



Legacy Business Registry Staff Report

HEARING DATE AUGUST 22, 2016

IMAGE CONSCIOUS

Application No.: LBR-2015-16-023
Business Name: Image Conscious
Business Address: 147-149 Tenth Street
District: District 6
Applicant: George Leeson, Owner
Nomination Date: March 1, 2016
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Image Conscious is a publisher and distributor of fine art posters. They are one of the largest wholesale poster suppliers worldwide, selling to galleries, frame shops, designers, art dealers, poster shops and online retailers. The business is located on 10th Street between Howard Street and Mission Street. The business was officially established by 1983 by George Leeson, who began publishing art in the basement of his apartment in 1980.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF 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:

45 Sheridan Street from 1983-1989 (6 years)
147-149 Tenth Street from 1989-Present (27 years)

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

Yes, the applicant has contributed to the SOMA 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:

- The business is associated with the craft of publishing, printing, and distributing fine art.
- The business is unique to San Francisco because it serves as a vendor to many local arts organizations and also pays royalties to local artists who supply the company with art and photography.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The 1924 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a “Category A Property” that was identified as a contributor to the Western SOMA Light Industrial and Residential Historic District. The property was also identified as a California Register district-eligible property through the South of Market Area Historic Resource Survey.

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Image Conscious 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:

- Interior shipping area
- Interior art department/office

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Image Conscious currently located at 147-149 Tenth Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



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

Small Business Commission Draft Resolution

HEARING DATE AUGUST 22, 2016

IMAGE CONSCIOUS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-023
Business Name: Image Conscious
Business Address: 147-149 Tenth Street
District: District 6
Applicant: George Leeson, Owner
Nomination Date: March 1, 2016
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR IMAGE CONSCIOUS, CURRENTLY LOCATED AT 147-149 TENTH 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; 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 August 22, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED that the Small Business Commission hereby includes Image Conscious in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Image Conscious:

Physical Features or Traditions that Define the Business:

- Interior shipping area
- Interior art department/office

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Applicant Name: Image Conscious

Nomination Date: March 1, 2016

Age of Business Confirmed: Yes

Application Deemed to Meet Minimum Qualifications: Yes

Application Referred to HPC Date: July 8, 2016

Notes:

N/A

A handwritten signature in black ink, appearing to read 'Regina Dick-Endrizzi'.

Regina Dick-Endrizzi
Director, Office of Small Business, Small Business Commission



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

金貞妍

March 1, 2016

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

Re: Image Conscious

Dear Regina:

I would like to formally nominate Image Conscious, a publisher and distributor of fine art posters. It is one of largest wholesale poster suppliers worldwide, selling to galleries, frame shops, designers, art dealers, poster shops, and online retailers.

It has been owned by George Leeson, who began publishing in the basement of his apartment in 1980. The business more officially began its operations in 1983, when it bought out another publisher and opened its doors at 45 Sheridan. In 1989, the company moved to 147-149 Tenth Street. It has operated continuously for 33 years. While beginning with one employee, it grew to 15 employees by 1988, and in 2004, employed 30 people. The company was hit by set-backs in the financial crisis of 2008 and the bankruptcy of one of its suppliers. The company was forced to re-group and today has sales of \$2 million and employs fifteen people.

Image Conscious is a vendor to many local arts organizations including Back to the Picture, Fastframe, The Artisans, and Image Arts. It also pays royalties to local artists who supply the company with art and photography. The Legacy Business designation would help Image Conscious continue to serve the arts community of the South of Market, the Bay Area, and worldwide on the web.

Thank you,

A handwritten signature in blue ink, appearing to read "Jane Kim", with a stylized flourish at the end.

Supervisor Jane Kim

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
IMAGE CONSCIOUS		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
GEORGE LERSON 1201 CALIFORNIA ST. #302 SAN FRANCISCO, CA 94109		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
147-149 TENTH STREET SAN FRANCISCO, CA 94103		415 626-1555 Ext 1101
		EMAIL:
		glerson@imageconscious.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
www. imageconscious.com		

APPLICANT'S NAME:	
GEORGE LERSON <input type="checkbox"/> Same as Business Owner	
APPLICANT'S TITLE:	
SOLE OWNER LLC	
APPLICANT'S ADDRESS:	
1201 CALIFORNIA ST. #302 SAN FRANCISCO, CA 94109	
TELEPHONE:	
415 531-2227 (Cell)	
EMAIL:	
glerson@imageconscious.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0453123	

BACKGROUND INFORMATION:	
Founding Location:	45 SHERIDAN ST., SAN FRANCISCO CA. 94103
Current Headquarters Location:	147-149 TENTH ST., SAN FRANCISCO, CA 94103
Operating in San Francisco since:	1983

NAME OF NOMINATOR:	DATE OF NOMINATION:
SUPERVISOR JANE KIM	FEB 18, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
45 SHERIDAN, SF CA. 94103	94103	1983-1989
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	147-149 TENTH ST., SF CA 94103

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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3. Eligibility Criteria

Attach the business's historical narrative. *ATTACHED*

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

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.

GEORGE LEVSON
Name (Print):

2/5/16
Date:

[Handwritten Signature]
Signature:

IMAGE CONSCIOUS BUSINESS NARRATIVE

Image Conscious publishes and distributes fine art posters and open edition giclees. It is solely owned by George Leeson, who began the business in the basement of his apartment in 1980. The business more effectively began operations in 1983, when it bought out another publisher, Drucker-Vincent, then located at 45 Sheridan Street in San Francisco, and rented space at that location. In 1989, the company moved to its current headquarters at 147-149 Tenth Street. It has operated continuously for 33 years.

The business was an outgrowth of Leeson's experience working as an employee at Union Street Graphics, at 1690 Union Street, San Francisco, beginning in 1974. Leeson was employed there until 1983, when he bought out Drucker-Vincent, and moved his business to 45 Sheridan.

The business began in 1983 with one employee, but grew rapidly. By 1988, Image Conscious exceeded two million dollars in sales, and had some 15 employees. At its peak, in 2004, Image Conscious had annual revenues of six million, and employed some 30 people. In the period from 2008 to 2010, the company experienced two major setbacks: The financial crisis of 2008, and the bankruptcy of a major European supplier in 2010. The company was forced to re-group, cutting staff sharply, and re-focusing on its own publishing efforts. Today the company has sales of about two million dollars, and employs fifteen.

The company's main contribution to the community has been to provide long-terms jobs to its employees. While a few of its employees reside in the East Bay, most of its employees live or have lived in San Francisco. Of the current roster of fifteen employees, four began their employment in the 1980s; another three in the 1990s; several more before 2010.

Image Conscious is a vendor to any number of local companies, including Back to the Picture, Fastframe, The Artisans and Image Arts. It also pays royalties to many Bay Area artists who supply the company with art and photography.

I firmly believe Image Conscious meets both the letter and the spirit of a Legacy Business.

www.imageconscious.com

about us



K2321D
Paul Kelley
On Crescent Beach

Who We Are

Now in our 36th year, **Image Conscious** is a San Francisco-based publisher and distributor of fine art prints and posters. One of the largest wholesale poster suppliers worldwide, we sell exclusively to galleries, frame shops, designers, art dealers, poster shops, online retailers, OEMs and wholesale framers.

We publish quality prints and posters from hundreds of the world's finest contemporary artists and photographers, the best of whose images can be viewed on our **top-selling publications list**.

Image Conscious is also the US distributor for the print and canvas line from **The Art Group**, based in London, and the open-edition print line from artist **Michael Parkes**. We are the main US distributor for open-edition prints by the artists **Jack Vettriano**, **George Meis**, **Angelina Wrona** and urban culture artist **Lora Zombie**.

IMAGE CONSCIOUS _ EXTERIOR FRONT DOOR SIGNAGE



IMAGE CONSCIOUS _ EXTERIOR FRONT DOOR SIGNAGE

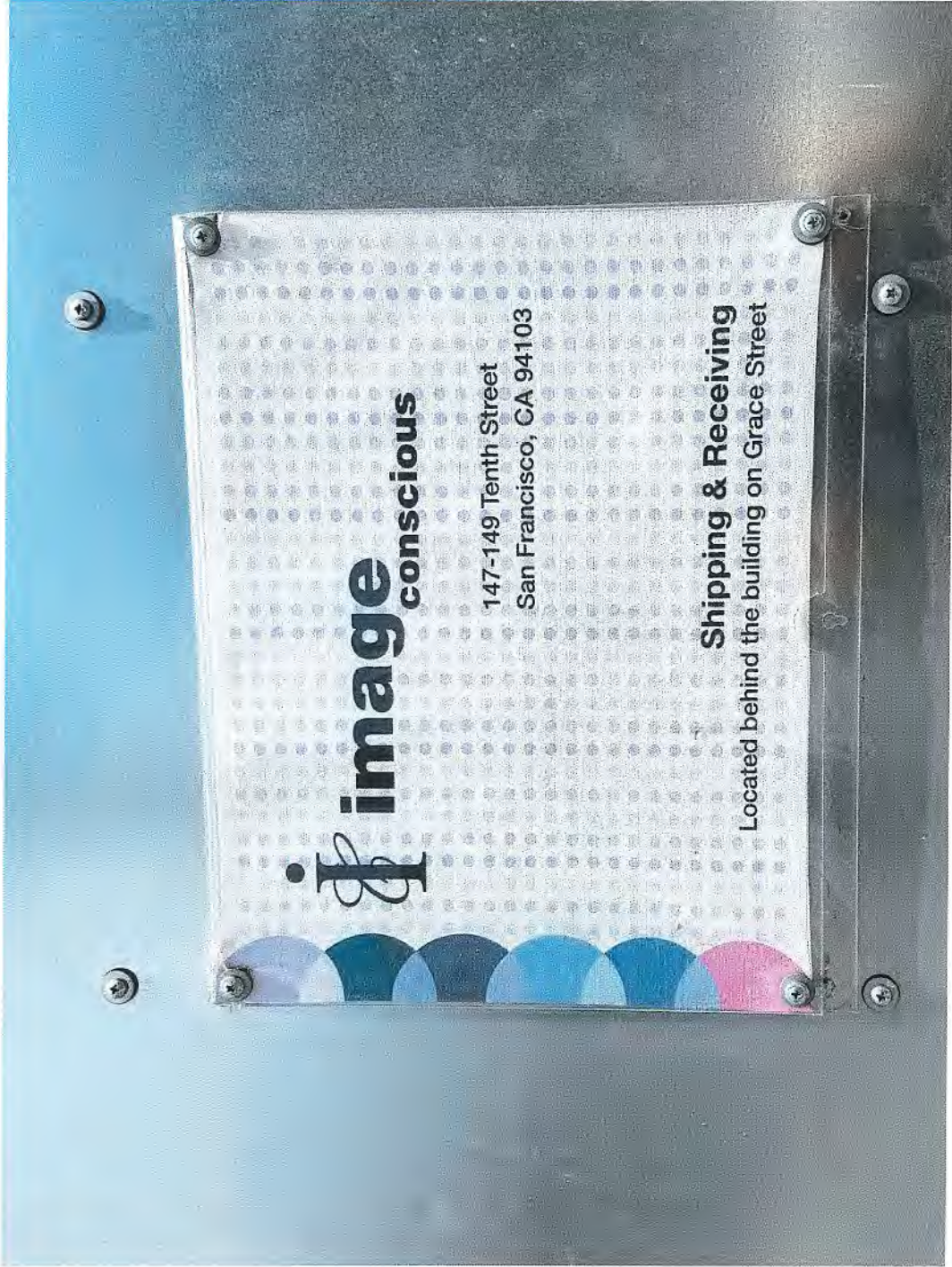


IMAGE CONSCIOUS _ INTERIOR ART DEPARTMENT

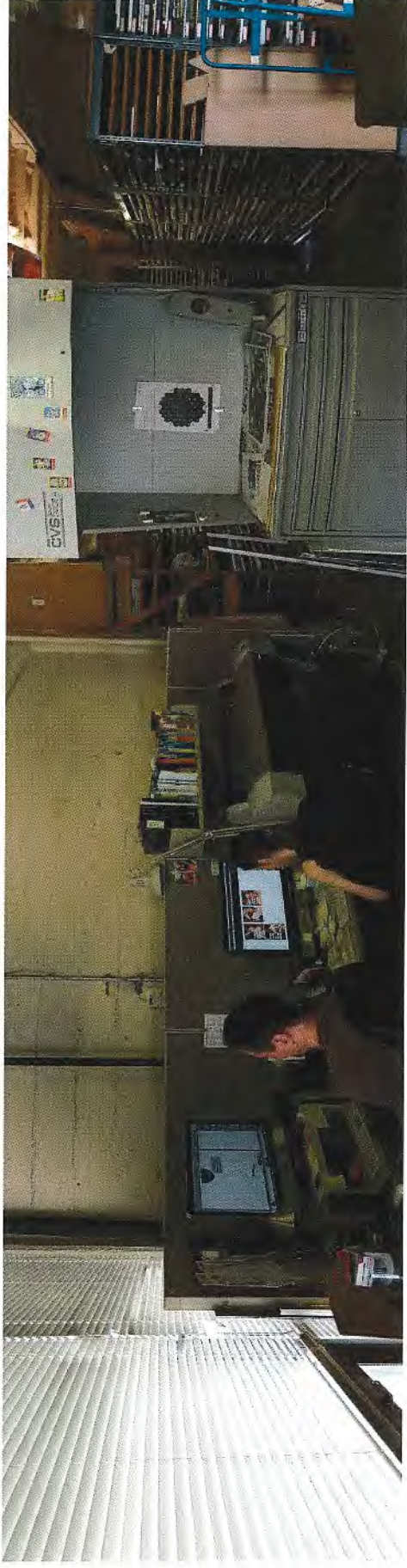


IMAGE CONSCIOUS _ INTERIOR _ SHIPPING AREA



IMAGE CONSCIOUS _ INTERIOR _ SHIPPING AREA



Filing Date: July 8, 2016
Case No.: 2016-009048LBR
Business Name: Image Conscious
Business Address: 147-149 Tenth Street
Zoning: RCD (Regional Commercial)/
55-X Height and Bulk District
Block/Lot: 3509/015A
Applicant: George Leeson, Owner
147-149 Tenth Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Image Conscious is a publisher and distributor of fine art posters. They are one of the largest wholesale poster suppliers worldwide, selling to galleries, frame shops, designers, art dealers, poster shops, and online retailers. The business is located on 10th Street between Howard Street and Mission Street in a two-story commercial building that was previously used as a store, according to the 1950 Sanborn map. The business was officially established by 1983 by George Leeson, who began publishing art in the basement of his apartment in 1980.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1983

2. *Is the business unique to San Francisco?*

Yes. The business is unique to San Francisco because it serves as a vendor to many local arts organizations and also pays royalties to local artists who supply the company with art and photography.

3. *Is the business associated with culturally significant events?*

No.

4. *Is the business associated with culturally significant persons?*

No.

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

Yes. The business is associated with the craft of publishing, printing, and distributing fine art.

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

Yes. The 1924 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that was identified as a contributor to the Western SOMA Light Industrial and Residential Historic District. The property was also identified as a California Register district-eligible property through the South of Market Area Historic Resource Survey.

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

No.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Recommended by Staff

- Interior shipping area
- Interior art department/office



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 777 HEARING DATE AUGUST 3, 2016

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-009048LBR
Business Name: Image Conscious
Business Address: 147-149 Tenth Street
Zoning: RCD (Regional Commercial)/
55-X Height and Bulk District
Block/Lot: 3509/015A
Applicant: George Leeson, Owner
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stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR IMAGE CONSCIOUS, CURRENTLY LOCATED AT 147 TENTH STREET (BLOCK/LOT 3509/015A).

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 South of Market 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 August 3, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

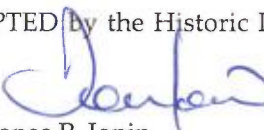
THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Image Conscious qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business

- Interior shipping area
- Interior art department/office

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 2016-009048LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 3, 2016.


Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: Hasz

ADOPTED: August 3, 2016