

Legacy Business Registry Staff Report

HEARING DATE JANUARY 9, 2017

BROWNIES HARDWARE

Application No.: LBR-2015-16-039
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
District: District 3
Applicant: Michael Yang, Owner
Nomination Date: May 2, 2015
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Brownies Hardware is a long-standing local hardware shop and repair service business located in the Nob Hill neighborhood on Polk Street at the corner of Sacramento Street. Brownies first opened in 1905 under the name "Brownie's Bazaar" by Edgar Brownstone, but soon closed after its original location was destroyed in the 1906 Earthquake and Fire. The business quickly re-opened at a new location in 1907 as "Brownie's Hardware" (the business name lost the apostrophe sometimes in the 1980s). Although it moved to various locations since 1907, each location has always remained on Polk Street, including its current location. Brownies Hardware has proven to be an integral part of the Nob Hill community as one of the businesses to survive the 1906 Earthquake and Fire and also in the way it caters to the surrounding diverse neighborhood by offering an inventory of hardware and repair services that reflects and caters to their diverse needs. Brownies has been and continues to be a vital neighborhood asset and an advocate for the business community in Nob Hill. Brownies also dedicates one display window as a Polk Street "history window," showcasing photos of the neighborhood throughout the years.

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:

Golden Gate Avenue in 1905-1906 (one year)
1940-1944 Polk Street from 1907-1959 (52 years)
1952 Polk Street from 1959-1998 (39 years)
1563 Polk Street from 1998-Present (18 years)

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





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CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has contributed to the Nob Hill 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:

- Brownies Hardware is associated with the craft and tradition of offering a wide range of hardware supplies and repair services to the surrounding residents and businesses.
- Brownies Hardware has contributed to the Nob Hill community's history and identity by continuing to be a neighborhood-serving business that caters to the diverse hardware and repair service needs of the community and by continuing to uphold its status as a long-standing neighborhood business that is involved in community activities through the Polk District Merchants Association and citywide Council of District Merchants.
- The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that has been identified as being individually eligible as part of the Unreinforced Masonry Building Survey.
- The business has been cited in the following publications:
 - San Francisco Business, October 1993, "Stephen Cornell: James R. Sylla Award."
 - The Independent, "'Amateur' lobbyists fighting the good fight for merchant issues," by Jean Choung.
 - The San Francisco Bay Guardian, 4/26/2006, "Small Business Awards."
 - SF Chronicle, 12/7/2008, "Independents, chains have different strengths."
 - District 3 Herald, 07/2008, "Q & A with Stephen Cornell."
- Brownies Hardware has also been cited in a number of older publications, which are included in the application packet.

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

Yes, Brownies Hardware is committed to maintaining the physical features that define its tradition and craft of offering individualized hardware and repair services to the diverse community that surrounds it.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Brownies Hardware 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:

- Tradition of providing a wide array of hardware items and repair services to best help and serve the diverse community.
- Original architectural characteristics of the building, specifically the exterior sheet metal framing.
- Its Polk Street "History Window" showcasing photos of the neighborhood throughout the years.
- Location on Polk Street.
- Storefront fenestration, entry sequence, and signage.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Brownies Hardware currently located at 1563 Polk Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program





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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Small Business Commission Draft Resolution

HEARING DATE JANUARY 9, 2017

BROWNIES HARDWARE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2015-16-039
<i>Business Name:</i>	Brownies Hardware
<i>Business Address:</i>	1563 Polk Street
<i>District:</i>	District 3
<i>Applicant:</i>	Michael Yang, Owner
<i>Nomination Date:</i>	May 2, 2015
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BROWNIES HARDWARE, CURRENTLY LOCATED AT 1563 POLK STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on January 9, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Brownies Hardware 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 Brownies Hardware:

Physical Features or Traditions that Define the Business:

- Tradition of providing a wide array of hardware items and repair services to best help and serve the diverse community.
• Original architectural characteristics of the building, specifically the exterior sheet metal framing.
• Its Polk Street "History Window" showcasing photos of the neighborhood throughout the years.
• Location on Polk Street.
• Storefront fenestration, entry sequence, and signage.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 9, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes -
Nays -
Abstained -
Absent -





**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-039
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
District: District 3
Applicant: Michael Yang, Owner
Nomination Date: May 2, 2015
Nominated By: Supervisor Aaron Peskin

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

Golden Gate Avenue in 1905-1906 (one year)
1940-1944 Polk Street from 1907-1959 (52 years)
1952 Polk Street from 1959-1998 (39 years)
1563 Polk Street from 1998-Present (18 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: NA

DELIVERY DATE TO HPC: November 7, 2016

Richard Kurylo
Manager, Legacy Business Program



Kurylo, Richard (ECN)

From: LegacyBusiness (ECN)
Subject: D3 Legacy Business Nominees

From: Hepner, Lee (BOS)
Sent: Tuesday, May 24, 2016 9:55 AM
To: Thompson, Marianne (ECN)
Subject: FW: D3 Legacy Business Nominees

All of the below businesses should be nominated. Thanks!

From: Hepner, Lee (BOS)
Sent: Monday, May 02, 2016 2:33 PM
To: Dick-Endrizzi, Regina (ECN); Cheng, Carol (ECN)
Subject: D3 Legacy Business Nominees

- Brownie's Hardware
- Caffe Grecco
- Caffe Trieste
- The Cinch
- Fog Hill Market
- Golden Gate Fortune Cookie
- Gypsy Rosalie's Vintage & Wig Shop
- Le Beau Market (**nominated 5/2/2016**)
- Macchiarini Creative Design
- Mario's Bohemian Cigar Store Café
- Pier 23 Café
- Sam Wo
- Swann Oyster Depot
- The Humidor
- VIP Café
- Yone Bead Shop SF

Lee Hepner
Legislative Aide
Supervisor Aaron Peskin
415.554.7450 office

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:		
BROWNIES HARDWARE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MICHAEL YANG		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1563 POLK ST.		((415))673-8900
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.MYCREATIVEPAINT.COM		

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0003983	

OFFICIAL 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
Golden Gate Ave.	94115	1905
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1905-1906	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1940, 1942, 1944 Polk St.	94109	Start: 1907
		End: 1959

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1952 Polk St.	94109	Start: 1959
		End: 1998

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1563 Polk St.	94109	Start: 1998
		End: Present

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

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

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

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.

MICHAEL YANG 10/04/2016



Name (Print):

Date:

Signature:

Brownies Hardware 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.

Brownies Hardware was founded and established by Edgar Brownstone in 1905 under the business name of Brownie's Bazaar. By 1906, the business had taken off and was booming until the Earthquake and Fire of 1906. Brownie's Bazaar suffered a major loss when the building burned down. It reopened in 1907 under the new business name of Brownie's Hardware in a new location at 1940, 1942, and 1944 Polk Street. The business lasted for some time in this location until they had to relocate once more in 1959, at which time they moved to 1952 Polk Street. In 1998, Brownies once again had to relocate to 1563 Polk Street, where they have been operating to the present day.

Brownies Hardware has had several different owners throughout the course of its history. The original owner, Edgar Brownstone, founded Brownie's Bazaar and owned and operated the business from 1905 until 1945. At an uncertain point before 1939, Mr. Brownstone changed the name of the business to Brownie's Hardware. He sold the business to Bud Gallaber who owned and operated the store from 1945 to 1950. Mr. Gallaber then sold Brownie's Hardware to Fred and Leeland Cornell, who owned and operated the business until 1974. In 1974, Leeland's son Stephen Cornell purchased the business from his father and operated it until 2013, when it was purchased by its current owner, Michael Yang.

The apostrophe in Brownie's dropped out of the name sometime in the 1980s.

Over the years, Brownies Hardware has proven to be an integral part of the Nob Hill community. The hardware store was central to the creation of the Old West themed "Polk Gulch" neighborhood for the 1939 commemoration of Treasure Island and the opening of both the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge. In 2006, the Brownies was honored among businesses that had survived the 1906 San Francisco Earthquake and Fire. The business has been mentioned in numerous publications including San Francisco local newspapers as well as industry magazines. Although the ownership has changed hands numerous times, the tradition of the store remains unchanged, being a neighborhood asset and advocate for the business community in Nob Hill.

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

Brownies Hardware burned in the Earthquake and Fire of 1906 and remained closed until it relocated to its Polk Street location in 1907. The only other instance that Brownies Hardware had closed its doors was after the Loma Prieta Earthquake of 1989.

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

Brownies Hardware is not a family owned business.

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

The ownership of Brownies Hardware has been passed down to various owners since it has first opened its doors. Edgar Brownstone, the founder of Brownie's Bazaar (Brownie's Hardware) owned and operated the business from 1905 until 1945 when he sold the business to Bud Gallaber. Bud Gallaber

owned Brownie's Hardware from 1945 to 1950. In 1950, Bud Gallaber sold Brownie's Hardware to Fred and Leeland Cornell. Brownie's Hardware was owned and operated by both Fred and Leeland until 1974. From 1974 to 2013 Stephen Cornell owned and operated the business until 2014 when he sold the Brownies Hardware to Michael Yang.

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.

The current owner, Michael Yang has owned the business for less than 30 years. Please see the attached documentation for proof of existence of business.

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 building itself, while not listed on a historic registry, is located in a one story building on the corner of Polk and Sacramento Streets. The building, built in 1909, is brick with detailed sheet metal framing, with original detail that dates to the early 1920s.

Criterion 2

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

Brownies Hardware has been a part of the Nob Hill community since 1907 when it first re-opened its doors after the Earthquake and Fire of 1906. Brownies Hardware uses its window displays to depict its history in Nob Hill, with historic images of Polk Street (formerly known as Polk Gulch) and the early years of Brownies Hardware.

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

In 1939, a year long fair took place in San Francisco to commemorate the opening of Treasure Island and the openings of the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge. As part of the celebration, each merchants association decided to hold its own unique interpretation of the city's history. Brownies was located on Polk Street and the theme was Old West and the neighborhood was renamed Polk Gulch, a name that is still associated with the area. The businesses along the street put up temporary facades to give the appearance of an old western town.

In 2006, the 100th anniversary of the 1906 San Francisco Earthquake and Fire was commemorated, with a list of surviving businesses published in a list by the City. Brownies Hardware among many was included in this list, and these businesses were honored at a ceremony outside the Polk Street location. State Senator Mark Leno, Mayor Gavin Newsom, and representatives attended the ceremony from the other surviving businesses as well.

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

Brownies Hardware has been mentioned in a plethora of industry publications and media. One of the earliest publications was a prominent feature in Hardware World, an industry publication that announced in a press release that Brownies Hardware was to be awarded a 50-Year Club Membership to Hardware World, in 1959.

In a 1993 edition of San Francisco Business, owner Stephen Cornell was awarded the James R. Sylla Award the SF Chamber of Commerce and was prominently featured in the magazine. Brownies Hardware was also featured in a 2004 article regarding a ballot proposition published in the SF Examiner. Among others, Brownies Hardware has been featured in the District 3 Herald, The Independent, the San Francisco Chronicle, the San Francisco Bay Guardian, and the Nob Hill Notables local newspaper.

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

As the business has been entrenched in the neighborhood for over 100 years, many historical figures in San Francisco history have frequented the store. Many of these people include State Senator Mark Leno, and current and former mayors Ed Lee, Gavin Newsom, Willie Brown, Joseph Alioto, Dianne Feinstein, Elmer Robinson, and Frank Jordan.

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

Every owner of Brownies Hardware has had a close affiliation with the neighborhood Merchants Association (Polk District Merchants Association) and the citywide Council of District Merchants. Former owner Stephen Cornell was the President of the San Francisco Small Business Commission and has been an advocate for small businesses in the City since 1976. The business has also been serving its local neighborhood for over 100 years, demonstrating its commitment by remaining on the 1500 block of Polk Street throughout several natural disasters and relocations.

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

Brownies Hardware has been located in Polk Gulch throughout its entire history. The community it serves is a mixture of local residents from Nob Hill, Pacific Heights, Russian Hill, the Tenderloin, and Civic Center. The business is a true neighborhood-serving business as it has been located on the same block for its entire history. The Polk Street corridor consists of a very diverse mix of businesses from a very old funeral parlor to Swan's Oyster Depot, to a mixture of restaurants and bars, some of which have been long-standing neighborhood assets such as the Cinch, and others that are more recent arrivals.

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

The building itself is not a historic landmark however it dates back to just after the 1906 San Francisco Earthquake and Fire, having been built in 1909, as most of the other buildings on Polk Street. The building has a brick exterior with a sheet metal framing that is all original construction and characteristic of the greater commercial corridor.

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

Brownies Hardware is truly a neighborhood-serving business that has helped to shape the Polk Gulch neighborhood. Many businesses have come and gone on Polk Street, however Brownies Hardware has outlasted them all and has provided the community with hardware and house-ware goods for over 100 years. Brownies Hardware is an essential part of the neighborhood, as a hardware store is a needed service, along with a bank, pharmacy, shoe repair, and other types of locally oriented businesses that define a neighborhood commercial corridor. If the business were to relocate or shut down, Polk Street would be losing one of its anchor businesses that have had a large part in defining Polk Gulch as the neighborhood that it is today.

Criterion 3

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

Brownies Hardware is largely customized to the neighborhood that it serves. The surrounding neighborhoods largely consist of multi-unit apartment buildings and other local businesses and therefore the inventory reflects this. Brownies serves the local residents, property managers, local businesses, and the people who work in those businesses. The inventory largely reflects the needs of this clientele by consisting of indoor furnishings, paint, small appliances, kitchenware, and interior repair products. The business also provides customized services for local residents.

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)

Brownies Hardware is a neighborhood-serving business that has been providing the community with these essential goods and services for over 100 years. There is no definition of the historical traditions of the hardware industry necessarily, however wherever there are people living in dwelling, there is a need for hardware and repair services. This can vary based on location, however the neighborhood hardware store is largely exemplified by the community in which it is located. Brownies Hardware is an example of a neighborhood-serving business in that it specifically caters to its local community.

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.). Does the building occupied by the business relate to the immediate neighborhood?

Brownies Hardware has maintained the original architectural characteristics of the building in which it is located, specifically by having the exterior sheet metal framing duplicated and recast. These features are largely characteristic of the neighborhood and can be found throughout Polk Street. Brownies also dedicates one of the windows as a Polk Street "history window." Located here, one can find ever-changing displays of the neighborhood including photos of the neighborhood throughout the years. Brownies has been installing these displays since 1998 in hopes of maintaining the traditions of Polk Gulch.

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.

Please see the documents included in the Legacy Business Registry application.

BUSINESS REGISTRATION CERTIFICATE


RENEW BY DATE 05-31-2017	EXPIRATION DATE 06-30-2017
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FY 2016-17

BUSINESS ACCOUNT NUMBER 0401379	LOCATION ID 0401379-07-001
TRADE NAME (DBA) BROWNIES ACE HARDWARE	BUSINESS LOCATION 1563 POLK ST
BUSINESS MY PAINT STOP LLC	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

MY PAINT STOP LLC
5435 GEARY BLVD
SAN FRANCISCO CA 94121

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


José Cisneros
Treasurer


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.







BROWNIE'S
HARDWARE



AMY HOWARD
at Home
NOW AVAILABLE AT
ACE
Amy Howard at Home®
One Step Paint™
We can match any color! We're not kidding!
Please contact us directly without the need for
an in-store or on-line appointment.

ACE Hardware

VALET PARKING
→

SACRAMENTO

East





HARDWARE
BROWNIE'S
TOYS

STEAM HEAT
HOTEL SHIRLEY
UNDER NEW MANAGEMENT
Workable and Modern Building of the highest
Construction

1540 BROWNIE'S 1540 1540 BROWNIE'S 1540 1540 BROWNIE'S 1540

BROWNIE'S

TRADING

POST

STATIONERY

TOYS

HOUSEWARES

HOUSEWARES

HARDWARE

HARDWARE

HARDWARE

COFFEE MILLS & GRID IRONS

COFFEE POTZ

HITCHING POST FREE

COFFEE POTZ

FOR SALE 40

YAKKEE MOTORS

1 GAL WHALE OIL CHEAP

BRASS KETTLES
WAGON & COIL CHAIRS
WAGON & CART BOXES

WANTED
REWARD

NOT FOR POLY GULCH

MILK OIL

WRITE LETTER STUFF

HARD TACKLE

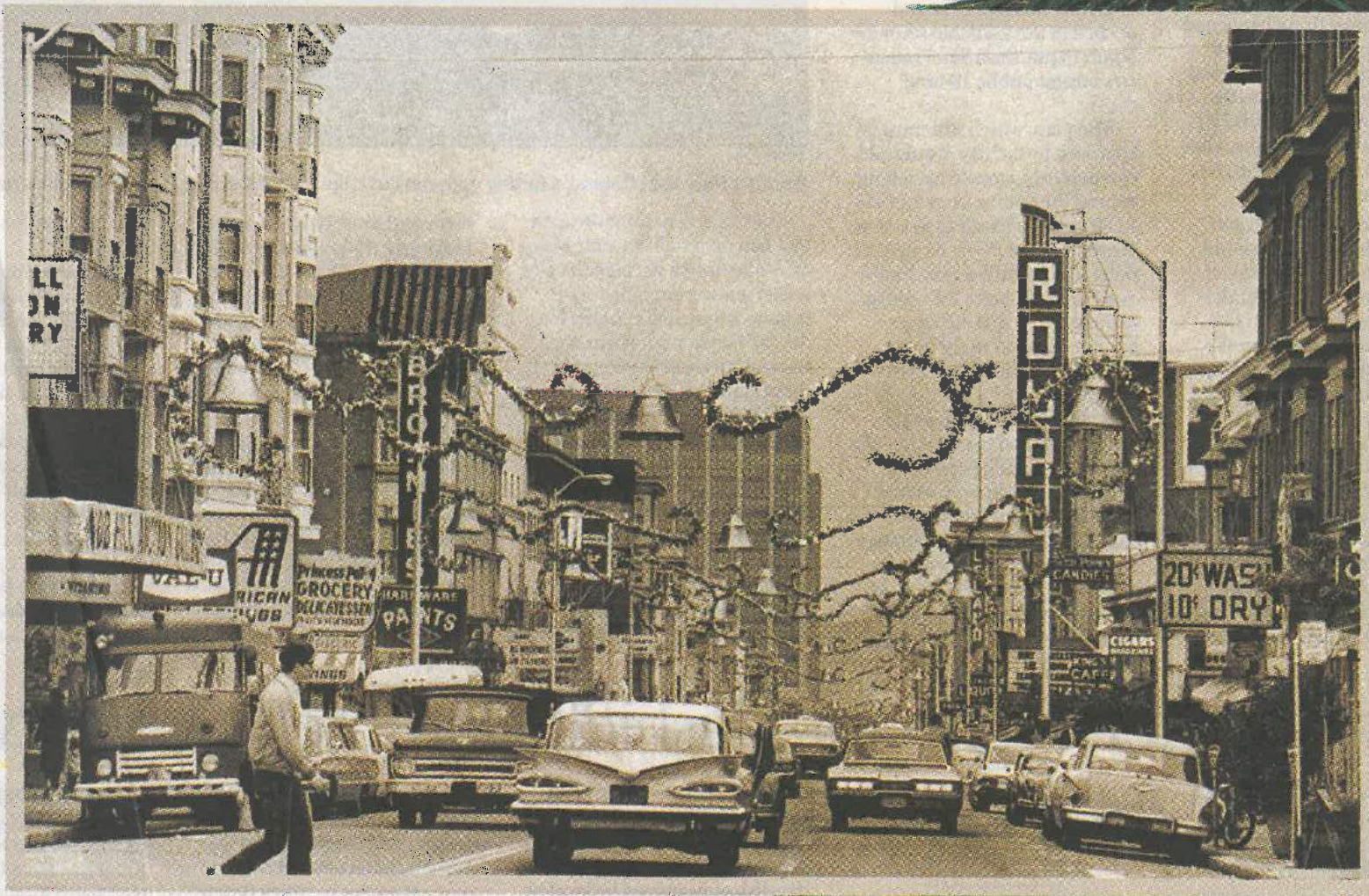
STAGE LEAVES EVERY 15 MIN AT 9

PONY EXPRESS SCHEDULE

BROWNIE'S TRADING POST

ONE BONE AN LATH TOOL

HOLIDAY HAPPENINGS



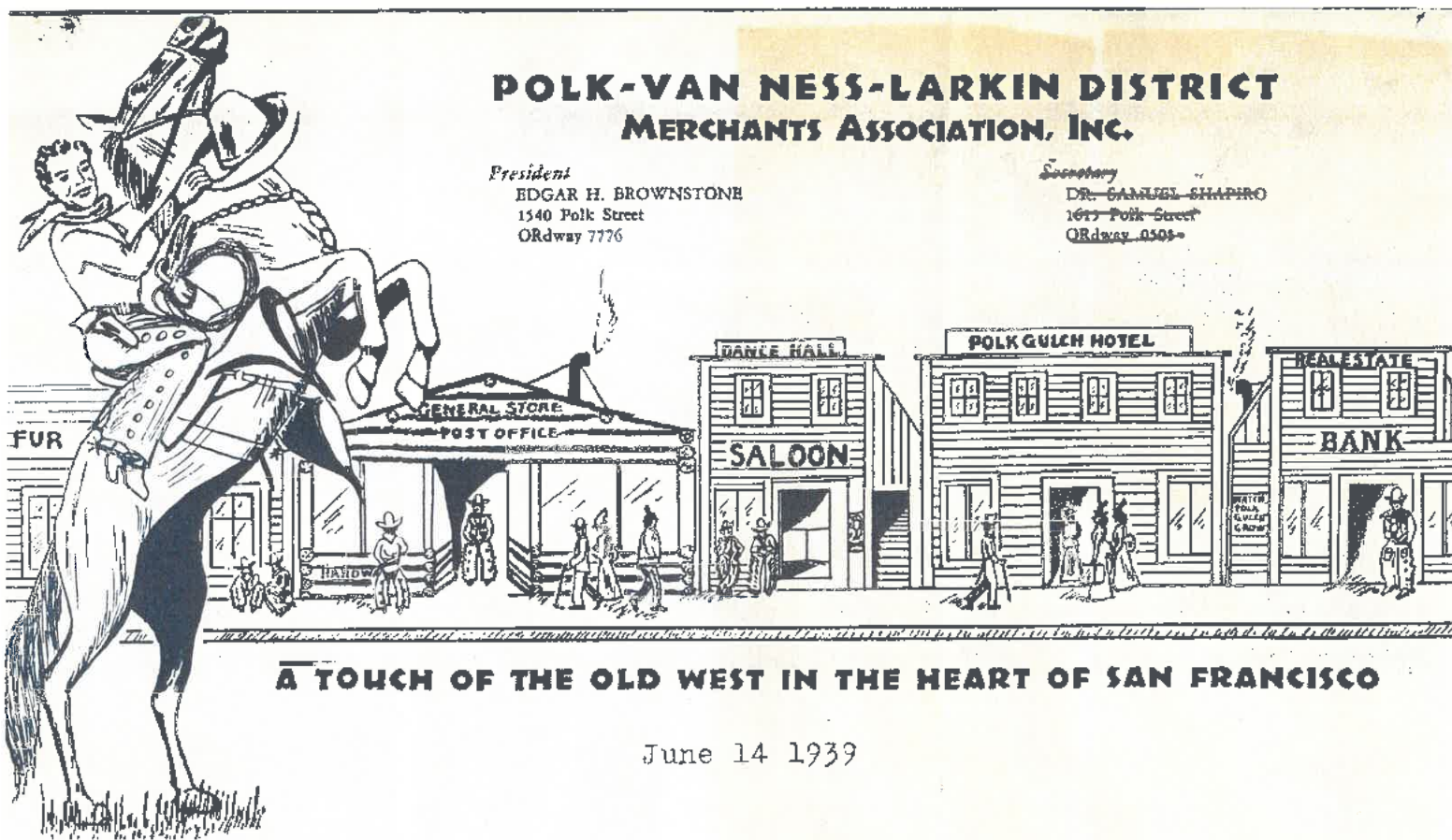
JOE ROSENTHAL / The Chronicle 1966

Evergreen

POLK-VAN NESS-LARKIN DISTRICT MERCHANTS ASSOCIATION, INC.

President
EDGAR H. BROWNSTONE
1540 Polk Street
ORdway 7776

Secretary
DR. SAMUEL SHAPIRO
1677 Polk Street
ORdway 0504-



A TOUCH OF THE OLD WEST IN THE HEART OF SAN FRANCISCO

June 14 1939

Members
Polk-Van Ness-Larkin District
Merchants Association, Inc.

FRIDAY JUNE 30 WILL BE POLK GULCH NIGHT
AT
THE PLAYERS CLUB

George Skaff, formerly a member of our association and proprietor of the Corner House, is playing the leading role in "McTEAGUE", a play dramatized by Charles Caldwell Dobie from Frank Norris' famous novel of the same name. Mr Norris, the author; Mr Dobie, the dramatist; Mr Skaff, the leading man; the supporting cast and Mr Reginald Travers, the director, are all San Franciscans. The plot of the play is built around our own Polk Street and its characters are from the same locale during a period before the fire.

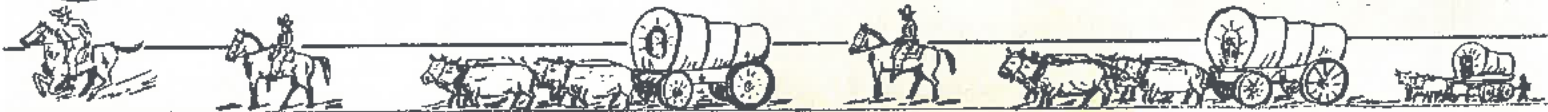
With this background the play should prove interesting to residents of this district and therefore the Polk-Van Ness-Larkin District Merchants Association feel they can safely recommend it.

Tickets for this event sell for 55¢ and can be purchased at the Players Club, 1566 California Street and we would suggest that they should be secured well in advance as the Club's seating capacity is limited.

Yours truly

Edg. Brownstone

President



Yesterday: Polk Gulch Takes Over The Exposition

When the smoke had cleared away last night, Treasure Island was still doing business at the same old stand, but it ached in every one of its 404 acres from the going-over it received from the Polk Gulch boys.

Nearly 8000 of the Polk Gulchers and their guests put on their 10-gallon bonnets yesterday and went to town for a bang-up celebration of Polk Gulch day that started with a merry roundup at Happy Valley ranch in the afternoon and closed with a dance in the ballroom of the California State building last night.

They also found time to watch an indoor baseball game between the aggregation that is Polk Gulch's pride and joy and the State champions from Modesto, whence additional thousands traveled to the Exposition for Modesto day. Modesto won, 5 to 0.

Following the game, both groups puffed briefly on the peace pipe and went to work on the Apple day angle to yesterday's Exposition program. The load on Watsonville's shoulders will be just 100,000 pippins lighter because of the attention paid to the apple yesterday.

Polk Gulch Picnic Slated

A year ago San Francisco's celebration of the Golden Gate Bridge opening was augmented by Polk Gulch, an affair that made Polk street one of the liveliest in the city for the period of celebration.

This year the group that sponsored the Gulch idea—Polk-Van Ness-Larkin District Merchants' Association—is holding a Polk Gulch picnic tomorrow at Skipper's Park, Woodside.

All city civic and improvement clubs are invited to the affair, according to Peter Maffee, chairman of the picnic committee. Expected to be present are neighboring Marina, Nob Hill and North Beach groups, Maffee said yesterday.

Others on the committee are H. T. Lewis, Al Sodini, Dr. Samuel Shapiro, E. H. Brownstone, John Larson, Victor Hoffman, Dave Birnbaum, William Sanders and Curley Jacobs.

38A Where To Go

POLK GULCH DAY
at the Fair
SUNDAY, JUNE 4
These Merchants
Invite You to
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Roast chicken our specialty. Everything for your family picnic.

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POLK CAFE

Polk street, newest restaurant.
1545 Polk St. ORDWAY 5245
A BOOSTER FOR
POLK STREET
MERCHANTS.

"Polk Gulch" Day At Treasure Island Big Success

MANY HUNDREDS FROM DISTRICT ATTEND

"Polk Gulch" Day on Treasure Island, last Sunday, was attended by many hundreds of "Polk Gulcher's" from the district, and also brought more from all over the city.

The Round-Up at the "Happy Valley Ranch" looked like a reunion in the "Old Home Town" when hundreds from all other the city renewed old friendships.

"Polk Gulch" Team Loses to Modesto

It took a championship team like the Modesta Soft Ball Team, to win from our own "Polk Gulch" Soft Ball team at the contest which followed after the round-up. There were lots of co-operation on the part of the spectators, but of no avail. Our team losing—score 5-0.

McFarland-Joy Dancers Greatly Enjoyed

The dance recital of the McFarland-Joy School of the Dance took place in the Little Theatre that afternoon in the Recreation Building and was greatly enjoyed by the large and appreciative audience. These talented young dancers further entertained during the Polk Gulch Dance that evening in the beautiful California ballroom. The Spanish murals made a striking background for the lovely Hawaiian numbers and the spectacular modern dance which featured John Hoepner and group. Both children and adults were complimented on their clever performances.

Polk Gulch Dance Attracts Many

The "perfect end of a perfect day" was the Polk Gulch Dance, (Continued on page 2)

Polk Gulch Team To Play Tonight

The "Polk Gulch" Softball Team will play their third game of the season tonight, when they will meet the Owl Drug Company Soft Ball Team in Margaret S. Hayward Playground, Golden Gate and Gough Streets. If you haven't as yet seen the boys in action, plan to do so tonight, as a good game is anticipated. Game starts at 7:45 p.m.

The next contest will take place next Thursday, June 15th. When the team will play the Knight's of Pythias team. This game is to start at 6:20 p.m. and will be held at the same location.

Edgar H. Brownstone Extends Thanks

Edgar H. Brownstone, president of the Polk - Van Ness - Larkin District Merchant's Association, who sponsored Polk Gulch Day, extends his sincere thanks on behalf of the organization to the following for their assistance, which made this event a most successful one. To his committee, to Radio Station KJBS, to the Henry F. Budde Publications, the San Francisco Chronicle, San Francisco News, San Francisco Examiner, San Francisco Call-Bulletin, and to the McFarland-Joy School of the Dance, and to others who gave their cooperation so wholeheartedly, making both recent events, the Polk Gulch World's Fair Costume Ball, at the Avalon Ballroom, May 31 and Polk Gulch Day on Treasure Island such outstanding events.

POLK PROGRESS

Polk Gulch Day A Big Success

(Continued from Page 1)

which commenced at seven p. m. It was the gala event of the day, the superb music of "Curley" Jacob and his Avalonians and the beautiful California ballroom, will leave a pleasant memory for the two thousand who enjoyed the evening there.

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 everything for the home
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 Wurth White Shop, 2040
 Open Tuesday, Thursday
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 floor, \$10,000 will han-
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**Wedding
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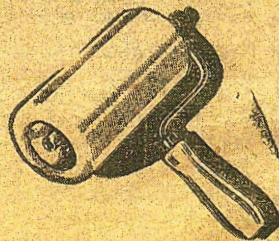


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 it takes to paint one the ordi-
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 Demonstration
 on Friday and
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 May 19 and 20

Just **4⁹⁵** including one
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 doesn't drip, it doesn't leak, just
 rolls the paint on—and you get a
 beautiful flawless finish, a pro-
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Half-Price Sale

Hot Weather Cologne **\$1.00**
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Orange Flower, for Dry Skin
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MATCHMAKER
3-Way Set**

Nail Enamel, Lipstick,
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Value for

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Other items too...
 —Dollars saved are dollars
 Wurth White Shop, 2040
 Open Tuesday, Thursday
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E—Complete donut ma-
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 ew rollers, wond. con-
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RVICE LAUNDRY com-
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 2 hair dryers, ironer,
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 d pieces to match up with
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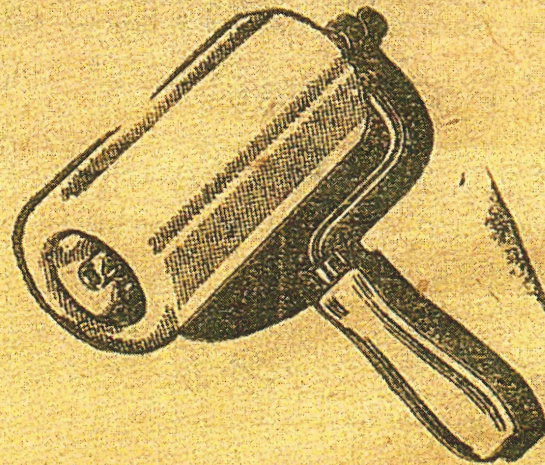


it takes to paint one the ordi-
 nary way. And without any
 muss!



See Our Window
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 on Friday and
 Saturday,
 May 19 and 20

Just **4 95**
 Including one
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Here's the greatest painting tool
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 rolls the paint on—and you get a
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NEWS RELEASE

FOR IMMEDIATE RELEASE

SAN FRANCISCO, Nov. 5--Brownie's, an old-time hardware establishment, held its grand opening in their new quarters at 1552 Polk Street here on the corner of Sacramento today.

The firm, which was started in 1909 will receive a Western hardware 50-Year Club Membership Award tomorrow at 11 A.M. from Milton Albin, Editor of *HARDWARE WORLD*, Western trade publication. The award will be made to the partners, Lee Cornell and Fred Arndt for the firm's "Continuous endeavor, faithful service, and outstanding contributions toward the steady progress of the hardware and homeware industry for over 50 years".

The store was founded by E. Brownstone, just a few doors away at 1542 Polk. It was noted through all the years as being loaded with almost anything that the apartment house dwellers around Polk Street would need in the line of hardware, housewares, gadgets, etc.

The new store's fixtures and layout were handled by Ed Young, of Garehime Corporation, hardware wholesalers in San Francisco.

###

Well Known Residents Enjoying Visit In New York

Mrs. Sophie Brownstone, her daughter Mrs. Geo. Sultan, and her son Mr. Edgar Brownstone, who left on a month's tour of the East recently, are having an enjoyable time, friends were assured the other night.

It was indeed a surprise to hear the charming voice of Mrs. Brownstone over a nation-wide radio hook-up the other night over station KPO on the Vox Pop program. The interview with world travelers from Hotel Clifton in New York is always interesting, and especially so when it is some one as well known to the Polk district residents as our very own "Little Grand Lady."

Mrs. Brownstone's voice came over the air beautifully clear and natural and she seemed to be enjoying her debut over the "mike" immensely. Mrs. Brownstone spoke of the pleasure of her visit with her sister in New York, whom she had not seen in thirty years, and the delightful trip they had across the continent.

Mrs. Brownstone will celebrate her seventy-third birthday next Tuesday, and the staff of the Polk Progress joins with her host of friends in wishing for her a most happy birthday and many more of them. Mr. Brownstone is the well known owner of Brownie's Bazaar.

POLK PERSONALITIES

A WEEKLY FEATURE

E. H. BROWNSTONE

Here's a possible interview:

"How did you enjoy your vacation, Mr. Brownstone?"

"Fine, thanks. Had a swell trip. Covered 4,000 miles, or maybe it was 5,000, in less than two weeks. Some travelling, eh?"

"Boy, I'll say. Where did you go?"

"Oh, somewhere up north. We moved so fast, I don't remember the towns we passed through. It seems to me we made Seattle, Portland, Vancouver, Lake Louise, Calgary, Banff and also Salt Lake City."

"What did you think of Seattle, Mr. Brownstone?"

"Seattle? Lemme see — don't quite remember much about it. You see we were travelling pretty fast. — Oh, yes, I remember, that's a place where I stopped for gas."

And that's how a hard-working Polk Street merchant takes a rest.

Mr. Brownstone, known generally as "Brownie" is the proprietor of Brownie's Bazaar, the "emporium" of Polk Street. This unique establishment, which is really three stores in one and carries the stock of six, is a worthy monument to the tireless energy of its owner.

In spite of the great amount of work required in managing the store and supervising the activity of its several employes, Mr. Brownstone will take time out to discuss matters of interest.

An enviable general knowledge and a fine conversational ability make Mr. Brownstone the valued friend of practically all Polk Street merchants.

His mother, a sweet little lady, to be close to her son, spends every day in the shop, and lends an important hand in dealing with customers.

Smart-Cracker Reforms

Popular for her smart-cracking roles on the stage and screen, Mary Doran has to become a demure school teacher in "The Devil Is a Sissy," M-G-M picture with Freddie Bartholomew, Jackie Cooper and Mickey Rooney.

Mrs. S. Brownstone Honor Guest at Surprise Party

Mr. Edgar H. Brownstone entertained last Sunday evening at their home, 1755 Jackson street, in celebration of the 71st birthday of his mother, Mrs. Sophie Brownstone. The home was beautifully decorated with lovely spring blossoms and the many other floral gifts added additional beauty.

A dinner was served for twenty early in the evening, which was followed by a buffet supper for the many friends who dropped in during the evening to offer Mrs. Brownstone their felicitations.

Mr. Brownstone, as usual, was the perfect host. For this important occasion he planned many unusual ways of entertaining those present. In addition to the music and dancing, the spacious rooms were turned into a regular Casino, where all games of chance were in full sway, with barker's back of each game. Everybody was supplied with phony currency. At the end of the evening, the ones having the most script were given prizes. Over 50 guests were present. Among them were:

Mrs. L. Armer, Mrs. May Livingstone, Mr. and Mrs. Fred Wesher, Miss Bernice Wesher, Mrs. Josie Parr, Mr. and Mrs. Buchanan, Mrs. Ann Daugherty, Mrs. Mabel Vadney, Mr. George Vadney, Mr. and Mrs. George Sultan, Miss J. Sultan, Mr. L. Sultan, Miss Lillian Robinson, Mr. and Mrs. A. W. Hertzka, Messrs. Jean and Wayne Hertzka, Mr. and Mrs. Ben Silverstein, Mr. and Mrs. Albert Bodosky, Mr. and Mrs. Richard Kluger, Mr. and Mrs. Hyman Flatow, Mrs. Jennie Flatow, Mrs. Georgie Wilson, Mrs. G. Kaufman, Mr. Ch. Kaufman, Mrs. Verl Bertrand, Mr. Leon Bernstein, Master H. Bernstein, Mr. Edw. Cushing, Mr. V. DeGanna, Miss Shirley DeGanna, Mr. and Mrs. E. T. Green, Miss Bess Allen, Mr. and Mrs. Claude Parr, Mr. Tony Sibirian.

Mrs. Brownstone was the recipient of many lovely gifts. She has been a resident of this district for about 28 years, and has gained a host of friends throughout the city through her charming personality, and her courteous manner, who will wish for her many, many more happy birthdays, and continued good health.

SINCE 1910
BROWNIE'S
HARDWARE HOUSEWARES PAINTS
1552 Polk Street SAN FRANCISCO 9, CALIF. ORdway 3-8900

Date 11/5/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL	
			1 Ball each 59.11 90
			Lesson 1.20
			5 1.90
			<hr/> 11.00
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SINCE 1910
BROWNIE'S
HARDWARE HOUSEWARES PAINTS
1552 Polk Street SAN FRANCISCO 9, CALIF. ORdway 3-8900

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M _____

Address _____

CASH	C.O.D.	WILL CALL	
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Date 12/5/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL	
			2 Rad Air Valves 1.65 330.
			3 Jac Belts 30 90
			1 Hinge Bracket 29
			<hr/> 4.9
			Lesson 45
			<hr/> 404

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SINCE 1910
BROWNIE'S
HARDWARE HOUSEWARES PAINTS
1552 Polk Street SAN FRANCISCO 9, CALIF. ORdway 3-8900

Date 11/9/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL	
			1 Push Button 35
			Lesson 4
			<hr/> 31
			<hr/> 1
			<hr/> 32

THE STANDARD REGISTER COMPANY, U. S. A. STANBOOK ®

Merchants' Annual Dinner Dance Planned for Sunday, February 25th

To Be Held at the Bal Tabarin — Abbott
Sisters to Entertain

The annual dinner dance of the Polk - Van Ness - Larkin District Merchant's Association is to take place Sunday, February 25, in one of San Francisco's smartest night spots, the famed Bal Tabarin.

The public is cordially invited to come and spend several delightful hours. A fine dinner with

wine, dancing to grand music and entertainment by those famous Abbott sisters, which you enjoyed last year, and other superb entertainment.

Tickets are now on sale and may be had at Brownie's Bazaar, Bank of America, and Vic Hoffman's Cigar Store.

Polk Gulch Resignations Off

By BILL SIMONS

THE DISTRICT ANGLE: Last month Polk-Van Ness-Larkin District Merchants' Association held its election. Following tradition, Edgar H. (Brownie) Brownstone was re-elected to the presidency and a fine staff of officers was chosen.

Then, without so much as a word of warning, the entire staff resigned! But this did not end it, for a few nights ago the resigning staff was re-elected.

Yesterday, when Pete Maffe dropped into the office, we asked him:

"What's the score?"

And he told the following story: Brownstone was undecided as to whether he should continue in office, even after the election. So he resigned, stipulating he would accept the post again only if 90 per cent of the Gulchers voted for him. Other officers followed suit.

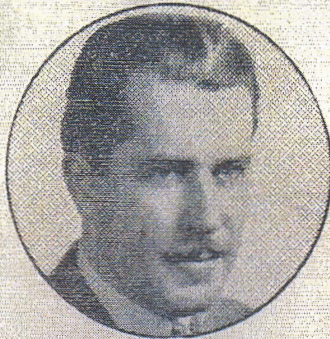
At the last election so many Polk Gulch members turned out the Bank of America building on Polk was filled to the doors. And Brownstone was re-elected and given a unanimous vote of confidence, together with these officers:

Henry Nasser, first vice president; John La Muth, second vice president; Maffe, secretary; Val Nielsen, treasurer; Jim O'Gara, attorney.

MISSION MERCHANTS — New President Maurice M. Marshall of the Mission Street Merchants' Association, starts his term—and we wish him a very successful one—with these officers and committees:

Abe Greenberg, first vice president; Wesley Lachman, second vice president; Norman Carr, third vice president; Charles Redlick, secretary; Gordon Sedgwick, treasurer; Vining T. Fisher, executive secretary.

Executive committee: Marshall, George Edelstein, Bernard Sieroty,



CARROLL NEWBURGH
He extended an invitation

Joseph Granat, Maurice Seid, Lachman, Sedgwick, Ross Mehl, Redlick, William Malkason.

Transportation and traffic committee: Sam McKee, chairman; Lachman, Leslie Lewman, Seid, Linnett Walsh. Membership committee: Joseph Connell, Meyer Licht, Joseph Ravinsky, Jack Peters, Dr. A. R. Dietel, Meyer Brecker, Dr. Nora Auerback.

Banking committee: J. S. Lundin, chairman; William Burns, L. C. Koster, Byron Mobbs, R. T. Duncan. Property owners' committee: William H. Woodfield Jr., chairman; Edward D. Keil, Jesse Colman, Ernest J. Scheppeler, Fred Suhr.

We are glad to report that at the first meeting presided over by Marshall, 25 new members joined. That's starting out right!

JEFFERSON-LAFAYETTE: That infant civic club of San Francisco, Jefferson - Lafayette Improvement Club, continues to grow. According to President Lewis F. Byington, more than 100 members attended a recent

meeting—an excellent attendance for any group.

Plans for a new college on Post between Gough and Octavia were revealed at the meeting. Speakers were Chairman Frank W. Woodmansee of the executive board; Dr. Howard M. McKinley, Dr. L. W. Hosford and Carroll Newburgh, membership chairman of Central Council of Civic Clubs.

Newburgh, one of the Central Council's most efficient leaders, extended an invitation to the group to join the council, offered council co-operation in any civic projects undertaken by Jefferson-Lafayette. He is vice president of Apartment House Industry of San Francisco, which is affiliated with the Central Council.

MEETING TONIGHT: Marina Boosters will hold a reception for new officers at Deslano Hall, 2451 Lombard. Many features have been arranged for the meeting, including lessons in contract bridge by Harold B. Rohrback, a talk by Curtis O'Sullivan, a civic program for the year.

Miraloma Park Improvement Club meets at 735 Portola drive. President Edward G. Fensler has announced an interesting program. The meeting follows a Miraloma Garden Club meeting at which the annual Flower Show will be discussed.

"Hidden Enemies," a motion picture on termites with narration by Lowell Thomas, will be shown at the luncheon meeting of Park-Residio Civic Club today at Koffee Kup Restaurant, 12:15 p. m. A talk will be made by P. Kisick of Terminix of Northern California, Inc. Chairman will be Harold Hocking, hardware dealer and building specialist.

A committee headed by Vic Hoffman is completing its arrangements for the annual dinner party Saturday night of the Polk-Van Ness-Larkin District Merchants Association at Bal Tabarin.

FOR YOUR
**VALENTINE
CELEBRATION**

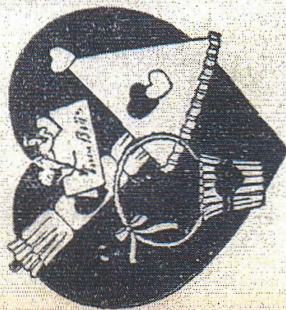


Table and Home Decorations,
Exquisite Greeting Cards,
Lovely Old Fashioned
VALENTINES
Modern and Funny Ones
A large selection

Est. Over 30 Years

BAZAAR

BROWNIE'S

1540-1544 Polk Street

Near Sacramento

Happy Holidays on Nob Hill

HILL HOLIDAY TREES LIGHT UP NOVEMBER 30
 ONLY WILL RING IN OFFICIAL START OF HOLIDAY SEASON ON NOB HILL

Fritz and Elizabeth Woodall have generously donated \$2,500 towards the Huntington Park Holiday Lighting Fund, which is used to upgrade the system to more efficient and consistent lighting.

That is San Francisco's ambassador to the world will signal the start of the Christmas season Monday, November 30 when Mayor David Chiu throws the switch on the Huntington Park Christmas tree at 6 p.m.

Nob Hill Association and the Huntington Hotel have jointly sponsored the annual Dorothy Fritz Cope Tree Lighting Ceremony, making it one of San Francisco's oldest and most enduring traditions. The Nob Hill Association has been helping to keep Huntington Park beautiful since 1928.

The ceremony is a truly local event, embracing family and the city's can-do, pioneering spirit. In 1945, real state developer Eugene W. Woodall turned his Huntington Apartments into the Huntington Hotel, and five years later stunned the male-dominated industry by passing ownership to his daughter, Dorothy Fritz. It was Dorothy Fritz's hard work that made the Huntington Hotel the must-visit destination for generations of royalty, celebrity, and people with supremely good taste. Today, the ownership and operation of the Huntington Hotel remains in the hands of family members including Association Board members John Cope and Catherine MacMillan. The Huntington Hotel is the only hotel on Nob Hill not owned by a chain.

A festive cocktail party celebrating the lighting will take place from 4:30 p.m. to 5:30 p.m. at the Big Four Restaurant of the Huntington Hotel. The San Francisco Girls Chorus will start singing carols at 5:30 p.m. The ceremony will be held rain or shine. In the event of rain, festivities will be moved inside Grace Cathedral.

*Nob Hill Association and the Huntington Hotel
 Dorothy Fritz Cope Annual Tree Lighting Ceremony
 Monday, November 30, 2009
 4:30 p.m. to 6:30 p.m.*

CELEBRATE CHRISTMAS & THE HOLIDAYS Help those in need this holiday season

Visitors to Grace Cathedral are encouraged to bring a non-perishable food item or new article of warm clothing, such as a scarf, hat, or mittens, for Bay Area residents in need when they attend a Grace Cathedral Christmas concert or event. Donations should be placed in specially marked barrels located in the cathedral's Narthex (entry way).

Monday, December 7, 7 p.m.
 Organ Christmas, featuring The Bay Brass and
 Jonathan Dimmock

Thurs. and Fri., Dec. 17 and 18, 7:30 p.m.
 American Bach Soloists, Handel's Messiah

Monday, December 12 and 19, 11 a.m.
 Holiday Sing-Along, featuring Pacific Boychoir

Thursday, December 31, 7 p.m. and 10 p.m.
 Quintessential Chaplin, a program of his classic comedy shorts
 accompanied by organist Dorothy Papadakos

Monday, December 12, and Sunday, December 13, 3 p.m.
Monday, December 19, and Sunday, December 20, 3 p.m.
Monday, December 21, 7 p.m.
 Virtual Christmas, featuring Grace Cathedral's

*Tickets for all Christmas concerts on sale now
 www.cityboxoffice.com or 415-392-4400*



This article is the first in a series we are introducing to our members to better acquaint them with our business members. As residents of Nob Hill we share not only such a wonderful and beautiful neighborhood but one that is blessed to have local businesses that provide a unique array of services. We encourage our members to support them. These articles are meant to provide a unique insight into their history on the hill and to perhaps highlight services they offer which we may not be aware that they offer. It also is meant to introduce a unique profile of the individual behind the business.

STEPHEN CORNELL AND BROWNIE'S HARDWARE, A SAN FRANCISCO INSTITUTION SINCE 1905

By Syndi Seid

Stephen Cornell and Brownies Hardware are perhaps two of San Francisco's greatest assets! Both were born and raised in San Francisco with an unwavering passion and love for everything San Francisco.

Stephen Cornell was born at Mt. Zion Hospital where at the time his family lived in Nob Hill. He matriculated through Redding Elementary School, James Denman Junior High School, and Lowell High School. He is married to Marilyn Brown and they have two children Chris and Lauren.

Through the years Stephen has nurtured a passion for all things San Francisco. He collects historic photographs and other printed memorabilia from San Francisco's glorious past, especially Polk Street history. His corner store window is dedicated to displaying old articles, ads, logos, and other historic memorabilia. If you have items you would like to contribute to this display, stop by the store to have your item photocopied (so you won't have to give up your precious keepsakes) and Stephen will be happy to include it in the window display.

Stephen enjoys collecting old San Francisco school yearbooks. Do you have one accumulating dust someplace? Donate it to Stephen's collection of over 500 yearbooks... with full visiting rights anytime!

Brownies Hardware was founded in fall 1905 by Edgar Brownstone, hence its name. In 1950, Stephen's father Leeland Cornell and his partner Fred Arndt took the business on, with Stephen being its third owner since 1974. All three owners believed in being active in the community and have served as president of the Polk Street Merchants Association several times.

When Stephen's father and his partner took over the business, there were only two partners and one employee. Now Brownies Hardware has one owner and over a dozen employees, who on the average have worked at Brownies for 9 years.

Brownies only hires San Francisco residents who are asked not to drive, but to only take public transportation to work. It provides full medical and dental, sick leave, and vacation benefits to its employees, while at the same time maintaining reasonable prices for all its products and services. It does not hire summer help, believing in hiring for the long-term and year-round. Stephen is proud of the fact they have not had to lay off anyone during this down-turn in the economy and is most grateful to all its customers —like you— for their continued patronage and support.

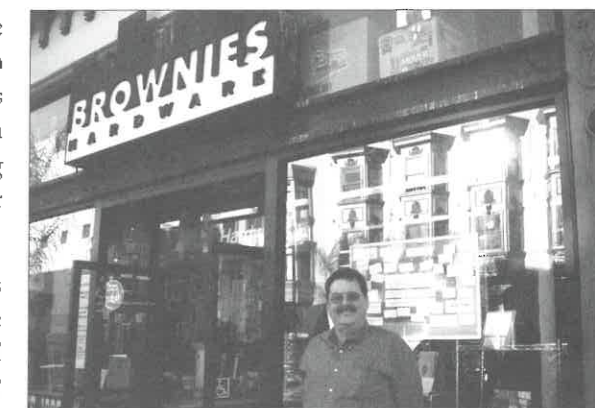
When asked what makes Brownies Hardware unique, Stephen's immediate response was its neighborhood friendly, personalized customer service. Stephen knows most residents are apartment and condo dwellers who do not have space to keep lots of items and tools, and often do not drive. Brownies will do almost anything to help with your household needs! I bet you did not know:

- You could have things ordered and delivered when you can't carry items home?
- You can rent a drill or other tools for "do it yourself" small projects?
- Brownie's is a convenient location to purchase city service items, such as a Fast Pass or Meter Card, as well as being the place to recycle latex paint and other hazardous materials, such as batteries and florescent lights?
- If you are a Nob Hill building/apartment owner you are eligible to receive discounts and to open a special House Account at Brownies?

All these convenient services and much more are at Brownies Hardware, 1563 Polk Street.

Finally, for new and renewed Nob Hill Association members, Brownies Hardware has generously provided each member with a 15% discount coupon, located in your new membership packet. If you haven't already received your new membership packet, please contact us.

(Syndi Seid is a Nob Hill Association board member and founder of San Francisco-based Advanced Etiquette Worldwide... a business dedicated to providing international business and social etiquette



ROYAL CRUISE LINE
Excellence in Business Award

ROYAL CRUISE LINE WAS ESTABLISHED by P.S. Panagopoulos in 1971 for the purpose of constructing a fleet of deluxe cruise ships. Twenty years later, Royal Cruise Line was voted the best cruise line in the world by *Conde Nast Traveler Magazine*.

The extraordinary success of Royal Cruise Line is due only to the high standards of service and care for passengers, but to a pioneering concept to cruising to West Coast passengers by making Europe a part of the cruise package. Since then, it has broadened its passenger base to include Mexico, Central America and has augmented its cruise repertoire with numerous other destinations throughout the world.

The company's excellence is demonstrated by its financial strength. In a two year period, gross revenues grew from \$199 million in 1991 to a projected \$324 million at the close of 1993. RCL employs 170



Jim Naik
President

people in San Francisco and some 100 local vendors supply the company with everything from advertising to travel agents. RCL's use of San Francisco International Airport for air transportation to port destinations, brings thousands of travelers through San Francisco on a weekly basis.

RCL is also a major contributor to such community organizations as the American Heart Association, San Francisco AIDS Foundation, San Francisco Child Abuse Council, San Francisco Ballet and San Francisco Opera. And not only does RCL contribute to these and dozens of other charitable organizations, it serves as an ambassador for San Francisco in the international business and travel community.

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The company is now highly diversified. TemPositions



Richard P. Essey
Chairman and CEO

clients. Essey has since built Zipcoders to employ 150 people, who handle over 3,000,000 pieces of mail per week.

When asked to sum up his management style—a style that has resulted in a remarkably stable employee base—Essey says, "family."

The success of TemPositions is shared with the community through the TemPositions Community Service Fund and the Essey Family Fund. "The opportunity and ability to be able to contribute has proven to be one of the most rewarding aspects of my life," says Essey. "I look forward to expanding my philanthropic activities in the years ahead."

most recently entered the new area of outsourcing, handling both the staffing and management of companies' non-core departments.

In 1983, Essey read an article about companies that "pre-sort" U.S. mail to save postage for their



STEPHEN CORNELL
James R. Sylla Award

STEPHEN CORNELL, OWNER OF BROWNIES Hardware on Polk St., isn't your typical small retailer. Or, maybe he is. As chairman of the Small Business Network, legislative representative for the Council of District Merchants and past president of the Polk St. Merchants Association, Cornell passionately believes that "a small business person benefits from his or her community, and therefore should give back to it." Putting his belief to work, Cornell helped organize the Polk St. Fair and a Polk St. clean up and beautification project.

He has since branched out to promote the voice of small business. As a result of his open, non-ideological style, Cornell's input is sought by both local politicians and state legislators. Most recently, Cornell was active in the Business Coalition, a group of local business organizations that worked together to lobby City Hall to hold the line on tax increases.



A voice for small business.

Colleagues praise Cornell for his "can-do" style. Cornell, himself, sees his biggest accomplishment as "developing a dialogue between small, medium and corporate businesses."

"Big business does not now make unilateral decisions," says Cornell. "They are careful to consult small business interests before moving ahead."

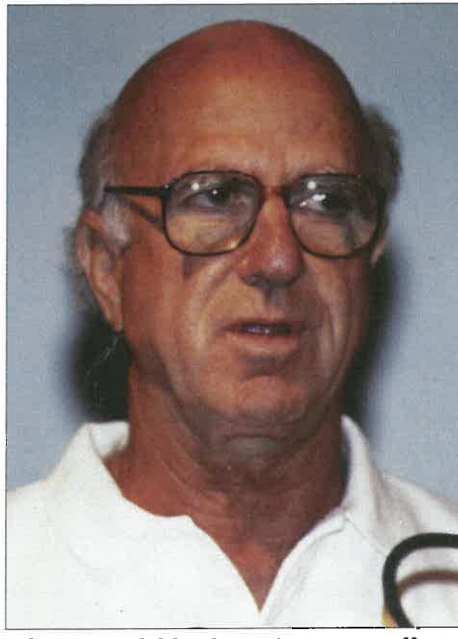
Cornell is active in the Public Affairs Committee of the San Francisco Chamber of Commerce and is on the board of Leadership San Francisco Council. He received the 1992 Distinguished Leadership Award, which is presented each year to an outstanding graduate of the leadership program.

DONALD G. FISHER
Champion of Business Award

"VISION, IMAGINATION AND leadership make a successful business—but above all, it's a team effort." So says Don Fisher, who founded The Gap in 1969 with the opening of the first Levi's jeans specialty store on Ocean Ave. in San Francisco.

It was a milestone for Fisher, who has always said he'd "rather be lucky than smart." Clearly, he is both.

The original concept was to cater to the tastes of the mid-teen market. Backed with a \$63,000 family investment, which grew to \$175,000 with a bank loan guaranteed by Fisher's father-in-law, the shelves were soon stocked.



A successful business is a team effort.

The name was a take off on the "Generation Gap." Although the early target market was young people, the convenience of a neatly organized store with exclusively Levi's products appealed to customers of all ages. The Gap took off and the company now has 1,307 stores internationally: 876 are The Gap, 267 GapKids stores and 164 Banana Republics. In 1991, The Gap announced that Levi's products would no longer be sold; all merchandise would be under the company's own label.

Fisher is being recognized for his decision to consolidate The Gap's headquarters in San Francisco, which meant the addition of several hundred jobs to the city's rosters, and for his efforts in his work with the Committee on JOBS to revitalize the local economy. Among his other civic contributions, Fisher was a major investor in the group of Bay Area business executives who put together a winning bid to purchase the San Francisco Giants.

March 7 endorsements

The *Independent's* recommendations on all measures and races. **Page 12A**

Banner day for Lions

Galileo takes second city title in four years. **Page 6A**

Dining out with Laurie

See today's Neighborhood section for features on local restaurants.

SAN FRANCISCO'S LARGEST HOME-DELIVERED CIRCULATION

THE INDEPENDENT

RICHMOND/NORTHWEST EDITION

TUESDAY,

The Ayatollah of North Beach**THE HINCKLE FILE**

BY WARREN HINCKLE

Prefatory political advisory: Whatever the newspapers recommend, anyone who votes for Proposition B next week is being played for a sucker. Prop. B would with one swoop ensure that Golden Gate Park will be dug up to build a parking garage (possibly the worst idea in town since the radioactive Sutro Tower) and put further humongous amounts of taxpayer money into the hands of the idle rich on the board of the California Academy of Sciences, which has been slow to pony up to repair its aging facility and is already sitting on tens of millions of yet unspent aquarium bonds from an earlier giveaway. And all this without even the offer of a discount for city residents. When the Academy board is willing to pay its way (as the adjoining de Young Museum board has finally done after many ballot defeats), it would then be in a moral position to ask for additional help from taxpayers; not now.)

QUICK pop quiz: What is the most famous Irish-American family since the Kennedys made both the *Blue Book* and the supermarket tabloids at the same time? Surely, none other than the McCourts, of Limerick.

There was a surprise birthday party of sorts for bartender Frank McCourt of the *Angela's Ashes* McCourt Limerick clan on a rainy Thursday last at the dreadfully English-named Whitehall Tavern on the

THE NEIGHBORHOOD**Giving a voice to small business**

PHOTO: JUDI PARKS

'Amateur' lobbyists fighting the good fight for merchant issuesBy Jean Choung
STAFF WRITER

Wearing a crisp white shirt and sporting well-groomed facial hair brushing his headset, Chris Dittenhafer leaned into his neat office desk and talked enthusiastically about the achievements and goals of the local group of small-store owners he currently heads.

The San Francisco Council of District Merchants Association — an umbrella group representing about 30 smaller merchant organizations citywide — has accomplished so many successes during Dittenhafer's three years of membership, and one and a half years as the group's president, that he can't begin to

name them all.

Dittenhafer, who works as vice-president of a bank during the day, volunteers most of his spare time to articulating the needs of small-store owners to city officials or at public meetings, such as city planning sessions.

The organization, formed in 1952, gives local merchants an outlet for voicing concerns about the city's changing landscape and laws in order to bring about changes that help the small-business community. About 15 to 25 participants, ranging in age from late 20s to late 70s and dressed in casual attire that contrasts with Dittenhafer's pressed suits, meet once a month

See **MERCHANTS**, page 2A

PHOTO: PIA TORELLI

FRIENDLY SERVICE:

Steve Cornell (top photo), the owner of *Brownie's Hardware* on Polk Street and a member of the *Council of District Merchants*, helps customer Lew Summer find a pipe fitting; Chris Dittenhafer (above) has served as the organization's president for the past year and a half.

\$110 MILLION BOND PLAN**Measures target damaged neighborhood parks for repair****Chron-E plans get thumbs from local candidates****INDEPENDENT ANNUAL**

Near-unanimous agreement on merger among candidates for Democratic, Republican and Independent

By Edith Alderette
STAFF WRITER

Though they differ widely on matters of city growth, housing, and the homeless, candidates for the Republican and Democratic county central committees overwhelmingly oppose the controversial *Chronicle-Examiner* merger.

Forty Democrat and 17 Republican candidates for the two county central committees responded to the *Independent's* annual questionnaire, which polled contenders on a wide range of topics — from Proposition E to housing costs.

Despite differing opinions on most issues, Democrats unanimously opposed the merger prompted by last year's sale of the *Chronicle* to the Hearst Corporation. Reasons varied widely, from a fear of job loss for newspaper workers to questions of future predatory pricing by the Hearst Corp.

Fourteen of the Republican candidates responding to the survey — 82 percent — also opposed the merger.

Regardless of party affiliation, most candidates said that they

See **MERGER**, page 5A**MERGER CONSENSUS****DEMOCRATS**

Should city take action?

GUARDIAN

THE SAN FRANCISCO BAY GUARDIAN

For Immediate Release
April 26, 2006

Contact: Deborah Giattina
(415) 255-3100

SMALL BUSINESS AWARDS

Our second annual Small Business Awards salutes local businesses.

As an independently owned and operated small business for the past 40 years, the *Guardian* values the contributions of small businesses. They create most of the jobs in San Francisco and they keep their money circulating locally. We find it encouraging that a burgeoning "Shop Local" movement is working toward creating a self-sustaining urban economy in the Bay Area, with food and fiber coming from nearby farms and services provided by small local business.

This year we honor the following businesses for being small and fiercely independent:

- **1906 Earthquake Survivor: Anchor Brewing Company**

Thanks to owner, Fritz Maytag, who brought Anchor Brewing in 1966, the company has lived to see its centennial. His secret to success is quality and staying small.

- **Chain Alternative: Brownie's Hardware**

Brownie's is an independent stalwart of the Polk Gulch area and the hardware business. They keep their customers coming back by providing quality service, community presence, and convenience.

- **Arthur Jackson Diversity in Business Award: Fabric8**

Arthur Jackson won last year's award for Community Service. He passed away last month, and we decided to create a special award in his memory. Just as Jackson helped thousands of locals from all walks of life get jobs, Fabric8 helps artists from a diverse array of local communities sell their art. Their Mission district shop is full of fun, affordable art and gadgets made by locals.

- **Small Business Activist: Comet Skateboards**

Comet Skateboards practices what it preaches. They design and manufacture their ecologically sound skateboards entirely in the Bay Area. With the non-profit organization Business Alliance for Local Living Economies, co-owner Don Shaffer is also a leader in the movement to create urban sustainable economies.

CELEBRATING OUR 40TH YEAR

San Francisco Business Survivors

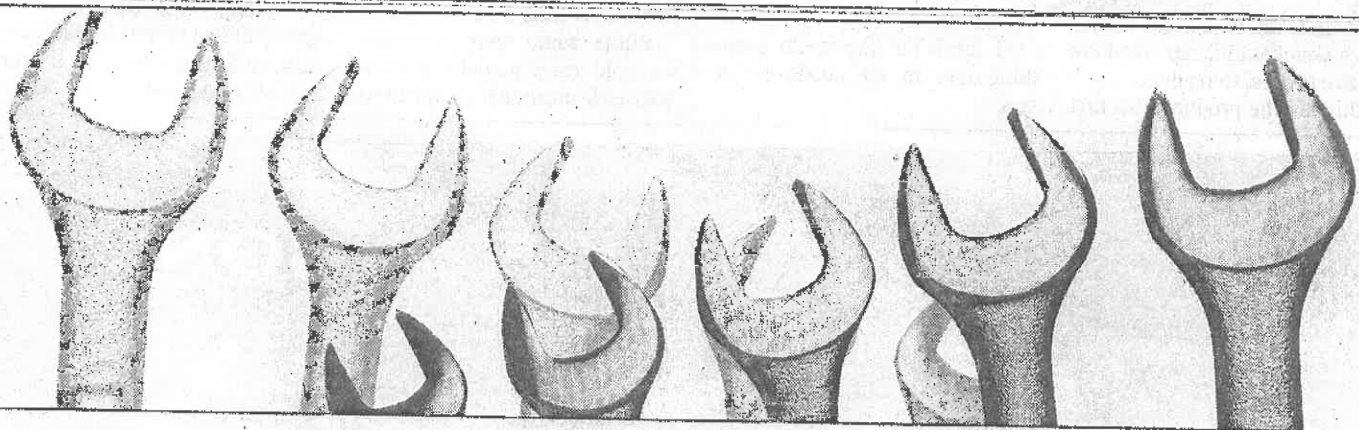
[Partial List]

Anchor Brewing	King-American Ambulance
Bank of America	Lee's Pharmacy
Bank of the West	Levi Strauss
Bar Pilots	Lewis M. Merlo Inc.
Benkyodo	M.G. West
Borel Private Bank & Trust	Maxferd Pawnbrokers
Boudin's Bakery	McAvoy-O'Hara
Brownie's Hardware	McRoskey Mattress
Bullock & Jones	Mission Iron Works
Caeto Fisheries	Molinari Salame
Capezio Dance Shop	Morgan Hotel
Center Hardware	New York Life Insurance Co.
Chapel of the Avenue	Ocean Sash & Door
Cherin's Appliances	Otis Elevator Company
Cliff House	Pacific Gas & Electric
D N and E Walter	Palace Hotel
De Wolf Realty	Patrick & Company
Del Monte Foods	Russell Hinton Co
Drewes Brothers Meats	S. & G. Gump Co.
Elixir Saloon	S. H. Frank Company
Eppler's Bakery	Sam's Grill
Examiner Newspaper	San Francisco Chronicle
Excelsior Roofing Company	Schmitt Heating
Fior d'Italia Restaurant	Schoenstein & Co. Pipe Organs
Fredricksen's Hardware	Schroeder's Café
G.H. Thompson & Co.	Selix Formalwear
Ghirardelli Chocolate	Sherman Clay Piano
Goodyear Rubber Co.	Shreve & Company
Haas & Haynie	St. Francis Hotel
Haas Brothers	Swinerton Builders
Halsted, N. Gray-Carew	Tadich Grill
Hamlin School	Thomas Swan
Heald's Business College	Uoki Market
Howe Furnace Company	Valente Marini Perata
J.A. Roebling & Sons	Wells Fargo
John's Grill	



BUSINESS

SECTION

Sunday
December 7, 2008

CHECKBOOK | Hardware Stores

Independents, chains have different strengths

For those industrious enough — and brave enough — to take on do-it-yourself projects, a good hardware store that offers solid advice can save time, trouble and a lot of cursing. A low-priced store also can save lots of money.

The handy can take heart: There's plenty of good advice to be had at many Bay Area hardware stores. And good prices. But not necessarily at the same stores.

Bay Area Consumers' Checkbook magazine and Checkbook.org asked thousands of local consumers to rate their hardware-store experience. Checkbook then did an exhaustive price survey of 170 area stores, independent and chains alike. Some highlights:

► When it comes to advice, independents shine. A number were

rated "superior" on the quality of advice they provide by 80 percent or more of their surveyed customers. Just 28 percent of Lowe's and 16 percent of Home Depot customers gave those stores "superior" marks. Orchard Supply Hardware outdid the national chains — getting "superior" from 54 percent of its surveyed customers — but still lower than the best independents.

► In Checkbook's price survey, the big chains beat almost all independent stores. On average, compared were the prices found at all surveyed stores, Home Depot's prices were 18 percent lower, Orchard Supply's prices were 14 percent lower and Lowe's prices were 10 percent lower.

► For product variety, Bay Area consumers rated the big chains higher than most independents,

but the main difference was in the variety of building materials as opposed to other hardware products.

For specific products, Checkbook's shoppers found big price differences:

► Ten single-gang outlet workboxes ranged from \$5.40 to \$31.20.

► 50 feet of ½-inch, schedule L, rigid copper piping ranged from \$67.50 to \$194.50.

► A 16-ounce bottle of Elmer's Wood Glue ranged from \$2.98 to \$8.49.

A couple of other Checkbook findings of note for the Mr. and Ms. Fixits who want the best advice and the best prices: While chain stores on average were lower priced than independent stores, some independents offer 10 to 15 percent discounts for charging purchases to the store's charge ac-

count. That's enough to make many independents competitive with chains on price. And, for big projects that might run up bills of \$500 or more over a couple of weeks, some independents offer "contractor" discounts of 10 to 20 percent.

The chart below shows the top hardware stores in terms of customer satisfaction. For the next four weeks, Chronicle readers can read the full report and ratings of 170 Bay Area hardware stores at www.checkbook.org/chronicle.

Editor's note: The Chronicle is partnering with Checkbook, a nonprofit consumer group, to help you find the highest-rated services in the Bay Area.

Name	Address	City	Phone	County
Ace Ellis Hardware	5424 Martin Luther King Jr. Way #J	Oakland	(510) 853-4365	Alameda
Ace Hardware	325 Lincoln Ave.	Napa	(707) 255-4272	Napa
Ace Hardware	4920 McBryde Ave.	Richmond	(510) 233-1068	Contra Costa
Brownie's Hardware	1563 Polk St.	San Francisco	(415) 673-8900	San Francisco
Center Hardware	999 Mariposa St.	San Francisco	(415) 861-1800	San Francisco
Dale Hardware	37100 Post St.	Fremont	(510) 797-3700	Alameda
Encinal Hardware	2801 Encinal Ave.	Alameda	(510) 523-4821	Alameda
Grand Lake Ace Hardware	1221 Grand Ave.	Piedmont	(510) 652-1936	Alameda
Jackson's Hardware	435 DuBois St.	San Rafael	(415) 454-3740	Marin
Jim Corbet's Ace Hardware	1155 Magnolia Ave.	Larkspur	(415) 461-5330	Marin
Knight's Hardware	1650 Tiburon Blvd.	Tiburon	(415) 435-4603	Marin
Markus Supply Ace Hardware	625 Third St.	Oakland	(510) 832-6532	Alameda
McIvor Hardware	43350 Ellsworth St.	Fremont	(510) 656-0211	Alameda
Minton's Lumber & Supply	455 W. Evelyn Ave.	Mountain View	(650) 968-9201	Santa Clara
Palo Alto Ace Hardware	875 Alma St.	Palo Alto	(650) 327-7222	Santa Clara
Pastime Ace Hardware	10057 San Pablo Ave.	El Cerrito	(510) 526-6615	Contra Costa
Peninsula Hardware	2676 Middlefield Road	Palo Alto	(650) 325-3491	Santa Clara
Pete's Ace Hardware	2569 Castro Valley Blvd.	Castro Valley	(510) 581-7633	Alameda
Pini Ace Hardware	1535 S. Novato Blvd. #A	Novato	(415) 892-1577	Marin
Southern Lumber	1402 S. First St.	San Jose	(408) 287-9663	Santa Clara
Walnut Creek Ace Hardware	2967 Ygnacio Valley Road	Walnut Creek	(925) 935-6500	Contra Costa
Wisnom's Hardware	545 First Ave.	San Mateo	(650) 348-1082	San Mateo

Exploratorium

from page 1

1993 and has a lease until 2010 and wants to stay, is expected to move to Pier 17 when the Pier 15 renovation begins.

The deep water eastern berth of Piers 15/17 will continue to be available for berthing large ships when needed, as well as water taxis, research vessels, etc.

Wilson Meany Sullivan, architect of the immensely successful makeover of the Ferry Building, is the development manager for this welcome transformation.

An early hurdle for The Exploratorium was cleared a couple of years ago. The Port's Waterfront Land Use Plan identifies some piers in the northern waterfront (including Piers 15/17) as Transitional Maritime Areas in which existing "maritime operations are encouraged until the area is determined to be no longer required or suitable for maritime uses exclusively." The Port undertook a comprehensive review process which concluded that the piers are no longer viable exclusively for maritime activities. Consultant Roger L. Peters authored the excellent "Pier 15/17 Exclusive Maritime Use Study" dated January 5, 2006.

Another requirement in the lengthy approvals process is that the Board of Supervisors must find a proposed project to be fiscally feasible. The Exploratorium won the Board's approval.

The City's Office of Major Environmental Analysis is conducting a full EIR (Environmental Impact Review), including a traffic study.

The museum's worldwide reputation has kept opposition

to its big project relatively low-key, but concerns have been expressed about the already heavy traffic on The Embarcadero and the number of buses which will bring more than 100,000 school children to the new site annually and how they can be kept safe, as well as their teachers and great numbers of other visitors.

Design and planning for the piers location is still under way. Museum staff and the development team hear comment from local organizations and individuals, including pedestrians and bicyclists who use the promenade — named after the late Herb Caen — in increasing numbers.

There have been several joint meetings of the Port Waterfront Design Committee and the Design Review Board of the Bay Conservation and Development Commission (BCDC). The next one is scheduled for July 7 at BCDC offices at 50 California Street at 6:30 pm.

As with all prospective lessors of Port property, The Exploratorium still has much to do before the Port Commission and the Board of Supervisors approve its lease and the museum can proceed with its plan for Piers 15/17.

A last word on the estimable museum — the prototype for interactive museums around the world: In 2005 at a world congress of science centers in Rio de Janeiro, The Exploratorium was voted by its peers as the Number One science center in the world, prompting an Exploratorium staff member to call its move: "A world-class location for a world-class museum."

— June A. Osterberg is a North Beach writer who follows the future of the city's waterfront.

Americans with Disabilities Act ...And the Plague of Small Business Lawsuits

By Marc Bruno

Fifteen small businesses in District 3 have recently faced lawsuits or the threat of lawsuits — many of them brought by a single attorney — under the federal act protecting the rights of the disabled. This law, the fed's most recent foray into the field of personal civil rights (and the only major act of its kind since the Civil Rights Act of 1964), is the Americans with Disabilities Act. It was put on the books after years of study by the U.S. Congress and two presidential commissions.

Signed into law by President George Bush, Sr., the ADA is full of loopholes. It exempts some of America's wealthiest industries,

a few lawyers. Otherwise known as "the plaintiff's bar," attorneys suing on behalf of allegedly handicapped plaintiffs have initiated drive-by lawsuits, looking for small businesses that seem not to comply with ADA requirements. Given the expense of a potential suit, store owners often give in to an attorney-generated letter threatening legal action, calculating it's less expensive to pay-up than to examine the law, make physical changes to the premises or defend themselves in court.

(WARNING: The "pay-up" doesn't equal permanent protection, because courts have found that the law imposes both fines — and separately — an equitable

Q & A with Stephen Cornell

Polk Gulch Advocate

Stephen Cornell is the owner of Brownies, the hardware store at the corner of Polk and Sacramento. Brownies was founded in 1905 by Edgar Brownstone. Steve's father, Leland, bought Brownies in 1950. Steve is a user-friendly, jack-of-all-the-hardware-trades. He's also an energetic community activist. Steve was president of the Small Business Commission for more than five years and is still active in the organization. He's also a highly visible member of the Small Business Network, the Council of District Merchants and the Polk Street Merchants Association. He regularly attends the meetings of these organizations and frequently sounds off with wit, wisdom and advice on how to make the Polk Street neighborhood better. The District 3 Herald interviewed Steve in his basement office in Brownies, a room decorated with classic photographs and maps of old-time San Francisco that attest to his love, not only of Polk Street, but all of San Francisco as well.

Herald: Steve you're a mover and shaker in Polk Gulch, what big changes have you seen in the neighborhood during your time here?

Cornell: A lot. I really grew up here — right here in the store. I was only nine or ten when my father brought me in and put me to work sweeping, stocking bins and making deliveries. I'm in my late 50s now, so I've been around for awhile. These days there are fewer core businesses here. We need more to make Polk Gulch a classic neighborhood in the old-time sense. I view Brownies as a neighborhood resource — a core business. Once we had more core businesses here serving the community — grocery stores, for example. And clothing stores — Where do people go to buy underwear and socks? We need more drug stores, There's only one shoe repair business. No more dime stores. Some of the basics are missing."

What are you doing about attracting some of these basics — these core businesses?

We're working to encourage them but it is slow going and, of course, there is always a turnover in businesses along the street. Right now business is fragile, it's bad — bad everywhere really — and it's difficult for new merchants to gain a foothold, but some are doing it and making it. I'm optimistic. But we still have our problems.

What are some of the problems?

The usual — neighborhood population turnover, aggressive panhandling, shoplifting and other petty crime. But things are getting better. Policing our street goes up and down depending on the city's budget and mood. At one time in the 70s we had two foot patrols. Now we have one. We have Phil walking the beat. He's a good cop and makes himself visible. We should have more.

business groups about the lawsuits, believes that unless a solution is found — and quickly — the colorful character of District 3's eateries and retail stores will be forever changed.

"It's all about money, not about the needs of the handicapped, and its being done on the backs of the hardest working people in District 3, small business owners. Spaces

hospitals, shopping malls, and, yes, even the smallest mom and pop stores.

But the ADA access requirements — the way a restaurant or retail store interfaces with the varied needs of the disabled — can be costly. And for those who fail to include a comprehensive ADA compliance plan before receiving notice of a private party lawsuit,

with more muscle. According to the Unruh Act, a minimum \$1,000 fine can be imposed for each access violation — and the courts are still fighting whether the fine is applicable for each incident or each barrier.

"If you're talking about barrier-based enforcement," notes Bravo, "like a ramp that's not wide enough, or too steep, that

So what is your vision of the future of Polk street?

I believe Polk has a great future but I don't visualize huge changes. We need to keep our "neighborhood-ness" and not give way to homogenization. We want to maintain our charm. But we don't want the neighborhood to become "charming" wherein all buildings look alike and the street takes on a phony uniformity like some places in the suburbs. Polk Street is decidedly not suburban. Our businesses look — and are — different, idiosyncratic, if you will.



Ereest Beyl

Give us a few examples of idiosyncratic businesses.

Well, I think Brownies is idiosyncratic and different. So are Swan Oyster Depot, the Holy Grail, Red Devil Lounge — even Good Vibrations in its own way.

Okay Steve, try this as a final question: What's your feeling about various city mandates for health care, sick leave, minimum wage etc. and how do these affect business on Polk Street?

There's not enough tape in that tape recorder for that kind of question but I'll give you a start. This is an expensive city not only to live in but to operate a business in. Why? When Dianne Feinstein was Mayor there were fewer than 8000 city workers. Today there are somewhere around 28,000. And the population of the city hasn't changed all that much. Why do we need that many city employees? What are they all doing? One thing they are doing is running up the cost of city government itself. Then these mandates: minimum wage at \$9.36 per hour — more than anywhere else in the state — sick leave, health care. All of these issues make the cost of doing business here higher than anywhere else in Northern California — in fact higher than most cities in the state. We need a level playing field so that we can make a decent profit and serve our neighborhood. How's that for a start?

That's a good start. Thanks for your thoughts Steve.



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: DECEMBER 7, 2016

Filing Date: November 7, 2016
Case No.: 2016-014707LBR
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
Zoning: NCD (Polk Street Neighborhood Commercial)/
65-A Height and Bulk District
Block/Lot: 0643/001
Applicant: Michael Yang, Owner
1563 Polk Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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BUSINESS DESCRIPTION

Brownies Hardware is a long-standing local hardware shop and repair service business located in the Nob Hill Polk Gulch neighborhood on Polk Street at the corner of Sacramento Street. Brownies first opened in 1905 under the name "Brownie's Bazaar" by Edgar Brownstone but soon closed after its original location on Golden Gate Avenue was destroyed in the 1906 Earthquake and Fire. The business quickly re-opened at a new location on Polk Street in 1907 as "Brownie's Hardware" (the business name lost the apostrophe sometimes in the 1980s) and, although it moved to various locations since 1907, each location has always remained on Polk Street, including its current location. It is presently located in a 19th Century Commercial one-story building that was designed by architect William Knowles and constructed in 1909.

Brownies Hardware has proven to be an integral part of the Nob Hill community as one of the businesses to survive the 1906 Earthquake and Fire and also in the way it caters to the surrounding diverse neighborhood by offering an inventory of hardware and repair services that reflects and caters to their diverse needs. Local residents, property managers, businesses and people who work at these businesses all utilize the array of (items) and services that Brownies provides for their respective needs. Brownies has been and continues to be a vital neighborhood asset and an advocate for the business community in Nob Hill. Being able to serve the Nob Hill Polk Gulch neighborhood for over 100 years, surviving several natural disasters and relocations has proven Brownies Hardware's dedication to the neighborhood and its perseverance in remaining an anchor as a neighborhood-serving business. As a way of portraying its existence and involvement in the neighborhood and promoting the neighborhood's history, Brownies

dedicates one display window as a Polk Street "history window," showcasing photos of the neighborhood throughout the years.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1906

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

Yes, Brownies Hardware qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Brownies Hardware has operated for 110 years.
- ii. Brownies Hardware has contributed to the Nob Hill Polk Gulch community's history and identity by continuing to uphold its status as a long-standing neighborhood business that is involved in community activities through the Polk District Merchants Association and citywide Council of District Merchants and continues to be a neighborhood-serving business that caters to the diverse hardware and repair service needs of the community.
- iii. Brownies Hardware is committed to maintaining the physical features that define its tradition and craft of offering individualized hardware and repair services to the diverse community that surrounds it.

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

The business is associated with the craft and tradition of offering a wide range of hardware supplies and repair services to the surrounding residents and businesses.

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

Yes. The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that has been identified as being individually eligible as part of the Unreinforced Masonry Building Survey.

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

No.

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

No.

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

Yes. San Francisco Business, October 1993, "Stephen Cornell: James R. Sylla Award;" The Independent, "'Amateur' lobbyists fighting the good fight for merchant issues," by Jean Choung; The San Francisco Bay Guardian, 4/26/2006, "Small Business Awards;" SF Chronicle, 12/7/2008, "Independents, chains have different strengths;" District 3 Herald, 07/2008, "Q & A with Stephen

Cornell." Brownies Hardware has also been cited in a number of older publications, which are included in the application packet.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1563 Polk Street

Recommended by Applicant

- Tradition of providing a wide array of hardware items and repair services to best help and serve the diverse community
- Original architectural characteristics of the building, specifically the exterior sheet metal framing
- Its Polk Street "History Window" showcasing photos of the neighborhood throughout the years

Additional Recommended by Staff

- Location on Polk Street
- Storefront fenestration, entry sequence, and signage



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 839 HEARING DATE DECEMBER 7, 2016

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Case No.: 2016-014698LBR
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1450/019A
Applicant: Sang Bank Kim and Sohyang Kim, Owners
5240 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
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Reviewed By: Tim Frye - (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JOE'S ICE CREAM, CURRENTLY LOCATED AT 5420 GEARY BOULEVARD (BLOCK/LOT 1450/019A).

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 Richmond District 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 December 7, 2016, 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 Joe's Ice Cream 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 Joe's Ice Cream.

Location (if applicable)

- 5420 Geary Boulevard

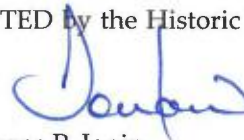
Physical Features or Traditions that Define the Business

- Original menu boards
- "Home-made Ice Cream" signs
- Original hot fudge warmer
- Cone dipping machine
- Black vinyl stools
- Formica counters
- Tradition of hiring neighborhood kids
- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program
- The "ice cream tour"
- Multitude of traditional and unique ice cream flavors
- Location on Geary Boulevard

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 2016-014698LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on December 7, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Johns, Hyland, Johnck, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: Hasz

ADOPTED: December 7, 2016