



Legacy Business Registry Staff Report

Hearing Date: December 9, 2024

WALTER ADAMS FRAMING

Application No.: LBR-2024-25-009
Business Name: Walter Adams Framing
Business Address: 2019B Fillmore St., 355 Presidio Ave., and 349 West Portal Ave.
District: Districts 2 & 7
Applicant: Keith Wicker and Lloyd Haddad, Owners
Nomination Date: July 22, 2024
Nominated By: Supervisor Catherine Stefani
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Walter Adams Framing is a custom art framing company specializing in archival and conservation framing, shadow boxes, custom framed mirrors, acrylic boxes, and photo frames. The framing store has continuously served the San Francisco Bay Area with the largest selections of custom frames. Ranging from modern minimalism to baroque period reproductions, they are constantly expanding their collection. The Lower Pacific Heights location at 2019B Fillmore Street is a long-time retail establishment providing a multitude of framing services and home items for Fillmore and Lower Pacific Heights neighbors and tourists. Walter Adams is an active member of the Fillmore Merchants Association.

First opened by Jane Walter and Robert Adams at Geary Boulevard and Masonic Street in September 1978. In 1982, they moved to 355 Presidio Avenue in Presidio Heights. In 1992, the company was purchased by Nikita Van Beek and Susan Van Beek. In 2013, the 9th Avenue location closed. In 1999, Nikita and Susan purchased the three "Frame of Mind" frame shops at 2019B Fillmore Street in Lower Pacific Heights, 239 West Portal Avenue in West Portal, and 1262 9th Avenue in the Inner Sunset. In August 2023, Lloyd Haddad and Keith Wicker purchased the businesses. They retained the name Walter Adams Framing and existing locations and continue to operate the business to this day.

Walter Adams Framing has a long-standing relationship with notable designers and decorators throughout the Bay Area. These design firms rely on the expertise and high-quality service and products that Walter Adams provides to fulfill their design vision. Walter Adams Framing offers full solutions for the art and framing process: in-home/business design consultations, frame sample loan program, private consultations, delivery and pickups, and scheduling of hanging framed artwork. Additionally, Walter Adams supports local artists through showing of artwork and framing cost assistance in preparation for art shows. Walter Adams has had ongoing relationships with many prominent San Francisco residents and prominent designers including Joe Montana, the Getty Foundation, Loczi Design, Tracy Simmons Design, and Kendall Wilkinson Design.

Walter Adams Framing has donated framing to the UCSF Art for AIDS auction, an annual fundraising event for UCSF Healthcare Alliance held each year in September, as well as Creativity Explored, a collective of neurodivergent artists. Walter Adams Framing has also participated in the Decorator's Showcase House that benefits, each year, the San Francisco University High School (located three blocks from the Presidio location).

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





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, Walter Adams Framing has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

City Center at Geary Blvd. and Masonic Ave. from 1978 to 1982 (4 years)
355 Presidio Ave. from 1982 to Present (42 years)
2019B Fillmore St. from 1999 to Present (25 years)
1262 9th Ave. from 1999 to 2013 (14 years)
239 West Portal Ave. from 1999 to 2014 (15 years)
348 West Portal Ave. from 2014 to Present (10 years)

CRITERION 2

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

Yes, Walter Adams Framing has contributed to the history and identity of the Presidio Heights, Lower Pacific Heights, Inner Sunset, and West Portal neighborhoods and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with custom art framing, archival and conservation framing, shadow boxes, custom framed mirrors, acrylic box frames, and photo frames.
- The 2019B Fillmore St. property is located within the California Register-eligible Upper Fillmore Neighborhood Commercial Historic District and is eligible for listing on the California Registry of Historical Resources as a district contributor.
- Walter Adams has also had ongoing relationships with many prominent San Francisco residents and prominent designers, including Joe Montana, the Getty Foundation, Loczi Design, Tracy Simmons Design, and Kendall Wilkinson Design.
- There have been a number of features and articles on Walter Adams Framing, from publishers including the San Francisco Bay Times and the Nob Hill Gazette.
- With regard to racial and social equity, Walter Adams Framing contributes to the cultural fabric of San Francisco as an LGBTQ+-owned and veteran-owned business. Walter Adams participates in several community organizations including an annual fundraising event for UCSF Healthcare Alliance called Art for AIDS, and a collective of neurodivergent artists called Creativity Explored.

CRITERION 3

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

Yes, Walter Adams Framing is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Walter Adams Framing 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.

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Physical Features or Traditions that Define the Business:

- Providing the highest quality framing services.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Picture frame store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Walter Adams Framing currently located at 2019B Fillmore St., 355 Presidio Ave., and 349 West Portal Ave. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

December 9, 2024

WALTER ADAMS FRAMING

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legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Walter Adams Framing, currently located at 2019B Fillmore St., 355 Presidio Ave., and 349 West Portal Ave.

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 on 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 December 9, 2024, 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 Walter Adams Framing in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Walter Adams Framing.

Physical Features or Traditions that Define the Business:

- Providing the highest quality framing services.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Walter Adams Framing on the Legacy Business Registry:

- Picture frame store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 9, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2024-25-009
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 Yes No

City Center at Geary Blvd. and Masonic Ave. from 1978 to 1982 (4 years)
 355 Presidio Ave. from 1982 to Present (42 years)
 2019B Fillmore St. from 1999 to Present (25 years)
 1262 9th Ave. from 1999 to 2013 (14 years)
 239 West Portal Ave. from 1999 to 2014 (15 years)
 348 West Portal Ave. from 2014 to Present (10 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: November 6, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

July 22, 2024

Katy Tang
Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Legacy Business Nomination for Walter Adams Framing

Dear Director Tang,

I am pleased to nominate Walter Adams Framing, co-owned by Keith Wicker and Lloyd Haddad, for the Legacy Business Registry. This respected custom framing business is located in the heart of the Fillmore and is best known for providing uniquely personable service and ornately hand-crafted frames to thousands of families, businesses, and local artisans throughout the Bay Area.

The nominee has operated in San Francisco for 45 years and has maintained a strong presence in the city due to its commitment to cultivating long-term relationships with clients and including them in every step of the design process. In operation since 1978, Walter Adams Framing was recently bought by long-time San Franciscans Wicker and Haddad, a duo with decades of experience in the industry. They have distinguished themselves as valuable community partners by working with organizations like Creativity Explored, a collective of neurodivergent artists, and Art for AIDS, an annual fundraising event for the UCSF Healthcare Alliance.

Walter Adams Framing is an essential contributor to San Francisco's tradition of supporting artisans. It is my absolute pleasure to put forward Walter Adams Framing as a deserving candidate for the Legacy Business Registry.

The nominee can be contacted here: Brian (Keith) Wicker; 2019 Fillmore Street, San Francisco, California 94115; (415) 292-3390; keith@walteradamsframing.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani
Supervisor, District 2
City and County of San Francisco

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244

San Francisco, California 94102-4689 • (415) 554-7452 Fax (415) 554-7843 • TDD/TTY (415) 554-5227



Legacy Business Registry Application



Business Information

Business name: Walter Adams Framing

Business owner name(s): Brian (Keith) Wicker and Lloyd D. Haddad

Identify the person(s) with the highest ownership stake in the business

Current business address: 2019B Fillmore St., 94115; 355 Presidio Ave., 94115; 348 West Portal Ave., 94127

Telephone: (415) 260 – 3582 **Email:**

Mailing address (if different than above): 2019B Fillmore St., San Francisco, CA 94115

Website: www.walteradamsframing.com

Facebook: www.facebook.com/p/Walter-Adams-Framing-61552292601367 **Twitter:**

7-digit San Francisco Business Account Number (BAN): 1 1 4 6 8 5 9

Do any of these describe your business? (select all that apply)
Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

- | | |
|---|--|
| <input type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input checked="" type="checkbox"/> LGBTQ+-Owned Business | <input checked="" type="checkbox"/> Veteran-Owned Business |
| <input type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business |

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Keith Wicker

Contact person title: Owner

Contact telephone: (415) 260 – 3582 **Contact email:**

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.

Original San Francisco address: City Center at Geary Blvd. and Masonic Ave. **Zip Code:** 94118

Is this location the founding location of the business? (Y/N): Y

Dates at this location: **From:** 1978 **To:** 1982

Other address (if applicable): 355 Presidio Ave. **Zip Code:** 94115

Dates at this location: **From:** 1982 **To:** Present

Other address (if applicable): 2019B Fillmore St. **Zip Code:** 94115

Dates at this location: **From:** 1999 **To:** Present

Other address (if applicable): 1262 9th Ave. **Zip Code:** 94122

Dates at this location: **From:** 1999 **To:** 2013

Other Address (if applicable): 239 West Portal Ave. **Zip Code:** 94127

Dates at this location: **From:** 1999 **To:** 2014

Other address (if applicable): 348 West Portal Ave. **Zip Code:** 94127

Dates at this location: **From:** 2014 **To:** Present

Applicant Disclosures

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. A business deemed not current 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 grants through the Legacy Business Program.


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.

Name: Brian Keith Wicker

Signature:



Date:

5/30/2024

WALTER ADAMS FRAMING

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Walter Adams Framing is a custom art framing company specializing in archival and conservation framing, shadow boxes, custom framed mirrors, acrylic boxes, and photo frames.

The quality custom framing at Walter Adams Framing is unmatched. The impact of a piece of art can be dramatically affected by the quality of its frame. At Walter Adams Framing, they understand this. They have been providing clients with quality custom picture framing and an unmatched selection of photo frames since 1978. Whether it's a valuable oil painting or an irreplaceable photo of a loved one, Walter Adams Framing has the expertise to give your artwork that perfect, tasteful touch.

For archival framing, Walter Adams Framing has one of the largest selections of custom frames in the San Francisco Bay Area. Ranging from modern minimalism to baroque period reproductions, they are constantly expanding their collection.

b. Describe whom the business serves.

Walter Adams Framing serves the retail public customers, designers and decorators, architects, artists, and commercial and hospitality industries.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

High quality art framing.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Walter Adams was founded in September 1978 by Jane Walter and Robert Adams as an upscale home accessories business located at what is now the City Center shopping center at Geary Blvd. and Masonic Avenue.

In 1982, they moved to 355 Presidio Avenue in Presidio Heights. In 1992, the company was purchased by Nikita Van Beek and Susan Van Beek and changed to Walter Adams Galleries. While not experienced in custom framing, the Van Beeks adapted to start growing the business

and elevating the brand perception throughout the Bay Area. This was accomplished by offering high quality products and exceptional service.

In 1999, Nikita and Susan purchased the three Frame of Mind frame shops at 2019B Fillmore Street in Lower Pacific Heights, 239 West Portal Avenue in West Portal, and 1262 9th Avenue in the Inner Sunset . All three of these locations were then incorporated into the Walter Adams Brand.

In 2013, the 9th Avenue location closed due to company downsizing, leaving the three existing locations.

In 2014, the West Portal shop was moved from 239 West Portal Avenue to 348 West Portal Avenue, where it currently operates.

In August 2023, Lloyd Haddad and Keith Wicker purchased the business and kept all three locations under the Walter Adams Framing name. Both new owners are well respected, veteran framers with combined business experience exceeding 35 years.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1978 to 1992:	Jane Walter and Robert Adams
1992 to 2023:	Nikita Van Beek and Susan Van Beek
2023 to Present:	Lloyd Haddad and Keith Wicker

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

There was no closure of this business for a significant duration. Even during the COVID pandemic, the business was closed for only 10 weeks, which is not significant considering the length of the company's existence.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Walter Adams Framing has contributed to the history and identity of the Presidio Heights, Lower Pacific Heights, Inner Sunset, and West Portal neighborhoods. The business has long served the design community, and customers from all over the city have relied on the business to provide high-quality services, designs, and finished products. All Walter Adams Framing employees are local to their communities.

The Presidio location includes a gallery showcasing a rotating display of framed pieces from local artists.

The Lower Pacific Heights location is a long-time retail establishment providing a multitude of services and home items for Fillmore and Lower Pacific Heights neighbors and tourists. Walter Adams is an active member of the Fillmore Merchants Association (<https://fillmorestreetsf.com/shopping/arts-antiques/walter-adams-framing/>).

West Portal is the newest location for Walter Adams Framing. The shop serves the neighborhood and shopping district and has a long-term relationship with residents. (Walter Adams Framing is an active member of the West Portal Merchants Association.

Walter Adams Framing has a long-standing relationship with notable designers and decorators throughout the Bay Area. These design firms rely on the expertise and high-quality service and products that Walter Adams provides to fulfill their design vision. Walter Adams Framing offers full solutions for the art and framing process: in-home/business design consultations, frame sample loan program, private consultations, delivery and pickups, and scheduling of hanging framed artwork. Additionally, Walter Adams supports local artists through showing of artwork and framing cost assistance in preparation for art shows.

b. Is the business associated with significant people or events, either now or in the past?

Walter Adams has had ongoing relationships with many prominent San Francisco residents and prominent designers. To name a few:

- Mimi Haas and The Haas Foundation
- Joe and Jennifer Montana
- Gordon Getty and the Getty Foundation
- Suzanne Tucker of Tucker and Marks
- Kendall Wilkinson Design
- Tracy Simmons Design
- Loczi Design

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

Walter Adams Framing has donated framing to the UCSF Art for AIDS auction, an annual fundraising event for UCSF Healthcare Alliance held each year in September, as well as Creativity Explored, a collective of neurodivergent artists. Walter Adams Framing has also participated in the Decorator's Showcase House that benefits, each year, the San Francisco University High School (located three blocks from the Presidio location).

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Walter Adams Framing has been featured occasionally in the media. Following are several key media references:

- **Illuminating 20 Berlins Exhibit Debuts at Walter Adams Framing**
Nob Hill Gazette
August 21, 2024
https://www.nobhillgazette.com/events/parties/illuminating-20-berlins-exhibit-debuts-at-walter-adams-framing/article_11bc80d4-5c17-11ef-9a8c-23358da4dc13.html
- **Lloyd Haddad and Keith Wicker of Walter Adams Framing**
San Francisco Bay Times
June 27, 2024
<https://sfbaytimes.com/lloyd-haddad-and-keith-wicker-of-walter-adams-framing/>
- **Established Bay Area Framing Business Gets New Owners, Vision**
Nob Hill Gazette
May 22, 2024
https://www.nobhillgazette.com/partners/established-bay-area-framing-business-gets-new-owners-vision/article_cf8de322-1140-11ef-a4e0-530b8b735718.html

e. Has the business ever received any awards, recognition, or political commendations?

Not applicable.

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

If the business were to close, a void would be created for those residents and businesses in their respective communities and neighborhoods. Walter Adams Framing currently employs nine individuals and contracts work to a handful more that would be negatively impacted were the business to be closed. The impact of relocation and selling of the business would depend on where it was located to and who bought it. When the current owners bought the company, they implemented a number of positive changes for the employees, hired new additional employees, and improved the processes and equipment used by the company.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The building at 2019-2021 Fillmore Street, while not officially historic, is a contributor to the Eligible Upper Fillmore Neighborhood Commercial Historic District.

Walter Adams Framing is committed to maintaining its current presence in their three respective neighborhoods: Presidio Heights, Lower Pacific Heights, and West Portal.

b. In a few words, describe the main business activity you commit to maintaining.

Walter Adams Framing is committed to providing the highest quality framing services while building and maintaining strong relationships with its clients.

c. What is the plan to keep the business open in the long term beyond the current ownership?

The goal of the new owners is to take the business to the next level of productivity and services. The long-term goal is to acquire a dedicated local workspace so operations processes can be consolidated and streamlined, creating more efficiency and ultimately a better value for its clients. The existing locations, and possibly additional locations, would become almost exclusively design centers and showrooms.

d. What challenges is the business facing today?

Walter Adams Framing currently has relatively reasonable rents at each of its three locations. Additionally, the company has excellent relationships with the respective landlords. There is a concern that if the leased buildings are sold (as they have been in the Fillmore, for example), that new landlords could significantly raise the rents and insurance requirements for the company. This could negatively affect the business in that it may be forced to move or close a location.

There are many requirements that are imposed by the City and County of San Francisco that are expensive and burdensome on small businesses:

- Any graffiti on the business is the business owner's responsibility to remediate otherwise face fines by the City.
- Homelessness in certain areas contributes to the appearance of shopping districts that is a detriment to many small businesses.
- Vandalism puts a huge financial burden on the businesses for repairs and loss prevention. Incidents of vandalism are still high in San Francisco.
- Tree and sidewalk maintenance by the City needs improvement.

Parking enforcement is also an issue in all three locations of Walter Adams Framing. Following are the major topics:

- Commercial spots being used by delivery scooters and non-commercial vehicles blocking use by actual commercially registered vehicles, especially in metered spots.
- Disabled placards on vehicles that are parked for free in metered spots all day in a shopping district make it difficult for clients to park in that district. While this is a privilege extended to those who have valid handicap placards, it should be reviewed for change. There are already designated handicap parking spots which, when violated, carry a large fine. With the advent of app-based pay and park, why should metered spots be free to vehicles with a handicap placard and be allowed to park there all day long for free?

- The price of parking meters in most shopping districts is very high. In businesses like Walter Adams Framing, clients often need upwards of an hour to complete their designs.
- Parklets in San Francisco take up valuable parking spots in most shopping districts. The price paid by the parklet owners does not outweigh the lost revenue to surrounding businesses. Also, this is basically free business square footage without regulation, insurance, increase in rent, etc. that gives an unnecessary advantage to restaurants that have taken advantage of the parklet program. Many of these parklets remain empty and end up collecting garbage and graffiti, and are used regularly for urinals (which impacts the surrounding areas).
- Sidewalk cleaning during non-rainy seasons would be helpful.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Picture frame store.

b. 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 Planning Department Historic Resource Status of the building at 345-355 Presidio Avenue is “B - Unknown / Age Eligible.” The building “does not appear significant under Criterion C/3 (Architecture/Design)” per a Neighborhood Commercial Corridors Survey (Unadopted) in 2015.

The Planning Department Historic Resource Status of the building at 2019-2021 Fillmore Street is “A - Historic Resource Present.” The building is a contributor to the Eligible Upper Fillmore Neighborhood Commercial Historic District, but it is not eligible for listing on the local, state, or national registers per a 2024 evaluation.

The Planning Department Historic Resource Status of the building at 346-350 West Portal Avenue is “B - Unknown / Age Eligible.” The building “appears significant as a contributor to an identified cluster” per a 2015 evaluation.

Walter Adams Framing, current locations

Fillmore St.



West Portal Ave.



Presidio Ave.



2019B Fillmore St.

Fine Custom Framing

Walter
ADAMS



FINE CUSTOM FRAMING
FULL ACCESSORIES
FOR THE HOME
MON-SAT 10am-6pm
SUNDAY 11am-5pm

Walter
ADAMS



348 West Portal Ave.

Walter
ADAMS

FINE CUSTOM FRAMING SINCE 1978

348

Walter
ADAMS

346

OPEN





Art & Mirror
Installation Services
Available upon request



355 Presidio Ave.

Walter
ADAMS
CUSTOM FRAMING

Fine Custom Framing Since 1978

Gallery

355



Walter
ADAMS
FRAMING

BUSINESS HOURS
TUESDAY - SATURDAY
10 am - 6 pm





Established Bay Area Framing Business Gets New Owners, Vision

SPECIAL FOR THE NOB HILL GAZETTE **May 22, 2024** 📖 3 min to read

In the Bay Area, when you think of quality custom framing, one name comes to mind ... actually, it's two names: Walter Adams.

This well-known brand was recently purchased by custom framing veterans Lloyd Haddad and Keith Wicker. With over 30 years of combined experience, they are bringing expertise, a fresh vision and expanded offerings to their custom framing clients.



Continuing a Respected Name

With three locations in Presidio Heights, West Portal and the Fillmore District, Walter Adams has been in business since 1978, building a top-notch reputation and a respected name.

“We are committed to continuing the highest-quality customer service,” Haddad said. “Walter Adams’ name already has a cachet and we are modernizing equipment and framing methods to offer a wider selection of options to our current and future clients. We have a very talented and diverse staff skilled in the design and execution of your framing projects from the design table to the walls in your home.”

Seamlessly Preserve Your Memories with Conservation Framing

Specializing in conservation and archival methods, Haddad and Wicker are known for treating each of their customers’ projects with utmost care, providing one-on-one attention, expert design advice and restoration services.

Personalized Framing Solutions for Every Budget

In addition, the team provides corporate and private consultations, plus the ability to pick up and deliver projects to customers throughout the Bay Area. With a wide selection of custom frames, they can work with most any budget.

Haddad and Wicker, who also own Capricorn Framing in Jordan Park, have long been trusted by customers to preserve artwork and memorabilia, including three-dimensional items and family heirlooms, from ballet shoes and boxing gloves to antique documents and collectible items. This reputation is now extended to the Walter Adams Framing brand.

“Imagination is your limit,” Wicker said. “We love a challenge.”

Now Lower Prices, Shorter Turnaround Times

A positive experience, in addition to excellent design quality and craftsmanship, has kept customers coming back to Capricorn Framing since its opening in 2006. Now they will find the same expertise and attention to detail at Walter Adams’ three locations.

“We really want to express to our existing and new clients what we can do to help them beautify their homes,” Haddad said.

By streamlining operations and updating equipment, Haddad said, all four shops now work together and have lowered prices and shortened turnaround times. In addition, they offer a generous discount program to the design and decorating trades. “We welcome collaborations with designers and their clients. We can turnkey projects like custom mirrors from inception to delivery and installation.”

A Trusted Partner in Preserving What Matters Most

The Presidio location is the first of the three Walter Adams shops to be given a facelift under the new ownership and will include a gallery showcasing a rotating display of framed pieces from local artists.

In addition, the new owners have established relationships with community organizations, including Creativity Explored, a collective of neurodivergent artists, and Art for AIDS, an annual fundraising event for UCSF Healthcare Alliance. “We have provided custom framing to these organizations with zero cost to them to help promote and sell artwork to help raise funds,” Haddad said.

Haddad, who has a background in engineering, opened Capricorn Framing in 2006 when he saw the need within the art community for higher quality framing options. Wicker, a retired Army helicopter pilot instructor and former KTVU-TV news pilot, joined the business in 2014, bringing experience in aeronautical engineering and woodworking to the framing business.

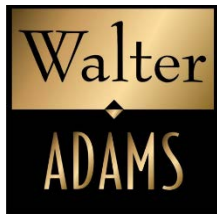
Whether a valuable oil painting, an irreplaceable photo or an autographed sports jersey, at Capricorn Framing, and now Walter Adams Framing, customers can expect to find a trusted partner in preserving what matters most. “As we have with Capricorn Framing,” Wicker says, “we work hard to build long-lasting relationships with our clients as they build their art collections over time.”

“Our staff is committed to providing our clients with personal service and a very positive custom framing experience,” Haddad said. “We like our clients to be involved in the design process and to feel confident that we are offering the best designs for their artwork, memorabilia and documents.”

<https://sfbaytimes.com/lloyd-haddad-and-keith-wicker-of-walter-adams-framing/>



Lloyd Haddad and Keith Wicker of Walter Adams Framing



F R A M I N G

1978 was an important year for San Francisco. It was the year that Gilbert Baker led creation of the first rainbow flag. The Women’s Building opened. The San Francisco Gay Men’s Chorus began. The San Francisco Bay Times published its first issues. And it was also the year that the venerable Walter Adams Framing opened.

Now with three locations, Walter Adams Framing is “your San Francisco picture framing shop,” as the well-earned statement in its promotions goes. Here we connect with owners Lloyd Haddad and Keith Wicker.



Lloyd Haddad and Keith Wicker

GGBA: Please tell us more about Walter Adams Framing. At the GGBA as well as the San Francisco Bay Times, we rely on shops like yours for many projects and realize how important such work can be.

Lloyd Haddad and Keith Wicker: Walter Adams Framing is a custom picture framing company here in San Francisco since 1978. We specialize in conservation and archival picture framing and specialized photo frames. There are three design locations in San Francisco: Presidio Heights, Fillmore, and West Portal.

Our mission is to educate the public about quality conservation framing for artwork, documents, memorabilia, objects, etc. and to provide those products with unmatched service, expertise, and craftsmanship. We work directly with not only individual and corporate clients, but also designers and decorators. We strive to be the premier destination for those who seek quality, creativity, and care in every frame.

Another one of our goals is to create a safe, fun, challenging, and gratifying workspace for our employees. Our workforce is diverse and welcomes and celebrates everyone. We value honest communication, honestly, and the pursuit of furthering careers.

GGBA: Why did you decide to invest in Walter Adams Framing?

Lloyd Haddad and Keith Wicker: After starting Capricorn Framing in 2006, we purchased Walter Adams Framing in 2023 as an expansion to our already successful custom framing business. We knew that Walter Adams Framing is a sound business and has a positive reputation in San Francisco that fits our business model. We have since upgraded our offerings and products to better fit our clients' needs.

GGBA: Why did you decide to join the GGBA, and how long have you been a member?

Lloyd Haddad and Keith Wicker: We joined at the beginning of June 2024. We were referred to the organization by Charles Symes of Alegre Health Care. After researching, we knew it was an organization for us and our businesses.

GGBA: Although you have only been GGBA members for a short time, has the membership helped your business so far?

Lloyd Haddad and Keith Wicker: It is too early to know!

GGBA: Have you been to any of the GGBA monthly Make Contact or other networking events?

Lloyd Haddad and Keith Wicker: We have not yet been to any networking events other than the GGBA Power Connect event.

GGBA: What advice would you give to someone who is thinking of starting their own business?

Lloyd Haddad and Keith Wicker: Have a good business model, a business plan, and budget for a large volume of consistent marketing and networking. Seek help when in doubt.

GGBA: Is there anything else that you would like to share?

Lloyd Haddad and Keith Wicker: We look forward to being part of the GGBA, to learning from other businesses, and sharing our knowledge so we can all grow stronger together.



Lloyd Haddad and Keith Wicker at San Francisco City Hall for GGBA's 50th Anniversary Celebration

<https://walteradamsframing.com/>

GGBA Member Spotlight

Published on June 27, 2024



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 4, 2024

Filing Date: December 4, 2024
Case No.: **2024-010354LBR**
Business Name: Walter Adams Framing

Business Address (1): 2019 FILLMORE STREET (Primary Address)
Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District
Cultural District: Japantown Cultural District
Block/Lot: 0654/003

Business Address (2): 355 PRESIDIO AVENUE
Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District
Cultural District: None
Block/Lot: 1008/004

Business Address (3): 348 West Portal Avenue
Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District
Cultural District: None
Block/Lot: 2483/008

Applicant: Keith Wicker
2019B Fillmore Street
Nominated By: Supervisor Catherine Stefani
Located In: Districts 2 and 7
Staff Contact: William McCallum - 628-652-7338
Will.Mccallum@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Walter Adams Framing is a custom art framing company specializing in archival and conservation framing, shadow boxes, custom framed mirrors, acrylic boxes, and photo frames. The framing store has continuously served the San Francisco Bay Area with the largest selections of custom frames. Ranging from modern minimalism to baroque period reproductions, they are constantly expanding their collection. The Lower Pacific Heights location at 2019 Fillmore Street is a long-time retail establishment providing a multitude of framing services and home items for Fillmore and Lower Pacific Heights neighbors and tourists. Walter Adams is an active member of the Fillmore Merchants Association.

First opened by Jane Walter and Robert Adams at Geary Boulevard and Masonic Street in September 1978. In 1982, they moved to 355 Presidio Avenue in Presidio Heights. In 1992, the company was purchased by Nikita Van Beek and Susan Van Beek. In 2013, the 9th Avenue location closed. In 1999, Nikita and Susan purchased the three “Frame of Mind” frame shops at 2019B Fillmore Street in Lower Pacific Heights, 239 West Portal Avenue in West Portal, and 1262 9th Avenue in the Inner Sunset. In August 2023, Lloyd Haddad and Keith Wicker purchased the businesses and retained the name Walter Adams Framing and existing locations and continues to operate to this day.

Walter Adams Framing has a long-standing relationship with notable designers and decorators throughout the Bay Area. These design firms rely on the expertise and high-quality service and products that Walter Adams provides to fulfill their design vision. Walter Adams Framing offers full solutions for the art and framing process: in-home/business design consultations, frame sample loan program, private consultations, delivery and pickups, and scheduling of hanging framed artwork. Additionally, Walter Adams supports local artists through showing of artwork and framing cost assistance in preparation for art shows. Walter Adams has had ongoing relationships with many prominent San Francisco residents and prominent designers, including Joe Montana, the Getty Foundation, Loczi Design, Tracy Simmons Design, and Kendall Wilkinson Design.

Walter Adams Framing has donated framing to the UCSF Art for AIDS auction, an annual fundraising event for UCSF Healthcare Alliance held each year in September, as well as Creativity Explored, a collective of neurodivergent artists. Walter Adams Framing has also participated in the Decorator’s Showcase House that benefits, each year, the San Francisco University High School (located three blocks from the Presidio location).

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1978 and currently has three active locations in San Francisco.

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

Yes. Walter Adams Framing qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

a. Walter Adams Framing has operated continuously in San Francisco for 46 years.

- b. Walter Adams Framing has contributed to the history and identity of the Western Addition neighborhood and San Francisco.
- c. Walter Adams Framing is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with custom art framing, archival and conservation framing, shadow boxes, custom framed mirrors, acrylic box frames, and photo frames.

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

Yes. The Fillmore Street property is located within the California Register-eligible Upper Fillmore Neighborhood Commercial Historic District. 2019 Fillmore Street is a contributor to the Historic District.

Walter Adams has also had ongoing relationships with many prominent San Francisco residents and prominent designers, including Joe Montana, the Getty Foundation, Loczi Design, Tracy Simmons Design, and Kendall Wilkinson Design.

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

Yes, the Fillmore Street location is eligible for listing on the California Registry of Historical Resources as a district contributor.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been a number of features and articles on Walter Adams Framing, from publishers including the San Francisco Bay Times and the Nob Hill Gazette.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and

social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Walter Adams Framing contributes to the cultural fabric of San Francisco as a LGBTQ+-owned, Veteran-owned business. Walter Adams participates in several community organizations including an annual fundraising event for UCSF Healthcare Alliance called Art for AIDS, and a collective of neurodivergent artists called Creativity Explored.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 355 Presidio Avenue (1982 – Present)
- 2019B Fillmore Street (1999 – Present)
- 348 West Portal Avenue (2014-Present)

Previous (No Longer Extant) Locations:

- City Center at Geary Blvd and Masonic Avenue (1978 – 1982)
- 1262 9th Avenue (1999 – 2013)
- 239 West Portal Avenue (1999-2014)

Recommended by Applicant

- Providing the highest quality framing services

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business

- Criterion 2 – Contribution to Local History
- Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: December 4, 2024

Case No.: 2024-010354LBR

Business Name: Walter Adams Framing

Business Address: 2019 FILLMORE ST (Primary Address)

Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District

Block/Lot: 0654/003

Business Address (2): 355 PRESIDIO AVENUE

Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District

Block/Lot: 1008/004

Business Address (3): 348 West Portal Avenue

Zoning: NCD (UPPER FILLMORE NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District

Block/Lot: 2483/008

Applicant: Keith Wicker

2019B Fillmore Street

Nominated By: Supervisor Catherine Stefani

Located In: Districts 2 and 7

Staff Contact: William McCallum - 628-652-7338

Will.Mccallum@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR WALTER ADAMS FRAMING CURRENTLY LOCATED AT 2019 FILLMORE ST (PRIMARY ADDRESS), BLOCK/LOT 0654/003; 348 WEST PORTAL AVENUE, BLOCK/LOT 2483/008; AND 355 PRESIDIO AVENUE, BLOCK/LOT 1008/004.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 4, 2024, 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 2019 FILLMORE ST 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 2019 FILLMORE ST.

Location(s):

Current Locations:

- 355 Presidio Avenue (1982 – Present)
- 2019 Fillmore Street (1999 – Present)
- 348 West Portal Avenue (2014-Present)

Previous (No Longer Extant) Locations:

- City Center at Geary Blvd and Masonic Avenue (1978 – 1982)
- 1262 9th Avenue (1999 – 2013)
- 239 West Portal Avenue (1999-2014)

Physical Features or Traditions that Define the Business:

- Providing framing retail services

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 to the Office of Small Business on December 4, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: December 4, 2024