

Legacy Business Registry Staff Report

HEARING DATE APRIL 8, 2019

PICTURE MACHINE TATTOO

Application No.: LBR-2018-19-032
Business Name: Picture Machine Tattoo
Business Address: 5124 Geary Blvd.
District: District 1
Applicant: Jennifer Wong, Co-Owner/Manager
Nomination Date: February 20, 2019
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Picture Machine Tattoo (“Picture Machine”) was founded in 1976 by Pat Martynuik and is the longest running tattoo shop in San Francisco. Martynuik immigrated to San Francisco from Canada in 1970 and began working at Lyle Tuttle Sr.’s shop on 7th Street. He brought new life to that location and built up a loyal clientele. During this period, Martynuik taught the trade to his own son, Guy Martynuik, as well as Lyle Tuttle Jr. He also earned his nickname “Picture Machine” for the long hours he worked and his constant productivity. In 1976, he decided to part ways with Lyle Sr. and opened his own tattoo shop at 3940 Geary Blvd. between 3rd and 4th avenues, Picture Machine Tattoo, where he resumed the habits that earned him his nickname. In 1989 Pat died suddenly in the shop while in the middle of a tattoo.

When Pat Martynuik passed away, his son inherited the business. Picture Machine Tattoo became the property of Guy Martynuik who by this time also owned his own shop, Body Graphics, in Reno, Nevada. In 2001, Guy took on Jason Storey. In 2005, Lyle Jr. bought Picture Machine and moved it 12 blocks west to 5124 Geary Boulevard, where it is today. Later in 2014, due to deteriorating health, Lyle Tuttle Jr. sold Picture Machine Tattoo to his most trusted and loyal employee, Jason Storey, who is the current owner and operator and senior artist.

San Francisco has been known internationally for its tattoo culture since the 1960s, and Picture Machine has contributed greatly to that recognition. During its years of operation, Picture Machine’s reputation as a no-nonsense street shop producing high quality tattoos in an unpretentious environment attracted some of the best, young up-and-coming artists to seek employment there. The list of artists who have worked at Picture Machine includes many, if not most, of the tattooers who during the 1990s became household names for tattoo fans, and who today are considered to be responsible for breathing new life into the world of tattooing. Today, Picture Machine Tattoo maintains its reputation for quality tattoos applied in a bustling street shop environment, long hours of availability to customers, as well as high end custom work made to order for discriminating tattoo collectors. Tattoo artists and tattoo collectors from all around the world visit Picture Machine Tattoo.

The property is located on the north side of Geary Boulevard between 15th and 16th avenues in the Richmond 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:

3940 Geary Blvd. from 1976 to 2005 (29 years)
5124 Geary Blvd. from 2005 to Present (14 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 Richmond 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:

- Picture Machine Tattoo has contributed to the history and identity of the Richmond neighborhood and San Francisco.
- The business is associated with the art and tradition of tattooing.
- Pat Martynuik, the founder of Picture Machine Tattoo, is widely known in the industry. He is the shop's namesake, receiving his nickname (Picture Machine) because of the speed at which he worked and the long hours that he put in. Pat would work noon to midnight, 7 days a week. When he wasn't tattooing, he would paint. While keeping such long hours, he accumulated upwards of 500 paintings which have been published internationally and are widely known, highly regarded and invaluable to the tattoo industry. He died in 1989 and is known globally as the founder of the longest running tattoo shop in San Francisco.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1922, for the purposes of California Environmental Quality Act review.
- Picture Machine Tattoo was mentioned in a book by Hunter S. Thompson's titled, "Generation of Swine, Gonzo Papers, Volume 2, Tales of Shame and Degradation in the 80's." Mr. Thompson gives an account of visiting Picture Machine Tattoo with a friend who was being tattooed. Picture Machine Tattoo has been mentioned in other articles, included in this Legacy Business application and is featured in Expertise as a top 10 shop in San Francisco.

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

Yes, Picture Machine Tattoo is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Picture Machine Tattoo 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Original paintings and signs created by Pat Martynuik.
- Interactive mural featuring Pat Martynuik's original artwork.
- Pat Martynnuik tattoo designs and "flash."
- Original business hours (noon to midnight, 7 days per week).

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.

- Tattoo shop.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Picture Machine Tattoo currently located at 5124 Geary Blvd. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE APRIL 8, 2019

PICTURE MACHINE TATTOO

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-032
Business Name: Picture Machine Tattoo
Business Address: 5124 Geary Blvd.
District: District 1
Applicant: Jennifer Wong, Co-Owner/Manager
Nomination Date: February 20, 2019
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PICTURE MACHINE TATTOO, CURRENTLY LOCATED AT 5124 GEARY BLVD.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on April 8, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Picture Machine Tattoo 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 Picture Machine Tattoo:

Physical Features or Traditions that Define the Business:

- Original paintings and signs created by Pat Martynuik.
Interactive mural featuring Pat Martynuik's original artwork.
Pat Martynuik tattoo designs and "flash."
Original business hours (noon to midnight, 7 days per week).

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

- Tattoo shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 8, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-032
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

3940 Geary Blvd. from 1976 to 2005 (29 years)
 5124 Geary Blvd. from 2005 to Present (14 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: February 20, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

SANDRA LEE FEWER

李麗嫦 市參事

February 20, 2019

Dear Director Regina Dick - Endrizzi:

I hereby nominate Picture Machine Tattoo to the Legacy Business Registry. Founded in 1976 by Pat Martynuik, Picture Machine Tattoo is the longest running tattoo shop in San Francisco. Tattoos have long since been a part of SF Bay Area history, from sailors and immigrants arriving in hoards since the mid-20th century, to the Bohemian hippie scenes of the 70's. Janis Joplin famously got a tattoo done by Lyle Tuttle, and Lyle Tuttle Jr. not only apprenticed under both his father and Martynuik, but also obtained ownership of Picture Machine Tattoo later on, before passing the business down to his own apprentice, Jason Storey.

Located in the heart of the Central Richmond, Picture Machine Tattoo has had to move once in 2005, but persevered to stay in the Richmond, the neighborhood it's always called home. Its lineage of owner-employees have always been adamant about maintaining tradition: displaying and tattooing Martynuik's historic artwork, keeping Martynuik's original hours (noon - midnight) and work ethic, and preserving the culture of a street style tattoo shop, where prices are kept affordable and the staff mindset is "anything goes". The business has legend, appearing in publications like Hunter S. Thompson's *Generation of Swine*. The building facade itself is iconic, muraled with Martynuik's original paintings that have distinguished its presence on the block.

Picture Machine Tattoo is a local gem of international acclaim, an attraction for tattoo aficionados visiting San Francisco while also being a longstanding part of fabric of the Richmond District. Its dedication to cultural history and the local community would make it a wonderful addition to the Legacy Business Registry.

Sincerely,

Sandra Lee Fewer

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Picture Machine Tattoo		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jason Storey (owner) Jennifer Wang (lease holder)		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
5124 Geary Blvd SF CA 94118		(415) 648-7377
WEBSITE:		EMAIL:
SFTATTOO.COM		[REDACTED]
FACEBOOK PAGE:	YELP PAGE:	
APPLICANT'S NAME		
Jennifer Wang		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
Co owner/manager		
APPLICANT'S ADDRESS:		TELEPHONE:
[REDACTED]		[REDACTED]
[REDACTED]		EMAIL:
[REDACTED]		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
OPTIONAL USE: Completed by OSB Staff		
NAME OF NOMINATOR:		DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3940 Geary Blvd.	94118	6/18/1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1974 - 2005	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5124 Geary Blvd SF CA 94118	94118	Start 2005 End _____
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start End
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start End
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start End
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start End
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start End

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified 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.

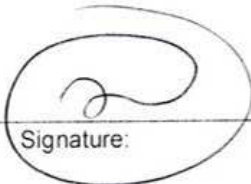
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Jennifer Wong
Name (Print):

1/3/19
Date:


Signature:

PICTURE MACHINE TATTOO

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.

Picture Machine Tattoo (“Picture Machine”), presently located at 5124 Geary Blvd., was founded in 1976 by Pat Martynuik and is the longest running tattoo shop in San Francisco.

Pat was a native of Vancouver, Canada. He started tattooing as a hobby, picking up pointers from the resident Vancouver tattooist Doc Forbes and friend of many years Huck Spaulding. In the 1960s, Pat was working further north than any known tattooist in North America. He set up in the inland town of Edmonton, Alberta, and turned his hobby into a booming business. This shop was a big success so he opened a branch in Calgary. In 1970, Pat immigrated to San Francisco. Upon his arrival, Pat began working at Lyle Tuttle Sr.’s shop on 7th Street next to the bus station, just south of Market Street. Pat brought new life to that location and built up a loyal clientele.

During this period, Pat taught the trade to his own son, Guy Martynuik, as well as Lyle Tuttle Jr. He also earned his nickname “Picture Machine” for the long hours he worked and his constant productivity – Pat was at the shop 7 days a week, and at any given moment he was either tattooing or drawing flash (tattoo designs printed or drawn on paper or cardboard and typically displayed on the walls of tattoo parlors and in binders to give walk-in customers ideas for tattoos.) In 1976, he decided to part ways with Lyle Sr. and opened his own tattoo shop at 3940 Geary Blvd. between 3rd and 4th avenues, Picture Machine Tattoo, where he resumed the habits that earned him his nickname.

In 1989 Pat died suddenly in the shop while in the middle of a tattoo. He was tattooing – of all things – a Grim Reaper.

When Pat passed away, his son inherited the business. Picture Machine Tattoo became the property of Guy who by this time also owned his own shop, Body Graphics, in Reno, Nevada. Guy maintained operation of Picture Machine and his Reno shop and taught his own son Jesse, who now owns Body Graphics, to tattoo as well. While under Guy’s possession, Lyle Tuttle Jr. no longer worked there. Instead, Lyle Jr. pursued work as a crane operator.

Lyle Jr. had been born and raised around tattooing. He had done his first tattoo at the age of 12 and started working under the supervision of Pat Martynuik at his father’s shop while Lyle Sr. was globetrotting to promote tattooing (and himself). Lyle Jr. lived at the tattoo shop and

essentially worked 16 hour days, 7 days a week, preparing the shop in the morning, cleaning up at night and doing anything else that was required after hours. He worked at the 7th Street location for two years, after which he moved to Hollywood to open another Lyle Tuttle tattoo shop on Sunset Blvd. One-and-a-half years later, his father sold the Hollywood shop to Cliff Raven, and Lyle Jr. returned to San Francisco, did a short stint back at 7th Street, and then moved to Vallejo across the bay to open yet another Lyle Tuttle tattoo shop. Lyle Jr. purchased this shop from his father shortly thereafter. He worked and ran the Vallejo shop for 10 to 12 years until the local naval base was closed and business dropped off, at which time Lyle Jr. sold the shop to "Fuzzy," who maintained it for a short time (less than a year), before it finally closed. Lyle Jr., for all intents and purposes, retired from tattooing at this point and went on to work in construction, as well as a number of other shady enterprises.

Meanwhile in 2001, Guy decided against his better judgment to take on a thoughtful yet absent minded tattooer named Jason Storey.

In 2005, Lyle Jr. stopped by the old Picture Machine location to say hello, and a month or so later realized that he had somehow managed to buy it. By this time the Picture Machine building, the building that had at one time housed the tattoo shop, the suicide prevention center upstairs and a Korean video store, was sold by the owner, and Picture Machine Tattoo moved 12 blocks west to 5124 Geary Blvd. at 15th Avenue, where it is today. Jason Storey continued to work there, and Guy moved to Reno.

Later in 2014, due to deteriorating health, Lyle Tuttle Jr. sold Picture Machine Tattoo to his most trusted and loyal employee Jason Storey. Jason grew up in Berkeley. Both his parents were hippies, and he spent many days attending concerts featuring the luminaries of the San Francisco rock scene such as the Grateful Dead, Carlos Santana and Joan Baez. These influences, in particular the psychedelic rock and roll posters of the San Francisco music scene, led to his interest in the visual arts, particularly flyers, t-shirts and album covers. Jason majored in art at UC Santa Cruz before starting to tattoo in 1991. He got a job at Picture Machine Tattoo in 2001. After coming and going a few times, Jason finally purchased the shop in 2014. Jason Storey, is the current owner and operator and senior artist.

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

Picture Machine Tattoo has not ceased operations in San Francisco since it was founded in 1976.

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

Picture Machine Tattoo is not a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

Pat Martynuik was the founder and operator of Picture Machine Tattoo. He apprenticed his son, Guy Martynuik, as well as Lyle Tuttle Jr. When Pat passed away in 1989, Guy inherited the business. In 2005, Guy sold the business to Lyle Tuttle Jr. In 2014, Lyle Jr. sold Picture Machine Tattoo to Jason Storey who is the current owner and operator.

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

1976 to 1989:	Pat Martynuik
1989 to 2005:	Guy Martynuik
2005 to 2014:	Lyle Tuttle Jr.
2014 to Present:	Jason Storey

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 5120-5124 Geary Blvd. is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

Picture Machine Tattoo is the longest running tattoo shop in San Francisco. The city has been known internationally for its tattoo culture since the 1960s, and Picture Machine has contributed greatly to that recognition. During its years of operation, Picture Machine's reputation as a no nonsense street shop producing high quality tattoos in an unpretentious environment attracted some of the best, young up-and-coming artists to seek employment there. The list of artists who have worked at Picture Machine includes many, if not most, of the tattooers who during the 1990s became household names for tattoo fans, and who today are considered to be responsible for breathing new life into the world of tattooing.

Today Picture Machine Tattoo maintains its reputation for quality tattoos applied in a bustling street shop environment, long hours of availability to customers, as well as high end custom work made to order for discriminating tattoo collectors. Tattoo artists and tattoo collectors from all around the world visit Picture Machine Tattoo.

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

Picture Machine Tattoo hosts Holiday Pop-Up Events that include tattooing holiday related designs at a deep discount. This draws large crowds of visitors who spend most of the day celebrating with us. Friday the 13th has been one of the most fun and unlikely days to spend at Picture Machine Tattoo as we collectively try to ward off bad energy!

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

Picture Machine Tattoo was mentioned in a book by Hunter S. Thompson's titled, "Generation of Swine, Gonzo Papers, Volume 2, Tales of Shame and Degradation in the 80's." Mr. Thompson gives an account of visiting Picture Machine Tattoo with a friend who was being tattooed. That would be the most interesting publication and widely known. However Picture Machine Tattoo has been mentioned in other articles, which are included in this Legacy Business application. We're also featured in Expertise as a top 10 shop in San Francisco.

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

Pat Martynuik, the founder of Picture Machine Tattoo, is widely known in the industry. He is the shop's namesake, receiving his nickname (Picture Machine) because of the speed at which he worked and the long hours that he put in. The first letter of the words also match his initials. Pat would work noon to midnight, 7 days a week. When he wasn't tattooing, he would paint. While keeping such long hours, he accumulated upwards of 500 paintings which have been published internationally and are widely known, highly regarded and invaluable to the tattoo industry. Even after his sudden passing in 1989, he is the standard that is set for the generations to follow. His tattoos are still on clients we meet. They still wear them proudly. Pat "Picture Machine" Martynuik is known globally as the founder of the longest running tattoo shop in San Francisco.

Other noteworthy people associated with Picture Machine Tattoo include tattooers Karen Rose, Jef Whitehead, Jen Lee (Gallagher), Lucky Bastard, Greg Rojas, and of course Terry Tweed. Well-known clients include Bay Area favorite John Sasaki as well as band members of Tony Toni Tone and a few Oakland Raiders.

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

The current staff of Picture Machine maintains the same business hours and perspective Pat Martynuik had toward tattooing. They provide a safe, clean environment that allows for a wide variety of styles at an affordable price. The clientele spans generations and lifestyles.

Picture Machine Tattoo donates our services to a fundraiser held by the Asian Law Caucus. It uses our services as part of an auction it holds to help raise money to help people with legal representation who may not be able to afford it.

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

Picture Machine Tattoo is dedicated to serving both residents and those visiting the Richmond District. The neighborhood has a wide variety of people of all ages. Some are looking for a very specific design; others are just curious. Picture Machine Tattoo accommodates all people.

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

There are several signs originally created by Pat Martynuik on display in the windows of the shop that date back to the 1970s. We've also painted an interactive mural using Pat Martynuik's original artwork that the community can be photographed with, including butterfly wings that visitors can pose in front of – dogs included!

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

If the business were to close, San Francisco would lose its longest running tattoo shop. Picture Machine Tattoo has developed trust within the community, creating quality tattoos across many generations. Parents and grandparents bring their adult children to our shop because that is where they've received their tattoos and know they can trust us to take care of them. Picture Machine Tattoo also provides full and part time employment to local and visiting artist who know of the shop because of its notoriety and long history which they learn from and use to build on their own careers.

It is important for Picture Machine Tattoo to remain in the Richmond District. This neighborhood has always been home to the business, and is often overlooked compared to other neighborhoods such as the Mission or North Beach concerning art. The business owner and employees were adamant about remaining in the Richmond District when the original location was sold. We wanted to remain loyal to the neighborhood they called home and still do. We also encourage our visitors to explore the neighborhood's restaurants and stores while they wait for their designs to be drafted. They especially love the wide selection of boba tea!

Picture Machine Tattoo pays special attention to displaying original art by the founder and maintaining the same hours and business practices. The business has carried on the traditions of Picture Machine Tattoo, and it's still known and visited by tattooers and collectors from all

around the world. They seek out Picture Machine Tattoo but discover the Richmond District. As San Francisco rapidly changes, Picture Machine Tattoo works very hard to be a beacon of familiarity and comfort.

CRITERION 3

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

Picture Machine Tattoo is a street style tattoo shop. The staff works long hours, and the business is open every day. Anything goes. You want a tattoo as a souvenir? You want a large, custom tattoo? You want to act on impulse and express your feelings through said imagery? You want to commemorate an achievement or loss of a loved one? Did you simply lose a bet? We are here to help you create your tattoo in a way that is unique to you. We are qualified, capable and happy to do so. Just like Pat Martynuik was when he opened the shop in 1976.

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 staff at Picture Machine tattoo work diligently to maintain similar work ethic and upbeat attitude we use to reassure our clients and community of our commitment to them. Although we are able to tattoo all styles of art, we enjoy tattooing our founder Pat Martynuik's original designs the most. Some of which are displayed throughout the shop.

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.).

We have all the original paintings and signage Pat Martynuik displayed since the shop first opened. We continue to tattoo designs Pat Martynuik created back in 1976. We've also taken those designs and painted a mural on the exterior of the building which is photographed by passersby on a daily basis.

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 tattoo shop for 30+ years is included in this Legacy Business Registry application.

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

BDC# 5

AUTHORIZING conduct of the following class of TATTOO PARLOR

ISSUED June 18, 1976

Business: "Picture Machine"
Name and Address below: 3940 Geary Blvd., San Francisco

Pat Martynuik
3940 Geary Blvd.
San Francisco, California

THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

DEPARTMENT OF PUBLIC HEALTH
City and County of San Francisco.

Erwin H. Braff
Erwin H. Braff, M.D. Health Officer

Francis J. Curry, M.D. Director of Public Health

DEPARTMENT OF PUBLIC HEALTH—101 GROVE STREET—SAN FRANCISCO, CALIFORNIA 94102



PICTURES IN THE FLESH: THE LATEST SOCIETY CRAZE

To many people the desire to be tattooed, which seems to be specially prevalent amongst wealthy people nowadays, is looked upon as a craze, and by some, as a barbarous one. To those who have been tattooed however, the rapidly manipulated electric needles of the tattoo artist have an undoubted fascination, and to lay on a design as it appears on some portion of one's anatomy quite counterbalances the slight inconvenience caused by the tiny puncture of the little whirring machine.
Black and White magazine article, 17 May, 1902.



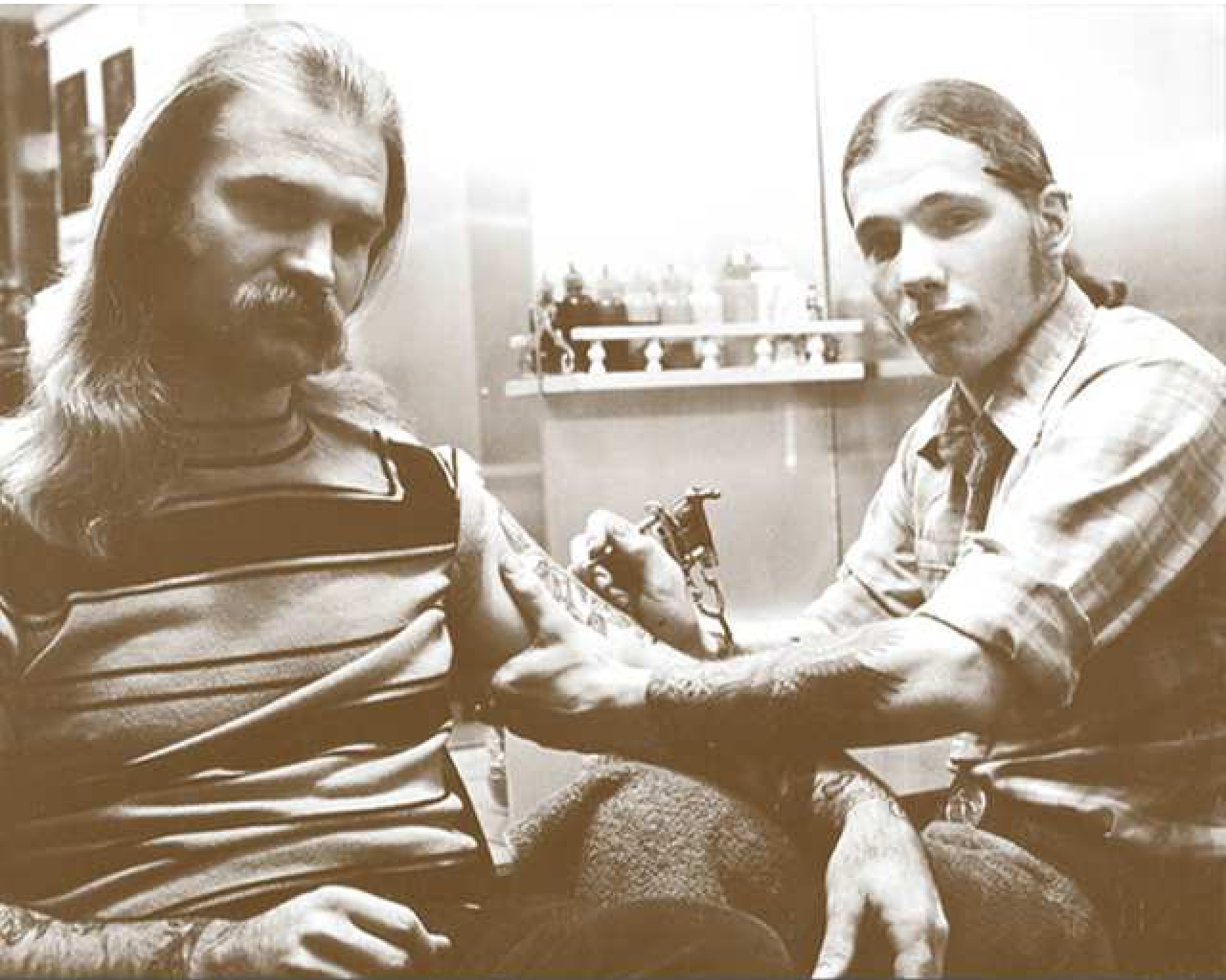
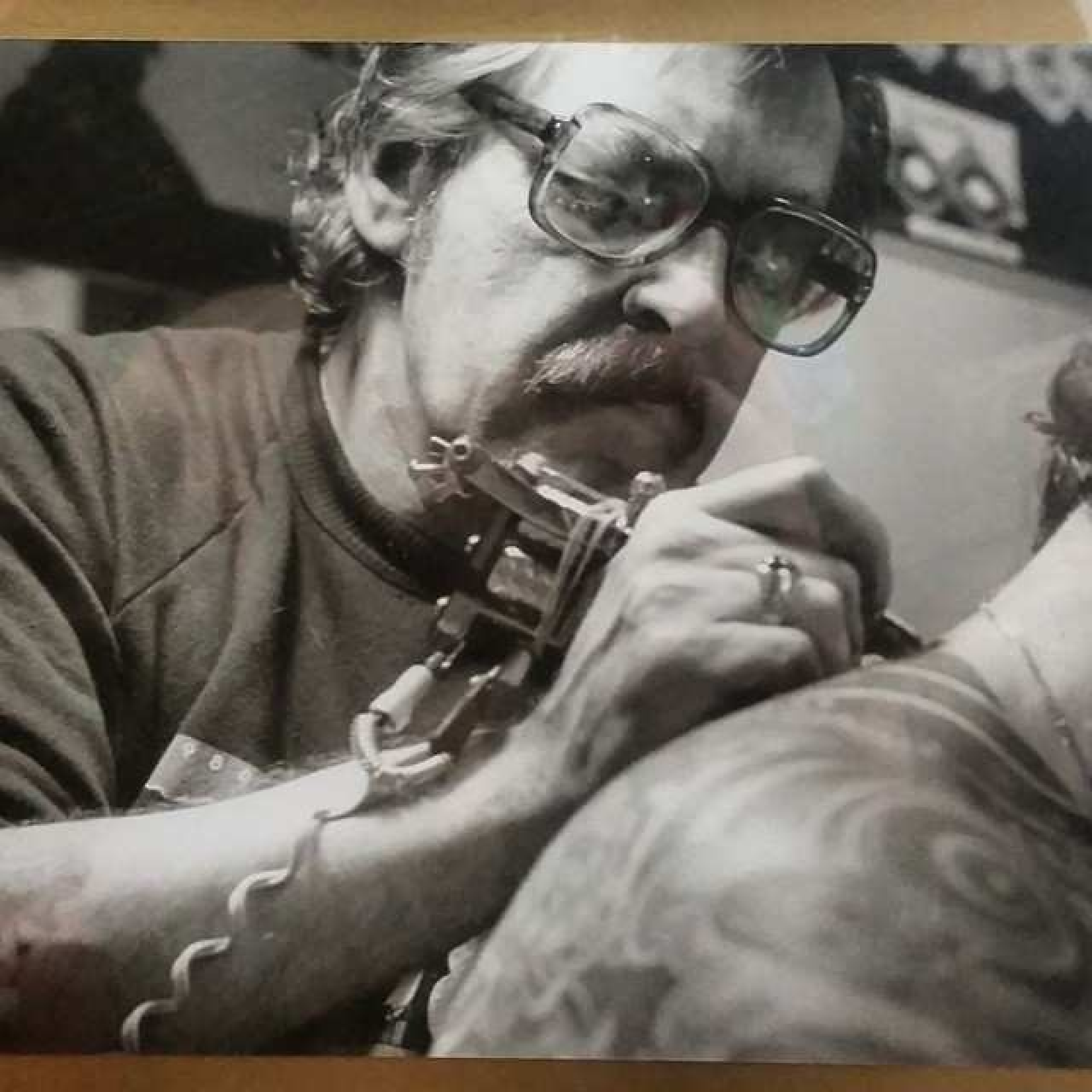


Photo: Smokey & Lyle Tuttle Jr. in the mid 1970's



Photo: Pat Martynuik in the late 1980's





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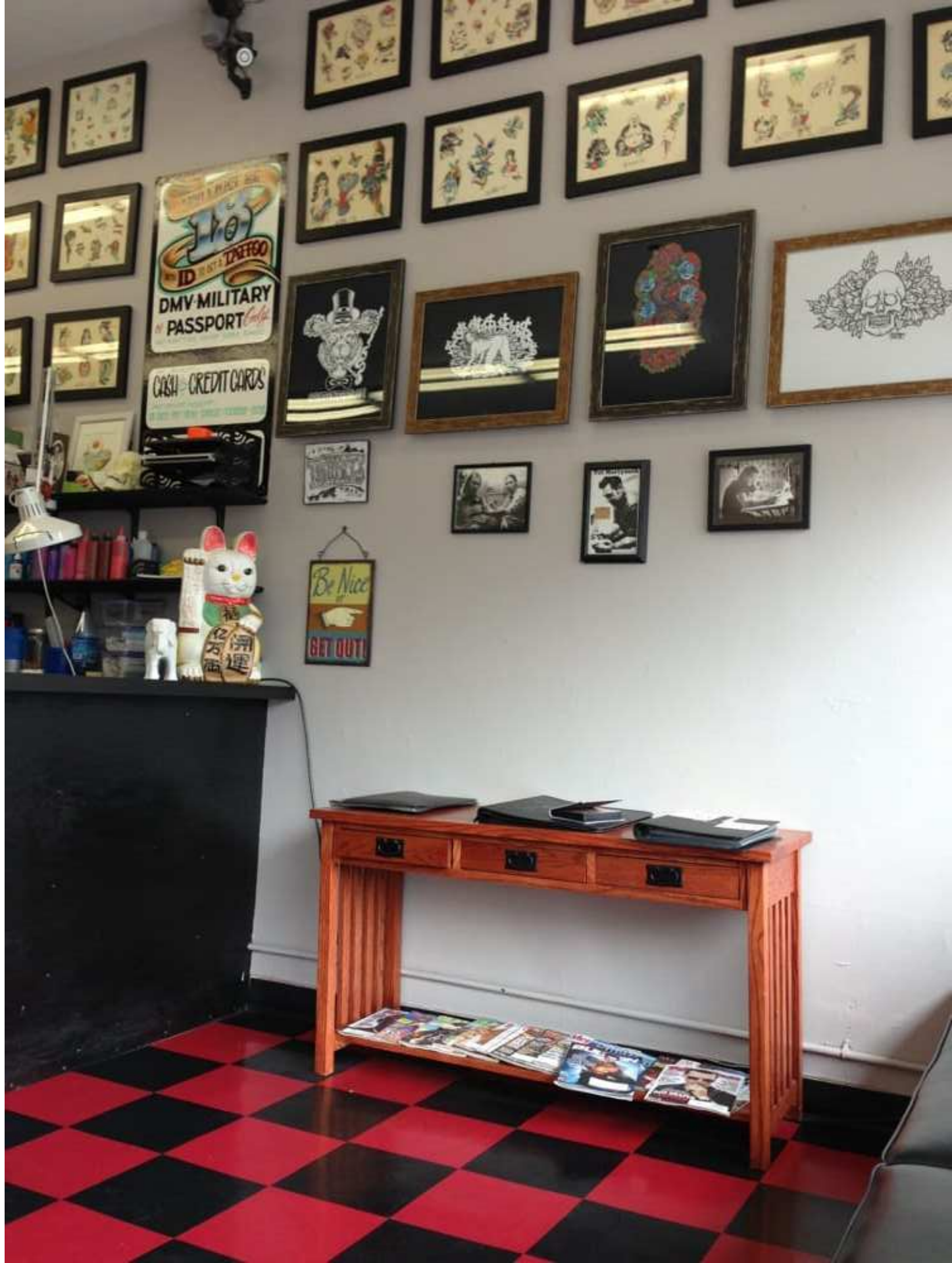
OPEN













Since 1916

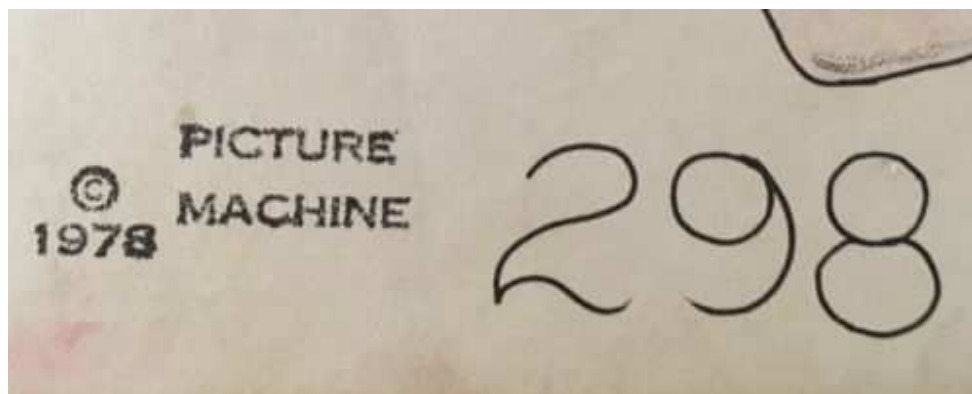
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Open 7
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Flash created by Pat "picture machine" Martynuik is seen at Body Graphics Tattoo shop in Reno on March 18, 2015.

<https://www.rgj.com/story/life/2015/04/05/best-tattoo-parlors-lasting-shop-boom/25323091/>



Original Vintage Pat 'Picture Machine' Martynuik Tattoo Flash Print Hand

What more could you ask for? This sheet is perfection. This is an original vintage shop used hand-colored Pat "Picture Machine" Tattoo Flash print. Originally from Canada, Pat Martynuik moved down to San Francisco in the 1970's to work for the infamous Lyle Tuttle. It was Tuttle who gave Pat his nickname "Picture Machine" because he was such an industrious illustrator of flash. Pat liked the nickname so much that when he struck out on his own and opened up his own shop in SF in 1976, he named the shop Picture Machine. Pat died of a heart attack many years later in that very shop while tattooing a client. The shop is still in operation and is currently the oldest running shop in San Francisco, which is known around the world for its rich Tattoo history. - [diaclolegenomeproject](https://picclick.com/Original-Vintage-Pat-%E2%80%98Picture-Machine%E2%80%99-Martynuik-Tattoo-Flash-232982898605.html)

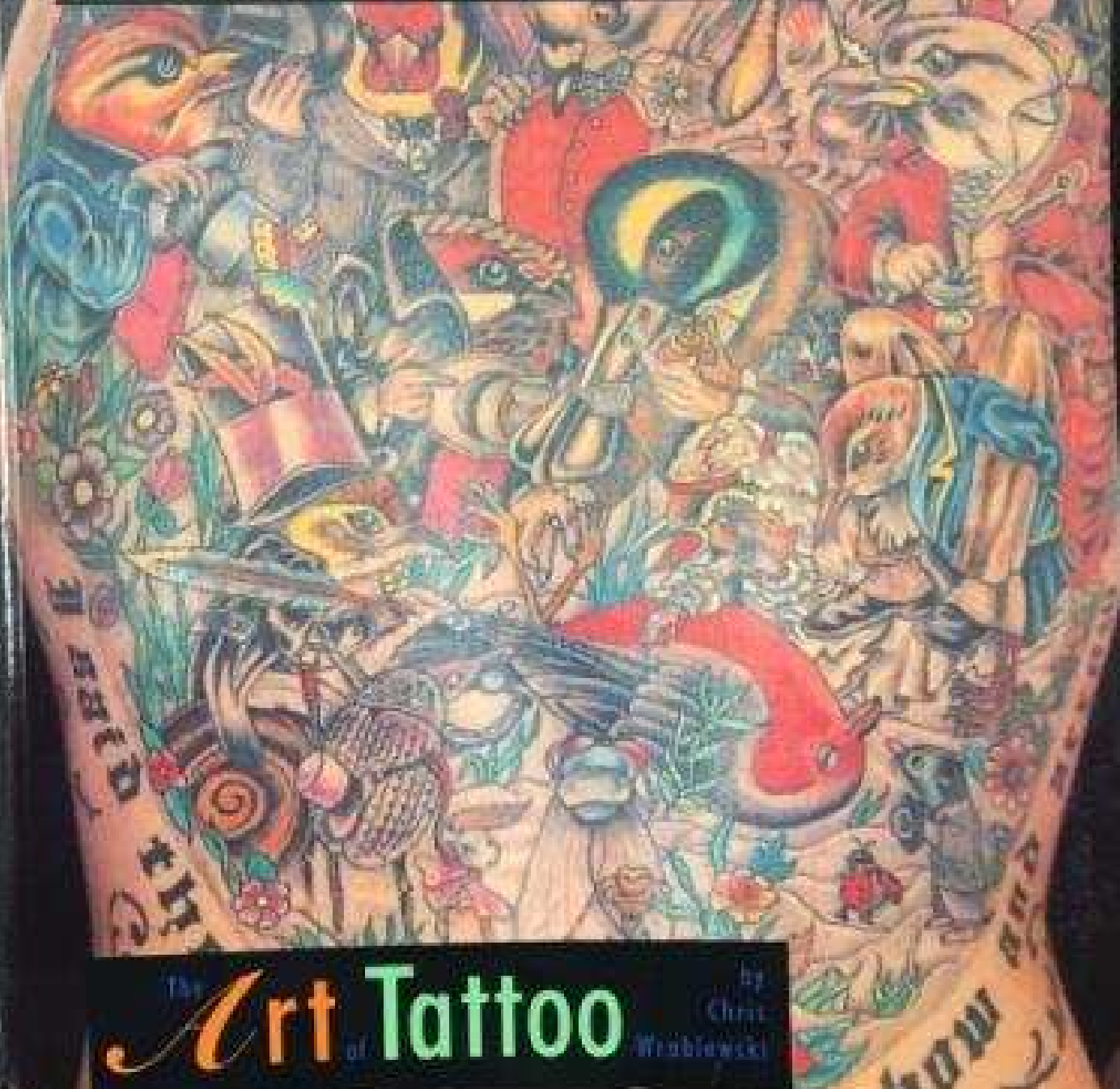
(<https://picclick.com/Original-Vintage-Pat-%E2%80%98Picture-Machine%E2%80%99-Martynuik-Tattoo-Flash-232982898605.html>)

SKIN

SHOWS II

The Art of Tattoo

by
Chris
Wroblewski



the **Richmond ReView**

May 2013

www.sfrichmondreview.com

FREE

Tattoos not just for sailors



City holds first budget meeting in Richmond; deficits forecast

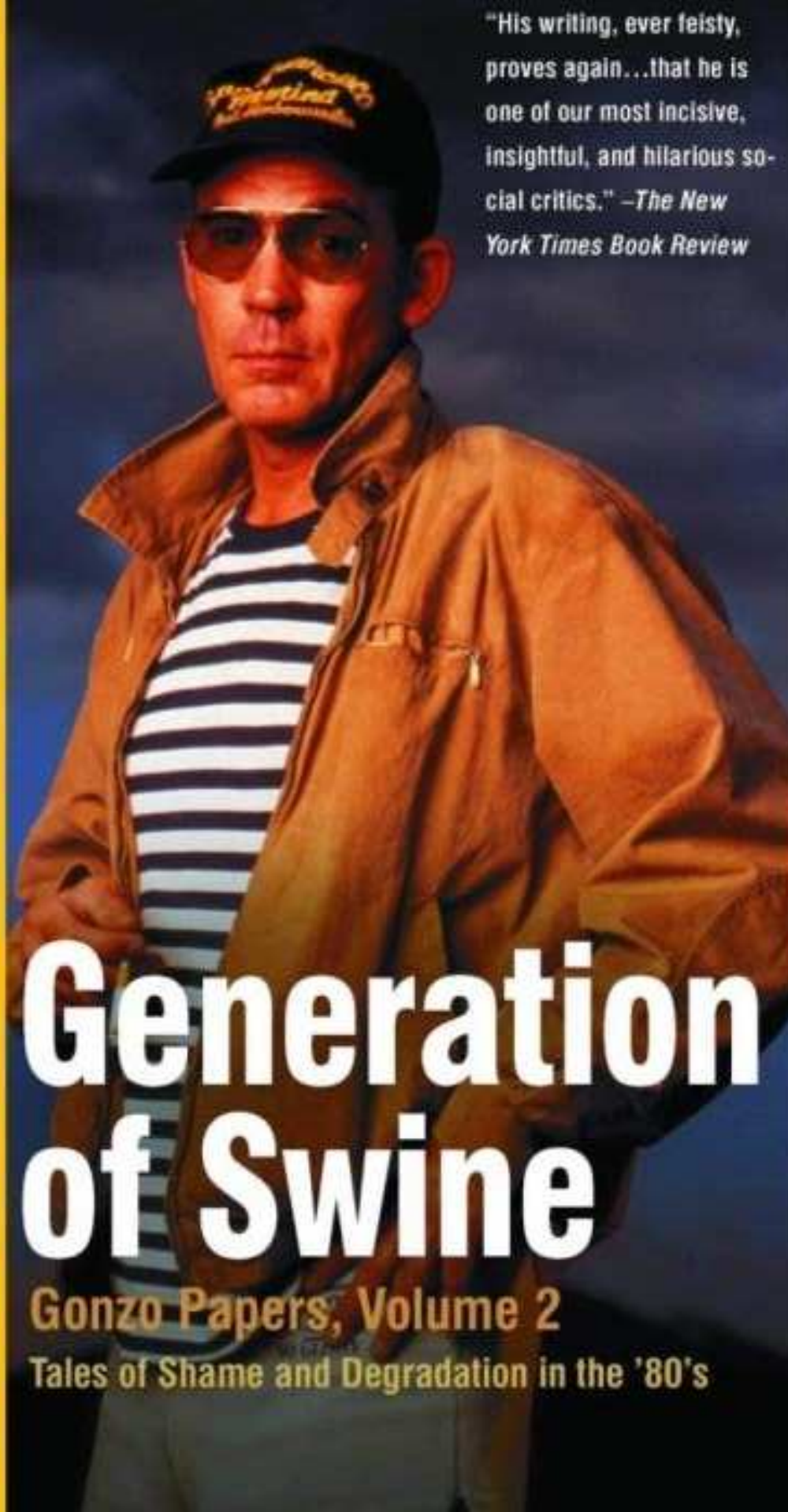
by Thomas K. Pendergast

It is not clear exactly if the good news balances out the bad when it comes to the City's new budget, as recently announced by Mayor Ed Lee.

On the one hand, last year San Francisco had a \$170 million deficit and a 7.6 percent unemployment rate. This year the deficit, which is the legally mandated amount that the City must cut from the budget, is down to \$123 million, which is not as bad as it sounds considering that a year ago the same deficit was predicted to be \$312 million. The unemployment rate is about 5 percent.

Photo: Philip Liborio Gangi

HUNTER S. THOMPSON



"His writing, ever feisty, proves again...that he is one of our most incisive, insightful, and hilarious social critics." —*The New York Times Book Review*

Generation of Swine

Gonzo Papers, Volume 2

Tales of Shame and Degradation in the '80's

Saturday Night In The City

I dropped Maria off in front of the tattoo parlor just before midnight. There was no place to park on the street, so I sent her inside and found a place on the sidewalk, in front of a house with no lights.

Why not? I figured. Black car, dark sidewalk, nothing but cranked Chinese teen-agers on the street . . . and we did, in fact, need the story. The week had been too long and fast for wise and considered reflection. I had lectured for something like 166 straight hours on morals and manners and politics, in addition to drugs and violence. I had been awake for too long.

We had located the Picture Machine Tattoo Parlor in the Yellow Pages, only an hour before it closed. It was time to get the story.

Fortunately, it was only a few blocks away from the hotel, on the corner of Third and Geary, in the same lonely doorway as Suicide Prevention Inc. The whole front of the building was shrouded by thick steel accordion screens, like the ones they have in Beirut.

The suicide clinic was closed, but Maria rang the bell to the tattoo parlor and then disappeared inside.

By the time I got there, she was already staring dolefully at a small white card from the Key and Cohn Dermatology Clinic. It said, "Tattoo Removals by Laser Surgery," prices and fees on request.

Another card, which the tattoo man had given her, said, "DO NOT PICK SCAB. . . . I WILL NOT THEREFORE BE HELD RESPONSIBLE FOR ANY TATTOO AFTER YOU LEAVE MY PREMISES. THANK YOU."

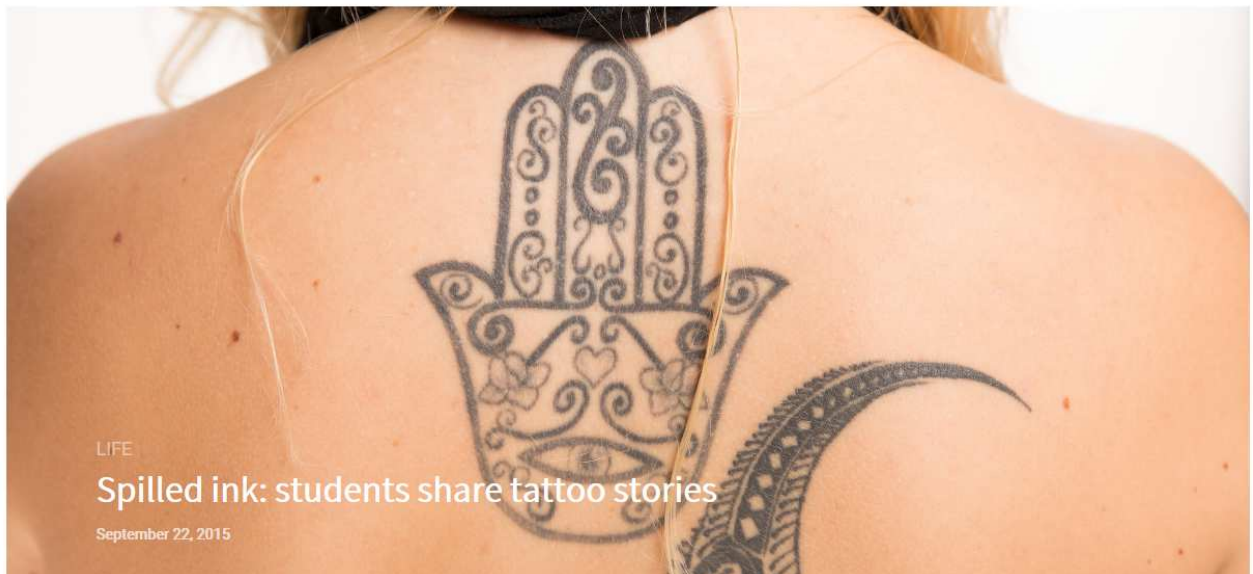
<https://goldengatexpress.org/2015/09/22/students-share-tattoo-stories/>

X GOLDEN GATE PRESS

Life

Spilled ink: students share tattoo stories

Author: [Samantha Lusignan](#)
September 22, 2015



Twisting lines of blue ink wrap around a pale thigh to form dark waves. Further down the tattooed leg lurks a hammerhead shark, peeping almost coyly out from the bottom of a current. A black octopus is tucked in the safety of a shadow. So far, this work of living art has taken Sara Lou Gordon, an SF State junior, more than 27 hours over a series of \$200 sessions.

"I really should insure my body," Gordon joked.

Gordon, 21, is majoring in environmental studies to become an environmental lawyer. According to Gordon, her family is against all forms of body modifications, including

tattoos. Gordon said her family is Jewish, and her religion prohibits the burial of any tattooed persons in a Jewish cemetery.

“My religious side of the family would be upset if I wasn’t buried with them because they all have areas for their family members,” Gordon said. “Trees guarantee life after death, not just your own, but to everything else around you.”

Gordon is one of several SF State students who said that their tattoos represent and generate personal conflicts in their lives.

Gordon said religion is part of the reason why she keeps her tattoos a secret from her parents, who she said would “flip out” if they ever learned of her six large tattoos. Despite her family’s reservations, Gordon got her first tattoo before she moved from her hometown of Los Angeles to San Francisco at age 19. Many of her tattoos stem from seeds and trees to represent her growth as a person, she said.

SF State alumnus Campbell Alexander, 23, is a tattoo artist who worked on the majority of Gordon’s tattoos at Picture Machine Tattoo on Geary Boulevard. Alexander said Gordon’s thigh tattoo is the largest piece he has done for a client.

“We get a wide variety of students, especially from San Francisco State,” Alexander said. “For students’ first tattoos, there isn’t a huge trend that people follow. They usually get something sentimental because they want something that means a lot to them rather than getting something cool for the sake of looking cool.”

Sean Followill, 21, is a senior studying art. According to Followill, he is the only one in his family with tattoos. He said it came as a shock to his parents when he showed them his tattoo, which starts from his shoulder and extends down to his wrist. He has a new addition covering his chest: an unfinished owl that he started last week.

Followill said he got his tattoos to express how he deals with his personal struggles, like his diabetes. As a child, he said he had to deal with being the “different kid” who didn’t get to play as long as the other kids and constantly had to monitor his sugar levels.

“I was diabetic since I was four,” Followill said. “The snake wrapped around the medical cross and my MLK quote represents my experience dealing with my diabetes. It shows that things can be bad, but you gotta just power through it.”

Although the tattoos represent important aspects of her life, Gordon said they have caused some unwanted attention, especially the tattoo that runs from her hip to her knee.

“People have no form of etiquette for tattoos,” Gordon said. “I have random men come up to me at bars saying ‘oh my gosh, your tattoo,’ and proceed to lift up my skirt to see more of it.”

SF State student and business marketing major Samantha Kephart, 22, has experienced similar treatment because of her body art. One of her bigger pieces is a Hamsa symbol, an Arabic hand symbol used as an amulet to ward off evil.

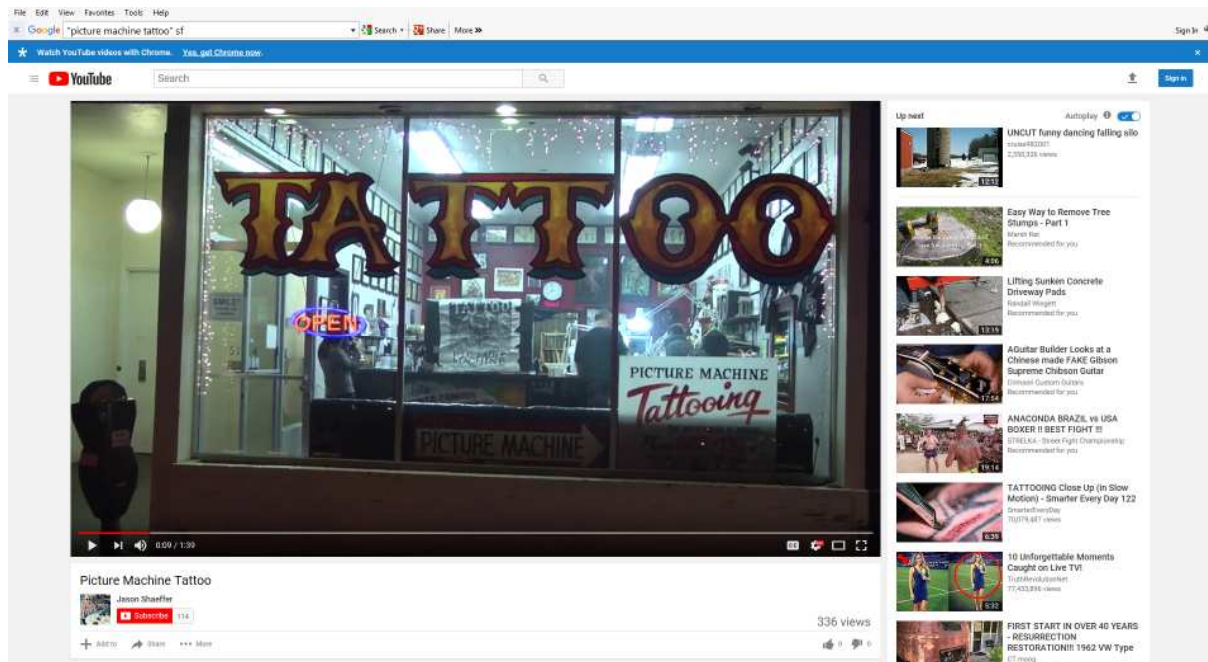
“People come up to me and treat me differently because of it,” Kephart said. “When I wear a shirt revealing the tattoo on my back, guys approach me thinking I am there for more than just a drink, but the worst that happens are men who randomly slap my back. How is that OK or acceptable?”

Despite mixed reactions from others, Gordon and other students said they aren’t deterred from getting tattooed.

“Honestly, I love my tattoos more everyday,” Gordon said. “I get to look at specific times of my life and see the inspiration and where I was at that time. When I look at my tattoos, it’s like the ultimate journaling.”

Video

<https://www.youtube.com/watch?v=YSCasIGU8rk>



The screenshot shows a YouTube video player interface. The main video displays the storefront of a tattoo parlor named 'Picture Machine Tattooing'. The window features large, stylized 'TATTOO' lettering and a neon 'OPEN' sign. Inside the shop, a person is visible working at a counter. The video player includes a progress bar at 0:09 / 1:30, a channel name 'Picture Machine Tattoo' by Jason Shaeffer, and a 'Subscribe' button. To the right of the video player is a 'Up next' sidebar with several video thumbnails and titles, including 'UNCUT Fanny dancing falling sll', 'Easy Way to Remove Tree Stumps - Part 1', 'Lifting Sunken Concrete Driveway Pads', 'A Guitar Builder Looks at a Chinese made FANE Gibson Supreme Chibson Guitar', 'ANACONDA BRAZIL vs USA BOXER II BEST FIGHT IS', 'TATTOOING Close Up (in Slow Motion) - Smarter Every Day 122', '10 Unforgettable Moments Caught on Live TV', and 'FIRST START IN OVER 40 YEARS - RESURRECTION RESTORATION!! 1962 VW Type 1T modig'.

Picture Machine Tattoo

Published on Sep 6, 2015



Jason Shaeffer

PICTURE MACHINE



*Since
1976*

*In
Memory of
Pat Martyniuk*

DAN FRANCISCO

Filing Date: February 20, 2019
Case No.: 2019-002399LBR
Business Name: Picture Machine Tattoo
Business Address: 5124 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1447/020A
Applicant: Jennifer Wong, Co-Owner/Manager
5124 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Picture Machine Tattoo (“Picture Machine”) was founded in 1976 by Pat Martynuik and is the longest running tattoo shop in San Francisco. Martynuik immigrated to San Francisco from Canada in 1970 and began working at Lyle Tuttle Sr.’s shop on 7th Street. He brought new life to that location and built up a loyal clientele. During this period, Martynuik taught the trade to his own son, Guy Martynuik, as well as Lyle Tuttle Jr. He also earned his nickname “Picture Machine” for the long hours he worked and his constant productivity. In 1976, he decided to part ways with Lyle Sr. and opened his own tattoo shop at 3940 Geary Blvd. between 3rd and 4th avenues, Picture Machine Tattoo, where he resumed the habits that earned him his nickname. In 1989 Pat died suddenly in the shop while in the middle of a tattoo.

When Pat Martynuik passed away, his son inherited the business. Picture Machine Tattoo became the property of Guy Martynuik who by this time also owned his own shop, Body Graphics, in Reno, Nevada. In 2001, Guy took on Jason Storey. In 2005, Lyle Jr. bought Picture Machine and moved it 12 blocks west to 5124 Geary Boulevard, where it is today. Later in 2014, due to deteriorating health, Lyle Tuttle Jr. sold Picture Machine Tattoo to his most trusted and loyal employee Jason Storey, who is the current owner and operator and senior artist.

San Francisco has been known internationally for its tattoo culture since the 1960s, and Picture Machine has contributed greatly to that recognition. During its years of operation, Picture Machine’s reputation as a no-nonsense street shop producing high quality tattoos in an unpretentious environment attracted some of the best, young up-and-coming artists to seek employment there. The list of artists who have worked at Picture Machine includes many, if not most, of the tattooers who during the 1990s became household names for tattoo fans, and who today are considered to be responsible for breathing new life into the world of tattooing. Today Picture Machine Tattoo maintains its reputation for quality tattoos applied in a bustling street shop environment, long hours of availability to customers, as well as high end custom work made to order for discriminating tattoo collectors. Tattoo artists and tattoo collectors from all around the world visit Picture Machine Tattoo.

The property is located on the north side of Geary Boulevard between 15th and 16th avenues in the Richmond

neighborhood. It is within an NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1976.

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

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

- i. Picture Machine Tattoo has operated continuously in San Francisco for 43 years.
 - ii. Picture Machine Tattoo has contributed to the history and identity of the Richmond neighborhood and San Francisco.
 - iii. Picture Machine Tattoo 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 art and tradition of tattooing.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Persons

Yes. Pat Martynuik, the founder of Picture Machine Tattoo, is widely known in the industry. He is the shop's namesake, receiving his nickname (Picture Machine) because of the speed at which he worked and the long hours that he put in. Pat would work noon to midnight, 7 days a week. When he wasn't tattooing, he would paint. While keeping such long hours, he accumulated upwards of 500 paintings which have been published internationally and are widely known, highly regarded and invaluable to the tattoo industry. He died in 1989 and is known globally as the founder of the longest running tattoo shop in San Francisco.

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 the age of the building, which was constructed in 1922, for the purposes of California Environmental Quality Act review.

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. Picture Machine Tattoo was mentioned in a book by Hunter S. Thompson's titled, "Generation of Swine, Gonzo Papers, Volume 2, Tales of Shame and Degradation in the 80's." Mr. Thompson gives an account of visiting Picture Machine Tattoo with a friend who was being tattooed. Picture

Machine Tattoo has been mentioned in other articles, included in this Legacy Business application and is featured in Expertise as a top 10 shop in San Francisco.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5124 Geary Boulevard

Recommended by Applicant

- Original paintings and signs created by Pat Martynuik
- Interactive mural featuring Pat Martynuik's original artwork
- Pat Martynuik tattoo designs and “flash”
- Original business hours (noon to midnight, 7 days per week)

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MARCH 20, 2019

Case No.: 2019-002399LBR
Business Name: Picture Machine Tattoo
Business Address: 5124 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1447/020A
Applicant: Jennifer Wong, Co-Owner/Manager
5124 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
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 PICTURE MACHINE TATTOO CURRENTLY LOCATED AT 5124 GEARY BOULEVARD, (BLOCK/LOT 1447/020A).

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 March 20, 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 Picture Machine Tattoo 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 Picture Machine Tattoo.

Location(s):

- *5124 Geary Boulevard*

Physical Features or Traditions that Define the Business:

- *Original paintings and signs created by Pat Martynuik*
- *Interactive mural featuring Pat Martynuik's original artwork*
- *Pat Martynuik tattoo designs and "flash"*
- *Original business hours (noon to midnight, 7 days per week)*

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 2019-002399LBR to the Office of Small Business March 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: