

# Legacy Business Registry Staff Report

HEARING DATE JULY 22, 2019

## LANG ANTIQUE AND ESTATE JEWELRY

*Application No.:* LBR-2018-19-059  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*District:* District 3  
*Applicant:* Nicole Corsini, Marketing Manager  
*Nomination Date:* May 20, 2019  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Lang Antique and Estate Jewelry was established in 1969 by Jarmilla Lang, a native of Czechoslovakia. The store is most famous for both its vast and diverse selection of antique and vintage jewels as well as their large selection of estate and vintage engagement rings, many of which date to the Edwardian and Art Deco periods. Current owner Mark Zimmelman purchased the store from Jarmilla Lang in 1991. Zimmelman is a third-generation jeweler who grew up in the trade with his father and grandfather in Los Angeles prior to relocating to San Francisco in 1987. Mark Zimmelman brought on Suzanne Martinez as co-owner 1992. Martinez received a Graduate Gemologist diploma from the Gemological Institute of America (GIA) in 1981 and has been the GIA Alumni Chapter co-president since 1992. She is also the founder of Antique Jewelry University, Lang Antiques' educational arm and resource guide.

Lang Antique and Estate Jewelry has moved three times over the store's history, all within the same 300 block of Sutter Street. The original location at 361 Sutter Street housed not only jewelry but an array of decorative home accessories and *beautiful objets d'art*. In the mid-1980s, Lang moved to 323 Sutter Street and changed their focus almost exclusively to vintage jewelry. It was at this location where Lang became famous for their jam-packed, sparkle-filled front window displays. In October 2014, Lang Antique and Estate Jewelry moved to its present location of 309 Sutter Street. The bright and spacious new store provided more room for jewelry display and additional office space for their growing staff and allowed Lang to set up an in-house jeweler's studio for repairs, restoration and sizing.

The business is located on the south side of Sutter Street between Stockton Street and Grant Avenue in the Downtown neighborhood.

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

Yes, Lang Antique and Estate Jewelry has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

- 361 Sutter Street from 1969 to mid-1980s (appr. 16 years)
323 Sutter Street from mid-1980s to 2014 (appr. 29 years)
309 Sutter Street from 2014 to Present (5 years)

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

Yes, Lang Antique and Estate Jewelry has contributed to the history and identity of the Downtown 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:

- Lang Antique and Estate Jewelry is associated with the jewelry craft.
The property is a contributory building within the Kearny-Market-Mason-Sutter Conservation District.
Lang Antiques is recognized by both industry trade publications and popular jewelry media.

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

Yes, Lang Antique and Estate Jewelry is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Lang Antique and Estate Jewelry 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:

- Diverse vintage jewelry collection.
'Jewel box' interior decor.
Deco-inspired marquise header.
Front window displays.

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.

- Jewelry store.





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**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Lang Antique and Estate Jewelry currently located at 309 Sutter 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 JULY 22, 2019

LANG ANTIQUE AND ESTATE JEWELRY

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

*Application No.:* LBR-2018-19-059  
*Business Name:* Lang Antique and Estate Jewelry  
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legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LANG ANTIQUE AND ESTATE JEWELRY, CURRENTLY LOCATED AT 309 SUTTER 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 July 22, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore







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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Lang Antique and Estate Jewelry 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 Lang Antique and Estate Jewelry:

Physical Features or Traditions that Define the Business:

- Diverse vintage jewelry collection.
'Jewel box' interior decor.
Deco-inspired marquise header.
Front window displays.

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

- Jewelry store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 22, 2019.

Regina Dick-Endrizzi
Director

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

- Ayes -
Nays -
Abstained -
Absent -





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-059  
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**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?       X       Yes                      No

361 Sutter Street from 1969 to mid-1980s (appr. 16 years)  
 323 Sutter Street from mid-1980s to 2014 (appr. 29 years)  
 309 Sutter Street from 2014 to Present (5 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:** June 20, 2019

Richard Kurylo  
 Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 20, 2019

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

Director Dick-Endrizzi:

It is my honor and privilege to nominate Lang Antique & Estate Jewelry for inclusion on the Legacy Business Registry.

Since its opening in 1969, Lang Antique & Estate Jewelry has become a landmark in the Union Square shopping district. The store now offers the largest collection of fine vintage engagement rings and antique jewels found under one roof. Lang Antiques' staff of gemologists, appraisers and vintage jewelry experts are dedicated to preserving and restoring treasures of the past to ensure they live on for future generations.

I hope for Lang Antique & Estate Jewelry's continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

# 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>		
Lang Antique & Estate Jewelry		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Mark Zimmelman, Suzanne Martinez		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
309 Sutter St. San Francisco CA 94108		(415) 982-2213
		<b>EMAIL:</b>
		info@langantiques.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.langantiques.com	https://www.facebook.com/langantiques/	https://www.yelp.com/biz/lang-antique-and-estate-jewelry-san-francisco-2

<b>APPLICANT'S NAME</b>	
Nicole Corsini	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Marketing Manager, Lang Antiques	
<b>APPLICANT'S ADDRESS:</b>	
309 Sutter St. San Francisco, CA 94108	
<b>TELEPHONE:</b>	
(415) 982-2213	
<b>EMAIL:</b>	
[REDACTED]	

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

<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
361 Sutter Street	94108	1969
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1969 to mid-1980s	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
323 Sutter Street	94108	Start: Mid-1980s
		End: Oct. 2014

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
309 Sutter Street	94108	Start: Oct. 2014
		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:



## 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.

Nicole Corsini

3/14/2019

Name (Print):

Date:

Signature:

## **LANG ANTIQUE & ESTATE JEWELRY**

### **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.**

Lang Antique and Estate Jewelry (“Lang Antiques”) was established in 1969 by Jarmilla Lang, a native of Czechoslovakia who brought her continental taste and extensive knowledge of antique and estate jewelry to San Francisco. The store is presently located at 309 Sutter Street.

Lang opened her original small store at 361 Sutter Street, and the store has remained within this block ever since. Lang Antiques is most famous for both its vast and diverse selection of antique and vintage jewels—many of which are difficult, if not impossible, to find elsewhere—as well as their large selection of estate and vintage engagement rings, many of which date to the Edwardian and Art Deco periods so closely associated with the early cultural development, arts and architecture of San Francisco.

Current owner Mark Zimmelman purchased the store from Jarmilla Lang in 1991. Zimmelman is a third-generation jeweler who grew up in the trade with his father and grandfather in Los Angeles prior to relocating to San Francisco in 1987. Zimmelman fell in love with the store the first time he saw it. “I had always wanted to own a fine estate jewelry store,” he says, “because I hated having to part with fine pieces I’d purchased as part of larger estates. To this day, my favorite aspect of the business is finding rare and wonderful one-of-a-kind treasures for Lang.”

Mark Zimmelman brought on Suzanne Martinez as co-owner 1992. Martinez received a Graduate Gemologist diploma from the Gemological Institute of America (GIA) in 1981 and has been the GIA Alumni Chapter co-president since 1992. She is also the founder of Antique Jewelry University, Lang Antiques’ educational arm and resource guide ([http://www.langantiques.com/university/Main\\_Page](http://www.langantiques.com/university/Main_Page)).

Lang Antique and Estate Jewelry has moved three times over the store’s history, all within the same 300 block of Sutter Street. The original location at 361 Sutter Street housed not only jewelry but an array of decorative home accessories and beautiful objets. In the mid 1980s, Lang moved to 323 Sutter Street and changed their focus almost exclusively to vintage jewelry. It was at this location where Lang became famous for their jam-packed, sparkle-filled front window displays.

In October 2014, Lang Antique and Estate Jewelry moved to its present location of 309 Sutter Street. The bright and spacious new store provided more room for jewelry display and

additional office space for their growing staff, and allowed Lang to set up an in-house jeweler's studio for repairs, restoration and sizing. Many clients didn't even notice that the address had changed since it was so close to the previous store, and simply made appreciative comments about the "remodel."

The store has never had multiple locations, though the addition of a website has made the inventory available for perusal by interested locals as well as potential visitors from around the country and the world.

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

Lang Antique and Estate Jewelry has not ceased operations since it opened in 1969. However, on April 7, 2003, Lang was victimized in a violent armed robbery, reportedly the largest jewelry heist in SF history. The staff was bound and gagged at gunpoint while the perpetrators made off with approximately 6.5 million dollars of fine vintage jewelry. As a temporary business solution, Mr. Zimmelman moved over inventory from his other jewelry business, Frances Klein, until Lang's selection could be replenished.

The brazen event was sensationalized in the local press and, through malicious innuendo based on the false assertions of the convicted robbers, Mark Zimmelman was 'alleged' to have orchestrated the robbery. After exhaustive investigations by the police and the insurance company, Mr. Zimmelman was not charged with any crime or wrongdoing and the insurance settlement was promptly paid in full.

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

The business is not a family-owned business.

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

Jarmilla Lang founded Lang Antique and Estate Jewelry in 1969. In 1991, the store's namesake sold the business to third-generation wholesale jeweler Mark Zimmelman who subsequently brought on Suzanne Martinez as co-owner.

The ownership history of (the business) is as follows:

1969 to 1991:	Jarmilla Lang
1991 to 1992:	Mark Zimmelman
1992 to Present:	Mark Zimmelman and Suzanne Martinez

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please**



**use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 309 Sutter 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 1909, three years after the great earthquake and fire. It's a contributing building to the Kearny-Market-Mason-Sutter Conservation District and is located within the historical retail district of Union Square.

## **CRITERION 2**

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

Lang Antiques is inextricably linked to the city's historic Union Square, a main nexus of San Francisco taste and style. This link is recognized by the Union Square Business Improvement District on that association's site: <http://www.visitunionsquaresf.com/shopping/lang-antiques>.

Lang Antique and Estate Jewelry is recognized internationally as having the largest collection of fine antique and vintage jewelry in the United States. The store is inherently a San Francisco business not least because of their diverse inventory, reflective of the city itself. They preserve local tradition by offering pieces from historical San Francisco jewelers (Shreve & Co., Gump's and others), as well as pieces that characterize the city (for example, they currently have a gold-mining-themed brooch). But most importantly, their massive and varied selection of pieces exists outside of trends or fashion, adhering instead to the wonderful and wild creativity and tastes which typify this city and make it like none other.

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

Lang Antiques is most closely associated with the historical character of Union Square and recognized by the fine jewelry industry as a continuing leader in their selection. From time to time, Lang hosts in-store events, such as meet-and-greets for local hotel concierges, and regularly presents workshops and hands-on jewelry education sessions for interested collectors and jewelry aficionados. They have also been regular supporters of the San Francisco Art and Antiques Show, benefitting the Enterprise for Youth program.

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

Lang Antiques is recognized by both industry trade publications and popular jewelry media. A significant Lang brooch was used on the Spring 2017 cover of *Gems & Gemology*, the GIA's quarterly publication: <https://www.gia.edu/gems-gemology-spring-2017>.

"Gem Gossip" visits Lang Antiques at 309 Sutter St. in 2016:

<https://gemgossip.com/gem-gossip-visits-lang-antiques-in-san-francisco-ca/>

"Gem Gossip" visits Lang Antiques at 323 Sutter in 2010:

<https://gemgossip.com/lang-antique-estate-jewelry-gem-gossip-inside-look/>

"Diamonds In The Library" features wedding jewelry loaned from the Lang Antiques inventory:

<https://diamondsinthelibrary.com/my-antique-wedding-jewelry-from-lang-antiques/>

"The Adventurine" features an article on vintage engagement rings from Lang Antiques:

<https://theadventurine.com/bridal/engagement-rings/lang-antiques-has-600-vintage-engagement-rings/>

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

Aside from the many significant and historical current and former customers of Lang, respect for whose privacy has prevented them from being associated specifically with the store in the public eye, Lang is not associated with a particular historical figure. However, their reputation is well known in the jewelry community, recognized by the GIA, American Gem Trade Association and notable jewelry writers/bloggers. They are also beloved by local fans of fine jewelry, such as comedian and lounge singer Bud E. Luv, as featured in this December 2016 article from the Chronicle: <https://www.sfgate.com/music/article/Bud-E-Luv-back-in-the-lounge-for-Christmas-10810027.php#photo-12046966>.

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

Lang Antiques is quite simply one of (if not *the*) go-to San Francisco destinations for antique and estate jewelry, especially vintage engagement and wedding rings. While they are inherently a San Francisco-based business, this reputation has carried beyond the borders of the city to a national and international customer base, some of whom travel to the city specifically to visit them. Equally, they are a destination for San Francisco and Bay Area shoppers for engagement rings or another special piece. They reject the idea that a fine jewelry store should be open only to an imagined elite, or that if you walk through the door you'd better be ready to buy something. They are, above all, passionate about sharing their love of the beautiful and historical pieces of which we are the guardians. They also strive to serve same-sex couples, as can be seen in their social media, advertising and blog. All are welcome at Lang Antiques.

Lang Antiques dedicated to retail and jewelry education with diverse programs, from hosting student interns from San Francisco State University to serving on the leadership team of the local chapter of the GIA Alumni Association. Many of their employees regularly participate in

San Francisco business groups such as the Union Square Business Improvement District and the Northern California chapter of the Women’s Jewelry Association (WJA).

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

Most broadly, Lang Antiques serves both the local and international community of fine estate jewelry lovers. However, Lang is far from being an elite playground. Especially when it comes to an engagement or wedding ring (often a first major fine jewelry purchase and perhaps a couple’s main jewelry purchase of their lifetime), they pride themselves on providing ethical, sustainable estate pieces at a wide range of price points, from three to six figures. In a city that values environmental consciousness and sustainability as highly as San Francisco, “recycled” antique and estate jewelry appeals to a community wishing to purchase a piece that does not require new materials and the ethical and political questions that come with them.

The front window is also a notable feature of the block, changing regularly to represent locally important events such as Lunar New Year and Pride Month, as well as larger holidays like Valentine’s Day and the winter holiday season.

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

The store’s cultural significance is most closely associated with the historical character of the Union Square shopping district, as well as their signature “jewel box” interior—characteristic of a so-called “old world” European store, while being quintessentially Lang in location, breadth of selection and attitude.

The current store has a beautiful Deco-inspired marquise header with the name of the business, vintage style architecture and fixtures, and – of course – the famous front window, full of period jewels that can be enjoyed by shoppers and passers-by alike.

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

A notable element of the neighborhood’s retail character would be diminished if Lang were to change, and a significant source of ethical and exquisite jewelry would be lost to the city. At a time when even historic San Francisco jeweler Shreve & Co. is forced to vacate the Union Square building that bears its name, preserving the existence and character of Lang Antiques is as important as ever, if not more so. Although there is a place for international luxury retailers in the Union Square neighborhood, it is the local fine retailers—including Lang Antiques—that let you know you are in San Francisco, not Rodeo Drive, Fifth Avenue, the Rue St. Honoré, etc.

**CRITERION 3**

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

Very simply, Lang Antique and Estate Jewelry offers one of the largest and most diverse selections of vintage jewelry and objets d'art in existence. Their collection currently numbers in the thousands of pieces and includes styles dating from the mid 1800s to the present. They specialize in vintage engagement rings, which are often their client's first introduction to the world of fine jewelry, but also have an enthusiastic community of knowledgeable jewelry lovers who come to Lang knowing they will find special pieces to enhance their collections.

That Lang Antiques is able to offer so much beauty in one of the world's most beautiful cities seems, to them, entirely appropriate. The range and rarity of their inventory mirrors the diversity of origin and interest that characterizes San Francisco, which is why they feel Lang is unique to this city and inextricably linked with it.

Their "jewel box" interior—both literal and figural—has remained an essential feature of Lang Antiques throughout their history. The intimate feeling, warm hues and case after case of closely-packed treasures characterize the store. They have the charm of another time without the pretensions and prejudices that this city has so rightly rejected.

**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 greatest historical tradition that defines Lang as a business is their massive, diverse and varied inventory, a significant selection of which is displayed in the store, and almost all of which is now listed online. Even this newer digital presence is in keeping with the character of the city, which has always been forward-thinking and on the cutting edge of technology. Most importantly, Lang continues to purchase unique and beautiful items from the Georgian through Mid-Century periods, and everything in between, as well as more recent estate pieces that meet their high standards. And their expert staff provides an in-person resource for jewelry lovers, as well as their sister site, Antique Jewelry University.

**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.).**

Lang Antiques has occupied three locations within the same block since 1969. Jarmilla Lang opened in 1969 at 361 Sutter Street. She moved the shop to 323 Sutter Street in the mid 1980s just prior to her retirement and sale of the business in 1991. Then, in October 2014, co-owners Suzanne Martinez and Mark Zimmelman moved Lang to the current location at 309 Sutter Street. Throughout this history, Lang has maintained the same intimate "jewel box" feel that defines the business, especially the interior layouts and displays, and the notable, seasonally-changing front window display. The large exterior awning with the Lang name also remained consistent and recognizable in the 2014 move.

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

Documentation that demonstrates the business has been a jewelry store for 30+ years is included in this Legacy Business Registry application.



teuscher Chocolates of Switzerland teuscher

LANG

109 ANTIQUE & ESTATE JEWELRY

MARKEN

the archive

PLANT

LANG

fresh fresh fresh

fresh





LANG

309

ANTIQUE & ESTATE JEWELRY

309

LANG

ANTIQUE & ESTATE JEWELRY

LANG





















<https://gemgossip.com/lang-antique-estate-jewelry-gem-gossip-inside-look/>

# GEM GOSSIP

Jewelry Road Trip series

## Lang Antique & Estate Jewelry: Gem Gossip Inside Look

June 19, 2010



My **adventure in California** was a whirlwind. It culminated with me passing my 2-stone diamond grading test at **GIA** on Friday, followed by a **road trip to San Francisco**. I knew I had to stop by **Lang Antique & Estate Jewelry** since I have been a fan even before I started **Gem Gossip**. I anticipated lots of beautiful jewelry, however I did not realize how breath-taking each piece would be and truly how neatly everything is displayed.



I met the wonderful and extremely knowledgeable **owner Suzanne**, and was entertained by good conversation, surrounded by jewels. She was telling me about her experience at GIA when she was a gemology student and her adventures at a Columbian Emerald mine. We shared **our favorite antique time periods**—hers being Art Nouveau and Victorian silver over gold pieces, and mine being Edwardian and Art Deco. Suzanne was excited about speaking at **The National Association of Jewelry Appraisers** conference in Warwick, Rhode Island this summer. The topic she will be speaking about? *Jewelry Search Investigators! Demystifying the Dating of a Jewel*. Sounds so interesting, I am dying to go.





Suzanne has also been working on creating an “**Antique Jewelry University**” the first of its kind, launching in an online format. This platform is designed to educate those interested in **antique jewelry topics**, where anyone who has web access can go to learn.





**Lang Antique & Estate Jewelry**  
309 Sutter Street  
San Francisco, CA 94108  
(415) 982-2213



# THE ADVENTURINE



## BRIDAL

ENGAGEMENT RINGS    WEDDING JEWELRY



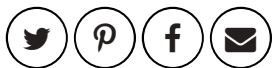
Diamond and platinum engagement rings from the collection at Lang Antiques Courtesy of Lang Antiques

ENGAGEMENT RINGS

## Lang Antiques Has 600 Vintage Engagement Rings

The gorgeous collection ranges in price from six figures to less than \$1,000

*by Marion Fasel*



Long before most jewelry stores were even thinking about creating an online presence, Lang Antiques in San Francisco launched a website. In fact, it was around 20-years ago when the vintage and antique emporium went live with [LangAntiques.com](http://LangAntiques.com). Being located near the heart of Silicon Valley didn't directly inspire the decision to embrace the world wide web says Lang co-owner, Suzanne Martinez, "We just felt there was potential in the online space."

It wasn't long before the site included ecommerce. Lang also launched a sister site [Antique Jewelry University](#) that covers any number of historical topics authored by experts and overseen by Suzanne who started it with a 1,000-word glossary of terms. "I strongly believe in continuing education," she explains. "Antique Jewelry University is a way for all of us to learn, stay fresh and share jewelry topics we are interested in."

Today, Lang Antiques boasts an expansive and impressive collection of vintage, antique and estate jewelry online. When it comes to engagement rings, the variety and quantity is second to none. There are over [600 rings](#) on the website in prices ranging from around \$700 to \$140,000. Suzanne told me all about the engagement rings and the curation process each piece goes through before it become a part of the collection.





Vintage engagement rings from Lang Antiques.  
Photo courtesy

**You have a mind-blowing number of vintage, antique and estate rings at Lang Antiques in a huge range of prices. Tell me about the wide variety?**

*At Lang's we are pretty democratic and believe in having jewelry for couples with various budgets. A piece of jewelry that isn't high value can still have great quality in the craftsmanship and design.*

*We add jewelry to the website every day. Each piece we put in the collection is carefully reviewed in our quality control system. My partner Mark Zimmelman or I review every single ring. We also have a restoration department that studies the pieces under*

*microscopes to analyze the level of wear of a jewel's metalwork and stones. We will do light restoration on a ring if it is needed like re-tip the platinum prongs or refresh the little balls of milgrain details. We don't buy rings that require too much restoration.*

*The pictures on the website show a jewel at 10x magnification. This is the level a jeweler reviews a piece with a loupe. We want clients to be able to see online exactly what we look at when we study the pieces.*



Art Deco and Edwardian diamond and platinum engagement rings from Lang Antiques.  
Photo courtesy

**It seems like the vast majority of the designs on the website are from the Edwardian or Art Deco eras. Tell me about these design periods.**

*The Edwardian era went from 1901 to 1910 and it was the last period of style defined by a British monarch, King Edward VII. In terms of rings, they are made of platinum and have romantic court style details like bows, ribbons, garlands and lacey-style elements. There can be some pieces that are more minimal but the platinum work is generally very elegant.*

*The Art Deco period begins around 1925 and it is more architectural. For the rings, diamonds come in a variety of geometric shapes and there is a clean and modern look overall to the designs.*





Engagement ring and wedding band sets from Lang Antiques.  
Photo courtesy

**Almost all of the rings with over a 1-carat diamond in the collection have GIA Grading Reports for the center stones. Why is that so important and what can people expect from older diamonds in vintage rings?**

*Several of us at Lang Antiques are gemologists and we check the stones carefully, but the GIA Grading Report gives our clients an added level of confidence that an independent expert has also reviewed the gem. Sometimes the design of an engagement ring would be ruined if we removed the center stone to get it graded. On those pieces, we give the client our best guess about the grade of the gem.*

*Old-European Cut diamonds are often at the center of vintage rings. They reflect light differently than modern gems and in my opinion are more beautiful. There is a softness to the way they sparkle. Old diamonds were cut by hand so they also have a lot of character.*



Vintage engagement rings from Lang Antiques.  
Photo courtesy

**All the rings in the collection have lyrical descriptions online that clearly show a passion for jewelry. Who is writing these?**

My partner Mark Zimmelman writes most of them. He is a third-generation gem and jewelry dealer and also has a real flair for writing. His description on our [About page](#) kind of says it, he is always in search of a synonym for sparkly.

**What is your best piece of advice you can give someone who doesn't quite know the style of ring they want or how to find it?**

The best thing is to look at rings. In our store and online, jewels are arranged by price so people can review things and find the styles that are in within their budget. We pride ourselves on customer service and I have two sales associates that are exclusively devoted to handling the online business. People can call or email to ask us any questions they may have about a jewel. We also frequently email additional photos of a jewel so people can get different perspectives on a design.





Engagement rings and wedding bands from Lang Antiques.  
Photo courtesy

### **Where do you ship and what is your return policy on engagement rings?**

Most of our clients are in the United States, but we do ship to several international locations as well. Any piece can be returned for any reason within 10 days of purchase.

### **Finally, why do you think it is a good idea for couples to choose a vintage engagement ring?**

Vintage rings, of course, are beautiful and have a sense of history, but they are also recycled and sustainable. They give clients peace of mind about their purchases. It is truly the environmentally responsible choice to wear a vintage piece of jewelry. Honestly, it is the reason I chose to work in this area of jewelry when I began my career decades ago.





Engagement rings and wedding bands from Lang Antiques.  
Photo courtesy

***\*This post was created in partnership with Lang Antiques.***

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JEWELRY   CULTURE   BRIDAL   SHOP   ABOUT

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# BRING IT BACK

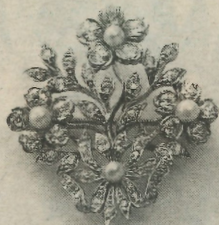
WHAT MAKES THE PERFECT SOUVENIR? IF YOU'RE ASKING **LYNN YAEGER**, VINTAGE JEWELRY. HERE, THE STYLE GURU REVEALS HER GO-TO SOURCES AROUND THE WORLD.

Window-shopping at Lang Antiques, in San Francisco.

FOR ME, A TRIP ISN'T COMPLETE UNLESS THERE IS afterward something tiny and preferably sparkly in my possession. Of course, buying a new piece of jewelry is usually a wonderful experience, but when you go vintage, you are also purchasing a bit of that destination's history, color, and character—and isn't that what the best souvenirs are all about? Since I've embarked on this path, I have acquired a 19th-century bracelet from Paris decorated with the word *SOUVENIR* in gold script; a myriad of Victorian London lockets monogrammed for their long-departed owners; and a Grand Tour bracelet from Rome enhanced by minuscule micro-mosaics depicting views of the Eternal City. Another advantage: it's usually possible to bargain even in the toniest shops. »



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Antique & Estate Jewelry*

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*Taking Sides* (co-cast). Off-Broadway credits include *Lucy*, *Brundibar*, *True Love*, *Endpapers*, *The Dying Gaul*, *The Maiden's Prayer*, *The Trojan Women: A Love Story*, *Floyd Collins*, *The Monogamist*, *A Cheever Evening*, *Later Life*, and many more at Playwrights Horizons. Regionally, she has worked at Intiman Theatre, Seattle Repertory Theatre, California Shakespeare Theater, Berkeley Repertory Theatre, Dallas Theater Center, Yale Repertory Theatre, Goodman Theatre, Steppenwolf Theatre Company, The Old Globe, Center Stage in Baltimore, Westport Country Playhouse, and the American Repertory Theater. Film, television, and radio credits include *Cosby* (CBS), *Tracey Takes On New York* (HBO), Lewis Black's *The Deal*, *Advice from a Caterpillar*, *The Day That Lehman Died* (BBC World Service and Blackhawk Productions; Peabody, SONY, and Wincott awards), and "T" *Is for Tom* (Tom Stoppard radio plays, WNYC and WQXR).

**ELISA GUTHERTZ\*** (Stage Manager)

most recently worked on *Monstress*, *Love and Information*, *Testament*, *Major Barbara*, *Underneath the Lintel*, and *Arcadia* at A.C.T. Her numerous other productions for A.C.T. include *4000 Miles*, *The Normal Heart*, *The Scottsboro Boys*, *Endgame* and *Play*, *Scorched*, *Once in a Lifetime*, *Clybourne Park*, *Marcus; or The Secret of Sweet*, *The Caucasian Chalk Circle*, *November*, *Boleros for the Disenchanted*, *Rich and Famous*, *The Rainmaker*, *A Number*, and *Eve Ensler's The Good Body*, among others. She has also stage-managed *The Mystery of Irma Vep*; *Suddenly*, *Last Summer*; *Rhinoceros*; *Big Love*; *Civil Sex*; *Collected Stories*; and *Cloud Tectonics* at Berkeley Repertory Theatre. Other productions include *The Good Body* at the Booth Theatre on Broadway, *Big Love* at Brooklyn Academy of Music, and *The Vagina Monologues* at the Alcazar Theatre.

**MEGAN Q. SADA\*** (Assistant Stage Manager)

has most recently stage-managed A.C.T.'s *Ah*, *Wilderness!*, *Mr. Burns*, a post-electric play (a co-production with the Guthrie Theater), *Testament*, *The Orphan of Zhao*, *Napoli!*,

*Underneath the Lintel*, *Arcadia*, *Dead Metaphor*, *Elektra*, *Endgame* and *Play*, *Scorched*, *Once in a Lifetime*, *Clybourne Park*, *Round and Round the Garden*, and *A Christmas Carol*; Magic Theatre's *The Other Place*, *Bruja*, *Annapurna*, *Or*, *The Brothers Size*, *Oedipus el Rey*, and *Goldfish*; and California Shakespeare Theater's *Life Is a Dream*, *Blithe Spirit* (assistant director), *The Verona Project*, *King Lear*, and *Man and Superman*.

Other professional credits include *The Velveteen Rabbit* (ODC), *Norman Rockwell's America* (TheatreWorks' New Works Festival), and *Lydia* (Marin Theatre Company). Sada graduated with a B.F.A. in theater from Wayne State University in Detroit, Michigan.

**LESLEY ANN CLEMENT**

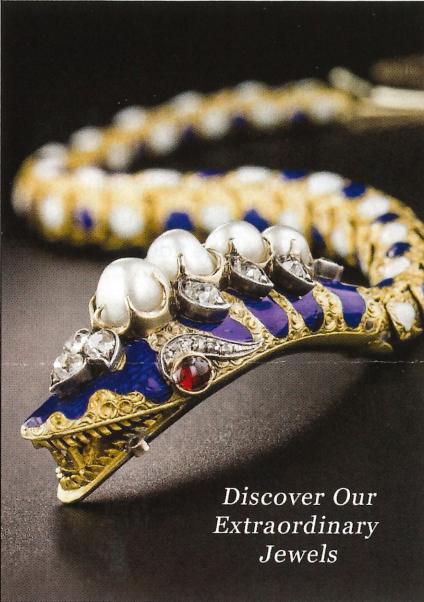
(Executive Producer) has supported A.C.T. since 1989. Clement joined the A.C.T. Board of Trustees in 2004. She co-chaired the 2010 *Crystal Ball* season gala and has served as secretary of the Executive Committee, chair of the Development Committee, and co-chair of the Producers Circle. She was an executive producer on A.C.T.'s productions of *Love and Information*, *The Scottsboro Boys*, *Armistead Maupin's Tales of the City*, *The Tosca Project*, and many more. Her last role on the A.C.T. stage was a walk-on in the finale of *A Christmas Carol*. By day, Clement prosecutes elder-abuse cases.

**CHRISTOPHER AND LESLIE JOHNSON** (Executive Producers)

were both born and raised in the Bay Area and have been supporting A.C.T. since 2002. They were executive producers on *A Little Night Music*, *Napoli!*, *Round and Round the Garden*, *Rock 'n' Roll*, *Blackbird*, and *Curse of the Starving Class*. Directors of the Hurlbut-Johnson Fund, the Johnsons support many Bay Area organizations and endowed the Hurlbut-Johnson Chair in Diabetes Research at UCSF. Leslie is the co-founder and president of Epic Transitions, a Bay Area-based nonprofit dedicated to providing transformational trek experiences to young adults in need of support with life direction.

# LANG

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309 Sutter St, San Francisco  
415-982-2213  
[www.langantiques.com](http://www.langantiques.com)

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# encore

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## All Videos



0:08

Happy #wednesday!  
How about these dazzling...

590 views · May 29



0:05

An oldie but goodie...Missed the  
fireworks last night (or couldn't...

948 views · August 16, 2017



0:05

@littlebirdtoldyou ... I'm  
obsessed with this big mama...

388 views · August 1, 2017



0:09

No summer sun can outshine  
these two! Golden rays or clear...

473 views · July 12, 2017



0:08

#tbt to this fabulous SOLD 2.03  
carat marquise diamond ring,...

328 views · July 7, 2017



0:05

Missed the fireworks last night  
(or couldn't see them through...

384 views · July 5, 2017



0:07

Helping to clear up some of this  
San Francisco summer fog...

324 views · July 3, 2017



0:09

The fireworks start early here  
@langantiques! Style number...

398 views · July 1, 2017



0:09

The fireworks start early here  
@langantiques! Style number...

370 views · June 30, 2017



0:07

Just in time for 4th of July  
weekend, these...

359 views · June 28, 2017



0:06

This #Wednesday we're  
squaring off with formidable...

308 views · June 28, 2017



0:09

This peachy-gold Imperial Topaz  
is leaving us speechless! Style...

303 views · June 27, 2017



0:17

Looking for the perfect diamond bracelet...? 💎💎We've got just...  
760 views · June 26, 2017



0:06

Our fabulous filigree in action!  
💎💎#Lang #langantiques...  
1.3K views · June 26, 2017



0:13

A 🌈 rainbow 🌈 of colorful earrings in ruby, coral, yellow...  
380 views · June 25, 2017



0:25

We may have a special window design for Pride Month, but we...  
822 views · June 24, 2017



0:07

Our dreamy aquamarine in action! 💎💎💎 Style number...  
624 views · June 23, 2017



0:11

Our version of the rainbow, as seen in our Pride Month front...  
728 views · June 22, 2017



0:05

We're having a \*very\* sparkly #WeddingWednesday this...  
482 views · June 14, 2017



0:15

Father's Day is just two weeks away, but don't worry, we've...  
356 views · June 5, 2017



0:05

Look what made it into the #DealoftheWeek! One of our...  
222 views · May 18, 2017



0:08

This #WeddingWednesday, it's hip to be square! This dazzling...  
397 views · May 18, 2017



0:06

We've got a major crush on these romantic new-arrival Victorian...  
693 views · May 13, 2017



0:09

For #SundaySilver, all that glitters is not gold...sometimes...  
603 views · April 30, 2017





**Saturday sapphires!** Of course we love the usual blues, but...  
451 views · April 30, 2017



**It's the eye of the tiger...or the cat, as it were!** Two...  
289 views · April 25, 2017



**Loving this pair of Victorian diamond ball earrings,...**  
392 views · April 25, 2017



**Happy #WeddingWednesday!** Looking for a little extra...  
495 views · April 19, 2017



**These high carat, low calorie baguettes satisfy all our carb...**  
271 views · April 19, 2017



**Look what I found in my cocktail glass!** 😄😄😄 Care to join me?...  
2.1K views · April 5, 2017



**Here they are displayed for your enjoyment!** 😄 How do you feel...  
1K views · March 30, 2017



**Love this Erin!!** ❤️❤️❤️ #Repost @ecmesser ··· TFW you're...  
282 views · March 22, 2017



**Beautiful Afternoon in the City today!** 📷 #windowdisplay...  
1.1K views · March 5, 2017



**Flashy Friday** ❤️ #flashyfriday #fancyfriday #emeraldring...  
500 views · February 10, 2017



**A Dress Made of DIAMONDS!** The richest man in India had a...  
2.9K views · February 3, 2017



534 views · January 21, 2017



0:09

**When I see this I think of a Gum Drop! 😊😊 #Repost...**  
450 views · January 12, 2017



0:20

**#fancyfriday #showmeyourrings #Repost @gemcorps ··· Who...**  
408 views · January 8, 2017



0:22

**Which One?? Sapphire Saturday!!!...**  
1.1K views · December 31, 2016



0:19

**Some help with the word I'm looking for.....? We love our...**  
205 views · November 22, 2016



0:27

**Diamonds Anyone? 😊 These Necklaces and Bracelets are...**  
533 views · November 18, 2016



0:11

**1940's Atomic Retro Ring: loving this style immensely.**  
1.6K views · October 16, 2015



0:09

**Lang Antiques Front Window! #langantiques #langdisplay...**  
6.4K views · September 25, 2015



2:07

**Lang Antique & Estate Jewelry**  
June 20, 2012

## Video Links

### ROW 1

[Happy #weddingwednesday! How about these dazzling...](#)

[An oldie but goodie...Missed the fireworks last night \(or couldn't...](#)

[@littlebirdtoldyou · · · I'm obsessed with this big mama....](#)

[No summer sun can outshine these two! Golden rays or clear...](#)

## ROW 2

[#tbt to this fabulous SOLD 2.03 carat marquise diamond ring,...](#)

[Missed the fireworks last night \(or couldn't see them through...](#)

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[This #WeddingWednesday we're squaring off with formidable...](#)

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## ROW 4

[Looking for the perfect diamond bracelet...? 💎💎 We've got just...](#)

[Our fabulous filigree in action! ✨💎✨ #Lang #langantiques...](#)

[A 🌈 rainbow 🌈 of colorful earrings in ruby, coral, yellow...](#)

[We may have a special window design for Pride Month, but we...](#)

## ROW 5

[Our dreamy aquamarine in action! 💙💙💙 Style number...](#)

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[Father's Day is just two weeks away, but don't worry, we've...](#)



## ROW 6

[Look what made it into the #DealoftheWeek! One of our...](#)  
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[We've got a major crush on these romantic new-arrival Victorian...](#)  
[For #SundaySilver, all that glitters is not gold...sometimes...](#)

## ROW 7

[Saturday sapphires! Of course we love the usual blues, but...](#)  
[It's the eye of the tiger...or the cat, as it were! Two...](#)  
[Loving this pair of Victorian diamond ball earrings,...](#)  
[Happy #WeddingWednesday! Looking for a little extra...](#)

## ROW 8

[These high carat, low calorie baguettes satisfy all our carb...](#)  
[Look what I found in my cocktail glass! 😊😋😄 Care to join me?...](#)  
[Here they are displayed for your enjoyment! 😊 How do you feel...](#)  
[Love this Erin!! ❤️❤️❤️ #Repost @ecmesser · · · TFW you're...](#)

## ROW 9

[Beautiful Afternoon in the City today! 📷😊 #windowdisplay...](#)  
[Flashy Friday💎 #flashyfriday #fancyfriday #emeraldring...](#)  
[A Dress Made of DIAMONDS! The richest man in India had a...](#)  
[Untitled](#)

**ROW 10**

[When I see this I think of a Gum Drop! 😊😊 #Repost...](#)

[#fancyfriday #showmeyourrings #Repost @gemcorps · · · Who...](#)

[Which One?? Sapphire Saturday!!!...](#)

[Some help with the word I'm looking for.....? We love our...](#)

**ROW 11**

[Diamonds Anyone? 😊 These Necklaces and Bracelets are...](#)

[1940's Atomic Retro Ring: loving this style immensely.](#)

[Lang Antiques Front Window! #langantiques #langdisplay...](#)

[Lang Antique & Estate Jewelry](#)













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*Filing Date:* June 20, 2019  
*Case No.:* 2019-013291LBR  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*Zoning:* C-3-R (Downtown Retail) Zoning District  
80-130-F Height and Bulk District  
*Block/Lot:* 0294/023  
*Applicant:* Nicole Corsini, Marketing Manager  
309 Sutter Street  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Lang Antique and Estate Jewelry was established in 1969 by Jarmilla Lang, a native of Czechoslovakia. The store is most famous for both its vast and diverse selection of antique and vintage jewels as well as their large selection of estate and vintage engagement rings, many of which date to the Edwardian and Art Deco periods. Current owner Mark Zimmelman purchased the store from Jarmilla Lang in 1991. Zimmelman is a third-generation jeweler who grew up in the trade with his father and grandfather in Los Angeles prior to relocating to San Francisco in 1987. Mark Zimmelman brought on Suzanne Martinez as co-owner 1992. Martinez received a Graduate Gemologist diploma from the Gemological Institute of America (GIA) in 1981 and has been the GIA Alumni Chapter co-president since 1992. She is also the founder of Antique Jewelry University, Lang Antiques' educational arm and resource guide.

Lang Antique and Estate Jewelry has moved three times over the store's history, all within the same 300 block of Sutter Street. The original location at 361 Sutter Street housed not only jewelry but an array of decorative home accessories and beautiful objects. In the mid-1980s, Lang moved to 323 Sutter Street and changed their focus almost exclusively to vintage jewelry. It was at this location where Lang became famous for their jam-packed, sparkle-filled front window displays. In October 2014, Lang Antique and Estate Jewelry moved to its present location of 309 Sutter Street. The bright and spacious new store provided more room for jewelry display and additional office space for their growing staff and allowed Lang to set up an in-house jeweler's studio for repairs, restoration and sizing.

The business is located on the south side of Sutter Street between Stockton Street and Grant Avenue in the Downtown neighborhood. It is within the C-3-R (Downtown Retail) Zoning District and an 80-130-F Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1969.

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

Yes. Lang Antique and Estate Jewelry qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Lang Antique and Estate Jewelry has operated continuously in San Francisco for 50 years.
- ii. Lang Antique and Estate Jewelry has contributed to the history and identity of the Downtown neighborhood and San Francisco.
- iii. Lang Antique and Estate Jewelry is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the jewelry craft.

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

Yes. The building, constructed in 1909, is a contributor to the Kearny-Market-Mason-Sutter Conservation District, which is historically significant for its architecture and early 20<sup>th</sup> century development pattern.

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

Yes. The property is a contributory building within the Kearny-Market-Mason-Sutter Conservation 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. Lang Antiques is recognized by both industry trade publications and popular jewelry media. A significant Lang brooch was used on the Spring 2017 cover of *Gems & Gemology*, the GIA's quarterly publication.

- "Gem Gossip" visits Lang Antiques at 309 Sutter St. in 2016.
- "Gem Gossip" visits Lang Antiques at 323 Sutter in 2010.
- "Diamonds in The Library" features wedding jewelry loaned from the Lang Antiques inventory.
- "The Adventurine" features an article on vintage engagement rings from Lang Antiques.

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

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

- 309 Sutter Street

#### **Recommended by Applicant**

- Diverse vintage jewelry collection



- “Jewel box” interior décor
- Deco-inspired marquise header
- Front window displays

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013291LBR  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*Zoning:* C-3-R (Downtown Retail) Zoning District  
80-130-F Height and Bulk District  
*Block/Lot:* 0294/023  
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*Located In:* District 3  
*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 LANG ANTIQUE AND ESTATE JEWELRY CURRENTLY LOCATED AT 309 SUTTER STREET, BLOCK/LOT 0294/023.**

**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 July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Lang Antique and Estate Jewelry 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 Lang Antique and Estate Jewelry.

*Location(s):*

- 309 Sutter Street

*Physical Features or Traditions that Define the Business:*

- *Diverse vintage jewelry collection*
- *"Jewel box" interior décor*
- *Deco-inspired marquise header*
- *Front window displays*

**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 2019-013291LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: