

Legacy Business Registry Staff Report

HEARING DATE FEBRUARY 25, 2019

ARMSTRONG CARPET & LINOLEUM COMPANY

Application No.: LBR-2018-19-022
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
District: District 7
Applicant: Liam Caldwell, Owner
Nomination Date: December 21, 2018
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Armstrong Carpet & Linoleum Company (“Armstrong Carpet” or “ACLCL”) is a family-owned flooring company that was established in 1946. ACLCL first opened at 2123 Fillmore Street. The founder, Chuck Armstrong, started the business upon completion of his service in World War II. ACLCL expanded and Armstrong enlisted partner Willis Zing. Later, Louis Cohen joined the partnership as the company evolved and prospered. The relocation of the business to 626 Clement Street in 1956, after a brief two-year stop at 406 Clement, created a flooring destination in the Richmond district of San Francisco.

John and Theresa Petrini became the owners of ACLCL in 1969, after John finished his tenure as an installer. Steve Balestrieri began working for his father-in-law John in 1974, and took the helm of ACLCL in 1991, partnering with his wife Anna Marie Balestrieri. In 1996, Liam Caldwell began working as an understudy at a California carpet king. After graduating from Humboldt State University in 2002, Liam returned to Armstrong Carpet fulltime coinciding with ACLCL moving to its present resting place at 369 West Portal Avenue.

In 2017, Liam and Steve and Anna Marie entered into partnership as owners of Armstrong Carpet & Linoleum. Today, ACLCL is stewarded by Liam Caldwell and Steve Balestrieri and Anna Marie Balestrieri - sons and daughter of San Francisco – who continued the tradition of licensed flooring contracting serving the San Francisco Bay Area. The partners share over 64 years of local flooring knowledge and expertise, as well as fastidious dedication to expertise in all surface flooring and window covering, and the attention to detail within the customer experience.

The business is located between 14th and 15th Avenues on the south side of West Portal Avenue in the West Portal 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, the applicant 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

2123 Fillmore Street from 1946 to 1954 (8 years)
406 Clement Street from 1954 to 1956 (2 years)
626 Clement Street from 1956 to 2002 (46 years)
369 West Portal Avenue from 2002 to Present (17 years)

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

Yes, the applicant has contributed to the West Portal neighborhood's history and identity.

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:

- Armstrong Carpet & Linoleum Company is associated with the craft of floor installation.
- Armstrong Carpet and Linoleum Company has contributed to the history and identity of West Portal and San Francisco.
- The Planning Department has no information related to potential historical associations with significant events, persons, or architecture. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1951.
- The business was included in Hardware Mutuals Insurance Company's "Underscore" publication for the education of insurance underwriting in May-June 1957.

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

Yes, Armstrong Carpet and Linoleum Company is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Armstrong Carpet & Linoleum Company 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:

- Neon sign.
- Custom flooring and window covering installations.
- Leadership in training and industry standards.
- Excellent customer service.
- Safe, flexible, and responsible work environment.

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.

- Flooring and window coverings.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Armstrong Carpet & Linoleum Company currently located at 369 West Portal Avenue 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 FEBRUARY 25, 2019

ARMSTRONG CARPET & LINOLEUM COMPANY

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-022
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
District: District 7
Applicant: Liam Caldwell, Owner
Nomination Date: December 21, 2018
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ARMSTRONG CARPET & LINOLEUM COMPANY, CURRENTLY LOCATED AT 369 WEST PORTAL AVENUE.

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 February 25, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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BE IT RESOLVED that the Small Business Commission hereby includes Armstrong Carpet & Linoleum Company 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 Armstrong Carpet & Linoleum Company:

Physical Features or Traditions that Define the Business:

- Neon sign.
• Custom flooring and window covering installations.
• Leadership in training and industry standards.
• Excellent customer service.
• Safe, flexible, and responsible work environment.

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

- Flooring and window coverings.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 25, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes –
Nays –
Abstained –
Absent –





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OFFICE OF SMALL BUSINESS
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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-022
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
District: District 7
Applicant: Liam Caldwell, Owner
Nomination Date: December 21, 2018
Nominated By: Supervisor Norman Yee

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

2123 Fillmore Street from 1946 to 1954 (8 years)
 406 Clement Street from 1954 to 1956 (2 years)
 626 Clement Street from 1956 to 2002 (46 years)
 369 West Portal Avenue from 2002 to Present (17 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: January 10, 2019

Richard Kurylo
Program Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

December 21, 2018

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Armstrong Carpet and Linoleum Company (369 West Portal Ave) to the Legacy Business Registry. The owner's contact info is below:

Liam Caldwell
Floors@armstrongcarpet.com
415-751-2827

Armstrong Carpet (ACLC) is a family-owned business that has been serving San Francisco since 1946 by providing licensed flooring contracting. From its beginning, ACLC has served at the forefront in safety and regulation training in the industry. They have also trained multiple generations of master mechanics, journeymen installers and employees who have moved on to be masters in the flooring industry throughout the Bay Area. ACLC are proud members of the Greater West Portal Neighborhood Association and the West Portal Merchants Association. ACLC has performed installations for many famous clientele, but local residents and families remain at the cornerstone of their business. The company has also donated to fundraisers and donated area rugs to school classrooms.

I am proud to nominate Armstrong Carpet to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,



A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
ARMSTRONG CARPET AND Linoleum Company		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
LIAM CALDWELL		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
369 West Portal Ave. SAN FRANCISCO CA 94127		(415) 751-2827
		EMAIL:
		FLOORS@ARMSTRONGCARPET.COM
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.armstrongcarpet.com	ARMSTRONG CARPET	Armstrong Carpet
APPLICANT'S NAME		
LIAM CALDWELL		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:		TELEPHONE:
		(415) 751-2827
		EMAIL:
		
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0001484		

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

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2123 Fillmore Street	94115	1946
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1946 - 1954	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
406 Clement St.	94118	Start: 1954 End: 1956

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
626 Clement St.	94118	Start: 1956 End: 2002

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
369 West Portal Ave.	94127	Start: 2002 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.

Liam Caldwell

Name (Print):

2/7/18

Date:



Signature:

ARMSTRONG CARPET AND LINOLEUM COMPANY

Section 4: Written Historical Narrative

CRITERION 1

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.

Since 1946, Armstrong Carpet and Linoleum Company (“Armstrong Carpet” or “ACLC”) has built its reputation on craftsmanship, quality and customer service all while operating continuously as a family-owned business in San Francisco. The company is presently located at 369 West Portal Avenue in the West Portal neighborhood.

Almost three-quarters of a century ago in 1946, ACLC welcomed its first customers at its original 2123 Fillmore Street address. Upon completion of his service in World War II, Chuck Armstrong, the founder, returned to San Francisco and envisioned and executed a dream to bring premium floor covering installations to the Bay Area. Naturally, he named the showroom after his favorite person, and ascribed the storied moniker of “Armstrong Carpet and Linoleum Company” to the new corporation born 1946 in the San Francisco Bay Area.

ACLC expanded and Mr. Armstrong soon enlisted partner Willis Zing. Later, Louis Cohen joined the partnership as the company evolved and prospered. The relocation of the business to 626 Clement Street in 1956, after a brief two-year stop at 406 Clement, created a flooring destination in the Richmond district of San Francisco.

John and Theresa Petrini became the owners of ACLC in 1969, after John finished his tenure as an installer.

Steve Balestrieri began working for his father-in-law John in 1974, and took the helm of ACLC in 1991, partnering with his wife Anna Marie Balestrieri. The business stood through the quake of 1989 fortunately escaping with just the front exterior plate glass windows breaking.

In 1996, Liam Caldwell unknowingly began his fortuitous tutelage as an understudy as a California carpet king. Traveling on the 29 Muni bus or by bike during his junior year at Lincoln High School, Liam labored at the shop after school, on weekends and summers. After graduating from Humboldt State University in 2002, Liam returned to Armstrong Carpet full-time coinciding with ACLC moving to its present resting place at 369 West Portal Avenue.

In 2017, Liam and Steve and Anna Marie entered into partnership as owners of Armstrong Carpet and Linoleum.

Today, ACLC is stewarded by Liam Caldwell and Steve Balestrieri and Anna Marie Balestrieri – sons and daughter of San Francisco – who continued the proud tradition of licensed flooring contracting serving the San Francisco Bay Area. The partners share over 64 years of local flooring knowledge and expertise, as well as fastidious dedication to expertise in all surface flooring and window covering, and the attention to detail within the customer experience.

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

ACLC thankfully has not encountered circumstances that required the shop to cease operations in San Francisco for more than six months.

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

We are a family owned business since inception. Chuck Armstrong created the company in 1946 and collaborated with Willis Zing, and later Louis Cohen. Mr. Armstrong and Mr. Cohen sold the business to former Armstrong installer John Petrini, who partnered with his wife Theresa. John handled sales and Theresa did the bookkeeping. Their daughter Anna Marie Balestrieri and her husband Steve Balestrieri followed their footsteps and formula, mirroring the duties when they bought the business in 1991. In 2017, Liam Caldwell entered into partnership with the Balestrieris and will become the sole owner in 2019.

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

Chuck Armstrong was a flooring installer who opened the shop and later partnered with Willis Zing and Louis Cohen. The later partners were more involved in the sales and management of the shop. John Petrini was an installer at Armstrong and purchased the business from his employers with his wife Theresa. Their daughter and son-in-law, Anna Marie and Steve Balestrieri, both worked at the shop and took ownership when their parents wished to retire. Anna Marie and Steve partnered with long time employee Liam in 2017 to continue the succession of the business. Liam's daughters Nia and Aya Caldwell both assist their father from time to time at the store following in ACLC's storied family legacy.

An ownership history of Armstrong Carpet and Linoleum Company is as follows:

1946 to 1954:	Chuck Armstrong
1954 to 1958:	Chuck Armstrong and Willis Zing (Partners)
1958 to 1969:	Chuck Armstrong, Willis Zing and Louis Cohen (Partners)
1969 to 1991:	John and Theresa Petrini
1991 to 2017:	Anna Marie and Steve Balestrieri
2017 to Present:	Anna Marie Balestrieri, Steve Balestrieri and Liam Caldwell (Partners)
Pending in 2019:	Liam Caldwell

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 is included in this Legacy Business Registry application demonstrating the existence of the business for 30+ years.

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

The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review).

CRITERION 2

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

Installation expertise has always been the engine behind the success of Armstrong Carpet and Linoleum Company. The business owners are adept at locating and training good people and valuing the continuity of a skilled labor force. Generations of master mechanics, with residential and commercial prowess, are built at ACLC. The unfamiliar muscles of the green flooring apprentices or "carpet lumpers" soon are transformed and grown by lugging heavy materials along narrow, tight streets, steep unparkable hills and endless stairs of the notorious San Francisco topography. The intricacies of installation complications are magnified in centuries old architecture and the incongruous artisanship. Our shop is unique in having the capabilities to create these craftsmen that still spring forth from ACLC.

These great laborers soon grow to seasoned installers, forged in the terrain and historical homes and businesses of San Francisco. We produce exceptionally strong journeymen installers, adept at all types of soft and hard surface installations. They have all the brawn, but have the trained eye to produce and appreciate a fine heat welded outside corner, or the chemical expertise to specify the exact flash point of finicky mastic, and the confidence to denigrate a hacked carpet seam. These are the master senior mechanics at ACLC that have floor covered the San Francisco Bay Area since 1946. We have proudly trained and produced generations of installers, and our family tree of mechanics speak for itself. Many of our employees have moved on to be master trainers, business owners and fixtures of the flooring fabric in the Bay Area.

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

ACLCL has been at the forefront of training and industry standards for years. In 1957, the upstairs of the shop at 626 Clement Street served as the backdrop for a fledgling flooring insurance industry publication outlining the difficulties and dangers of the mastics and solvents used in installation. John Petrini and longtime installer Joe Aguilar were photographed installing VAT or vinyl asbestos tile. Regulations and plastics revolutionized the industry, and we were at the inception of training. Steve Balestrieri served on labor relation board helping to guide the flooring trade into the future.

Enclosed is a photo of our apprentice we trained, David Christie, who won first place in a national combination installer competition in Hawaii in 1992. This was back when industry supported labor training events such as this! He is standing next to John Galea Sr., the head trainer for Northern California, who also cut his installation teeth at ACLCL, as did his son John Galea Jr. This photo has been displayed at ACLCL since 1992.

We are proud members of the International Design Guild, a coveted and prestigious alliance of an elite guild of the top performing flooring showrooms.

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

Our inclusion in Hardware Mutuals Insurance Company's "Underscore" publication for the education of insurance underwriting in May-June 1957 shows our prominence at the inception of the flooring industry's growth. Copies of that publication are included in this Legacy application.

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

ACLCL has catered to the building, design and retail sector of the San Francisco Bay Area for decades. Many customers are well-known people. We have performed installations for many prominent residents such as Danielle Steele, The Getty Residence, Raymond Burr, Gary Radnich, Greg Popovich and Sharon Stone within their homes. Yet, it is our generations of Bay Area families that are our MOST significant customers.

We have fabricated and furnished custom red runners for the U.S. Military that were rolled out for the arrival of three United States Presidents when they visited the Presidio. Bill Clinton, George Bush Sr. and George Bush Jr. on separate trips during their tenure have stepped on our custom runners.

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

ACLCL is best served by an adage of owner Steve Balestrieri: "Take care of your employees and customers and the financials will take care of itself." Focus on maintaining generous relationships steeped in respect and honesty with your employees and customers, and that will lead to prosperity. We believe at our core that being a good employer and neighbor go hand in

hand. We are committed to being good neighbors and upstanding citizens within our San Francisco community.

We are proud members of the West Portal Merchants Association and the Greater West Portal Neighborhood association. Each year we receive calls from public and private school in San Francisco, and Bay Area and we donate to the fundraisers or donate area rugs to the classrooms for our children to have a comfortable place to learn.

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

Armstrong serves the San Francisco Bay Area from Petaluma to San Jose and the Pacific Ocean to Oakland. We will follow a customer most anywhere in the Bay Area, and our area of coverage expands as relationships grow.

The majority of our business comes from San Francisco proper, and we service and beautify all neighborhoods in San Francisco, residential and commercial.

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

Armstrong Carpet's iconic neon sign was hung on the 406 Clement Street building when the shop opened in 1954. That original sign moved to West Portal when the business relocated. It became necessary to augment the original neon sign for improved visibility, so a matching neon sign was created in 2004 and erected perpendicular to the building. The two signs are prominently visible up and down West Portal Avenue. The classic neon is a beacon on the "quiet" block of West Portal.

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

Armstrong Carpet is a fixture in the community it serves, and acts to beautify the homes in San Francisco and the surrounding areas. We care about our neighbors and neighborhood. We strive to be accountable, respectful partners in the community. We are a local, family owned business rooted in San Francisco. As a small business, we are able to offer a higher level of flexibility and detail to artisanship than any cookie cutter big box store that cannot begin to compete with the level of and customer service and custom installations. We give the local community members the option to shop with and support a company that boasts employees who grew up and live in the neighborhoods and are vested in the community.

CRITERION 3

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

Armstrong Carpet and Linoleum Company provides quality custom flooring and window coverings.

At its essence, ACLC is a professional contracting service business ingrained with laser focus dedicated to the installer and customer. We stand by our installations and perform all jobs with quality, artisanship, and excellent customer service. Our reputations is literally built on our many years of installations in the homes and businesses of generations of Bay Area people.

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)

Armstrong Carpet and Linoleum Company is committed to quality customer flooring and window coverings installation.

Our commitment to our traditions can be easily seen throughout our employees. We are still flourishing by being able to train and maintain a skilled floor laying work force in San Francisco. Our reputation is owed to the retention of the most skilled flooring and window covering craftsmen and women in the Bay Area. We provide a safe, flexible and responsible work environment that breeds excellent installers. We adhere to industry and federal work standards and treat our customers and employees like family.

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.).

Armstrong Carpet and Linoleum Company is committed to maintaining the neon sign that dates back to the 1950s and is prominently displayed up and down West Portal Avenue, as well as the replica neon sign made of identical quality craftsmanship.

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 current owner has maintained the physical features or traditions that define the business is included in this Legacy Business Registry application.

GRAND OPENING

2nd Prize
9 x 12
COTTON RUG



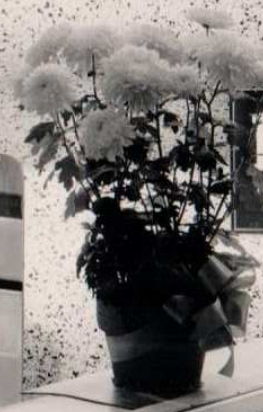
ARMSTRONG'S ASPHALT TILE
The one and only 12 inch tile on the west

GRAND OPENING

ENTER CONTEST!

NOTHING TO BUY WIN! ABSOLUTELY FREE

Beautiful inlaid linoleum installed by Armstrong's in your kitchen
Select any pattern from the most complete Linoleum Display in San Francisco



1st Prize
Beautiful
INLAID LINOLEUM
installed in your kitchen

4th Prize
9 x 1
DELTOX



ARMSTRONGS TERRAZZO CORLON

ARMSTRONGS
CORLON

5-1

BEHNS
The world has seen us

Floor Covering Apprenticeship Training Contest
Honolulu, Hawaii 1992
David Christie
1st Place Nationwide, Combination Installer



TESTIMENT to
ARMSTRONG'S TRAINING
OF GENERATIONS OF
MASTER MECHANICS.

DAVE CHRISTIE (LEFT)
WINNER

John Galea Sr.
OLD ARMSTRONG Employee
& APPRENTICE TRAINER

1992

interior of Armstrong

369 west Portal

2003



Kevin McCaffrey
SF Resident
Key Employee

Steve Balesterieri
Owner 1991-2018

Liam Caldwell
Owner

369 West Portal

ARMSTRONG CARPET & Linoleum 2003

Original Neon
Sign From element
ON Building







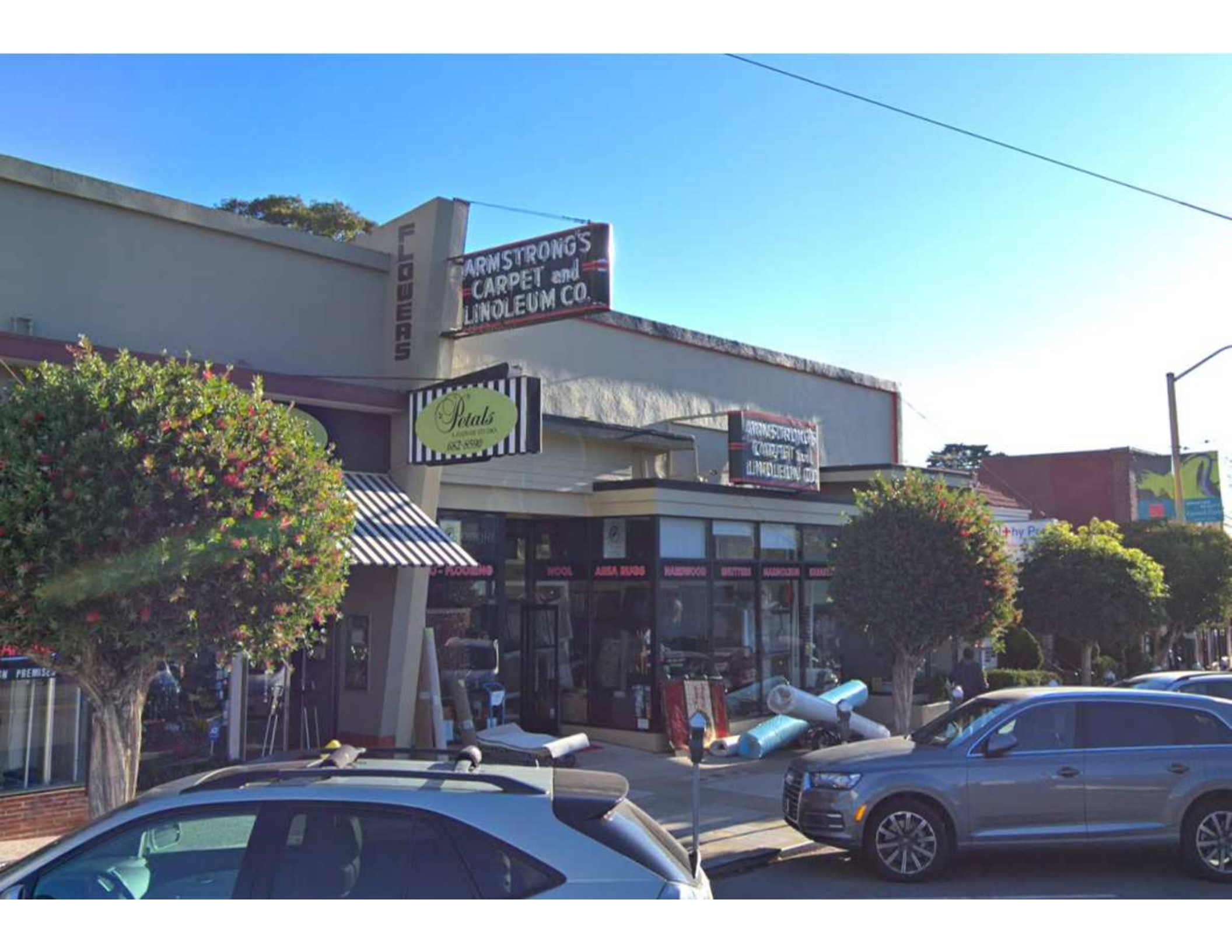
ARMSTRONG'S
CARPET and
LINOLEUM CO.

Petals
Pet Care

ARMSTRONG'S
CARPET and
LINOLEUM CO.

SHUTTERS MARMOLBUM KARASTAN

Healthy Pets



ARMSTRONG'S
CARPET and
LINOLEUM CO.

ARMSTRONG'S

Petals
Lounge Studio
682-5500

ARMSTRONG'S
CARPET and
LINOLEUM CO.

CARPET WOOL AREA RUGS HARDWOOD MATTES HARDWARE STAIRS

PREMIER

Hy



ARMSTRONG'S
CARPET and
LINOLEUM CO.

ECO - FLOORING



AREA RUGS

HARDWOOD

369

Armstrong
Carpet & Linoleum Co.
415-751-2827



Natural Hardwood

Bamboo

Cork

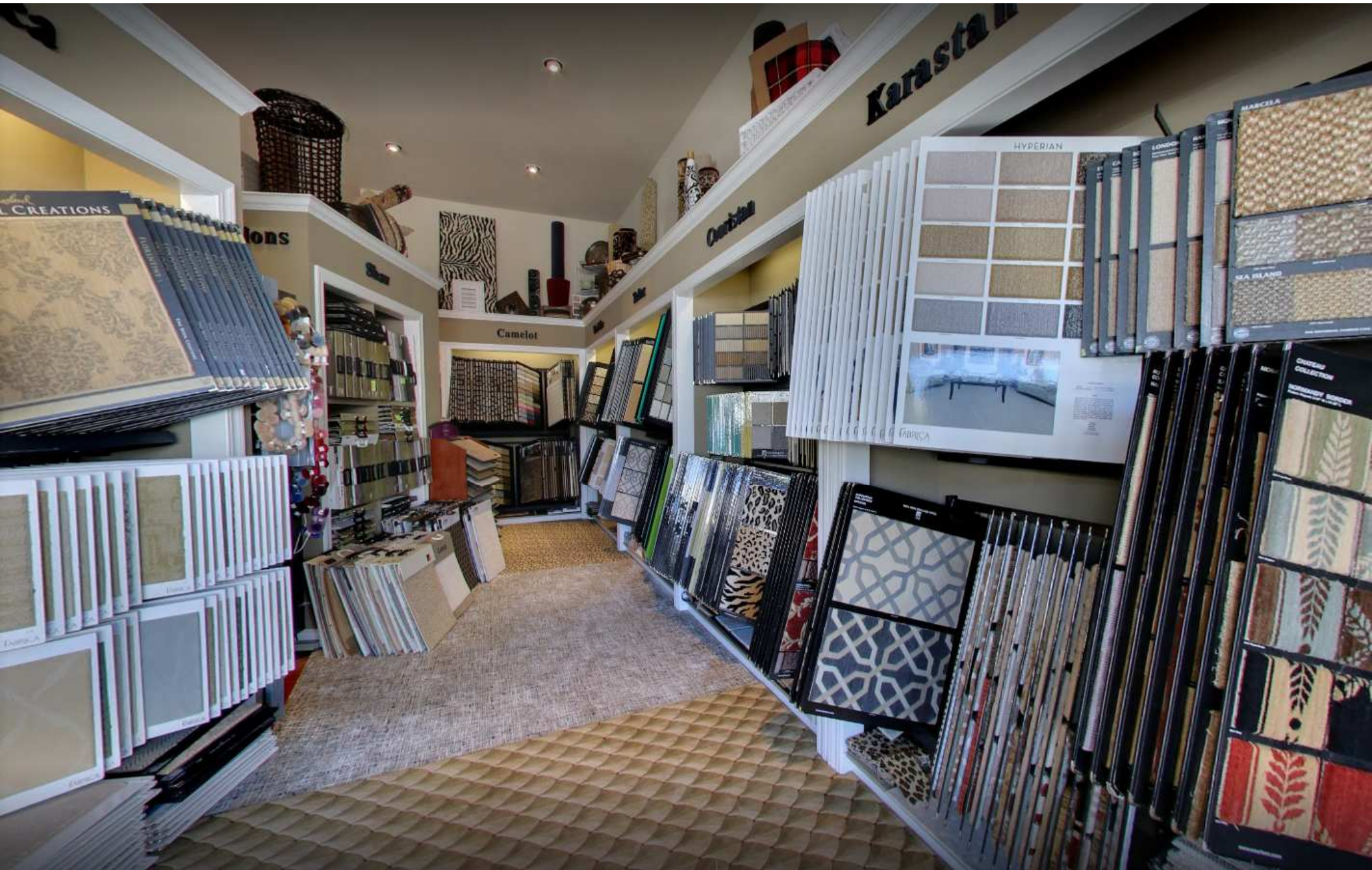
WOODEN FLOORS











CREATIONS
ons

Camelot

Caribbean

Karasta II

HYPERIAN
FABRICA

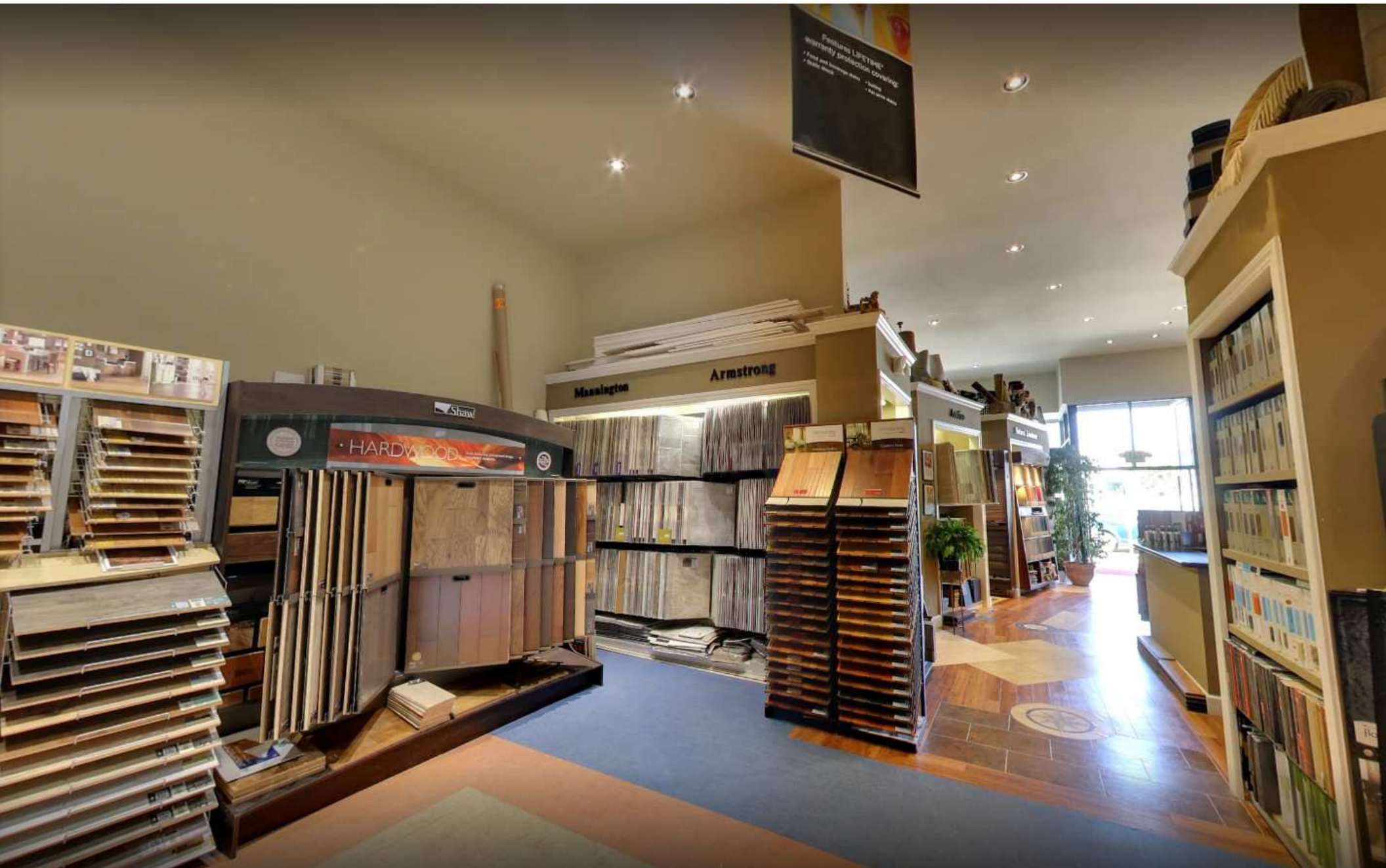
LONDON

MARCELA
SIA ISLAND

CHERRY COLLECTION
SERRANO BORDER







Features LIFETIME
warranty protection covering
• Floor and basement walls • Stairs
• Walls • Full wall panels

Shaw
HARDWOOD

Massington
Armstrong

Shaw
Armstrong
Massington
Laminate
Hardwood
Cork
Stone
Tile
Carpet





ORIGINAL LOCATION CIRCA 1946

ARMSTRONG'S CARPET & LINOLEUM CO.

- 2123 FILLMORE STREET
- San Francisco California
- Telephone Fillmore 6-1561

Date _____ 19____

To _____

For the sum of \$ _____

we propose to furnish and install at _____

as follows: _____

Quotation subject to written acceptance within 10 days from date, otherwise we reserve the right to cancel without notice. This contract is not subject to verbal qualifications. Payment of contract price is due upon completion of our work unless otherwise specified. This contract subject to strikes, or other delays beyond our control and is subject to the approval of ARMSTRONG'S CARPET & LINOLEUM CO.

ARMSTRONG'S CARPET & LINOLEUM CO.

By _____

Accepted By _____

Approved and accepted by ARMSTRONG'S CARPET & LINOLEUM CO.

Date _____ By _____

Directory A

YOUR 1954-55

CLEMENT DISTRICT DIRECTORY

Published by the Clement Street Merchants Assn., Inc.



A Complete Listing of the Names, Addresses, Telephones
of the Leading Stores, Services, Businesses & Professions
in the Clement Street Shopping Center

1954

JANUARY	MAY	SEPTEMBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
FEBRUARY	JUNE	OCTOBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MARCH	JULY	NOVEMBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1955

JANUARY	MAY	SEPTEMBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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SMTWTFS	SMTWTFS	SMTWTFS
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MARCH	JULY	NOVEMBER
SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS
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1955

Directory B

PRINTING

EDWIN J. GABRIEL
815 Clement St. BA 1-4481
LIEBMAN BROS.
1024 Clement St. BA 1-5812

PUBLIC RELATIONS AGENCY

ART BLUM
District Office
814 Clement St. EV 6-9514

RADIO SALES & REPAIRS

ANDY'S TV
520 Clement St. SK 1-1088
HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944

REAL ESTATE

MUTUAL REALTY SYSTEM
434 Clement St. SK 1-4080

REAL ESTATE BROKERS

THE HOUSE OF HOMES
408 Clement St. SK 2-3635

RECORDS

HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944

RESTAURANTS

FREDIAN'S RESTAURANT
445 Clement St. SK 1-9222
MEXICO CITY RESTAURANT
836 Clement St. BA 1-9411

SERVICE STATION

BUD SHEPARD UNION OIL DEALER
12th & Clement St. BA 1-1627

SHOE STORES

COLISEUM SHOE STORE
642 Clement St. BA 1-3983
GALLEN KAMP'S
700 Clement St. BA 1-4004

EMERGENCY CALLS

Fire UN 1-8020
Police SU 1-2020

SPORTING GOODS

EMPIRE SPORTING GOODS
633 Clement St. SK 2-1950

STATIONERY

EDWIN J. GABRIEL
815 Clement St. BA 1-4481
GIL'S CORNER
399 Arguello at Clement BA 1-6244
NORMAN'S KINGDOM OF TOYS
645 Clement St. BA 1-9723
PLAAT'S
Clement & 4th Ave. BA 1-2615

TV SALES & REPAIRS

ANDY'S TV
520 Clement St. SK 1-1088
HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944
PARK-PRESIDIO TV
431 - 39 Clement St. BA 1-0441

TILES, FLOOR & WALL

ARMSTRONG'S CARPET & LINOLEUM
CO.
406 Clement St. SK 1-2827

TIRES & BATTERIES

BUD SHEPARD UNION OIL DEALER
12th & Clement St. BA 1-1627

TOYS & GAMES

GIL'S CORNER
399 Arguello at Clement BA 1-6244
NORMAN'S KINGDOM OF TOYS
645 Clement St. BA 1-9723
PORTIGOL'S
1000 Clement St. SK 2-0989

WATCH REPAIRING

B. GOLDMAN
802 Clement St.
RELIABLE WATCH REPAIR SHOP
548 Clement St. SK 2-2779

SERVICE CALLS

P G & E. SU 1-4211
PT & T. GA 1-9000
Western Union. YU 6-2626
Scavengers P. A. TU 5-0915

} 1955

COMING EVENTS

June 26: Giant \$2,000 Cash Giveaway & Sale
July 15, 16 & 17: Spectacular "Crazy Days" Sale
October 31: Annual Halloween Parade

YOUR CLEMENT DISTRICT CHURCHES

PARK-PRESIDIO BAPTIST CHURCH
10th Ave. & Cabrillo. SK 2-3221
CHRISTIAN SCIENCE CHURCH
300 Funston Ave. BA 1-5811
CHURCH OF CHRIST
8th Ave. & Cabrillo. BA 1-2631
PARK-PRESIDIO UNITED CHURCH
4301 Geary Blvd. SK 1-4438
ST. JAMES EPISCOPAL CHURCH
4620 California. SK 1-1198
CONGREGATION BETH SHOLOM (JEWISH)
14th Ave. & Geary. BA 1-8736
CONGREGATION BETH ISRAEL TEMPLE
HOUSE (JEWISH)
601 - 14th Ave. SK 1-0616
ZION LUTHERAN CHURCH
9th Ave. & Anza. BA 1-7500

YOUR CLEMENT DISTRICT SCHOOLS

STAR OF THE SEA
8th to 9th Aves. bet. Clement & Geary
SUTRO SCHOOL
Funston Ave. & California. BA 1-2773
ROOSEVELT JUNIOR HIGH SCHOOL
Arguello Blvd. & Geary. SK 1-3933
FRANK McCOPPIN SCHOOL
7th Ave. & Balboa. BA 1-2634
GEORGE PEABODY SCHOOL
7th Ave. & California. SK 1-0907

TRANSPORTATION FACILITIES

Buses 1, 2 and 21 via Clement; Streetcars B and C
via Geary and California respectively.

MANUAL A



Safe tile materials and mastics, such as are being used here, are available for tile laying. See page 2.

626 Clement Location
USED for Flooring
INSURANCE MANUAL
with later owner
John Petrin, at center

HARDWARE MUTUALS

underscore

MAY-JUNE, 1957

Who Are The Bureaus? (cont. from p. 11)

reaus take care of the preparation of rates, filings, etc.
2. The bureaus use the experience from a group of companies thus producing rates which are sounder than if made by each individual company.

3. By having the bureaus make the filings of rates it is not necessary for the various companies to go to the insurance departments to justify their rates or their filings.

4. There is more uniformity when bureaus make rates, rules, forms, etc. If each company made its own rates, rules, etc., you can imagine what chaos there would be in the insurance industry, to the public and for the insurance commissioners.

And what are the disadvantages?

1. Insurance companies cannot move or make changes as rapidly as they could if they were operating on their own because they must wait for the bureau rates, rules, forms, etc.

2. The ideas and judgments of the individual company must often be changed as a result of negotiations and study by the group.

Who is the bureau and who operates it? To a certain extent we are the bureau. Let's take for example the Mutual Insurance Rating Bureau — the bureau which furnishes the casualty company with most of its rates. The Mutual Insurance Rating Bureau was organized by a group of mutual insurance companies. It was organized to produce adequate and reasonable rates for its members and subscribers. The MIRB, as other bureaus, has a staff of competent persons who prepares rates, rules, and forms. However, they do not prepare the rates, rules and forms on their own but only upon the direction of the insurance companies' representatives.

As a case in point, our company is represented by a bureau representative on the Automobile Rating Committee. This committee is composed of nine persons from nine mutual companies who adopt the pattern for the making of rates following a general pattern which has been set by the Actuarial Committee which is also composed of insurance company representatives. The actual preparation of the rates following the pattern set by the Actuarial and Automobile Rating Committees is then done by the bureau staff. The rules in the Automobile Manual, for example, are developed by the Automobile Rating Committee and usually after a conference with the National Bureau of Casualty Underwriters Automobile Rating Committee. Thus you will see that the actual making of the rates, rules, etc., follow basic decisions and patterns made by the insurance company representatives, subject to approval of course by the insurance commissioners.

Who then are the rating bureaus? The insurance companies are the rating bureaus subject to insurance department supervision.

underscore

May-June, 1957

Vol. 4, No. 3

PUBLISHED BIMONTHLY FOR THE
UNDERWRITING PEOPLE OF

Hardware Mutuals.

Sixteen Point, Wisconsin - Offices Coast to Coast
HARDWARE MUTUAL CASUALTY COMPANY
HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY

Underwriting Editor W. J. Cashin

•
Publications Manager Bill Ellis

Publications Editors Bob Williams, Tom Wait

Associate Editor Frances Frank

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• The Big Question	4
• Of Time and Hazards!	6
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• Reporting Form Policies vs. Specific Insurance	10
• Who Are the Bureaus?	11

ABOUT OUR COVER: Pac. Sr. Comb. Engr. Jim Orr, left, does an on-the-spot check during a tile-laying operation by John Petrini and Joe Aguilar who work for the Armstrong Carpet and Linoleum Co. of San Francisco, one of our insureds.



1961 STATE BOARD OF EQUALIZATION

STATE OF CALIFORNIA
BOARD OF EQUALIZATION
Seller's Permit
PURSUANT TO SALES AND USE TAX LAW

-30-3899 7-61 4 B-163963-

ARMSTRONG CARPET & LINOLEUM CO.
626 CLEMENT ST.
SAN FRANCISCO 18, CAL.

FEE \$1.00

IS HEREBY AUTHORIZED TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED, BUT IS NOT TRANSFERABLE
Not valid at any other address

Maxwell R. Pierce
Secretary

5-442-F REV. 1 (12-59)

35226 (1) DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED EST. 068-BT



U. S. TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
OFFICIAL BUSINESS

POSTAGE AND FEES PAID

PERMANENT EMPLOYER IDENTIFICATION NUMBER
941509072

ARMSTRONG CARPET & LINOLEUM CO A CORP
626 CLEMENT ST
SAN FRANCISCO 18 CALIF 94

STATE OF CALIFORNIA
DEPARTMENT OF EMPLOYMENT
800 CAPITOL AVENUE
SACRAMENTO 14, CALIFORNIA

YOUR ACCOUNT NUMBER
148 8910 98

YOUR EMPLOYER CONTRIBUTION RATE
613 2 1.0 %

ARMSTRONG CARPET/LINOLEUM CO
626 CLEMENT ST
SAN FRANCISCO 18 CALIF

ACCOUNT READING ESTABLISHED FOR YOU AS AN EMPLOYER SUBJECT TO THE PROVISIONS OF THE UNEMPLOYMENT INSURANCE CODE

In Writing the Department, Always Show the Account Number Designated

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE: 05-31-2019
 EXPIRATION DATE: 06-30-2019

FY 2018-19

BUSINESS ACCOUNT NUMBER 0001484	LOCATION ID 0001484-02-001
TRADE NAME (DBA) ARMSTRONG CARPET&LINOLEUM CO	BUSINESS LOCATION 369 WEST PORTAL AVE
BUSINESS ARMSTRONG CARPET&LINOLEUM CO	THIRD PARTY TAX COLLECTOR
<input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX	

ARMSTRONG CARPET&LINOLEUM CO
 369 WEST PORTAL AVE
 SAN FRANCISCO CA 94127

CITY AND COUNTY OF SAN FRANCISCO
 OFFICE OF THE TREASURER & TAX COLLECTOR

José Cisneros
 José Cisneros
 Treasurer

David Augustine
 David Augustine
 Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate

This license is the property of the Registrar of Contractors, is not transferable, and shall be returned to the Registrar upon demand when suspended, revoked, or invalidated for any reason. It becomes void if not renewed on or before June 30th of each year.

EDMUND G. BROWN, GOVERNOR

Nº 218501

STATE OF CALIFORNIA
 DEPARTMENT OF PROFESSIONAL AND VOCATIONAL STANDARDS
 CONTRACTORS' STATE LICENSE BOARD

CONTRACTOR'S LICENSE



Pursuant to the provisions of Chapter 9 of Division 3 of the Business and Professions Code and the Rules and Regulations of the Contractors' State License Board, the Registrar of Contractors does hereby issue this license to:

ARMSTRONG CARPET & LINOLEUM CO., A CORPORATION

to engage in the business or act in the capacity of a contractor in the following classification(s):

- * C 61 - FLOOR COVERINGS
- C 15 FLOORING AND FLOOR COVERING

WITNESS my hand and official seal this
 24th day of June, 1963

Lee F. Swartz
 Registrar of Contractors

William H. Young, Jr.
 Signature of licensee

76088 1-03 3H DUP © 1990

original Contractor license
 FROM 1963

← 1978 Advertising

Linens Supply Service (Cont'd)

ALIFORNIA LINEN SUPPLY CO INC
89 41st Oakland 653 6300
Linens Towel & Linen Supply Co Inc
Same As California Linen Supply Co Inc
909 41st Oakland 653 6301

IMMUNITY HEALTH CARE SERVICES
11 S. San Joaquin Stockton 209 465 5788
CHANGE LINEN SERVICE OF CALIF
575 Indiana 648 9266
Please See Advertisement This Page

ERIA TRIC CARE
Convalescent hospital supply
using strict laboratory control
assures healthy ship care
215 South Maple Av 55F 589 8148

OLDEN STATE LINEN SERVICE
638 28th Oakland 832 2711

REEN GLEN LINEN - RESTAURANT & INSTITUTIONAL SERVICE
GREEN GLEN LINEN SERVICE
3175 18th 282 3710

IYES PARK LAUNDRY
13 Canoga Av 587 7340

MUSEHOLD LINEN SERVICE
COMPLETE LINEN RENTALS
FOR ALL OCCASIONS
FREE PICK-UP & DELIVERY
6106 Calif 751 8474

MND OSHIBORI SERVICE CO
2 29th 285 4090

IVATO LAUNDRY & LINEN SERVICE
SPECIALIZED
SERVICE TO MOTELS & HOTELS
QUALITY WORK
PROMPT SERVICE
COMMERCIAL & INSTITUTIONAL
849 Sweetser Av Novato 892 2408
Or 897 9803

SHIBORI SERVICE CO
2 29th 285 4090

ERLESS LINEN SERVICE
COMPLETE LINEN SERVICE
FOR OVER HALF CENTURY
350 Florida 621 5100

ARLITE LINEN SUPPLY
SERVING THE BAY AREA
COMPLETE
Linen & Uniform Rental
SERVICE
ALL TYPES OF BUSINESS
RESTAURANTS - DOCTORS
BARS - BARBERSHOPS
Beauty Salons - Groceries
NO ACCOUNT TOO SMALL
For The
STARLITE
Touch Of Quality
1433 Sunnydale Av 586 8096

me's Linen Supply Co
909 41st Oakland 653 5910

ens-Retail

L THAT GLITTERS
Ibedcloth Specialists
2284 Chestnut 563 7370

BINARY 41ST
Or Exciting Placemats & Napkins
1754 Polk 673 3746

Castle Gift Shop-Imports From The
Emerald Isle 937 Geary 474 7432

Linens-Retail (Cont'd)

LENORE LINENS
WAMUATTA PORTHAULT FIELDCREST SEITA SIMMONS FITZ & FLOYD
QUALITY LINENS FOR: BED, BATH & TABLE
Lenore Linens 498 Jackson 421 6756

LES TOILES
FINE & CUSTOM LINENS FOR BED, BATH & TABLE
Custom Monogramming
Hand Embroidered Imported Linen
Les Toiles 3108 Fillmore 567 9662

SCHUEER LINENS
SINCE 1939
Quality table linens
Custom monogramming
Sheets and towels
Madeira hand work
Hard-to-find items
318 Stockton 392 2813

THE LINEN HOUSE
IMPORTED & DOMESTIC LINENS FOR BED & TABLE
CUSTOM WORK
MONOGRAMMING
116 Caledonia Sausalito 332 4072

Linens-Whsle
Aquarius Mfg Co Inc
19428 Landellus Northridge 213 886 1182

BAKER LINEN H W CO
Quality Service Reliability
Since 1892
Serving Hotels & Motels-Hospitals
Institutions - Restaurants
Throughout the United States
Prompt Service
833 Market 982 4286
Or 982 0544

BALLINGER W A & CO
30 Ochs 864 4660

BARTH & DREYFUSS - MIND ACTUATES REPRESENTATIVES
MAILMAN JERRY CO 2 Kansas 864 2828

British American Imports 79 9th 863 3300

CALIF INDUSTRIAL GARMENT CO
1254 Mission 861 2757

CANNON SHEETS SPREADS & TOWELS - MILL DISTRIBUTORS
RAMALLAH WHOLESALE CO INC
340 Valley Dr. Brsn. 468 0900

EQUINOX TEXTILES CORP
325 Corey Wy 55F 873 8477

Exchange Linen Service Of Calif
Hardy James G And Co Inc
1373 Indiana 648 9266
Or 421 6660

K W B MANUFACTURING CO
1254 Mission 861 2757

Leisureline Table Top Systems
1950 Gough 771 2068

MARTEX-LADY PEPPEREL SHEETS-TOWELS-BLANKETS - MILL DISTRIBUTORS
MYERS L COMPANY
Stock Carried In San Francisco
658 Howard 397 0373

MUNTER CARL & CO INC
Wholesale Distributors
587 Mission 781 0171

PACIFIC CONTRACT FURNISHINGS
4432 Telegraph Av Oakland 653 8141

Linens-Whsle (Cont'd)

Pacific Cotton Goods Co
2101 Union Oakland 835 8177

PACIFIC GENERAL MERCHANDISE WHOLESALES
Hotel & Motel Supplies
2084 Mission 861 8980
Pristo 440 Hampshire 431 6219

POWERS F CO INC
340 Valley Dr. Brsn. 468 0900

RAMALLAH WHOLESALE CO INC
340 Valley Dr. Brsn. 468 0900
Sleater John C Co Corp
601 Indian Home Rd Danville 837 4155

Wamsutta Mills Domestic
870 Market 397 8770
Well Theo D Co 457 Mission 781 7031
Western Linen Import Co
833 Market 982 7945
Wholesale Resource 424 9th 861 8177

Lingerie-Mfrs
Dreamaway
35 Medway Rd San Rafael 456 7763
Gossard H W Co 26 O'Farrell 986 5048

Lingerie-Retail
EILEEN'S
Custom Fitted Brassieres-Lingerie
470 Sans & 10th Av. Bal 763 0517

FROU-FROU BOUTIQUE
2801 Leavenworth
The Calvery 673 2628

JEAN BENE
Fine Lingerie & Lounge Wear
1 Embarradero Center 788 5506

L'ARMOIRE
Fine Lingerie & Nightwear
Ghirardelli Square 771 2488

Les Champs-Elises Fashion Shop
54 West Portal Av 566 5051

Skin Tight 548 Clement 386 4631
Texas's Lingerie North Point Play 433 3083
Victoria's Secret P O Box 31442 863 4083
Victoria's Secret 2245 Union 921 5444

Lingerie-Whsle
Barshick Clair 821 Market 543 7404
Gilead Intimate Apparel
26 O'Farrell 421 8266
Hesson-Kickernick-Marj Inc
821 Market 986 7929
Jenni Of San Francisco 986 Mission 495 6541
Kaysen-Permalitt Intimate Apparel Co
821 Market 398 7417

Linings-Bag, Barrel, Etc.

Modero Globe B T Baker
821 Market 543 2423
Shea Frank 821 Market 543 0927

Sidley Co The 86 1st 621 3188
Vanly Fair Mills Inc 233 Post 392 2303
Vassarette 26 O'Farrell 397 1058
More Plastic Bags
See Our Ad Under Bags-Transparent
1473 Folsom 863 1475

Linoleum Dealers
Antonchuk A 1125 Ocean Av 587 0640
Please See Advertisement Page 728
Apoles 3426 Mission 648 2072

ARMSTRONG CARPET & LINOLEUM CO
COMPLETE SELECTION OF
VINYL-LINOLEUM-TILE
CARPETS
Do It Yourself Tile & Vinyl
CONVENIENT TERMS
FREE ESTIMATES
BY APPOINTMENT
QUALITY WORKMANSHIP
Open 8 A.M. 'TIL 6 P.M. WEEKDAYS
Saturdays 10-5
Between 7th & 8th Avenues
626 Clement 751 2827

Armstrong Carpet & Linoleum Co
626 Clement 751 2827
Please See Advertisement This Page

ARMSTRONG RESILIENT FLOORS - DEALERS
ABBEY CARPET 3100 Geary Bl. 752 6620
ARMSTRONG CARPET & LINOLEUM CO
626 Clement 751 2827

CHRISTIAN BROTHERS
1015 Silver Av 586 0828
CUSTOM FLOORS 60 Federal 362 0396
FLOORCRAFT 470 Sausalito Bl. 424 4056
FLOORTRENDS INC
Commercial Contracting
383 Clementina 962 9600

JONES RESILIENT FLOORS
130 Steiner 863 6318

LINOLEUM LARRY'S
2398 Lombard 921 4937

MASIS FLOOR COVERING
2250 Taraval 564 3441
(Continued Next Page)

ARMSTRONG CARPET & LINOLEUM CO.
751-2827
L.I.C. NO. 218601

NO WAX VINYL FLOORS BY
Armstrong Congoleum gaf

QUALITY MATERIALS AND INSTALLATIONS
FLOOR TILE
SOLID VINYL - VINYL ASBESTOS
RUBBER TILE
RUBBER STAIR TREADS
DO IT YOURSELF SELF-STICK TILE

ARMSTRONG TREDWAY DO-IT-YOURSELF VINYL
BRUCE HARDWOOD FLOORS
CONVENIENT TERMS

MAINTENANCE ITEMS FOR VINYL & LINOLEUM FLOORS
COVE SPECIALISTS SALES & INSTALLATION
COMMERCIAL - RESIDENTIAL
Special Rates To Apartment Owners
House, Hotel & Store Owners & Contractors
FREE ESTIMATES BY APPOINTMENT
OPEN 8 A.M. 'TIL 6 P.M. WEEKDAYS - SATURDAYS 10-5
2nd Location Now at 459 Pleasanton 462-2161
626 CLEMENT STREET • Between 7th & 8th Avenues

LINOLEUM DESK TOPS FOR DRAFTING BOARDS & TABLES & BLOCK PRINTING

←

↑









SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: FEBRUARY 6, 2019

*** This report provides recommendations for four (4) Legacy Business applications. ***

Filing Date: January 10, 2019
Case No.: 2019-000639LBR
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial) Zoning District
26-X Height and Bulk District
Block/Lot: 3012/016
Applicant: Liam Caldwell, Owner
369 West Portal Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

Armstrong Carpet and Linoleum Company ("Armstrong Carpet" or "ACLCL") is a family-owned flooring company that was established in 1946. ACLCL first opened at 2123 Fillmore Street. The founder, Chuck Armstrong, started the business upon completion of his service in World War II. ACLCL expanded and Armstrong enlisted partner Willis Zing. Later, Louis Cohen joined the partnership as the company evolved and prospered. The relocation of the business to 626 Clement Street in 1956, after a brief two-year stop at 406 Clement, created a flooring destination in the Richmond district of San Francisco.

John and Theresa Petrini became the owners of ACLCL in 1969, after John finished his tenure as an installer. Steve Balestrieri began working for his father-in-law John in 1974, and took the helm of ACLCL in 1991, partnering with his wife Anna Marie Balestrieri. In 1996, Liam Caldwell began working as an understudy at a California carpet king. After graduating from Humboldt State University in 2002, Liam returned to Armstrong Carpet fulltime coinciding with ACLCL moving to its present resting place at 369 West Portal Avenue.

In 2017, Liam and Steve and Anna Marie entered into partnership as owners of Armstrong Carpet and Linoleum. Today, ACLCL is stewarded by Liam Caldwell and Steve Balestrieri and Anna Marie Balestrieri - sons and daughter of San Francisco - who continued the tradition of licensed flooring contracting serving the San Francisco Bay Area. The partners share over 64 years of local flooring knowledge and expertise, as well as fastidious dedication to expertise in all surface flooring and window covering, and the attention to detail within the customer experience.

The business is located between 14th and 15th Avenues on the south side of West Portal Avenue in the West Portal neighborhood. It is within a NCD (West Portal Avenue Neighborhood Commercial) Zoning District and within a 26-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1946.

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

Yes. Armstrong Carpet and Linoleum Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Armstrong Carpet and Linoleum Company has operated continuously in San Francisco for 73 years.
- ii. Armstrong Carpet and Linoleum Company has contributed to the history and identity of West Portal and San Francisco.
- iii. Armstrong Carpet and Linoleum Company is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the craft of floor installation.

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

No. The Department has no information related to potential historical associations with significant events, persons, or architecture.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1951.

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. The business was included in Hardware Mutuals Insurance Company's "Underscore" publication for the education of insurance underwriting in May-June 1957.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 369 West Portal Avenue

Recommended by Applicant

- Neon sign
- Custom flooring and window covering installations
- Leadership in training and industry standards
- Excellent customer service
- Safe, flexible, and responsible work environment

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 6, 2019

Case No.: 2019-000639LBR
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial) Zoning District
26-X Height and Bulk District
Block/Lot: 3012/016
Applicant: Liam Caldwell, Owner
369 West Portal Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ARMSTRONG CARPET & LINOLEUM COMPANY CURRENTLY LOCATED AT 369 WEST PORTAL AVENUE, (BLOCK/LOT 3012/016).

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 February 6, 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 New World Market 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 New World Market.

Location(s):

- *369 West Portal Avenue*

Physical Features or Traditions that Define the Business:

- *Neon sign*
- *Custom flooring and window covering installations*
- *Leadership in training and industry standards*
- *Excellent customer service*
- *Safe, flexible, and responsible work environment*

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 2019-000639LBR to the Office of Small Business. February 6, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: