



# Legacy Business Registry Staff Report

Hearing Date: January 25, 2021

## PIPE DREAMS

*Application No.:* LBR-2019-20-028  
*Business Name:* Pipe Dreams  
*Business Address:* 1376 Haight Street  
*District:* District 5  
*Applicant:* Cassandra Chatham, Owner  
*Nomination Letter Date:* December 12, 2019  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Pipe Dreams is a retail smoke shop selling smoke ware and accessories, opened originally by trio James Siegel, Marcella LaFever, and George Walsh in May 1978. Pipe Dreams maintains a curated inventory of tobacco and cannabis smoke ware, glass ware, paraphernalia, accessories, and products for sale in addition to wares from West Coast and local glass artists, jewelry makers, clothing brands, greeting card makers, and photographers. Pipe Dreams is San Francisco's oldest smoke shop, and one of the oldest smoke shops in the country. Pipe Dreams has been owned and operated by Cassandra Chatham since 2015.

Pipe Dreams first opened in 1978 at 1612 Haight Street. Friends James Siegel, Marcella LaFever, and George Walsh opened Pipe Dreams in the wake of the Summer of Love and the after the height of the Counterculture movement, hoping to continue the legacy and spirit of both cultural movements and to cater to the Haight-Ashbury's remaining hippies and smoke enthusiasts. Pipe Dreams moved to its current location at 1376 Haight Street in 1981 after receiving a 30-day eviction notice.

Pipe Dreams continues to sell the products of local artists and makers of smoke ware products and art and has maintained partnerships with about a dozen of the same local vendors since opening in 1978. In addition to its collection of display items dating back to the 1970s and display of products for sale, Pipe Dreams also possesses a "Wellness Corner" that highlights the store's medicinal and health items including an array of CBD-based products. Throughout its 42-year existence, the store and its subsequent owners have maintained, and added to, the shop's well-known collection of display items, many of which date back to the original three owners and are artifacts from the heyday of the Haight-Ashbury. Since 2019, customers have been greeted by a custom-made in-store mural by Aaron Brooks, its bright colors fitting right in with the rest of the store.

Pipe Dreams has catered to the Haight-Ashbury neighborhood, embodying the lasting spirit and enthusiasm for the Counterculture movement and offering a variety of smoke ware merchandise and accessories to local residents and tourists. Though Pipe Dreams primarily attracts young, free-spirited individuals and artists, its doors are open to all. Pipe Dreams continues to give back to the community it serves, first and foremost by partnering with local (San Francisco, California, and West Coast) artists to stock its inventory of smoke ware, accessories, and art. Pipe Dreams is also active in Haight-Ashbury events, including First Friday, partnering with other Haight Street store owners to promote and patronize one another's businesses. Pipe Dreams frequently offers its backyard space to First Friday and other events promoting local businesses and artists. Further, Pipe Dreams is actively involved with community organizations such as Larkin Street Youth Services and the Homeless Youth Alliance, organizing blanket drives and donations for these organizations.

### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





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

1612 Haight Street from 1978 to 1981 (3 years)  
1376 Haight Street from 1981 to Present (39 years)

## CRITERION 2

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

Yes, Pipe Dreams has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.

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

- Pipe Dreams is associated with the Counterculture movement of the Haight-Ashbury and San Francisco.
- The property is both within an area, and of a topic, that is currently being surveyed for cultural, social and/or architectural significance related to the citywide Counterculture draft Historic Context Statement or cultural district inventory. The business's primary location at 1376 Haight Street is in a Category A (Historic Resource Present) building built in 1903 and designed in the Classical Revival style. The building was included in the Buena Vista Historic Survey (1990), in which it received a survey rating of "CA" (contributory altered). It was also included in the 1976 DCP (Department of City Planning) Historic Survey. 1376 Haight Street has also been identified through the Planning Department environmental review process as within the CEQA Eligible Buena Vista North and Haight Ashbury Historic Districts. The building is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey, which notes this property is potentially part of a cluster.
- There have been a number of local features and articles on Pipe Dreams, including in the San Francisco Chronicle, Hoodline, SFGate, KPIX, and the San Francisco Bay Guardian. In 2019, KPIX interviewed Pipe Dreams as part of its coverage on San Francisco's ban on e-cigarettes. From 2000 to 2004, Pipe Dreams was the recipient of San Francisco Bay Guardian's "Best Head Shop/Smoke Shop." Nationally, Pipe Dreams has been featured in the Wall Street Journal as part of its 2017 "The Summer of Love: A Walking Tour of San Francisco, 50 Years Later."

## CRITERION 3

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

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

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Pipe Dreams 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.

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

- Retail smoke shop for tobacco and cannabis smoke ware and accessories.
- Backyard space used to host “First Friday” events highlighting local artists.
- Curated inventory of cannabis and tobacco smoke ware, glass ware, paraphernalia, accessories, and products.
- Inventory of local and West Coast artist wares including wares from glass artists, jewelry makers, clothing brands, greeting card makers, and photographers.
- “Wellness Corner” within store containing CBD and other medicinal products.
- Collection of display rock and art posters dating back to the 1970s.
- “Pipe Dreams” sidewalk sign, dating back to the 1980s.
- Mural painted on interior of store by Aaron Brooks in 2019.
- Traditional storefront configuration, bulkhead, entry way, and display windows.
- “Pipe Dreams” neon window sign.

#### **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.

- Smoke shop.

#### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Pipe Dreams currently located at 1376 Haight Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

#### **Legacy Business Program**

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# Small Business Commission

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

January 25, 2021

## PIPE DREAMS

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

**Adopting findings approving the Legacy Business Registry application for Pipe Dreams, currently located at 1376 Haight 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 25, 2021, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes Pipe Dreams 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 Pipe Dreams.

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Physical Features or Traditions that Define the Business:

- Retail smoke shop for tobacco and cannabis smoke ware and accessories.
- Backyard space used to host “First Friday” events highlighting local artists.
- Curated inventory of cannabis and tobacco smoke ware, glass ware, paraphernalia, accessories, and products.
- Inventory of local and West Coast artist wares including wares from glass artists, jewelry makers, clothing brands, greeting card makers, and photographers.
- “Wellness Corner” within store containing CBD and other medicinal products.
- Collection of display rock and art posters dating back to the 1970s.
- “Pipe Dreams” sidewalk sign, dating back to the 1980s.
- Mural painted on interior of store by Aaron Brooks in 2019.
- Traditional storefront configuration, bulkhead, entry way, and display windows.
- “Pipe Dreams” neon window sign.

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

- Smoke shop.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 25, 2021.

---

Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2019-20-028  
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*District:* District 5  
*Applicant:* Cassandra Chatham, Owner  
*Nomination Letter Date:* December 12, 2019  
*Nominated By:* Supervisor Dean Preston

**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

1612 Haight Street from 1978 to 1981 (3 years)  
1376 Haight Street from 1981 to Present (39 years)

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

Yes  No

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

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** December 9, 2020

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

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Member, Board of Supervisor  
District 5



City and County of San Francisco

## Vallie Brown

December 12, 2019

Office of Small Business  
Attn: Legacy Business Program  
Dr. Carlton B. Goodlett Place  
City Hall, Room 140  
San Francisco, 94102

Dear Colleagues,

I am pleased to nominate Pipedreams, located at 1376 Haight Street for the Legacy Business Registry program.

Since 1968, Pipedreams has operated as San Francisco's oldest smoke shop, one block from the epicenter of the Haight-Ashbury. Pipedreams has been an integral piece of the neighborhood since it opened 51 years ago. Sold by its original owner of 35 years, George Walsh, in 2004 to Sam Lazar, it is currently operated by Cassandra Chatham. Over these changes in leadership, Pipedreams has continued to focus on working with local and West Coast artists, instead of relying on imported products. From jewelry makers and local clothing brands to greeting card makers and neighborhood photographers, Pipedreams has built close business relationships with local businesses and residents as an anchor of the Haight-Ashbury corridor.

As a locally owned small business, Pipedreams has also brought international attention to the Haight-Ashbury's local economy. Found in San Francisco guidebooks from as far away as France, Pipedreams has also appeared in Japanese Anime, and was even mentioned multiple times recently by national publications, including the Wall Street Journal. Beginning in December 2019, world-famous spray paint artist and muralist Aaron Brooks will be painting a permanent mural on the back wall of Pipedreams. In the future as in the past, Pipedreams has been, and will continue to be a beacon of positivity and energy in the Haight Ashbury for years to come.

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

Sincerely,

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

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

## Section One:

### Business / Applicant Information.

Please provide the following information:

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

NAME OF BUSINESS:	
PIPEDREAMS	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Cassandra Chatham	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
1376 Haight St. San Francisco, CA 94117	415-431-3553
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
N/A (in progress currently)	
FACEBOOK PAGE:	
PipedreamsOnHaight	
TWITTER NAME:	
N/A / Instagram @PipedreamsOnHaight	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Cassandra Chatham	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
1011710	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	



## 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
1612 Haight Street	94117	May 1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1978 to 1981	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1376 Haight Street	94117	Start: 1981
		End: Present

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

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

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Cassandra Chatham      3-03-2020      Cassie Chatham  
Name (Print):                      Date:                      Signature:

## **PIPE DREAMS**

### **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.**

Pipe Dreams was founded in May 1978 at 1612 Haight Street by three friends: James (Jim) Siegel, Marcella LaFever, and George Walsh.

Jim first arrived in San Francisco in June 1972 and has been an active member of the Haight-Ashbury counter-culture community since his arrival. He was attracted to the Haight by the lore of the hippie movement that first began in the neighborhood in the mid-1960s. Marcella LaFever first moved to Haight-Ashbury in 1974 while attending San Francisco State University.

At the time, Haight-Ashbury was a rundown, derelict neighborhood with a 40 percent commercial vacancy rate. A head shop named the Phoenix was an icon in the neighborhood, being the oldest head shop and incense store in the country. Owned by Bob Stubbs, the Phoenix was originally located in the 1300 block of Haight Street in 1966, then in the 1800 block later. Bob retired in April 1976 and moved back to his family's egg farm on Maui. On closing day, Bob gave Jim his leftover merchandise and fixtures. Jim and partners Richard Stypman and Dennis Stone opened The White Rabbit at 1409 Haight Street in May 1976 when Jim was 20 years old. The White Rabbit was one of only a handful of retail stores open on Haight Street at that time because the street was still derelict. They catered to what was left of the original hippie crowd, selling plants, pet supplies, and smoking paraphernalia.

Partnership problems arose at The White Rabbit, and Jim was bought out. Jim had befriended a realtor named Winifred Turlip who used to manage the large apartment/commercial building at the corner of Haight and Clayton streets. Winifred offered Jim a storefront at 1612 Haight Street for \$250 per month, and Jim accepted. He did not have funds to open another store, but he had the storefront and all off the contacts from his prior business. He approached his friend Marcella LaFever who lived in the commune downstairs from Jim, and she and her boyfriend (later husband) George Walsh put together some money and started a three-person partnership to open Pipe Dreams. The store opened in May 1978, and the opening party occurred on July 15, 1978. Pipe Dreams was strictly a head shop selling smoking wares, cards, incense, and jewelry to the Haight's cannabis enthusiast crowd while being pioneers of cannabis legalization.

Pipe Dreams moved to its current location at 1376 Haight Street in 1981 after the store was given a 30-day eviction notice because Jim created a window display that featured a gay magazine, which upset the building owner, Barbara Borgfeld Craig.

In June 1982, Jim branched off solo to open Distractions as a sole proprietor due to a dispute with George after Jim realized he was not receiving his fair share of profits. Distractions today is a Legacy Business, and Jim is still the owner in 2021. Marcella and George opened a second store, Pipe Line, on the Pacific Garden Mall in Santa Cruz. In 1984, Marcella and George divorced, and Marcella left Pipe Dreams and immigrated to Canada.

The ownership of Pipe Dreams by George Walsh was under his company name Georwal, Inc., and continued until 2005. He continually ran Pipe Dreams as a smoke shop/head shop for his entire tenure. Many of the vendors Pipe Dreams currently uses are business relationships that George cultivated. Heather Crawford was Pipe Dreams' primary manager and the face of the business from the late 1980s to the 2000s. Heather remains one of the most memorable faces in the long, storied history of the store.

In 2005, George Walsh sold Pipe Dreams and his other store, Pipe Line, to Sam Lazar, an international banker with Wells Fargo. Sam kept the same employees and maintained the same infrastructure as George and Heather when he bought Pipe Dreams. Sam, though passionate about his purchase, was an entirely absentee owner and let the employees and systems developed by George stay in place over his 10 years of ownership. All the glass blowers and artists and tailors that had sold their wares to Pipe Dreams before Sam were able to keep their business relationships with the store.

After the birth of twin granddaughters, Sam retired and sold the business in early 2015 to first-time business owner Cassandra Chatham.

Cassandra, in the same vein as Sam before her, kept almost all the employees and systems intact after her purchase of Pipe Dreams. The thought was, "If it ain't broke, don't fix it." Since the store was then 47 years old, it must be doing something right. The vendors, who had counted on their accounts with Pipe Dreams for decades, breathed a sigh of relief with their relationships maintained. About 12 different vendors selling their wares in Pipe Dreams today have been there through all three ownerships.

Cassandra gave needed attention to the little things that an absentee owner might have missed, like new flooring and new point-of-sale systems. Staying true to the original vision of George Walsh has been a top priority of Cassandra's. She has maintained the spirit of the 1960s as well as the spirit of Haight-Ashbury.

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

Pipe Dreams has been in operation since May 1978, and business has never ceased for any amount of time in excess of 6 months for the entire 43 years.

During the coronavirus pandemic, Pipe Dreams was closed from March 16 until June 15, 2020, in accordance with the Shelter-In-Place ordinance placed on San Francisco businesses. On June 15, the business was permitted to open for curbside service and did so using an appointment method. On August 15, following the updated Shelter-In-Place ordinance guidelines, Pipe Dreams reopened to the public and has maintained operation while staying current with all safety guidelines until the present.

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

Pipe Dreams is not technically a “family-owned business,” defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. However, Pipe Dreams is a small, 100%-woman-owned business.

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

The ownership history of Pipe Dreams is as follows:

1978 to 1982:	George Walsh, Marcella LaFever, and James Siegel
1982 to 1984:	George Walsh and Marcella LaFever
1984 to 2005:	George Walsh
2005 to 2015:	Sam Lazar
2015 to Present:	Cassandra Chatham

**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. Documentation includes photographs, San Francisco Bay Guardian’s Best of Bay awards, a Wall Street Journal article, and more.

**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 1372-1376 Haight Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California

Environmental Quality Act. The building was constructed in 1903 in the Classic Revival style and is a contributor to the Buena Vista North Historic District.

## **CRITERION 2**

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

Pipe Dreams is San Francisco's oldest smoke shop and among the five oldest smoke shops in the United States.

Pipe Dreams is located less than a block-and-a-half from the world-famous intersection of Haight and Ashbury streets, ground-zero for the 1960s counterculture movement and psychedelic revolution, as well as the epicenter of the Summer of Love. In 1967, the Summer of Love inspired young people and free thinkers and radicals from all over the country to flock to San Francisco in droves, and more so to the Haight-Ashbury neighborhood. They questioned the authority of the times and protested American involvement in the Vietnam War. They ignited a new interest in psychedelic drugs and made some of the best music of that era.

As the neighborhood smoke shop since 1978, Pipe Dreams was a place of inspiration for musicians and artists who have been integral with the neighborhood since the 1960s. The Haight of that time was full of hippies, beatniks, Hells Angels, rock stars, artists, and wayward drifters. Some psychedelics were still legal for personal consumption, and Haight-Ashbury was known worldwide as the place to be if you were young, open-minded, and looking to 'turn on, tune in, drop out,' as ex-Harvard professor Timothy Leary told the masses. So it would be logical to assume the neighborhood head shop would have been the place that all those 'heads' shopped, gathered with friends, hung out, and discussed the issues of the day on slow afternoons long before coffee shops became the place for meetings and discussions. What better served the spirit of Haight-Ashbury than a head shop where lava lamps, tie-dye, and rock posters were sold, as well as all the different types of smoking apparatuses?

Pipe Dreams is one of few remaining businesses in Haight-Ashbury that was open in the 1970s and is still open five decades later. The business has a strong connection to the Summer of Love, the hippies, and the counterculture movement that put San Francisco on the figurative map in the 1960s. From the beautiful bright art in the windows to the posters on the ceiling, Pipe Dreams continues to be a place for neighbors and visitors alike to see and appreciate local artists as well as a place for the local and smaller artists and jewelry makers to showcase and sell their wares. Pipe Dreams strives to carry as much as they can by local artists, maintaining the tradition set by the original owners in 1978.

Additionally, Pipe Dreams has been a pioneer and supporter in the cannabis industry since its doors first opened and has continued to stay relevant throughout its 43 years by setting then maintaining industry standards, attending industry events, and backing local entrepreneurs, including glassblowers, magazine producers, vaporizer producers, and trendsetters. Pipe

Dreams was voted Best of the Bay by the San Francisco Bay Guardian four consecutive years in a row from 2000-2003. Even though competition is greater than ever, the store plans to be the Best of the Bay again in the coming decade.

Pipe Dreams was an integral part of the neighborhood when it was established in the 1970s, much like it continues to be 43 years later in 2021.

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

The neighborhood recently celebrated the 50th anniversary of 1967's Summer of Love, and travelers from around the world continue to visit the neighborhood and celebrate the spirit of the Haight.

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

Pipe Dreams is found in official guidebooks to San Francisco from as far away as France, has been mentioned in Japanese Anime, and has been mentioned multiple times in recent years by national publications including the Wall Street Journal, San Francisco Chronicle, San Francisco Bay Guardian, and the BatterySF online periodical.

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

Pipe Dreams has, at the very least, been tangentially associated with all-time greats like Jimi Hendrix, The Grateful Dead, Jefferson Airplane, and Janis Joplin. Through the years, the shop has had relationships with many well-known people, both from here and afar. Contemporary print artist Chuck Sperry, who lives in the neighborhood but has achieved worldwide success and regularly has art shows in Paris, France, and Torino, Italy, as well as New York City and Miami art galleries, has been a friend of Pipe Dreams for 30 years. Oprah Winfrey's physician from Marin, Dr. Dean Edell, has been a long-time customer. Pipe Dreams still ships gifts to him. Glass blower Jerome Baker, who is one of the most well-known and respected glass artists ever, has sold glass pipes to Pipe Dreams for decades.

In 2016, not long into Cassandra's ownership, world-famous musician and actress Miley Cyrus spent over an hour rolling on Pipe Dreams' carpet with store mascot Trouble and learning some tips on use of some of the items she has purchased from the store. Pipe Dreams didn't want to scare or offend Ms. Cyrus, so no pictures were taken, but nearby business Hippie Thai was also visited by her that day, and they have pictures of her in the same tie-dye and overalls she wore to Pipe Dreams.

More recently, Pipe Dreams has teamed up with the Stanley Brothers CBD company that has produced the world-class strain of cannabis, Charlotte's Web, which has been helping children with cancer for over 20 years.

In December 2019, Aaron Brooks, a contemporary mural artist and influencer with 100,000+ Instagram followers, painted a 7-foot-by-9-foot mural on the back inside wall of Pipe Dreams that brings people to the store and to the Haight-Ashbury neighborhood, as well as to San Francisco.

Pipe Dreams hopes to continue to have significant events and influential people through their doors for the next five decades beyond.

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

Pipe Dreams' commitment to community is demonstrated by their use of local vendors since Day One, by their community involvement with the Larkin Street Youth Services and the Homeless Youth Alliance, by their blanket drives for friends in need during winter months, by their First Friday barbecues for the neighborhood, and by their flyer table that stays filled with flyers for local events. Lastly, Pipe Dreams participates and plans events with other store owners on Haight Street that promote and encourage patrons to visit other merchants in the city. The decorations and lasers and bubbles at Pipe Dreams help fill the neighborhood with good vibes and remind people of the spirit of the 1960s.

With the future glimpses of Federal cannabis legalization, Pipe Dreams will have more opportunities to grow and help its community.

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

The local community around Pipe Dreams is the Haight-Ashbury district of San Francisco. The local residents of the area skew predominantly young, artists, musicians, and free-thinkers that have been drawn to the spirit of the Haight for over 50 years. These demographics form some of the community served by the store. Pipe Dreams also serves cannabis and glass enthusiasts who come to the shop from all over the city and state to peruse the finely curated collection of hand-blown glass, concert posters, and the coolest gear for the modern or older hippie, as well as people in the festival community. Cannabis culture and smoke shop patrons come from all walks of life, are rich and poor, young and old, and everything in between, especially now that cannabis has become as legal as alcohol for adults over 21. Pipe Dreams has even encountered three generations of the same local family – a grandmother, daughter, and granddaughter – who give their business to the store. The Pipe Dreams community continues to grow even after 43 years.

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

In late December 2019, world-famous spray paint artist and muralist Aaron Brooks painted a permanent work of mural art on the back wall of Pipe Dreams. Locals as well as visitors from around the have come to see Aaron's newest artwork. This should bring more positivity and energy to the Haight for years to come after the coronavirus pandemic has subsided.



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

If Pipe Dreams were forced to close their doors after nearly a half-century in the same spot, the repercussions for the neighborhood would not be positive and would negatively affect both the look of the neighborhood as well as the spirit. There are more empty storefronts on upper Haight Street than any time in recent memory. There are in excess of three empty commercial spaces on Pipe Dreams' block and many more vacancies throughout the business district. The ugly, empty storefronts with 'For Lease' signs in the windows are a detriment to the neighborhood. From the standpoint of tourists visiting our fair city and exploring the special interest points of the 1960s, losing the iconic Pipe Dreams would be bleak and does not speak well of how the city is doing economically. Who wants to travel from abroad to walk along a street with half-empty storefronts?

Pipe Dreams has been an important cog in the machinery of San Francisco for nearly half a century. The store supports dozens of other small business enterprises. Any resources the City has at its disposal, like the Legacy Business Program, to assist small locally owned, minority-owned businesses should be deployed to keep shops open for many years to come, especially store as important to the spirit of their neighborhood as Pipe Dreams is to Haight-Ashbury's.

**CRITERION 3**

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

Pipe Dreams is first and foremost the neighborhood's smoke shop. The store has always been a place that tobacco aficionados, counterculture fixtures, and collectors of hippie paraphernalia can count on to find their wants and needs. Pipe Dreams has always carried things not only made in small, meaningful batches by local people, but things made by friends. There are posters on the ceiling and wall dating all the way back to 1978 and personal knick-knacks collected by all three owners and every employee of the store since its doors opened. These items define Pipe Dreams' mission statement of "cool things for cool people."

Pipe Dreams works with local and West Coast artists instead of focusing on the bottom line and using imported products like most of their competition on Haight Street and throughout San Francisco. Pipe Dreams sells wares from glass artists, jewelry makers, clothing brands, greeting card makers, and photographers who primarily reside in San Francisco, the East Bay, and California.

**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 Pipe Dreams business model is focused on building lasting customer relationships and featuring local, handmade items for both locals and tourists, primarily glass-based with current trends considered so as to stay relevant in the future.

**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.).**

Pipe Dreams has maintained the same building, same address, and same signage from the 1970s. The store keeps the spirit of the hippies in Haight-Ashbury in the 1960s alive and going strong into upcoming decades.

**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 smoke shop for 30+ years is included in this Legacy Business Registry application. The current owner of Pipe Dreams has kept the business the same and true to the original store, from the posters on the walls and ceilings to the carpet behind the counters. Pipe Dreams' ambiance has never changed, regardless of ownership.

# HISTORICAL PHOTOGRAPHS



Pipe Dreams  
my 2nd store  
May, 1978  
1612 Haight St.

Grand  
Opening  
Party  
July 15, 1978

George + Marcella  
my Partners



Bobby



May 1978  
Pipe Dreams, 1612 Haight Street



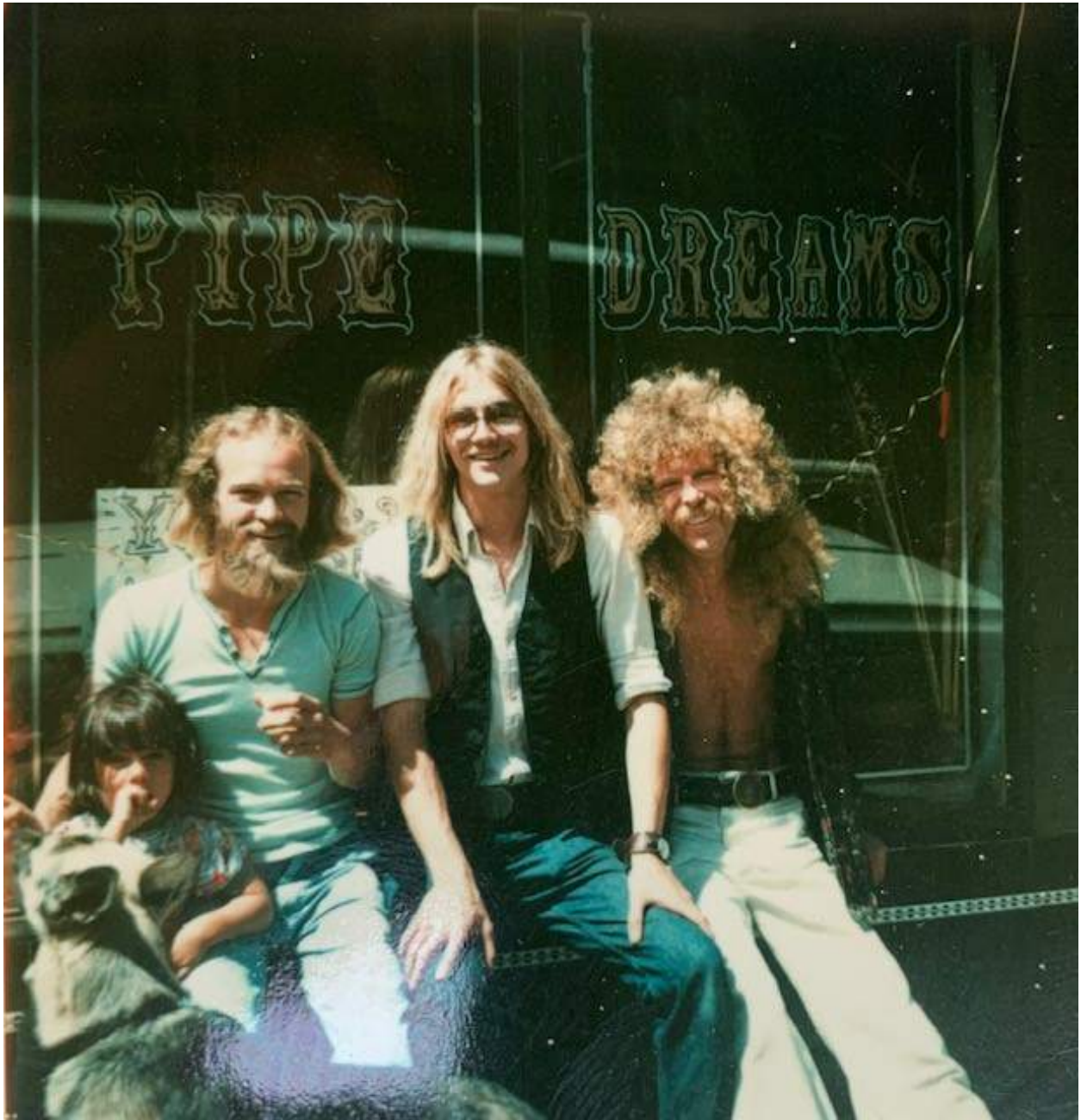
Grand Opening Party, July 15, 1978  
Front: James Siegel; Back: George Walsh and Marcella LaFever



**Grand Opening Party, July 15, 1978**  
**Bobby Kent, who had decorated the original Pipe Dreams as a Victorian smoke shop**



Grand Opening Party, July 15, 1978  
Joe Sawyer, James Siegel, and Bobby Kent

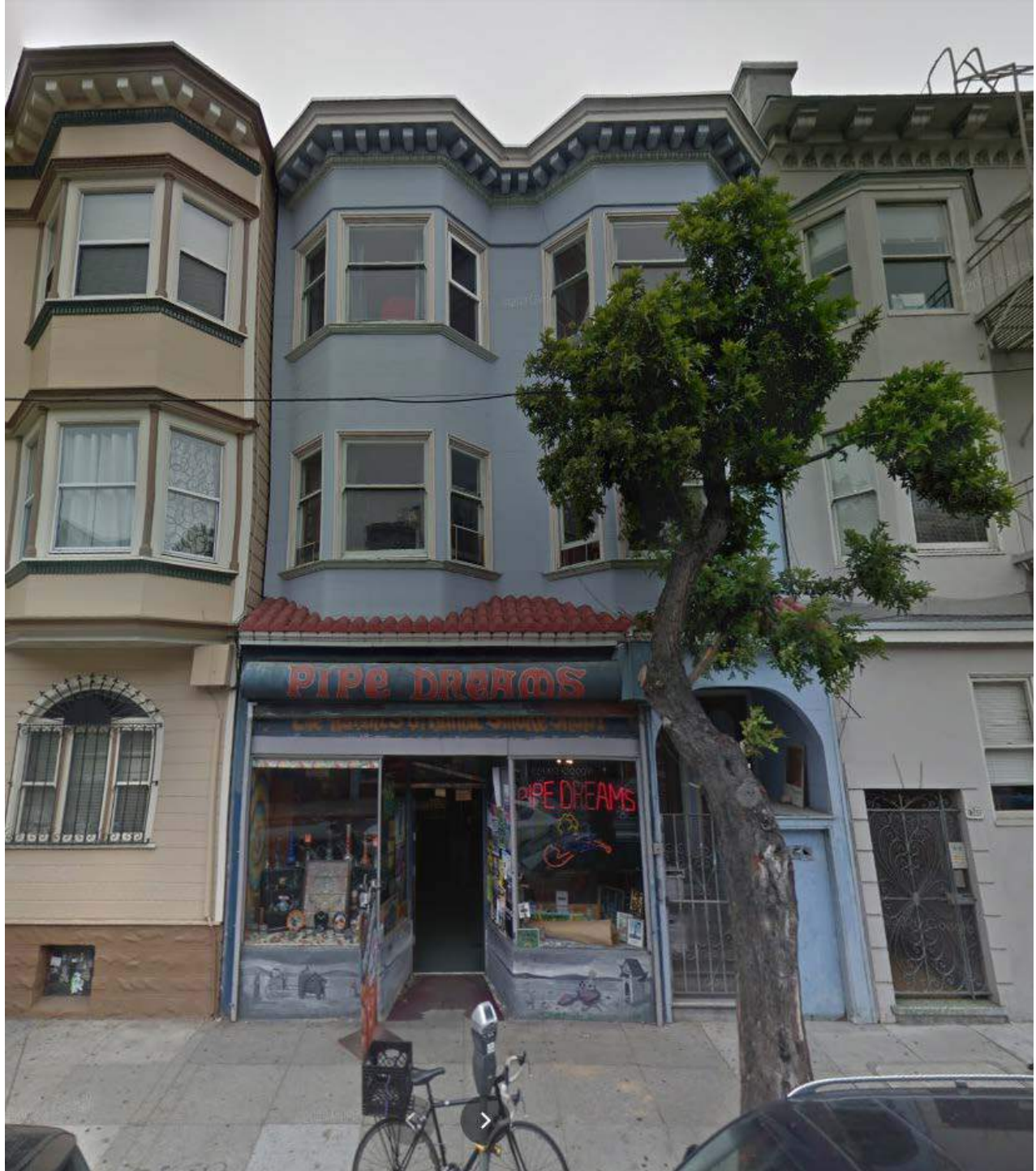


Autumn 1978  
James Siegel in front of Pipe Dreams, 1612 Haight Street





# CURRENT PHOTOGRAPHS



# PIPE DREAMS

THE HAIGHTS ORIGINAL SMOKE SHOP!

ATM

NEAPPLE

4 HANDS

HEAD

PIPE DREAMS

CBD

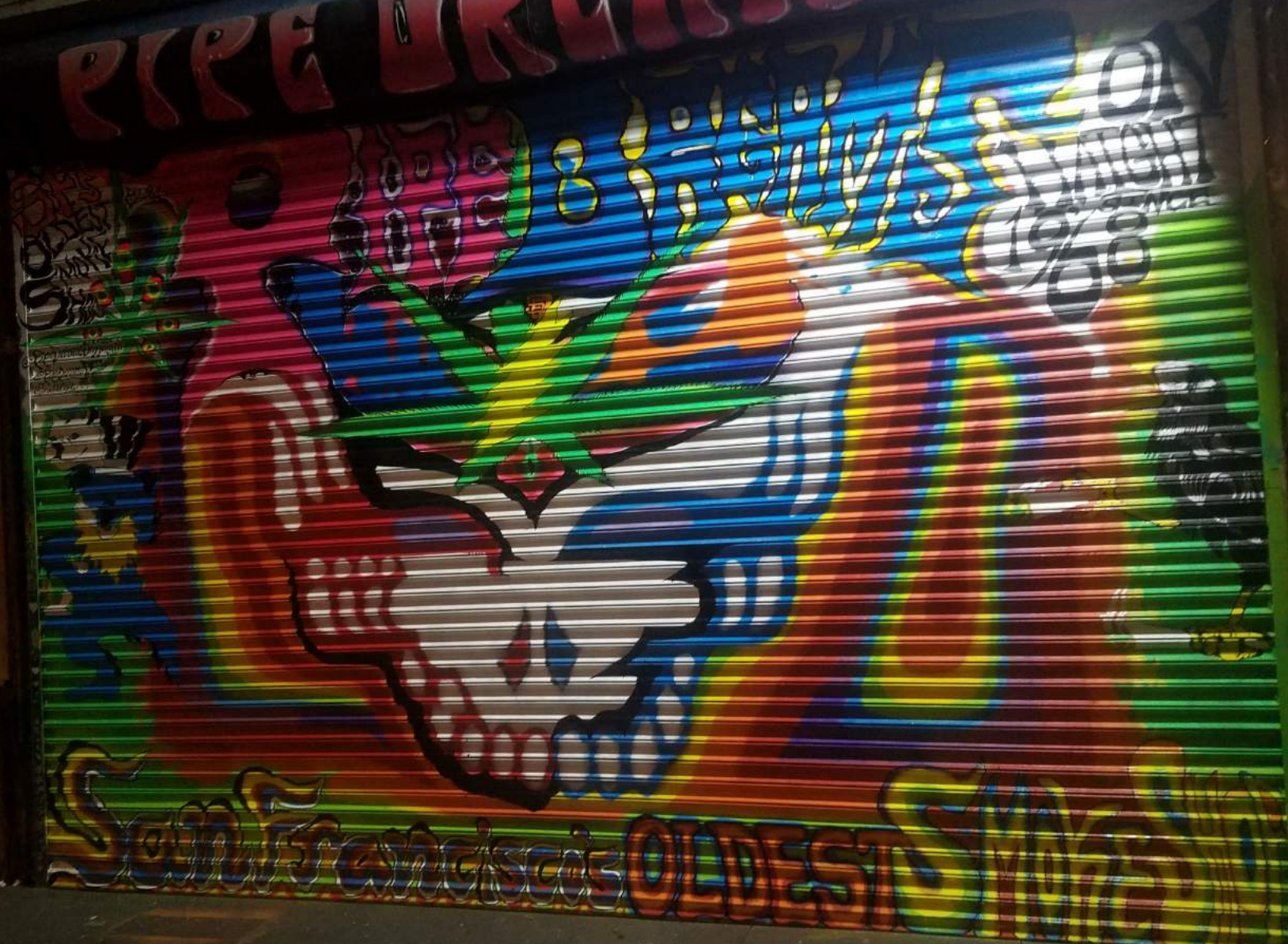
PIPE DREAMS

EST.

968



PIRELLA GÖTTSCHE LOWE



Sam's and Sam's OLDEST

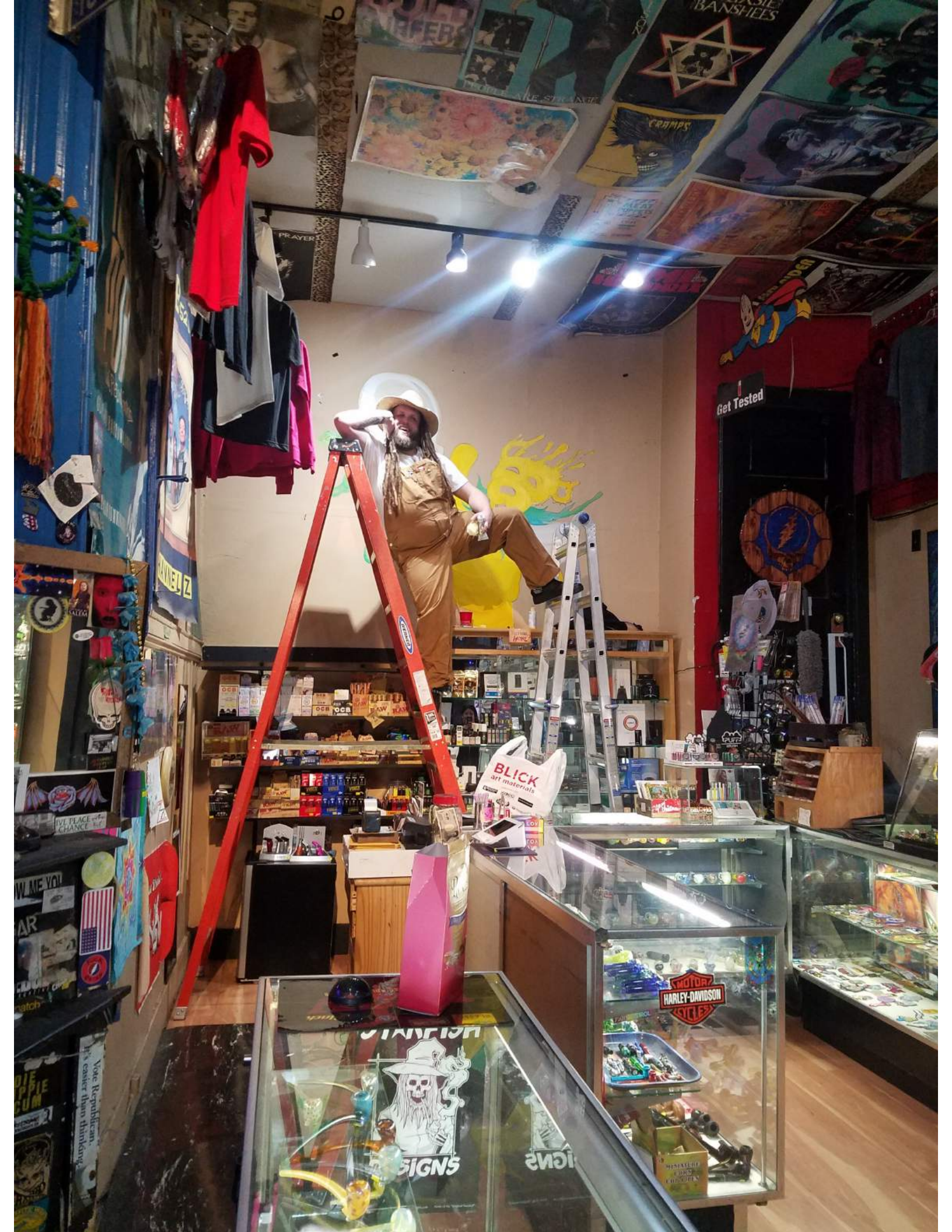


**PIPE DREAMS**  
SAN FRANCISCO'S  
Oldest  
SMOKE SHOP

DONATE HERE  
BLANKET  
DRIVE  
❤️ The  
World is Cold  
Help  
KEEP  
WARM









CHANNEL Z

Use Condoms  
Get Treated

STASH  
DESIGNS

GREATER FAMILY  
Dads Say  
Dad's Day







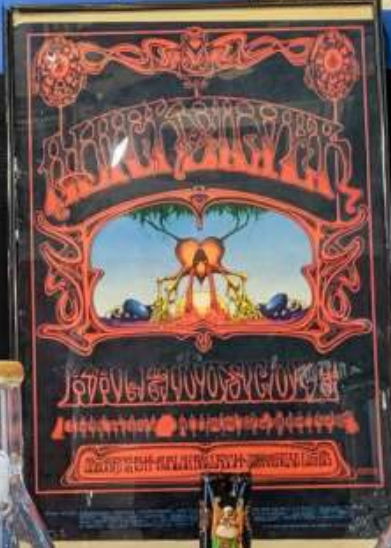


BULLSHIT

WE RESERVE  
THE RIGHT TO  
REFUSE SERVICE  
TO ANYONE ←

WHAT ABOUT  
THE COCAINE

JESUS  
DELIVER ME FROM  
THE  
CHRISTIANS



BUYING  
LOCAL  
FEELS  
GOOD!



FEAR  
THE



FUJIMA



GOLDEN STATE BANANA



BOTTLE ART



Thank you for not smoking



**PIPE DREAMS**  
 "Smoke Shop Of The Sixties"  
 "Rockin'N-Rollin' in the 90's"  
 1376 HAIGHT ST. SAN FRANCISCO, CA 94117  
 (415) 431-3553

**PIPE DREAMS**  
  
 San Francisco's oldest smoke shop.  
 1376 HAIGHT ST. SF, CA. 94117  
 415.431.3553

**PIPE DREAMS**  
 10:00-2:50 MON-SAT  
 11:00-6:50 SUN  
 415-431-3553

---

**PIPE DREAMS**  
  
 1376 HAIGHT ST.  
 SAN FRANCISCO, CA

**PIPE DREAMS**  
 415.431.3553 www.pipesinthecity.com

**PIPE DREAMS**  
 415.431.3553 www.pipesinthecity.com



<https://www.thrillist.com/venues/pipe-dreams-94117>



# Pipe Dreams

San Francisco

<http://www.pipesinthecity.com/pipedreams.php>

1376 Haight St

San Francisco, CA 94117

The Haight-Ashbury neighborhood's basically covered in a sheen of resin leftover from the Summer of Love, and Pipe Dreams -- the area's oldest head shop -- has seen it all, watching its loyal customers transition from dancing in the streets to, well, there isn't that much time to dance when you've got these reports to file, you know? Through it all, Pipe Dreams remains, with a love of Bay Area glass artists, fancy papers, ceramic vapes, and all. It's an American icon from 1969, and it's a beauty.

# PIPE DREAMS VENDOR LIST


1. Justice Brown(local glassblower from Arnold, CA)
2. Dustin Scott(local glass blower from Petaluma)
3. Goodnight Irene(local glass blower from East Bay)
4. Ancient Creations (ceramic pipes and water pipes)
5. What is Waterhouse Glass ( local glass blower from Santa Rosa)
6. Lisa's pieces (local glassware from Humboldt)
7. Blaze glass artist (local glass blower from Humboldt)
8. Blaisglass (local glassblower from Half Moon Bay)
9. Loudin Glass (local glassblower from Humboldt)
10. Paul Sekule (local glassblower from Berkeley)
11. Mighty Chalice (local glassblower from Berkeley)
12. Aaron Vigil (glassblower from Portland)
13. Starfish Designs (glassblowers specializing in gandolphins from Bend, Oregon)
14. Trident Glass (glassblowers from Oregon)
15. Arco Glasd (local glassblower from East Bay)
16. Maren Faye Glass (local glassblower from East Bay)
17. 100 Mics (local jewelry maker and silversmith in southern CA)
18. Family Silver (jewelry maker living in Thailand)
19. HolyGuy Pins and Patches (local artist from SF)
20. Jerome Baker (well-known glassblower living in Hawaii)
21. Dye-elated Dyes (local tie-dye artist from SF)
22. Tannenblick Designs (clothing maker from Kentucky)

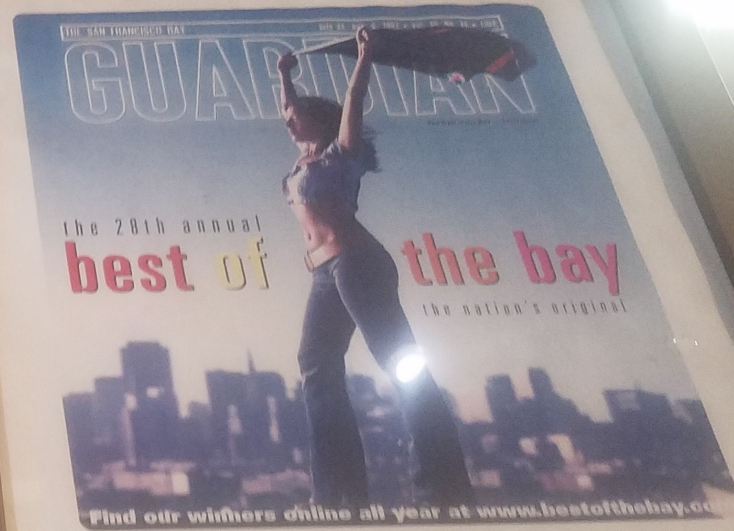


23. Dirt Lot Boutique (artists/vendor specializes in jewelry, pins, patches, posters, hats, etc)
24. Good Dope (hat pin artist from East Bay)
25. Light Sound Dimension (clothing company from southern CA)
26. Visionary Art Exchange (local art dealer specializes in rock art and posters)
27. Archarya/RRR Wholesale (various smoking accessories, importer)
28. Greenlane (wholesale distributor of vaporizers)
29. Hi-Si Glass (local glassblower company specializes in scientific water pipes)
30. ProtoPipe (metal pipe maker from Humboldt)
31. Soul shine Glass Arts (Humboldt glassblower and owner/operator of Humboldt glass school)
32. Quill/DabBlaster (vaporizer company from Santa Rosa)
33. Aaron Brooks ( mural painter from Colorado. Completed our mural)
34. Superior Balance (distributor of scales)
35. Santa Cruz Shredder (grinder company from Sants Cruz)

To learn more and get OneNote, visit [www.onenote.com](http://www.onenote.com).



 Best Head Shop/Smoke Shop  
Pipe Dreams



Best Head Shop/Smoke Shop  
Pipe Dreams

Lewis Baden  
415HolyGuyArt  
717 Hyde Street, Apt. 1  
San Francisco, CA. 94109

January 16<sup>th</sup>, 2020

Dear Small Business Commission Board,

As a rock and roll merchandise vendor living in San Francisco it has been my pleasure in working closely with many bands and businesses in the Bay Area. Pipe Dreams on Haight is one of several businesses that I regularly work with. Not only are the shop-keepers enthusiastic and upbeat, Josh and Cassandra are also dependable honest caretakers of the upper Haight. Pipe Dreams regularly has community-based events which promote and preserve SF's unique culture. These events draw in locals and tourists alike. A recent event this past December that comes to mind is The Grateful Dead Family Album book signing with author, and longtime Grateful Dead Historian, Jerilyn Lee Brandelius. Additionally, Pipe Dreams itself is a wonderful repository of musically-themed artifacts including posters, T-Shirts, pins, stickers, and even a brand new psychedelic mural by up and coming artist, Aaron Brooks.

There was never a business more deserving of being called a San Francisco Legacy Business. With only three hundred businesses being nominated in 2020, I am sensitive to how difficult your decision must be. I wish to thank the board for their consideration.

Yours Truly,



Lewis Baden  
Owner, Founder & Curator  
415HolyGuyArt.com  
415HolyGuyArt.etsy.com  
ebay.com/usr/415HolyGuyArt  
Where domestic Shipping's always free & the Customer's always right.

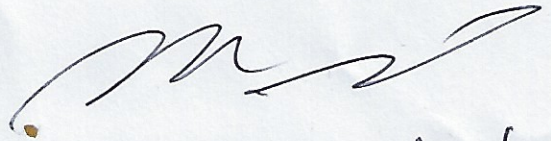
LewisBaden@gmail.com  
(415) HOLY-GUY  
(415) 465-9489

facebook.com/415HolyGuyArt  
instagram.com/415HolyGuyArt  
twitter.com/415HolyGuyArt  
415HolyGuyArt.tumblr.com

Dear Legacy Business Board,

I, Michael Young, am the landlord of 1376 Haight St. which houses Pipedreams. Pipedreams has been mine and my family's tenant the entire time we have owned 1376 Haight St, which is close to 14 years. I fully support Cassandra Chatham, and her husband Josh Council, in their efforts to make Pipedreams a San Francisco Legacy Business. They are great tenants and their business does anything they can for our neighborhood and it's residents, as well as their clientele. They have certainly continued to keep the store as true to its roots as the day they purchased it. They have maintained relationships that the previous ownership had fostered, as well as kept the licenses current in their watch.

Lastly, they have a little more than 5 years left on their lease and I am committed to helping them stay beyond those 5 years. Thank you for considering them. There are not many small neighborhood business in SF with their time in business or their pedigree.



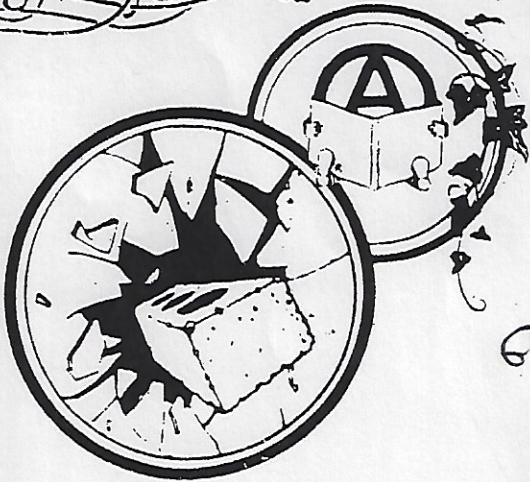
Michael Young

Landlord of Pipedreams

(12/09/2019)

Bound Together  
Anarchist Collective  
Bookstore/Meetingplace

NOV. 23 - 2019



Greetings,


We have been neighbors with  
our esteemed local business, Pipe  
Dreams for 30 years. I have  
frequented Pipe Dreams my self  
since 1978. As such Pipe Dreams  
has been a steady fixture in  
the tapestry of the Haight - Ashbury  
for decades. Staffed by local  
people in the Haight and always  
welcoming and helpful to the  
visitors that pass thru. A cultural  
mainstay in the Haight that certainly  
deserves legacy status. We encourage  
you to grant Pipe Dreams the  
legacy status this neighborhood  
fixture deserves -

Sincerely -

Thema Alder  
Bound Together Books

1369 Haight Street  
San Francisco California 94117  
(415) 431-8355

Dear Board members,

I am a thirteen plus year and neighbor of this establishment and the wonderful folks who operate it. I pop in atleast a few days a week  to pick up the essentials for my favorite form of adult recreation, also to touch base with the community of free-thinkers who often congregate there. If for nothing else I swing thru simply to indulge myself in the feelings of a kid in a candy store.

The fact that Pipe Dreams was established in 1968 born out of the previous "Summer of Love" and at the pinnacle of San Francisco's counter-culture evolution certainly speaks to the historical significance of this unique shop. Perfectly nestled on the first floor of one of the few buildings still standing, of which the ground breaking took place just prior to the 1906 Earth quake. The nostalgic value just blossoms when one considers the progressive principles of these flower children employed when pioneering the the frontier of a "Head Shop". Pipe Dreams represents a first of its kind, realizing the necessity for a psychedelic smoke shop to satisfy the needs of the new "Hippie"

movement taking place during the mid 1960s. It is no surprise <sup>the</sup> world renowned epicenter of "Free Love", "consciousness expansion" and "Psychedelic Rock n Roll" is located one block to the west at the iconic intersection of Haight and Ashbury. To this very day Pipe Dreams is catering the needs of the many people still advocating the traditions and ideals espoused by a generation over half a century ago.

In conclusion I believe Pipe Dreams to be an exemplary candidate for being granted Legacy Status as the exceeds most of the criteria set fourth by the Legacy Status Board. I am also very much appreciative for the opportunity to pledge my support with this letter. Thank you kindly for your consideration!

☺ Peace & Love ♥

Matthew Roetter

I AM A MIDDLE-AGED NAVY VETERAN WITH  
PARKINSON'S DISEASE WHO HAS LIVED IN THE  
UPPER WIGHT FOR NEARLY TEN YEARS. I LIKE TO  
VISIT THE BUSINESSES IN MY NEIGHBORHOOD, NONE  
MORE THAN PIPE DREAMS SMOKE SHOP, WATCHING  
OWNERS CASSIE AND JOSH "IN ACTION" ✓  
ALWAYS BRINGS A SMILE TO MY FACE, WHETHER  
THEY'RE RECOUNTING LOCAL HIPPIE ~~THE~~ LONG  
HELPING THE NEEDY, SELLING LOCALLY MADE  
GLASS PIPES, ETC. IN MY MIND, THEY ARE  
BRIDGE THAT CONNECTS SAN FRANCISCO'S  
COUNTERCULTURAL PAST WITH, HOPEFULLY,  
SAN FRANCISCO'S COUNTERCULTURAL FUTURE.  
I THINK THEIR BUSINESS, PIPE DREAMS MAKES  
A PERFECT CHOICE FOR A LEGACY GRANT.  
THERE'S A REASON WHY SUCH A WIDE DIVERSITY  
OF PEOPLE STOP IN TO TALK AND MINGLE  
AT PIPE DREAMS EACH DAY, AND I THINK  
THAT REASON IS LOVE, SPECIFICALLY LOVE  
CONDITIONED BY SAN FRANCISCO'S COLONIAL  
HISTORY.

Howard Rice  
November 23, 2019



# *Glass Chalice, LLC*

2124 Kittredge Street #279 Berkeley, CA 94704

Tel: 510-524-4200 [glasschalice@gmail.com](mailto:glasschalice@gmail.com)

To Legacy Business Board,

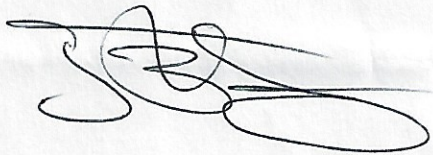
For 25 years, Pipedreams has been a very special store to me. It has served me as a customer and has supported me as a vendor, and many years ago I was even a part time employee.

I'm a local glass artist and I specialize in glass water pipes and consumption devices for tobacco and cannabis. Through the years, Pipedreams has been very helpful in distributing my work to many happy customers in the Haight-Ashbury area. The store has been a conduit for many local artists connecting to customers and collectors alike. For this, I am very grateful and we owe a lot of gratitude.

I'm in support of Pipedreams receiving a San Francisco legacy business title and feel the store is very deserving of this. I believe it is important to recognize that this store has been pioneer in novelty smoke shops of this kind. Not only in San Francisco, but the rest of the world. It's hard to find an older one out there. I really hope the legacy business board helps preserve Pipedreams with this legacy business title. Especially in these rapidly changing times, when many San Francisco business's are being pushed out. Pipedreams should be here to stay.

Sincerely yours,

Jason Byrd

A handwritten signature in black ink, appearing to read 'Jason Byrd', written in a cursive style.

Pipe Dreams Legacy Business

Dirtlot Boutique

to me

16 hours agoDetails

Pipe Dreams is a community staple whose kindness and outreach goes far beyond their retail footprint. This Haight street landmark is exactly the type of small business whose importance in creating and maintaining the fabric of the neighborhood is too frequently lost in San Francisco as mom and pops give way to corporations too large or oblivious to fully realize their position as culture bearers. In granting Pipe Dreams legacy status the city would be taking a positive step in continuing to recognize that community based businesses are a crucial part of what keeps SF thriving!

C

Cassandra Chatham

to Dirtlot

2 minutes agoDetails

You rock! It's perfect! Thanks buddy

Reply

Forward

View Gmail in: [Mobile](#) | [Older version](#) | [Desktop](#)

© 2018 Google

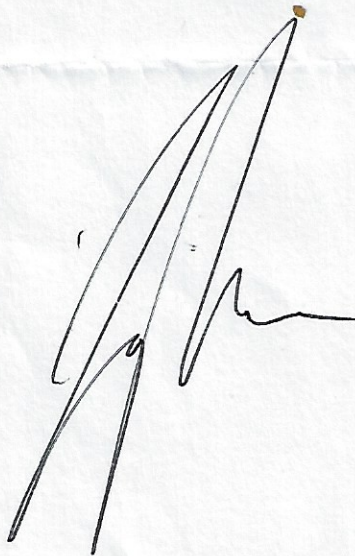
12/10/2019

Dear Board,

I have worked on Haight Street for over 5 years and I have seen the street change so much in such a short amount of time.

So much of the art and culture has left, but some of the businesses still keep the culture alive! Pipedreams has always cared for its community as well keep the original feel of Haight. They treat everyone with respect, especially our house less friends that are continuously judged and kept out of most places. Please keep them on the Haight and let them keep our community alive.

Sincerely,  
Jesse Davis

A handwritten signature in black ink, appearing to be 'Jesse Davis', written in a cursive style. The signature is positioned below the typed name and is slightly to the right of the center of the page.

Primary

Legacy Title letter of recommendation

M

**Melanie Cansler**

to me

1 day ago [Details](#)

December 9, 2019

To Whom it May Concern:

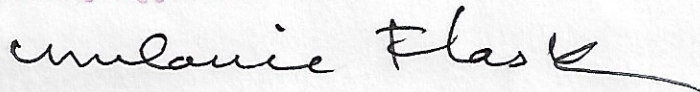
I am writing to you on behalf of Cassandra and Josh of Pipe Dreams on Haight Street. I have been a part of the Haight Ashbury community since 2012 and I am currently employed at Love on Haight. I believe Pipe Dreams should be granted legacy status because they are one of oldest businesses in the Upper Haight, if not the oldest. Having lived the last 20+ years as a glass artist, I can confidently say that they are a important part of the arts community on the Haight. They buy a lot of their glass inventory directly from local artists which not only sets them apart from other shops on the street, but it also provides a lot of local artists the ability to keep doing what they love for a living, They are currently giving back to the community through a blanket drive for the homeless. This is the true spirit of the Haight!

Cassandra and Josh have worked hard for many years and through the constant changes on the Haight and have survived and been able to keep their business alive. I believe Legacy title would ensure that they will be on Haight Street for many more years to come.

Melanie Flask

510-439-7841

[firedanceglass@gmail.com](mailto:firedanceglass@gmail.com)



Dear Reader,

In an increasingly competitive and hostile business world in the City, I am writing this letter to advocate for Pipe dreams receiving the legacy grant. As a homeless individual with very little to offer in return for their kindness, Josh and Cassy have gone out of their way to welcome me as a neighbor become my close friends, and are always asking me if I need anything. They never let me pay full price for anything.

I am worried for pipe dreams because they are not made of money - frequent construction drives away their business and they are always scared that a few bad days could cripple them permanently.

Josh and Cassy are not investors, they are passionately maintaining a part of hippie history. We hang out with colorful elders who tell us stories of the old times every day. It would be a shame to see this place go. When it dies, the true spirit of the neighborhood will come painfully closer to only existing in history,

Jon Lisi

Dear Board,

My name is Don Dini, the magic duck.

I started coming here before it was PipeDreams, but certainly in 1968 when it opened. The store was always crowded, and my friends went there. "Pan the Pipeman" used to sell here who was actor turned hippie. Being here brings back so many memories of being on hippie hill, green pills raining down upon us, lots of LSP!, but so many other memories unmentioned.

I am currently a customer of PipeDreams. When you get to San Francisco, PipeDreams is where you go to buy papers, and posters. Some are still there! PipeDreams will always be the place to hang out and part of the hippie movement. It was across from the Psychedelic Store and "The Oracle" (local psychedelic newspaper headquarters). Janis Joplin, Jimi Hendrix, they were all in this store. It was and is integral in the Haight-Ashbury neighborhood and counter culture hippie movement, ~~movement~~ It plays a role in the whole counter-culture movement.

don dini

SIGNATURE

dec 8 2019

DATE

Lewis Baden  
415HolyGuyArt  
717 Hyde Street, APT. 1  
San Francisco, CA. 94109

January 16<sup>th</sup>, 2020

Dear Small Business Commission Board,

As a rock and roll merchandise vendor living in San Francisco it has been my pleasure in working closely with many bands and businesses in the Bay Area. Pipe Dreams on Haight is one of several businesses that I regularly work with. Not only are the shop-keepers enthusiastic and upbeat, Josh and Cassandra are also dependable honest caretakers of the upper Haight. Pipe Dreams regularly has community-based events which promote and preserve SF's unique culture. These events draw in locals and tourists alike. A recent event this past December that comes to mind is The Grateful Dead Family Album book signing with author, and longtime Grateful Dead Historian, Jerilyn Lee Brandelius. Additionally, Pipe Dreams itself is a wonderful repository of musically-themed artifacts including posters, T-Shirts, pins, stickers, and even a brand new psychedelic mural by up and coming artist, Aaron Brooks.

There was a never a business more deserving of being called a San Francisco Legacy Business. With only three hundred businesses being nominated in 2020, I am sensitive to how difficult your decision must be. I wish to thank the board for their consideration.

Yours Truly,

Lewis Baden  
Owner, Founder & Curator  
415HolyGuyArt.com  
415HolyGuyArt.etsy.com  
ebay.com/usr/415HolyGuyArt  
Where domestic Shipping's always free & the Customer's always right.

LewisBaden@gmail.com  
(415) HOLY-GUY  
(415) 465-9489

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instagram.com/415HolyGuyArt  
twitter.com/415HolyGuyArt  
415HolyGuyArt.tumblr.com



January 9th, 2020

To Whom It May Concern:

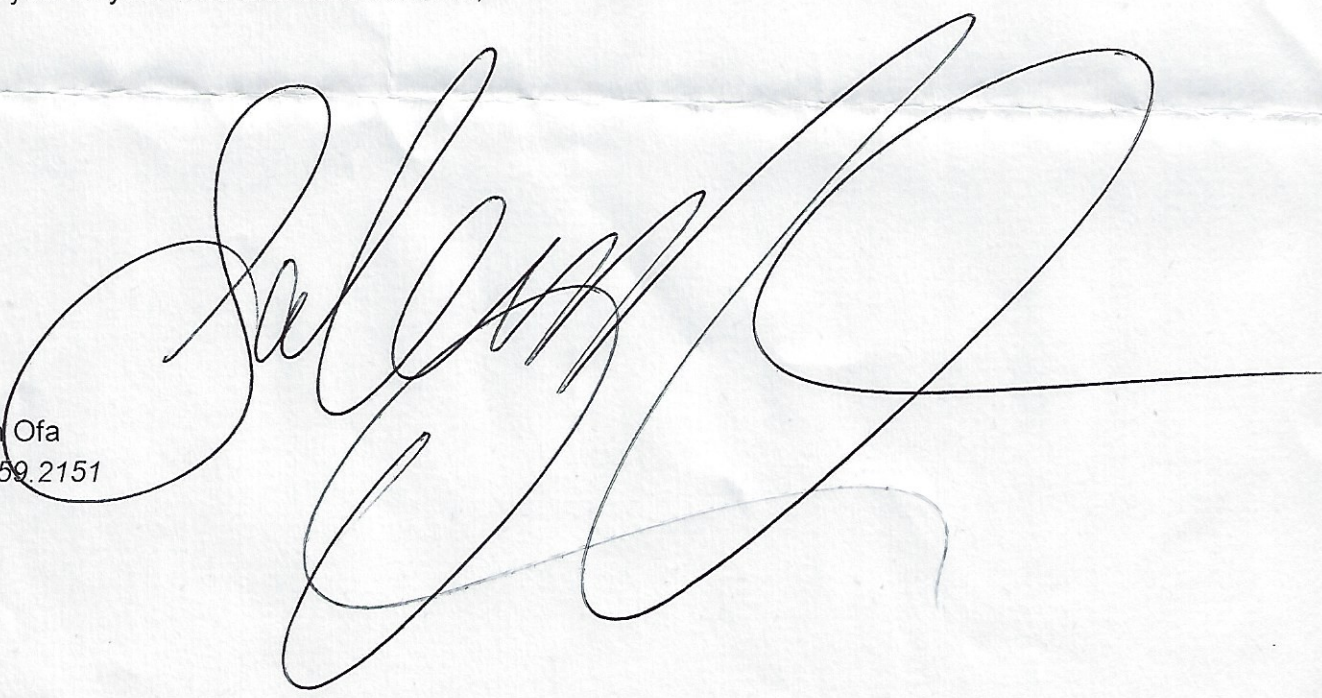
I am writing to you on behalf of Pipe Dreams on Haight, which I believe should be granted a Legacy Title. Josh and Cassandra have worked hard to maintain, what I believe is, the oldest smoke shop in the Upper Haight, keeping both the memory of "old Haight" alive while still drawing in the newer crowd.

Pipe Dreams on Haight is a staple to the district for several reasons. They truly give back to the community that surrounds them, not only with love and acceptance for all, but also with drives and fundraisers. In the beginning of December, they organized a blanket drive for the homeless, which was a huge success! They frequently do all they can to ensure their community presence and help in whatever way they can, which makes Pipe Dreams the perfect candidate for Legacy.

Another beautiful thing about Pipe Dreams on Haight, and Josh and Cassandra, is that they majorly source their products locally. In a world that is turning more and more to imported goods, SF and CA local artists are having an increasingly difficult time selling enough product to be able to live off of their art and passion. With shops like Pipe Dreams, this difficulty can be soothed, and these local artists can focus on making their art rather than making their rent.

Having lived in San Francisco all of my adult life and much of my young life, I understand the trials and struggles that this city can present, but also the gifts that can be received. Josh and Cassandra have survived our ever changing city, and continue to impress all with their dedication, love, commitment to art, and commitment to the city. Awarding them the Legacy title will help secure that this shop will always be allowed to support the community, and keep the true spirit of the Haight alive.

Thank you for your time and consideration,  
Best,



Salem Ofa  
415.559.2151

To Know That Something Exists from  
My Memories of Being Here - In  
The 1960s 1970s 1980s  
1990s 2000s Is Most  
FANTASTIC In ALL MENTAL PHYSICAL  
EMOTIONAL FEELINGS, PIPE  
DREAMS: GOOD HEALTH GOOD HEART  
HAPPY HAPPY NEW YEAR 2020

1-12-20 Sunday

Ronald S. Lippert FOT 513-7620  
San Francisco → Willits (D)

Date 1/12/20

I was a neighbor just a few  
doors down from 1986 to 1993.

Pipe Dreams was a relaxed, friendly place  
to stop by and always a great  
neighbor.

Former San Francisco  
resident, Pam Brown

December 13, 2019

Subject: Pipe Dreams

Dear Sir/Madam

Since my early days working on Haight street competing with Pipe Dreams in the early 90s while working for my family's business, I still remember my father's words that Pipe Dreams was the oldest smoke shop in the city. He meant in very cool way I remember.

Years go by and Pipe Dreams, the oldest smoke shop we knew and still know, is still there adding the very unique touch to our upper Haight. We no longer have our Family's business on the Haight, but proud to still see Pipe Dreams going strong.

Now days, I'm one of their vendors. Originally as One Stop Wholesale, and now as Double Apple Wholesale. Still maintaining a friendly relationship that goes beyond just transactions. Till now, when I drive on the Haight and pass by Pipe Dreams I do truly admire their strong work ethics and hard work. They created a legend on Haight Street for many generations to enjoy shopping there.

Pipe Dreams Smoke Shop is a San Francisco Legacy store in my opinion and I'm sure my Father's too.

Thank you for your time,

Cyrus Zeidan

A handwritten signature in black ink that reads "Cyrus Zeidan". The signature is fluid and cursive, with a long horizontal stroke at the end.

CEO

Double Apple Wholesale, Inc.

South San Francisco



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: JANUARY 6, 2021**

*Filing Date:* December 9, 2020  
*Case No.:* **2020-011549LBR**  
*Business Name:* Pipe Dreams  
*Business Address:* 1376 Haight Street  
*Zoning:* NCD (Haight Street Neighborhood Commercial) Zoning District  
 40-X Height and Bulk District  
*Block/Lot:* 1233/020  
*Applicant:* Cassandra Chatham  
 1376 Haight Street  
 San Francisco, CA 94117  
*Nominated By:* Former Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Gretel Gunther – 628-652-7607  
 gretel.gunther@sfgov.org

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

## Business Description

Pipe Dreams is a retail smoke shop selling smoke ware and accessories, opened originally by trio James Siegel, Marcella LaFever, and George Walsh at 1612 Haight Street in May 1978. Pipe Dreams maintains a curated inventory of tobacco and cannabis smoke ware, glass ware, paraphernalia, accessories, and products for sale in addition to wares from West Coast and local glass artists, jewelry makers, clothing brands, greeting card makers, and photographers. Pipe Dreams is San Francisco’s oldest smoke shop, and one of the oldest smoke shops in the country. Pipe Dreams has been owned and operated by Cassandra Chatham since 2015.

Pipe Dreams first opened in 1978 at 1612 Haight Street, close to its present location at 1376 Haight Street, where it has been located since 1981. Friend group James Siegel, Marcella LaFever, and George Walsh opened Pipe Dreams in the wake of the Summer of Love and the after the height of the Counterculture movement, hoping to continue the legacy and spirit of both cultural movements and to cater to the Haight-Ashbury’s remaining hippies and smoke enthusiasts. Originally located at 1612 Haight Street, Pipe Dreams moved to its current

location in 1981 after receiving a 30-day eviction notice. Pipe Dreams continues to sell the products of local artists and makers of smoke ware products and art and has maintained partnerships with about a dozen of the same local vendors since opening in 1978. In addition to its collection of display items dating back to the 1970s and display of products for sale, Pipe Dreams also possesses a “Wellness Corner” that highlights the store’s medicinal and health items including an array of CBD-based products. Throughout its 42-year existence, the store and its subsequent owners have maintained, and added to, the shop’s well-known collection of display items, many of which date back to the original three owners and are artifacts from the heyday of the Haight-Ashbury. Finally, since 2019, customers have been greeted by a custom-made in-store mural by Aaron Brooks, its bright colors fitting right in with the rest of the store.

Pipe Dreams has catered to the Haight-Ashbury neighborhood since 1978, embodying the lasting spirit and enthusiasm for the Counterculture movement and offering a variety of smoke ware merchandise and accessories to local residents and tourists. Pipe Dreams today primarily serves cannabis and glass enthusiasts who come to the shop from all over the City and beyond to peruse the finely curated collection of hand-blown glass, concert posters, and art merchandise. Though Pipe Dreams primarily attracts young, free-spirited individuals and artists, its doors are open to all.

Pipe Dreams continues to give back to the community it serves, first and foremost by partnering with local (San Francisco, California, and West Coast) artists to stock its inventory of smoke ware, accessories, and art. Pipe Dreams is also active in Haight-Ashbury events, including First Friday, partnering with other Haight Street store owners to promote and patronize one another’s businesses. Pipe Dreams frequently offers its backyard space to First Friday and other events promoting local businesses and artists. Further, Pipe Dreams is actively involved with community organizations such as Larkin Street Youth Services and the Homeless Youth Alliance, organizing blanket drives and donations for these organizations.

The business’s primary location at 1376 Haight Street is a Category A (Historic Resource Present) building on the north side of Haight Street between Masonic and Central Avenues in the Haight-Ashbury neighborhood. It is within the Haight Street NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District. It is also located within a Fringe Financial Special Use District, a Fringe Financial Services and the Haight Street Alcohol Restricted Use Districts. 1376 Haight Street is also subject to the Haight Ashbury Public Realm Plan.

## Staff Analysis

### Review Criteria

1. *When was business founded?*

The business was founded in 1978.

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

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

- a. Pipe Dreams has operated continuously in San Francisco for 42 years.
- b. Pipe Dreams has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. Pipe Dreams 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. Pipe Dreams is associated with the Counterculture movement of the Haight-Ashbury and San Francisco. The business's primary location, the building located at 1376 Haight Street, is in a Category A (Historic Resource Present) building built in 1903 and designed in the Classical Revival style. 1376 Haight Street was included in the Buena Vista Historic Survey (1990), where it received a survey rating of "CA" (contributory altered). It was also included in the 1976 DCP (Department of City Planning) Historic Survey. 1376 Haight Street has also been identified through the Planning Department environmental review process as within the CEQA-Eligible Buena Vista North and Haight Ashbury Historic Districts. 1376 Haight Street is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey, that notes that this property is potentially part of a cluster.

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

No.

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

The property is both within an area, and of a topic, that is currently being surveyed for cultural, social and/or architectural significance related to the citywide Counterculture draft Historic Context Statement or cultural district inventory. This process is ongoing as of the time of this Executive Summary.

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

Yes. There have been a number of local features and articles on Pipe Dreams, including in the San Francisco Chronicle, Hoodline, SFGate, KPIX, and the San Francisco Bay Guardian. In 2019, KPIX interviewed Pipe Dreams as part of its coverage on San Francisco's ban on e-cigarettes. From 2000 to 2004, Pipe Dreams was the recipient of San Francisco Bay Guardian's "Best Head Shop/Smoke Shop". Nationally, Pipe Dreams has been featured in the Wall Street Journal, as part of its 2017 "The Summer of Love: A Walking Tour of San Francisco, 50 Years Later".

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

Location(s) associated with the business:

Current Locations:

- 1376 Haight Street (1981 – Present)

Previous (No Longer Extant) Locations:

- 1612 Haight Street (1978-1981)

#### Recommended by Applicant

- Retail smoke shop for tobacco and cannabis smoke ware and accessories
- Backyard space used to host “First Friday” events highlighting local artists
- Curated inventory of cannabis and tobacco smoke ware, glass ware, paraphernalia, accessories, and products
- Inventory of local and West Coast artist wares including wares from glass artists, jewelry makers, clothing brands, greeting card makers, and photographers
- “Wellness Corner” within store containing CBD and other medicinal products
- Collection of display rock and art posters dating back to the 1970s
- “Pipe Dreams” sidewalk sign, dating back to the 1980s
- Mural painted on interior of store by Aaron Brooks in 2019

#### Additional Recommended by Staff

- Traditional storefront configuration, bulkhead, entry way, and display windows
- “Pipe Dreams” neon window sign



## Basis for Recommendation

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

### ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: JANUARY 6, 2021**

Case No.: **2020-011549LBR**  
Business Name: Pipe Dreams  
Business Address: 1376 Haight Street  
Zoning: NCD (Haight Street Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
Block/Lot: 1233/020  
Applicant: Cassandra Chatham  
1376 Haight Street  
San Francisco, CA 94117  
Nominated By: Former Supervisor Vallie Brown  
Located In: District 5  
Staff Contact: Gretel Gunther – 628-652-7607  
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PIPE DREAMS CURRENTLY LOCATED AT 1376 HAIGHT STREET, BLOCK/LOT 1233/020.

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 January 6, 2021, 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 Pipe Dreams 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 Pipe Dreams.

*Location(s):*

Current Locations:

- 1376 Haight Street (1981 – Present)

Previous (No Longer Extant) Locations:

- 1612 Haight Street (1978-1981)

*Physical Features or Traditions that Define the Business:*

- Retail smoke shop for tobacco and cannabis smoke ware and accessories
- Traditional storefront configuration, bulkhead, entry way, and display windows
- Backyard space used to host “First Friday” events highlighting local artists
- Curated inventory of cannabis and tobacco smoke ware, glass ware, paraphernalia, accessories, and products
- Inventory of local and West Coast artist wares including wares from glass artists, jewelry makers, clothing brands, greeting card makers, and photographers
- “Wellness Corner” within store containing CBD and other medicinal products
- “Pipe Dreams” sidewalk sign, dating back to the 1980s
- “Pipe Dreams” neon window sign
- Collection of display rock and art posters dating back to the 1970s
- Mural painted on interior of store by Aaron Brooks in 2019

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 2020-011549LBR to the Office of Small Business January 6, 2021.

Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: January 6, 2021