave Comix Price Guide** (\$9.95). Featuring essays by Bay Area comix pioneers such as Don Donahue, Gary Arlington and Ron Turner, this book is the ultimate (and pups-only) compendium of underground comix lore.

— Randall Koral and Tim Sinclair

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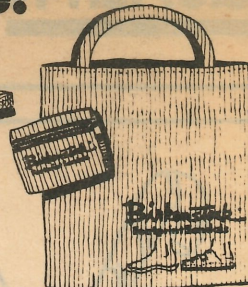
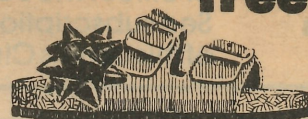


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## Five places to play games

### FIVE PLACES

Audrey Medina, Special to The Chronicle Published 4:00 am PDT, Thursday, June 2, 2011



IMAGE 1 OF 3

Scrabble

Life is a game, so toss those dice and make your move. Start a war, build a world or make up words with no vowels.

Board games of all topics and levels of complexity are keeping pubs and coffeehouses busy, while classics such as Scrabble, Clue and Battleship are being rediscovered for family game night. Whatever your age, inclination or interest, there's a board game for that, especially in these spots, where board game lovers will not get bored.

### 1. GameScape, San Francisco

This shop offers an amazing selection for children, newbies and hard-core gamers. It's the place to find lost game pieces and foreign games, as well as to schedule space for your clubs and meet-ups. 333 Divisadero St., (415) 621-4263, [www.gamescapesf.net](http://www.gamescapesf.net).



**OUR LOCAL MUSIC SCENE HEROES**

# San Francisco

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**WHAT & WHERE  
TO DRINK NOW**

BEST 10 NEW BAY  
AREA COCKTAILS

**NOTES FROM THE  
UNDERGROUND**

FROM PAGANS  
TO BIOHACKERS



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FROM  
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SAN FRANCISCO CA 94117-2208





### Satanic Bay Area

**Target audience:** Atheists/agnostics, political activists, performance artists

No, they don't eat babies. Founded in 2015 as a grassroots atheistic group to fuel left-wing political action, Satanic Bay Area's members say they invoke the Prince of Darkness as a wry subversion of mainstream religion. But that doesn't mean you won't find black robes, candles or invocations being recited at one of its Black Masses. "A lot of people's ideas about satanism are influenced by pop culture," says Simone C., who declined to give her full name. "So we decided to go with it." Once a month, the group meets at Wicked Grounds coffee shop to plan some uniquely devilish activism. Recently, some members protested Brett Kavanaugh's appointment to the U.S. Supreme Court by holding a "curse-a-thon." For every dollar donated, with proceeds going to Planned Parenthood, the group pledged to fax a letter embedded with a curse to Kavanaugh supporters in the Senate. They raised \$666.

### Spinsters of San Francisco

**Target audience:** Young professionals, unmarried women

Cast aside your notions of decrepit old women obsessed with crocheting and cats. A social nonprofit made up of professional, unmarried women between the ages of 21 and 35, Spinsters of San Francisco has been fostering female fellowship in the Bay Area for nearly 90 years. "When the group was created, it was common for unmarried women in their mid-to-late 20s to be considered spinsters," says SOSF's Claire Callahan. "We take pride in the term 'spinster' because we have so many accomplished, worldly and ambitious women as members." Today, the group continues its founding members' legacy of volunteerism and fundraising. This February, members will gather for a gala at the Fairmont San Francisco to support La Cocina, a kitchen incubator program that works with chefs, primarily women and people of color from low-income backgrounds, to break into the food industry.

### Biohackers San Francisco

**Target audience:** Health and wellness enthusiasts, science nerds

If you've ever relied on your morning cup of coffee to jump-start your day, you've already flirted with biohacking. With local chapters from Minneapolis to Moscow, Biohackers Collective provides a platform for perfectionists obsessed with optimizing their health and productivity—from edge-seeking entrepreneurs trying brain-boosting supplements to tech-savvy athletes. For the most part, the members of Biohackers Collective aren't part of the "grinder" community, the DIY cyborgs splicing magnets into their fingertips and RFID tags under their skin. "It's a misconception that we're doing something complicated or super-risky," says Thomas Melching, who organizes the collective's San Francisco chapter. "[We] do a lot of research before trying anything."

### Gamescape

**Target audience:** Role-playing fanatics, board game aficionados

While not a subculture in itself, tucked away in the Lower Haight, Gamescape has been building a reputation as San Francisco's friendly neighborhood board game store since 1985. But, if you stick around after buying the latest expansion for Cards Against Humanity, you might find yourself transported to another world entirely. On Tuesday nights, fledgling Pokemon trainers draw their best holographic Charizard card for the store's weekly Pokemon League. On Fridays, they travel to the multiverse and duel other Planeswalkers in Magic: The Gathering. And, on Wednesday nights, up to 60 players, both newbies and role-playing vets alike, roll some dice and spin a good yarn as part of the store's weekly Dungeons & Dragons conclave. "People get into the storytelling and the role-playing," says Gamescape's Tom Hamilton. "It breathes a lot of life into the store." Just try to steer clear of the Demogorgon.

### Bay Area Skeptics

**Target audience:** Scientific skeptics, lovable pedants

If you keep finding yourself wagging a disapproving finger at that friend who insists on peddling the latest pseudoscience trends and cargo cult science, you may want to check out Bay Area Skeptics. "We're not skeptical of science; we're all science fans," says Eugenie "Genie" Scott, president of the local interest group. "We're skeptical of extraordinary claims." Following in the footsteps of renowned eyebrow-raisers like Carl Sagan, Isaac Asimov and Stephen Jay Gould, the San Francisco skeptical community has challenged everything from ghosts to astrology since 1982. Each month, the group's recurring SkepTalk series brings a new brainy expert to Berkeley's La Peña cultural center to debunk a different misconception. Last year, it tackled the top 10 myths about homelessness.

### San Francisco Bay Area Curling Club

**Target audience:** Winter sports devotees, aspiring Olympians

Yes, curling is very much a thing in the Bay Area. With curlers spanning several different clubs from Silicon Valley to Oakland, the sport attracts both competitive curlers and recent converts. "In the Bay Area, you have a ton of curlers who are 30-somethings," says Jay Diamond of the San Francisco Bay Area Curling Club. "They'll really do curling as counterculture, so they'll come onto BART with their curling brooms." Earlier this fall, the SFBACC leased a property in Oakland to build the state's sole dedicated curling facility. ■





<https://www.sfgate.com/entertainment/gaming/article/San-Francisco-board-game-stores-gamers-Gamescape-14070398.php>

# San Francisco Chronicle

## How does an SF board game store exist in a digital world?

By Drew Costley, SFGATE

Updated 10:58 pm PDT, Sunday, July 7, 2019



Tom Hamilton, shown here, is the owner of Gamescape in San Francisco. He took over the store, which has been open since 1985, from his father in 2009. The store, which features mostly analog games, thrives in an increasingly digital world. Photo: Drew Costley/SFGate.

In 1985, Nintendo launched its Nintendo Entertainment System gaming console in North America in what's remembered as a watershed moment for video games. That same year, San Francisco resident Robert Hamilton invested in hobby games, which are largely analog, when he opened Gamescape in the Western Addition.

It was a bit of a gamble. Gamers were getting more into video games like Super Mario Bros. and Excitebike, and he already had a game store, Gambit — which he opened in the 1970s — close on him.

But Hamilton, who was into hobby gaming himself, was determined to open a store where people who shared his interest could get the latest board games, card games, puzzles, and equipment for their tabletop role playing games.

In addition to that he wanted to create a community around hobby gaming that shared values like "inclusiveness, openness and being forthright and truthful ... and being genuine," said his son Tom, who was born the same year the store was opened.

Hamilton's investment ended up paying off. The store is going on its 35th year in the same location on Divisadero and Oak, in an increasingly digital world. The video game industry has grown to a \$43 billion industry and mobile gaming is projected to grow to \$106.4 billion by 2021, according to industry analyst Newzoo.

And there are stores like Razer, a video game store in Westfield Mall, and arcade bar Emporium, that's right down the street on Divisadero, creating spaces for gathering and community around digital games.

So how does a store like Gamescape manage to stay open in one of the world's most digital-friendly regions, especially one that's been drastically transformed by the wealth brought in by companies profiting off of digital technology?

It turns out the store has been one of the beneficiaries of the tech boom, according to Tom, who took over the business from his father in 2009.

"When you have a person who has more discretionary income, they're able to invest in their interests a little bit more," he said. "And it just so happens that a lot of people who have come into the region and have made some money are into hobby gaming ... We were sort of in the right place at the right time for this."

He said he thinks many of his older customers who make a living in tech are drawn to hobby games because they grew up with them, and because they offer a change of pace from their 9-to-5.

"I also think that the face-to-face aspect of board games and tabletop gaming has an appeal with a lot of the tech customers because you know a lot of people want to get away from the screens and want to sort of unplug," he said. "So analog gaming does that and you're able to meet people while tabletop gaming."



Sara Morales sorts through her Magic the Gathering cards during a game night at Gamescape in San Francisco. Photo: Drew Costley/SFGate.

Gamescape and lots of businesses like it in the region — Games of Berkeley and It's Your Move in the East Bay, Gamescape North in the North Bay, and Gator Games in the South Bay — offer lots of opportunities for people to build community through gaming.

Each night of the week at Gamescape is dedicated to a different type of hobby game: Mondays are for playing more traditional board games like Monopoly or Settlers of Catan; Pokémon cards is on Tuesdays; Dungeons & Dragons is on Wednesdays; Magic the Gathering is on Fridays.

The front of the store has bookshelves filled with games and puzzles organized by genre of game. Cooperative games are in one section, two-player games in another and classic board games in another. Beyond those sections, in the back of the store, there are several long tables where people congregate for the different game nights.



Dylan Gallo looks through his Magic the Gathering cards at a game night at Gamescape in San Francisco. Photo: Drew Costley/SFGate.





A player sorts his Magic the Gathering cards at a game night at Gamescape in San Francisco. The store has been operating in the same location for nearly 35 years. Photo: Drew Costley/SFGate.

On the Friday before San Francisco's Pride Parade, the store's gaming tables were nearly full of players competing in a Magic the Gathering tournament. The people playing in the tournament range in age from their preteens to middle age. The crowd is mostly male and mostly white, but it's more diverse than a lot of other social spaces in the Bay Area, especially in this part of San Francisco.

Players diligently passed out cards from a new set released by Wizards of the Coast, a popular game publisher that sanctions the tournaments at Gamescape and sponsors the game nights, but they were also catching up on each others' lives, sharing plans for weekend and cracking jokes.

The store makes a bit of money off of the sponsored game nights, which are free for players, but Tom said the sponsorships aren't the bread and butter of the store. "It sounds pretty simple but ... selling games straight to the customer is our main source of revenue," he said. "I think why a lot of customers come to us is because we have a vast selection and we have the games people are interested in."



PJ Forester laughs while sorting through his Magic the Gathering cards at a game night at Gamescape in San Francisco. Photo: Drew Costley/SFGate.



Bob Pieron tries decide between two cards before playing Magic the Gathering during a game night at Gamescape in San Francisco. Photo: Drew Costley/SFGate.

Just as video games have developed in complexity over time and expanded into different genres, so have hobby games, which has been key in the growth in popularity of those types of games, according to Tom. The mainstreaming of these types of games due to different pop culture phenomena, like Dungeons & Dragons being played in the Netflix show "Stranger Things" or the popularity of the mobile game Pokémon Go, has contributed to a bump in popularity for hobby games, too.

"Games and gaming were typically associated with people who weren't in the mainstream," Tom said, but as the acceptance of gaming has grown, the popularity of certain games has grown.

He struggled to find another word for "people who weren't in the mainstream," because they're his people, his customers and community.

He didn't want to call them nerds, as many might.

"I don't have that perception about it," he said. "We just like games and we enjoy playing them and having a place to host them."





Demetrius Marcoulides sorts his Magic the Gathering cards before playing in a tournament at Gamescape in San Francisco. Photo: Drew Costley/SFGate.



David Luong, manager of the hobby gaming store Gamescape in San Francisco, stands next to the paints, which are used to paint miniature figures for games like Dungeons & Dragons. Photo: Drew Costley/SFGate.





Chronicle / Paul Chinn

Fantasy war figurines are for sale at Gamescape. Photo: PAUL CHINN.

That's what keeps Gamescape in business — Bay Area residents' love of hobby gaming, the community that's grown over the decades through gaming, and the store's attentiveness to industry trends and customer needs. And though hobby gaming was a \$1.5 billion industry in 2018, gaming stores aren't exactly cash cows for the people who own them, especially in an era dominated by e-commerce sites like Amazon.

"Retail now is as tough as it's ever been," Tom said.

"You make enough to survive and live in the neighborhood," Tom said. "But people who open game shops or people who run game shops aren't necessarily in it for making a ton of money. It's more so for the appreciation of the hobby and for the love of the hobby. That you're able to provide a space like this for people in the community is more the driving force of why a person runs a business like this."

*Drew Costley is an SFGATE editorial assistant. Email: [drew.costley@sfgate.com](mailto:drew.costley@sfgate.com) | Twitter: @drewcostley*

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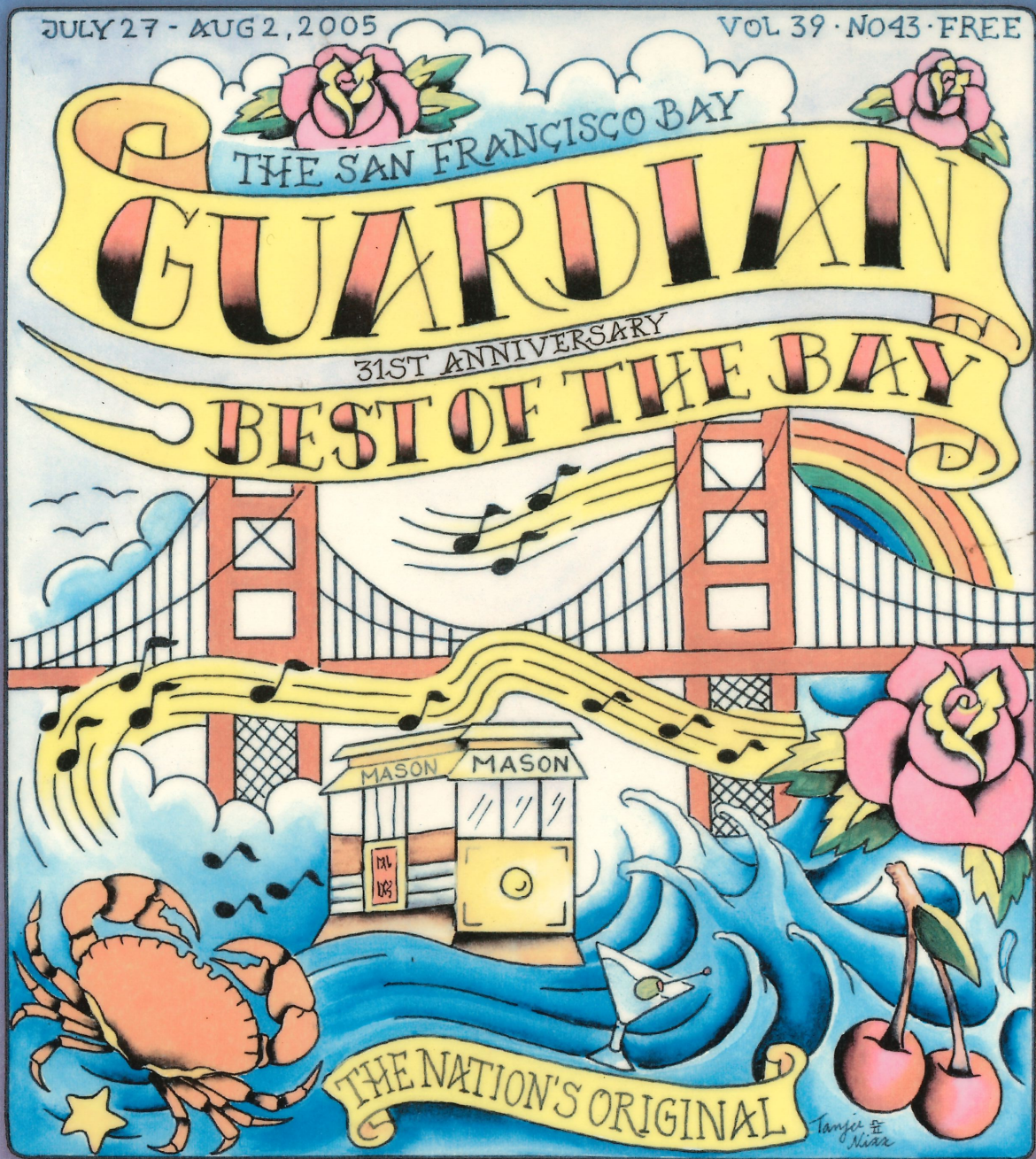
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*Business Address:* 333 Divisadero Street  
*Zoning:* Divisadero NCT (Neighborhood Commercial Transit) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1218/004  
*Applicant:* Thomas Yohei Hamilton, Manager  
333 Divisadero Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)

## **BUSINESS DESCRIPTION**

Gamescape was established in September of 1985 in San Francisco's by Robert J Hamilton. It was one of a few retail businesses on Divisadero Street at the time. Robert envisioned the business as a place where the local community and gaming enthusiasts alike could gather and enjoy the world of tabletop gaming. The business is renowned for the selection of games it offers for purchase, as well as providing an event space for tabletop gaming and tournaments.

The store consists of several departments, including board games, role playing games, classic games, family games, miniature games, playing cards, mechanical puzzles and jigsaw puzzles. The 1990s saw commercial growth in the Western Addition with many new businesses finding opportunities in the neighborhood. During that time, games like Magic The Gathering, Dungeons & Dragons and Warhammer took hold within the gaming communities in San Francisco. Gamescape strived to support those communities by providing space to host the games, as well as offering the products to play the games. Throughout the early 2000s, the gaming landscape continued to evolve with the resurgence of the European strategy games and the classic game of poker. Within the last 10 years, tabletop games have reached a point of cultural phenomenon with all genres of gaming being fully supported, whether by designers and producers or players and communities. As the neighborhood's landscape changed over the decades, so did the hobby gaming industry, and with that Gamescape has filled the demand for the need of a friendly, local gaming store.

The business is located on the west side of Divisadero Street between Oak and Page streets in the Haight Ashbury neighborhood. It is within the Divisadero NCT (Neighborhood Commercial Transit) Zoning District and a 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*



The business was founded in 1985.

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

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

- i. Gamescape has operated continuously in San Francisco for 36 years.
- ii. Gamescape has contributed to the history and identity of the Haight Ashbury and San Francisco.
- iii. Gamescape is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

No.

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

Yes. The business is located in an eligible historic district north of Buena Vista Park and consisting of primarily of two- and three-story residential buildings that were constructed during the late 19th and early 20th century. The area exhibits a predominant "Victorian-era" and "Edwardian-era" architectural character, and includes styles such as Italianate, Stick-Eastlake, Queen Anne, Craftsman, and Edwardian.

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

No. However, the Capp Street property has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) due to its location in the identified Buena Vista North Historic District.

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. Gamescape has been mentioned numerous times in local media. The San Francisco Chronicle annually published a holiday games listing "the best board games of the year," and Gamescape was often mentioned as a place to purchase those games. The San Francisco Bay Guardian throughout the 1990s and early 2000s awarded Gamescape as "Best Game Store" at which to shop (photos of plaques included). San Francisco Magazine published two stories on Gamescape, one depicting the subcultures of San Francisco and the other listing the store in the category of "the best places to shop in SF."

In July of 2019, SFGate published an article titled "How does an SF board game store exist in a digital world?" And in May of 2017, SFGate listed Gamescape as "The Best Places to Shop in the Western Addition."

*Physical Features or Traditions that Define the Business*

**Location(s) associated with the business:**

- 333 Divisadero Street

**Recommended by Applicant**

- The Gamescape logo
- The locally handmade sign
- The Edwardian-era retail space with hardwood floors and tall ceilings
- Dedication to offer the best tabletop gaming products and service
- The open gaming space

**Additional Recommended by Staff**

- None





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: DECEMBER 18, 2019

*Filing Date:* November 25, 2019  
*Case No.:* 2019-022725LBR  
*Business Name:* Gamescape  
*Business Address:* 333 Divisadero Street  
*Zoning:* Divisadero NCT (Neighborhood Commercial Transit) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1218/004  
*Applicant:* Thomas Yohei Hamilton, Manager  
333 Divisadero Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GAMESCAPE CURRENTLY LOCATED AT 333 DIVISADERO, BLOCK/LOT 1218/004.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on December 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 Gamescape 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 Gamescape.

***Location(s):***

- *333 Divisadero Street*

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

- *The Gamescape logo*
- *The locally handmade sign*
- *The Edwardian-era retail space with hardwood floors and tall ceilings*
- *Dedication to offer the best tabletop gaming products and service*
- *The open gaming space*

**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 2019-022725LBR to the Office of Small Business December 18, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: