



SAN FRANCISCO  
OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

# Legacy Business Registry Staff Report

HEARING DATE JULY 10, 2017

## ROOKY RICARDO'S RECORDS

*Application No.:* LBR-2016-17-067  
*Business Name:* Rooky Ricardo's Records  
*Business Address:* 419 Haight Street  
*District:* District 5  
*Applicant:* Richard Vivian, Owner  
*Nomination Date:* January 26, 2017  
*Nominated By:* Supervisor London Breed  
*Staff Contact:* Richard Kurylo  
*legacybusiness@sfgov.org*

### BUSINESS DESCRIPTION

Rooky Ricardo's Records is a vintage record store located in the Lower Haight neighborhood that opened in 1987. The shop was started by Richard "Dick" Vivian and specializes in rare and underappreciated vinyl records of musical genres such as soul, funk, jazz, rock, and oldies from the 50s and 60s. Originally located at 448 Haight Street, Rooky Ricardo's brought African American soul music to the diverse population of the Lower Haight and offered and continues to offer well-curated old soul and rock 45s. Over the years, Rooky Ricardo's has become an important fixture in the neighborhood, celebrating the rich artistic and musical history of the Lower Haight and becoming a place of art, culture, discovery and community along Haight Street. After 29 years in the same location, the shop was eventually forced to relocate due to an increase in rent. In order to ensure continued service to the Lower Haight community and the continued tradition of celebrating vibrant art and music culture of community's history, Vivian moved the shop across the street to 419 Haight Street.

Rooky Ricardo's Records continues to be a vibrant place for the community to discover "new old" music and has become a vital part of the Lower Haight community and economy, attracting both tourists and locals to walk in and explore the selection of unique music and sample records at the listening stations set up in the store, which have become a key component of experiencing the shop. Just as the shop has become a well-known record store, so too has Dick Vivian become a well-known and well-loved fixture in the Lower Haight community. He values his personal relationships with all of his customers, always making a point to greet everyone who walks in, have a selection of hand-picked records lined up for each of his regular customers, and try to get to know his new customers in order to help guide them to music that will spark their interest. Additionally, Vivian and his shop have committed themselves to the Lower Haight community by continuing to be involved in coordinating neighborhood events such as the Lower Haight Art Walks. Vivian was also a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association.

**CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**





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Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

448 Haight Street from 1987 to 2016 (29 years).  
419 Haight Street from 2016 to Present (1 year).

**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 Lower Haight 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:

- Rooky Ricardo's Records is associated with the tradition of selling rare and often underappreciated vinyl records mostly of music genres like soul, funk, jazz, rock and oldies from the 50s and 60s.
- Rooky Ricardo's has contributed to the Lower Haight community's history and identity by continuing the celebration of the vibrant art and music culture that overcame the area in the 1960s and through opening the hearts, minds and ears of locals and tourists to a selection of unique vinyl offerings.
- The 1900s property has been previously evaluated by the Planning Department and has been identified as a contributor to the California Register-eligible Hayes Valley Residential Historic District.
- The business has been cited in the following publications:
  - Hoodline, 1/10/2017, "Facing Rent Hike, Rooky Ricardo's Makes 'Temporary' Home Permanent," by Stephen Jackson.
  - The Bold Italic, 12/7/2011, "Finding the Beat at Rooky Ricardo's Record Shop," by Marc Dantona.
  - SF Chronicle, 7/30/2006, "On the Town with Tina Lucchesi and Seth Bogart," by Aidin Vaziri.
  - TV Times, 8/30/1987, "'Dance Party' Keeps Duo on their Toes," by Deborah Carvalho.
  - SF Weekly, 2011, "Best Place to Discover New Old Music."
  - SF Weekly, 5/19/2016, "Best Record Store."
  - GQ Magazine, 7/31/2013, "The Man Who Will Save Your Musical Soul," by Byard Duncan.

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

Yes, Rooky Ricardo's is committed to maintaining the physical features or traditions that define its unique musical presence in the Lower Haight community.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Rooky Ricardo's Records 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:**

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout.
- Unique variety of rare and often underappreciated genres of vinyl records.
- Listening stations.





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- Tradition of selling old-era soul and rock records.
- Location along Haight Street in the Lower Haight community.
- Painted sign reading "Rooky Ricardo's Records" along the front façade.
- Projecting sign reading "Rooky's Records" at the front.

### CORE PHYSICAL FEATURE OR TRADITION THAT DEFINE 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.

- Retail music sales.

### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Rooky Ricardo's Records currently located at 419 Haight 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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## Small Business Commission Draft Resolution

HEARING DATE JULY 10, 2017

ROOKY RICARDO'S RECORDS

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

<i>Application No.:</i>	LBR-2016-17-067
<i>Business Name:</i>	Rooky Ricardo's Records
<i>Business Address:</i>	419 Haight Street
<i>District:</i>	District 5
<i>Applicant:</i>	Richard Vivian, Owner
<i>Nomination Date:</i>	January 26, 2017
<i>Nominated By:</i>	Supervisor London Breed
<i>Staff Contact:</i>	Richard Kurylo <a href="mailto:legacybusiness@sfgov.org">legacybusiness@sfgov.org</a>

### ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ROOKY RICARDO'S RECORDS, CURRENTLY LOCATED AT 419 HAIGHT 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 July 10, 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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**BE IT RESOLVED** that the Small Business Commission hereby includes Rooky Ricardo's Records 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 Rooky Ricardo's Records:

Physical Features or Traditions that Define the Business:

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout.
- Unique variety of rare and often underappreciated genres of vinyl records.
- Listening stations.
- Tradition of selling old-era soul and rock records.
- Location along Haight Street in the Lower Haight community.
- Painted sign reading "Rooky Ricardo's Records" along the front façade.
- Projecting sign reading "Rooky's Records" at the front.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Rooky Ricardo's Records on the Legacy Business Registry:

- Retail music sales.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 10, 2017.

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Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –





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**Legacy  
Business  
Registry**

# **Application Review Sheet**

*Application No.:* LBR-2016-17-067  
*Business Name:* Rooky Ricardo's Records  
*Business Address:* 419 Haight Street  
*District:* District 5  
*Applicant:* Richard Vivian, Owner  
*Nomination Date:* January 26, 2017  
*Nominated By:* Supervisor London Breed

**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

448 Haight Street from 1987 to 2016 (29 years).  
419 Haight Street from 2016 to Present (1 year).

**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:** May 24, 2017

Richard Kurylo  
Manager, Legacy Business Program



**Member, Board of Supervisor  
District 5**



**City and County of San Francisco**

## **LONDON N. BREED**

January 26<sup>th</sup>, 2017

Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Suite 110  
San Francisco, CA 94102

Dear Office of Small Business,

I am writing to proudly nominate Rooky Ricardo's Records at 419 Haight Street for the Legacy Business Registry Program. Since its inception in 1987, Rooky Ricardo's has been a fixture of the Lower Haight.

Owner Dick Vivian has always made the shop a welcoming place for community members and visitors alike. He knows each of his customers' music tastes and takes individual suggestions. If you're one of his regulars, Mr. Vivian will have a handpicked set of records ready for you the next time you walk in. His listening stations are a lasting feature and tradition of the business, giving shoppers the chance to sit and discover new music. More than just a record store, Rooky Ricardo's is a place of discovery and community.

Mr. Vivian has always been committed to the Lower Haight community and was a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA).

Mr. Vivian continually participates in many community events, including the original Lower Haight Art Walks, held monthly to attract people to the neighborhood. At his original location, Mr. Vivian had a dance floor, where he would invite community members in for free dance lessons. As a devoted community member, he would even teach engaged couples how to do their first dance for their wedding.

Having already relocated once from his original location (448 Haight St), due to rising rents, he has moved right across the street (419 Haight St) to ensure continued service to the Lower Haight community. Ricky Ricardo's Records is a perfect candidate for the Legacy Business Registry Program. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "London Breed".

President London Breed  
Board of Supervisors  
City & County of San Francisco

## 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.

<b>NAME OF BUSINESS:</b>	
Rooky Ricardo's Records	
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>	
Richard Vivian	
<b>CURRENT BUSINESS ADDRESS:</b>	
419 Haight St., San Francisco, CA 94117	
<b>WEBSITE:</b>	
www.rookyricardos.com	
<b>FACEBOOK PAGE:</b>	
https://www.facebook.com/RookyRicardosRecords/	
<b>YELP PAGE:</b>	
www.yelp.com/biz/rooky-ricardos-records-san-francisco	
<b>APPLICANT'S NAME</b>	
Richard Vivian	
<b>APPLICANT'S TITLE</b>	
Owner	
<b>APPLICANT'S ADDRESS:</b>	
4099 17th St, San Francisco, CA 94114	
<b>TELEPHONE:</b>	
(415) 260-2890	
<b>EMAIL:</b>	
richardvivian@sbcglobal.net	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0149213	
<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>	
N/A	
<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	
Supervisor London Breed	
<b>DATE OF NOMINATION:</b>	
1/26/17	

## 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
448 Haight St	94117	6/7/87
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	6/7/87 - 3/31/16	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
419 Haight St	94117	Start: 4/1/16 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:
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 R. VIVIAN

Name (Print):

Date:



Signature:

## **ROOKY RICARDO'S RECORDS**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

- a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Rooky Ricardo's Records is the Lower Haight's longest-standing record store, celebrating its 30-year anniversary this year. Since its founding on June 6, 1987, Rooky Ricardo's has been a place of art, culture, discovery, and community on Haight Street.

Since its conception, Rooky Ricardo's has specialized in rare and underappreciated vinyl records -- soul, funk, jazz, rock and oldies from the 50s and 60s.

The heart and soul of Rooky Ricardo's really lies in its owner and founder, Dick Vivian. Dick has always made the shop a welcoming place for community members and visitors alike. If you don't know what you're looking for, he'll ask about your music tastes and guide you to old music that is new to your ears. If you are a regular, he'll greet you warmly and tell you he's got some records he handpicked for you. You can even sit down with him at a table for a casual chat. Dick knows what his customers like, and that's how he's kept them coming back for 30 years. Dick has been around so long that he now knows the grandchildren of his original customers.

When he started the store in 1987 at 448 Haight Street, Dick Vivian brought African American soul music to the diverse population of the Lower Haight. Back then, that part of Haight Street could be pretty rough, and Dick remembers that some people ventured across Fillmore Street for the first time to visit his shop.

Nowadays, with a renaissance of interest in records from younger generations, some of Rooky's clientele are changing. But Rooky Ricardo's continues to offer a niche of well-curated old soul and rock 45s. With a vast collection and seemingly unending music knowledge, Dick has helped younger generations discover and appreciate music from a long gone era. As an article in the Bold Italic in 2011 stated, "Dick Vivian...has become San Francisco's '60s soul medicine man." (See Article A, attached).

After 29 years, Rooky Ricardo's Records was displaced from its original location at 448 Haight Street when the landlord raised rents after the building underwent mandatory seismic retrofitting. In May of 2016, Rooky Ricardo's moved right across the street (419 Haight Street) to ensure continued service to the Lower Haight community.

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

The business has never ceased operations for more than six months. The only time Rooky Ricardo's was closed were the two weeks between moving from the original location across the street to the current location at 419 Haight Street, in April of 2016.

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

The original owner of Rooky Ricardo's Records, Dick Vivian, is the current owner of the business.

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

Not applicable.

**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.**

Not applicable.

**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 1900s property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that is included as part of the identified-eligible Hayes Valley Residential historic district.

## **CRITERION 2**

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

Rooky Ricardo's Records provides a vibrant place for community and discovery of art to the Lower Haight neighborhood. When Rooky Ricardo's first began, many people were uneasy about traveling to that part of the city. Dick's store continues to attract people who would have never otherwise visited the neighborhood.

For the regular customers, it's a comfortable place to listen to new music, chat with Dick and find community. Rooky Ricardo's regular visitors include San Francisco locals, but also people from all over the Bay Area and greater California.

As a well-known record store worldwide, Rooky Ricardo's contributes to San Francisco's identity as a city of art and culture. It contributes greatly to attracting both locals and tourists alike to come and shop in the Lower Haight, boosting the neighborhood's positive image and economic activity.

In 2010, Supervisor Ross Mirkarimi awarded Rooky Ricardo's the Small Business Award for District 5. In 2011, SF Weekly named Rooky Ricardo's the "Best Place to Discover New Old Music." (See Article D, attached.) In 2016, even as Rooky's was in the process of moving, the store won SF Weekly's "Record Store of the Year" award. (See Article E, attached.)

Dick Vivian has also been active in supporting the Lower Haight neighborhood and its other small businesses. For example, before Matt, owner of Glass Key Photo, was ready to open his own shop on Haight Street, Dick let him use space in his shop for camera repairs.

Dick has contributed to the Lower Haight neighborhood as a founding member and original Treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA). He helped to organize the original Lower Haight Art Walks to attract people to the neighborhood, and his shop participated and a featured business in the walks.

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

Rooky Ricardo's location on Haight Street is linked to the historical hippie movement, which came with an explosion of art and music on Haight Street in the 1960s. A great record store like Rooky's – specializing in 50s and 60s music and located right on Haight Street -- contributes to the feel and spirit of the time when Haight Street was a place of music and the home of many famous musicians at the time.

Dick was directly involved in coordinating neighborhood events such as the Lower Haight Art Walks, aimed to attract visitors to the Lower Haight. These were community events where neighbors could gather and enjoy, as well as events that brought people from other parts of the city or state to learn more and explore the Lower Haight.

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

Rooky Ricardo's had a feature in *Record Stores* by Bernd Jonkmanns, a photobook tribute to record stores around the world. (See Article F, attached.)

An outstanding article in GQ Magazine (2013), "The Man Who Will Save Your Musical Soul," featured Rooky Ricardo's. "In an age of at-your-fingertips digital access to most any song ever recorded (we're looking at you, Spotify), Dick Vivian is a rarity: a man who believes in the absolute power of records. As his San Francisco record store, Rooky Ricardo's, [...] Vivian is ready as ever to help you overcome the most pernicious problem of Twenty-First Century music appreciation: too many choices." (See Article G, attached.)

Rooky Ricardo's has also been featured numerous times in local publications, such as Hoodline and SF Weekly.

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

Many significant people have come to shop at Rooky Ricardo's, and many of them remain fans to this day.

Lenny Kravitz found out about Rooky Ricardo's when he heard one of Dick's famous mix CDs in a vintage clothing shop. He arrived with an entourage and bought several records. Actor Matt Dillon, Oscar nominee for his role in the film *Crash* and perhaps best known for his role in *There's Something About Mary*, came in to buy some records.

Dick recalls in the early days of the shop when Chris Isaak, American rock musician best known for his hit "Wicked Game," came in with his mother who enjoyed shopping in the dollar bin. Many other musicians have come in because of the shop's great reputation. Older artists like Rodger Collins, Johnnie Morisette, and Sugar Pie DeSanto. The Budos Band, an instrumental afro-soul band from New York, are big supporters of Rooky's. Sharon Jones, lead soul singer in the Dap-Kings, is also a friend and supporter.

Newer artists also come to Rooky's for the great finds, like DJ Jonathan Toubin, who also owns and runs the New York Night Train event production company. He stops by every time he's on the West Coast.

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

As a business owner in Lower Haight and long-time San Francisco resident, Dick Vivian has always been committed to the neighborhood community. He was a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA).

He also participated in many community events, including the original Lower Haight Art Walks, held monthly to attract people to the neighborhood.

Dick has been an avid dancer for most of his life, and he even appeared on "TV 20's Fifties Dance Party" in 1987 with dancing partner Bijou. (See Article C, attached). At his original location, Dick had a dance floor, where he would invite community members in for free dance

lessons every week. He would even teach engaged couples how to do their first dance for their wedding!

As mentioned above, Dick highly values personal relationships with his customers, which is what makes Rooky Ricardo's such a unique place for gathering and community for all music lovers.

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

Rooky Ricardo's of course is a well-known and well-loved place by neighbors in the Lower Haight and people living in San Francisco. However, people drive from all over the Bay Area and even all over the state to come to Rooky Ricardo's. Dick reflects that many of his longest customers once lived in San Francisco, and although many have since moved, they will drive into San Francisco on a regular basis just to see what's new in stock. Loyal customers will even drive up from Los Angeles, lamenting that none of the record stores in LA are anything like Rooky's.

Visitors from other parts of the country and around the world love the charm and experience of Rooky Ricardo's. People from England and Europe stop in the store, often smiling and commenting on how cool it is from the moment they walk in.

People of all ages and demographics enjoy the music and experience of Rooky Ricardo's. When Rooky Ricardo's first opened, many of its patrons were African American neighbors who were fans of soul and funk. Since then, customers of all demographics are attracted to the music and experience of Rooky Ricardo's.

A renaissance of vinyl culture has drawn younger crowds, who perhaps just invested in their first record player. DJs will come in looking for inspiration or bits of songs to sample in their mixes. And of course, an older generation who grew up with 50s and 60s soul music come to Rooky's for a reminiscent yet exciting array of their favorite artists.

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

Haight Street was the birthplace and gathering grounds for a vibrant art and music culture in the 1960s, which culminated in the infamous 1967 Summer of Love. Musicians found on Haight Street included Janis Joplin, Jerry Garcia and Jimmy Hendrix.

Rooky Ricardo's is uniquely positioned on such a historic street for music and art, and continues to carry music from the 60s.

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

As San Francisco's neighborhoods rapidly change and costs rise, it is becoming rarer to find a business like Rooky Ricardo's. The shop has already been affected by rising commercial rents and had to move to stay in business. Rooky Ricardo's is a key part of the character and culture of the Lower Haight and a true legacy. If the business were to close, regular customers would lose their favorite place to discover music and their favorite music expert to chat with.

Further, if Rooky Ricardo's closed, hundreds of people would not be attracted to that section of Haight Street. As evidenced by aforementioned write-ups in GQ Magazine and the published book *Record Stores*, record aficionados worldwide know about Rooky Ricardo's. People come from England, Europe, and countries all over the world and make sure they find time to stop by the unique record store.

Without Rooky Ricardo's, many other businesses on Haight Street would be affected. Customers who drive into the city to visit Rooky's often then shop at nearby stores and eat at local restaurants. Rooky Ricardo's brings important business and foot traffic to small businesses in Lower Haight.

### **CRITERION 3**

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

When you walk inside Rooky Ricardo's, you immediately know you're in a unique place. The shop has a retro, vintage feel. The walls are covered with 50s and 60s framed sheet music as well as vintage posters from soul shows. You'll find vintage store items that would have been in grocery, drug and record stores from the 50s and 60s. There is a metal sign that exclaims a 69 cent sale. There's always another great detail you'll notice the next time you walk in.

You're always greeted by the owner Dick Vivian himself, which brings a familiarity and human touch that is almost unheard of in busy shops in a big city these days. Dick truly is a key part of what makes the experience of Rooky Ricardo's so special. You can count on him to be there, always with a big hello, the same teasing charm, and just the right record for you.

Most people are aware of Marvin Gaye, Al Green, Curtis Mayfield and Bill Withers. But Dick can take you much deeper. Great artists like Betty Harris, Gwen McCrae, Candi Staton, Solomon Burke, and Garnet Mimms put out amazing records and are still undiscovered by many music buffs. Some of their music only came out on 45s, and Dick tries to carry whatever he can find.

Streaming services have made some music available but they tend to concentrate on newer artists and sounds. Dick's store gives a lot more options than what's available online.

The shop's listening stations are a key part of the experience of community and spirit of discovery at Rooky's. (See Supplemental Photos, #3, attached). People are able to sit down, try out the records, feel comfortable hanging out in the store, and experiment with new music. It

makes it a place to gather and enjoy music with your neighbors, or just get immersed in your own world of art and culture.

As an article in the SF Chronicle on July 30, 2006, titled "On the Town," rock-n-roll artists Tina Lucchesi and Seth Bogart" says, "You could get lost in this record store for hours and hours! Rooky's is owned by a charming man named Dick who will select tons of 45's for you to listen to at one of the listening stations. There are very few shops left that let you listen to records before you buy them. Just tell him what kind of tunes you like, and he will find you tons of great stuff you've never heard before." (See Article B, attached).

**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)**

Rooky Ricardo's demonstrates a strong commitment to carrying old soul, jazz, rock and funk music. The records there have been, and will always be, the best of those genres from the 50s, 60s and 70s. Dick could easily carry more popular or newer records and sell them faster and at a higher price. However, Dick has remained committed to the music he and his customers love most.

As mentioned, Dick also remains committed to being in the store every day and providing excellent customer service to everyone who walks in. He's incredibly good at asking you the right questions to find the perfect record. He is charming and remembers everyone who comes in more than once or twice. Without Dick, Rooky Ricardo's would not be the same experience.

**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.).**

The business has upheld, and will continue to uphold, its traditions of selling early-era soul and rock records. As mentioned, Rooky Ricardo's also puts a high importance in upholding the tradition of listening stations, a feature many record stores no longer have. He has had listening stations from the very beginning, and is committed to keeping them for customers to use. Listening stations allow everyone access to discovery of music, as well as a sense of community and a comfortable place to hang out.

Rooky Ricardo's also maintains the vintage look and feel that it has always been known for. When Dick moved to his current location, he did not attempt to make things look more modern and sleek. He stood committed to that same vintage, groovy vibe that makes visitors' eyes open wide when they walk inside.

**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.**

Not applicable.

FY 2016-17

**BUSINESS REGISTRATION CERTIFICATE**RENEW BY DATE  
05-31-2017 EXPIRATION DATE  
06-30-2017

BUSINESS ACCOUNT NUMBER <b>0149213</b>	LOCATION ID <b>0149213-01-001</b>
TRADE NAME (DBA) <b>ROOKY RICARDOS RECORDS</b>	BUSINESS LOCATION <b>448 HAIGHT ST</b>
BUSINESS <b>VIVIAN RICHARD R</b>	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

VIVIAN RICHARD R  
448 HAIGHT ST  
SAN FRANCISCO CA 94117-3506

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTORJosé Cisneros  
TreasurerDavid Augustine  
Tax CollectorRead reverse side. To update addresses or to close a business, go to [www.sftreasurer.org/accountupdate](http://www.sftreasurer.org/accountupdate).

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LOS JU

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our hands to  
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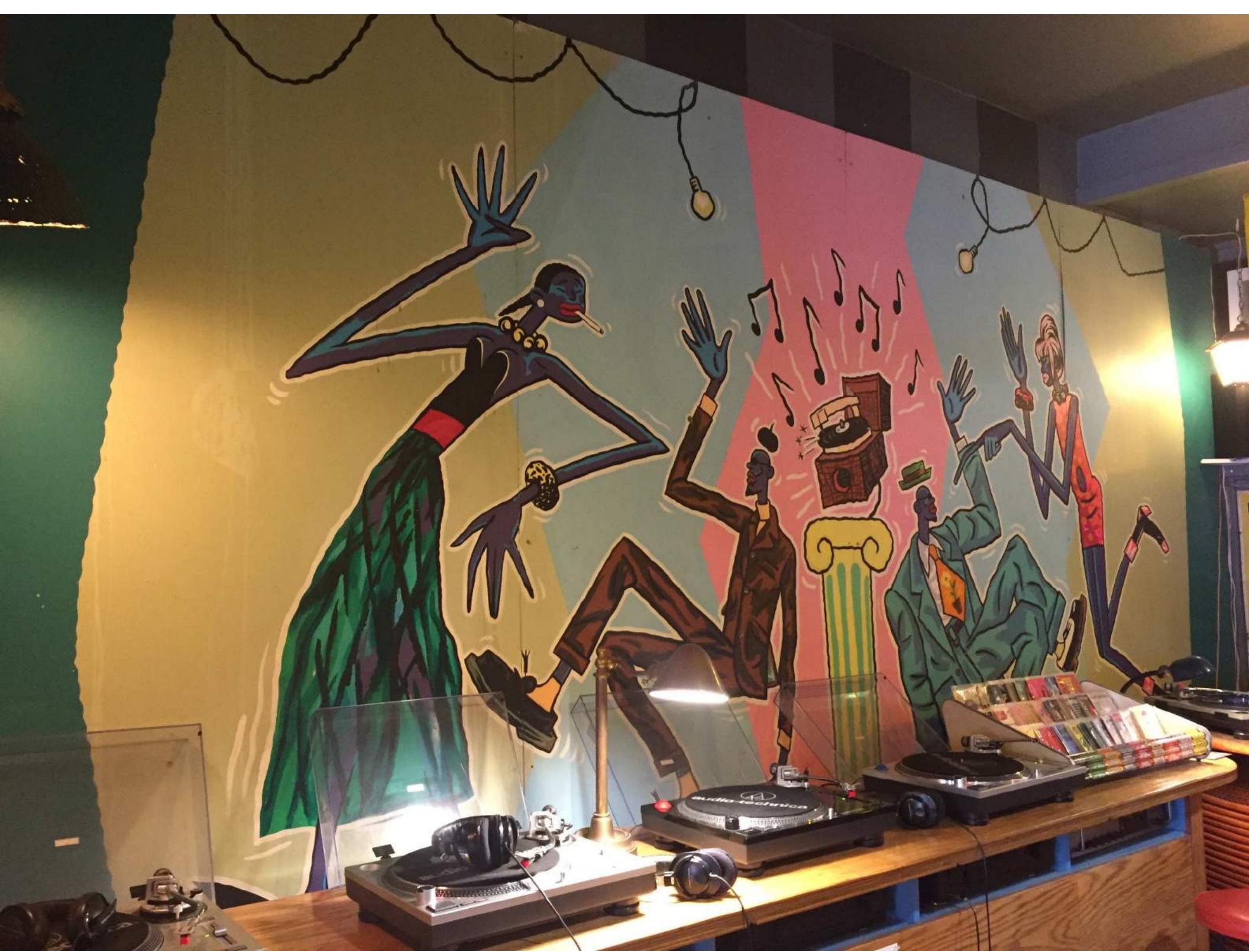
448 Haight Street (Between Fillmore & Webster) SAN FRANCISCO



**SOUTHERN**

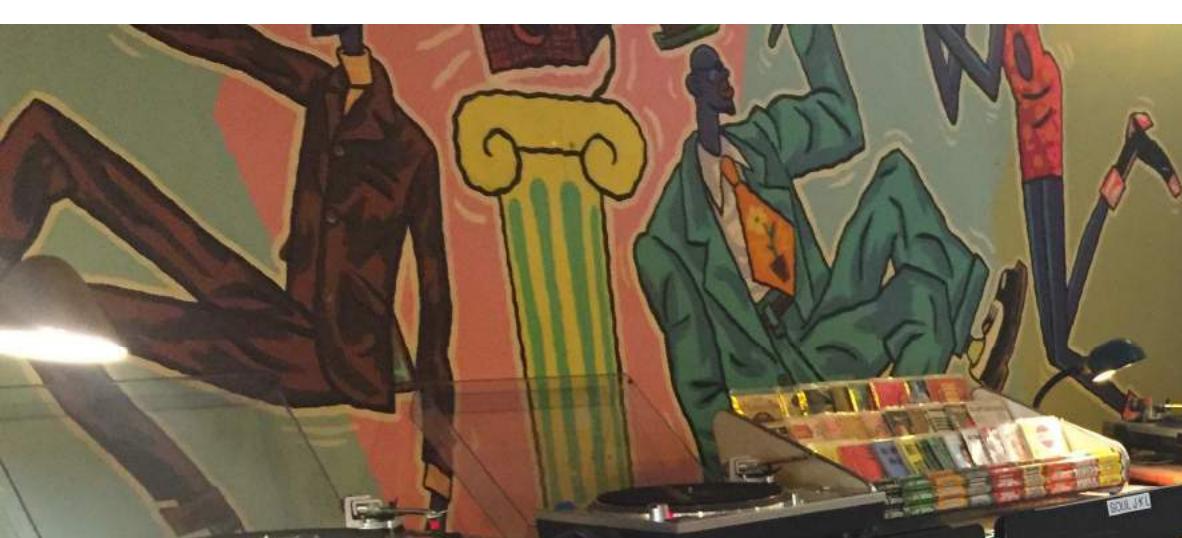
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ALAN FREED

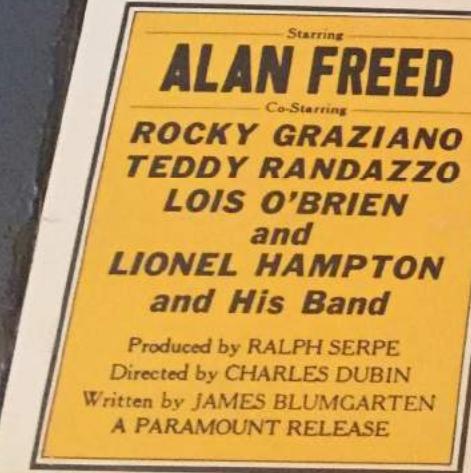
JOHNNY JOHNSTON

ALIX TALTON



LISA GAYE  
EARL BARTON  
HENRY SLATE  
JOHN ARCHER

Story and Screen Play by  
ROBERT E. KENT and JAMES B. GORDON  
Produced by Director by  
SAM KATZMAN - FRED F. SEARS  
A CLOVER PRODUCTION  
A COLUMBIA PICTURES











I'LL BE NICER  
if you'll be smarter

# Hoodline

## Facing Rent Hike, Rooky Ricardo's Makes 'Temporary' Home Permanent

by Stephen Jackson

Tue. January 10, 2017, 11:17am



419 Haight St., the official new home of Rooky Ricardo's. (Photos: Stephen Jackson/Hoodline)

Last winter, Rooky Ricardo's Records [moved](#) across the street from its original Haight Street location while the landlord completed a seismic retrofit on the retail space and the residential unit behind it. The move was supposed to be temporary, and Rooky Ricardo's owner Dick Vivian was confident the landlord would not raise the rent after the work was completed.

But it hasn't worked out that way.

Nearly a year after his move, Vivian says the landlord offered him a "significantly higher" rental price for the space, which he previously inhabited for 28 years.

"I was devastated, heartbroken. It was much more than I was able to pay," Vivian elaborated.



Inside Rooky Ricardo's 419 Haight location.

Well aware that the storefront was a steal and wouldn't last forever, Vivian says he made peace with the news and remains on good terms with the landlord. But, without a permanent home, things were looking grim for the future of his business.

Until he received a generous offer, that is.

The folks behind his temporary respite, 419 Haight St., were sympathetic to the situation and struck up a deal, Vivian says, allowing him to remain in the space permanently at an affordable price.

While 419 Haight St. (formerly Zero Friends San Francisco) offers significantly less space, Vivian says his regulars actually prefer the cozier feel. Now with a permanent lease in hand, he plans do some remodeling to maximize the space it does offer.

During his move, keeping the original Rooky Ricardo's feel was of paramount importance to Vivian—especially bringing along the listening station, the mural behind it and the bamboo bar (pictured above).

But he's also quite pleased with two new additions: a moving flamingo that lights up and a Liberace shower curtain for the restroom.



Rooky Ricardo's is renowned for its collection of soul 45s.



Rooky Ricardo's owner Dick Vivian.

Despite the short distance between the old location and the new, and the fact that Rooky Ricardo's didn't shut down during the move, rebooting at 419 Haight St. did take some time. "It took months before people started coming in and business was back to normal," he says, noting that he gets significantly less foot traffic on the south side of the street.

Another unrelated obstacle he's experienced: the advent of a new batch of record collectors, which he refers to as "B-WICs", or "Beard With Internet Connection." Vivian typifies these patrons as people who "walk in with the idea that they already know everything." This has proved antithetical to his style of customer service, which hinges on his ability to help people discover new music right there in the store.

Relocation and clientele challenges notwithstanding, Vivian continues to love running his business in the neighborhood and is grateful for the opportunity to stay put.

"I love being down here in Lower Haight because it's this community of record stores, each with their own specialties, some of which overlap, but we all support each other and are friends," says Vivian. "You have [Groove Merchant](#), [Vinyl Dreams](#), [Jack's Record Cellar](#) and [Originals Vinyl](#) over on Fillmore. In fact, many of the stores down here have the same employees."

Although he doesn't know if Rooky's will be around forever, "The bamboo bar, the listening station, the Liberace curtain and the flamingo will be here as long as I am," Vivian assured.



One of Vivian's newest prized possessions.



Vivian encourages customers to listen to records and discover new tunes.

*Thanks to tipster Stevan D. for the tip.*

*See something interesting while you're out and about? Text Hoodline and we'll see what we can find: (415) 200-3233.*

## **Section Five: Supplemental Historical Documents**

List of Attachments

Supplemental Photos (1-5)

Article A                    *The Bold Italic*, December 7, 2011, "Finding the Beat at Rooky Ricardo's Record Shop" by Marc Dantona

Article B                    *SF Chronicle*, July 30, 2006, "On the Town with Tina Lucchesi and Seth Bogart" by Aidin Vaziri

Article C                    *TV Times*, August 30, 1987, "'Dance Party' Keeps Duo on their Toes" by Deborah Carvalho

Article D                    *SF Weekly*, 2011, "Best Place to Discover New Old Music"

Article E                    *SF Weekly*, May 19, 2016, "Best Record Store"

Article F                    *Record Stores*, January 7, 2016, p. 108-109 by Bernd Jonkmanns

Article G                    *GQ Magazine*, July 31, 2013, "The Man Who Will Save Your Musical Soul" by Byard Duncan

Letter of Support            President London Breed, Board of Supervisors

## Supplemental Photos



1. Rooky Ricardo's owner Dick at original store front at 448 Haight St, circa 1987



2. Rooky Ricardo's owner Dick at current store front, 419 Haight St, in 2017



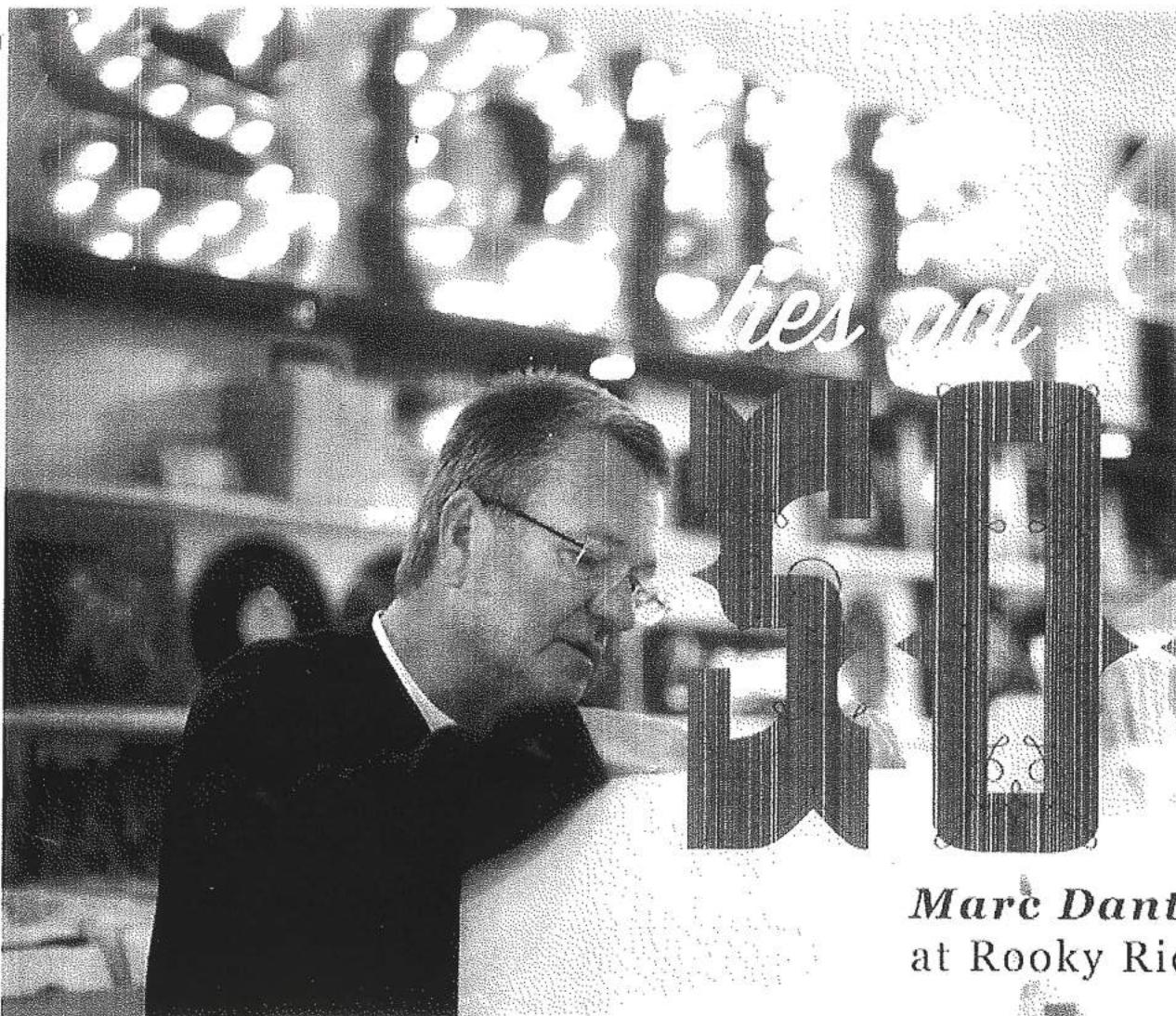
3. Listening stations have always been a lasting feature at Rooky Ricardo's and key part of its discovery and community engagement



4. Interior of Roky Ricardo's current store at 419 Haight



5. Interior of Rooky Ricardo's current store at 419 Haight, full of undiscovered artists and old treasures



**Marc Dant**  
at Rooky Ric

THE ROWDY, RAW  
SOUNDS OF '60S SOUL,  
GIRL GROUPS, AND R&B  
FIRST GOT UNDER MY  
SKIN AROUND MY  
DAD'S 40<sup>TH</sup> BIRTHDAY.

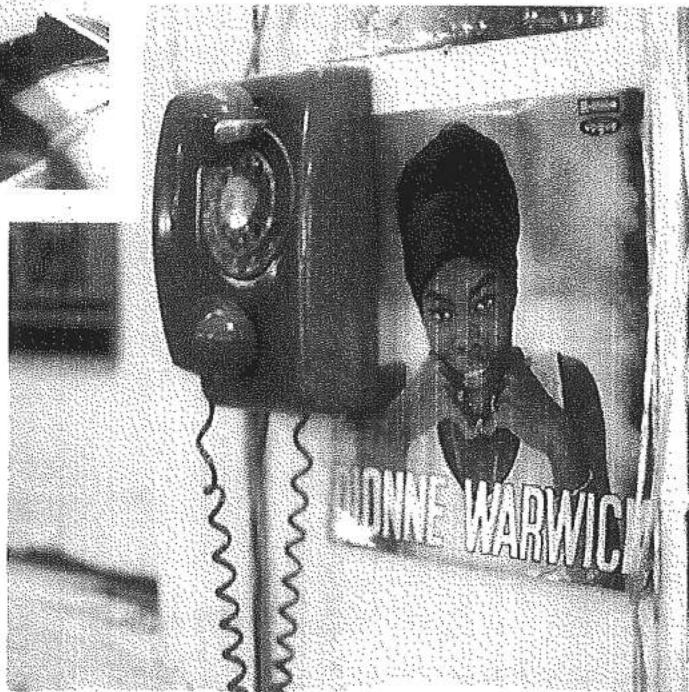
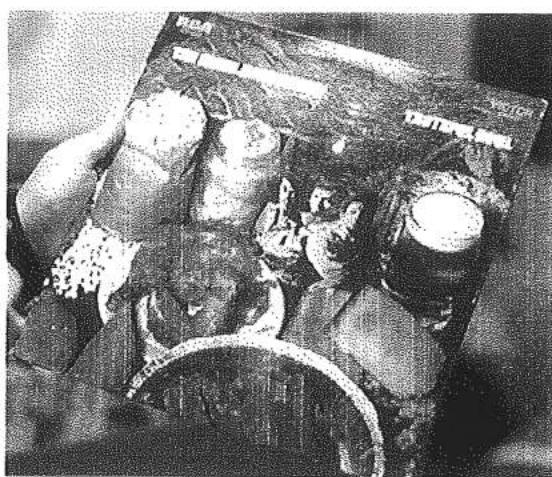
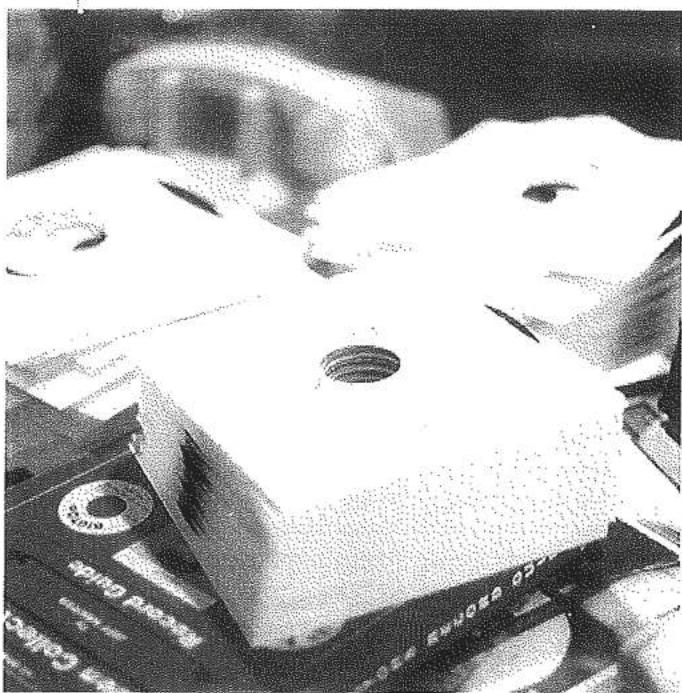
It was 1987 and my mom was throwing an oldies-themed party for him. I was 12, and because I'd developed a sense of which of my parents' 300 or so records were good, I was tasked with being the DJ. I selected mainly 45s emboldened with the words "Motown," "Volt," or "King," and my mom's or aunt's name

scrawled in perfect teenage script along the sleeve. A few of my parents' friends brought their old 45s to the party and added them to the mix. By the end of the night, records by The Shangri-Las, Booker T. and The MG's, Ike and Tina, The Drifters, Marvin Gaye, and Tammi Terrell were all left behind. They remain a coveted part of my stash to this day.

When I moved to San Francisco in 1998, I lived near the Lower Haight. Following one hungover breakfast at Kate's Kitchen, I found myself at the door of Rooky Ricardo's<sup>+</sup> record shop. Bleary-eyed, I took stock of my surroundings: vintage posters, brightly colored candy dishes filled with bubble gum, and a speaker nailed to a shelf above the front door. The speaker pumped the sound of some forgotten female voices out onto the sidewalk. The beat, bass line, and passionate soulful singing infected me once again.



Over the past 25 years, Dick Vivian, owner of Rooky Ricardo's<sup>+</sup>, has become San Francisco's '60s soul medicine man. I love walking into his shop with a song in my head, telling Dick the title, and watching him do his best to lead me to another tune he'd think I'd like. He's yet to steer me wrong. Visit Rooky Ricardo's<sup>+</sup> on any given afternoon and you can expect to find a smattering of local soul DJs, collectors, and casual shoppers among the hundred thousand or so little 45 rpm records, LPs, and Atomic Age doodads. The thing that sets this slice of record-geek heaven apart is that it isn't just a place for record hoarders, it's a place for music lovers of all kinds.



Dick has customers who come all the way from England looking for rare 45 singles, people who can't believe that he doesn't keep a secret stash behind the counter. In fact, he's heard people ask about his "hidden" vinyl so many times that he actually keeps a box of "special records" aside just for those collector nerds who need to feel the exclusivity of an ultimate rarity.



But I think the real treasure lies in something seemingly banal: an old plywood dime store display he's filled with 60 or so homemade CDs. It's there in plain view, right in the center of the shop. For the past six years, Dick has been pouring hours of hard work into creating a selection of what he thinks are the best overlooked girl group, pop, and soul singles, and painstakingly bundling them into sets of CDs. Dick, who was once a local television dance star, tells me he started making these mixes in an attempt to preserve a sound that was very alive when it first popped out. "I'm an old guy now and I can't dance as long as I used to," he says, "but some of these songs still get me. They still make me feel alive."



Last summer, some pals and I hosted a soul dance party at the Verdi Club. We had a dress code, a big dance floor, and an 11-piece band, complete with a horn section and shoo-wop girls. One of the singers, my friend Heidi Alexander from the band The Sandwitches, picked an exciting and somewhat obscure set of girl group numbers for the night. Most of the tunes came straight from Dick's mixes.

This December we decided to throw a "Winter Formal" and needed a DJ. I asked Dick, who doesn't really DJ anymore, but he took one look at the band's set list and said he'd do it. Not only that, but Dick is also trying to get his dance partner from his television days to come down and show us how to move to the music the right way. When he tells me, "Nobody can Mash Potato like I can," I believe him.

Dick told me that all he really cares to do with his shop and his mixes is pass on his knowledge and passion for the music. I feel proud to have our city's soul shaman behind the turntables at my oldies party. I think it's safe to say that the partygoers can leave their old 45s at home.



# DO IT YOURSELF

Rooky Ricardo's<sup>+</sup> record shop is usually open from noon to 6 p.m. weekdays and noon to 6 p.m.-ish on the weekends. If you get overwhelmed and don't know where to start, grab one of his homemade comps in the middle of the store.

If you'd like to see Dick in action as a DJ on December 10, you can buy tickets to the "Very Special Winter Formal" [here](#).

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# ON THE TOWN / With Tina Lucchesi and Seth Bogart / Cheap dates and fabulous funk

By Aidin Vaziri, San Francisco Chronicle | July 30, 2006

0



Chronicle / Paul Chinn

Photo: PAUL CHINN

Rock 'n' rollers Tina Lucchesi and Seth Bogart hang out at the Smokehouse burger joint in Berkeley, Calif. on Friday, June 23, 2006. The pair just opened a hair salon and vintage boutique a block away from the Smokehouse and love to munch on the burgers and fries. PAUL CHINN/The Chronicle \*\*Tina Lucchesi, Seth Bogart MANDATORY CREDIT FOR PHOTOGRAPHER AND S.F. CHRONICLE/ - MAGS OUT

Tina Lucchesi is best known as a member of Bay Area rock 'n' roll bands such as the Trashwomen and Bobbyteens. Seth Bogart likes to dance in his underwear and has toured the world with Gravy Train. Together, they've put their mutual love for hairdressing and flea market fashions into the new candy-colored vintage boutique/hair salon Down at Lulu's, which opened at the end of June at 6603 Telegraph Ave. in Oakland. We asked for a list of places that feed their appetite for bouffants and rummage sale treasures.

Rooky Ricardo's Records, 448 Haight St. "You could get lost in this record store for hours and hours! Rooky's is owned by a charming man named Dick who will select tons of 45's for you to listen to at one of the listening stations. There are very few shops left that let you listen to records before you buy them. Just tell him what kind of tunes you like, and he will find you tons of great stuff you've never heard before. He also gives dance lessons. If you love soul, oldies, jazz and girl groups, this is the place for you. Our favorite record store on earth."

Rosalie's New Look, 782 Columbus Ave. "If you want to look like a 1960s Playboy Bunny with hair that touches the sky, Rosalie's is your place. Authentic fabulous up-do's that'll make your mouth drop. She's a San Francisco institution who has been doing hair in North Beach since the 1950s. Carol Doda used to be her client, and she did Little Richard's wigs, as well as numerous other hot, sexy ladies of the night. She has the magic of the lost art of big hair and wigs. The real deal."

Antique Centre, 6519 Telegraph Ave., Oakland. "Most antique malls and stores are overpriced and stuffy. Not Antique Centre. Massive piles of weird stuff covers the lawn. You can fill up an entire box of junk outside for \$2. What a bargain. If you want something a little more classy, just step inside and find some gems tucked away. Bizarre, old stuffed animals, trinkets galore, Jackie O. dresses and other stuff that you will give the once-over twice."

Smokehouse, 3115 Telegraph Ave., Berkeley. "All we gotta say is -- cheap! Our favorite is cheeseburger with no relish but lots of mayo, cheese fries and a butterscotch shake. They also have great veggie burgers, hot dogs, grilled chicken sandwiches and chili on everything if you want. Milkshakes and malts are the best, and everything is under 5 bucks. Open till late -- 1:45 a.m. on weekends."

Brown Jug Saloon, 496 Eddy St. "If you want to go to a real dive bar, the Brown Jug is it. Great seedy crowd, for reals. Good cheap drinks, no frills and an awesome oldies jukebox. Sit at the

bar and have an interesting conversation with the local hooker or old drunk that will be more fascinating than any surreal life you'll ever see."

Vierra & Friends, 85 Carl St. "The friendliest and best salon in the Bay Area. Super-professional and great-quality haircuts and colors without the attitude. Very fun 1950s-60s atmosphere that will make you feel super cozy and at home. Lison Vierra opened the shop 15 years ago. If you looked up the word 'dreamboat' in the dictionary, her face would show up. Vierra & Friends also offers waxing and skin care."

Sinaloa Taco Truck, 2138 International Blvd. Oakland. "Sometimes you get a craving for cheap, delicious Mexican food when you are wasted at 2 in the morning. Or sometimes you get that craving totally sober in the middle of the day. Either way, the taco truck at Sinaloa hits the spot every single time. East Oakland has a bunch of taco trucks that are all amazing, but there is something special about Sinaloa. Trust me. Four tacos and a soda. You will be in heaven."

Thrift Town, 16160 E 14th St. San Leandro. "Thrift Town, the first-class secondhand store. Tina's been going to Thrift Town San Leandro for, like, 20 years. The best in the Bay Area. You can always find something there. She got a Nauga for \$1.99 recently. They play awesome oldies tunes -- there really is nothing better on a Sunday afternoon than thriftin' to the oldies."

House of Chicken & Waffles Restaurant, 444 Embarcadero West, Oakland. "Ever since Roscoe's Chicken and Waffles shut down, Oakland has been a sad place. Luckily the House of Chicken and Waffles opened recently in Jack London Square. Who can resist the 'Southern tradition of crispy tender fried chicken and hot fluffy homemade waffles?' Some people think it's gross, but some people just don't know about pleasure. Open till 4 a.m. on weekends and midnight during the week, which is another bonus for Oakland."

Japan Center, 1737 Post St. "For those who are obsessed with themselves and love to get their picture taken, check out the photo booths at Japan Center. They are crazy and insane and put American photo booths to shame. Put your face on the cover of a fashion magazine, make a rubber stamp of your face, give yourself a cat body and a human face. Anything is possible. Right now in Japan the latest craze is a machine that you put your hands in to get your nails painted. Japan Center will most likely be the first place in the Bay Area to get this machine. We, personally, cannot wait."

---

Article C

# Times

Aug. 30-Sept. 5, 1987

**POPULAR COUPLE  
STEPS LIVELY ON  
TV 20'S FIFTIES  
DANCE PARTY'**



Cover Photo: Gail Mazzoni

Bijou Barnett, left, Dick Vivian, center, and Janet Gabbert

## COVER STORY

# 'Dance Party' keeps duo on their toes

By Deborah Carvalho  
Staff writer

The name Richard Vivian may not mean anything to most people. But if you say Dick and Bijou, then it rings a bell for those who watch "TV 20's Fifties Dance Party," which airs 10 a.m. and 8 p.m. Saturdays on KOFY Channel 20. Immediately, loyal viewers know you are talking about the show's No. 1 couple.

Two years ago Vivian, 40, heard Channel 20 was looking for people to participate in a new dance show that was to debut in January 1986. He hooked up with Bijou Barnett, his hairdresser. Together, the two practiced for a few weeks

and then went on the show, which is patterned after "American Bandstand."

The pair met at a Christmas party dancing the cha-cha-cha. "She wasn't as familiar with the dances as I was, but she picked them up right away," said Vivian.

The 1965 graduate of Las Lomas High School in Walnut Creek and his partner have been on "Fifties Dance Party" since its debut. Today, the couple gives dance lessons, each week and has become the most popular of the four sets of regulars. There currently is a six-week waiting list for newcomers.

Vivian's favorite dance is the hully gully.

"It used to be the bop, but the hully gully just feels great. It hits the right spot.

"I was a big dancer in high school. I was short and chunky and the one thing I could do was dance. When I went to a new school, I would wait for the first dance and that's how I would make friends."

When Vivian graduated, he was a regular at the Whiskey-a-Go-Go nightclub in San Francisco where he learned dances like the skate. "I picked up a lot of soul dancing there also. It was a well-rounded experience."

Still, Vivian prefers the dancing style of the 1950s and early '60s. "Music from that era

keeps growing. It shows no signs of letting down."

Learning the steps is easy, according to Vivian. "The hard part is getting the rhythm right. You've got to have a feeling for the dance. The emphasis is definitely on the rhythm."

James Gabbert, who owns Channel 20, serves as the host for the show. He had agreed to act as a temporary host until a permanent one could be found. However, he discovered he liked hosting.

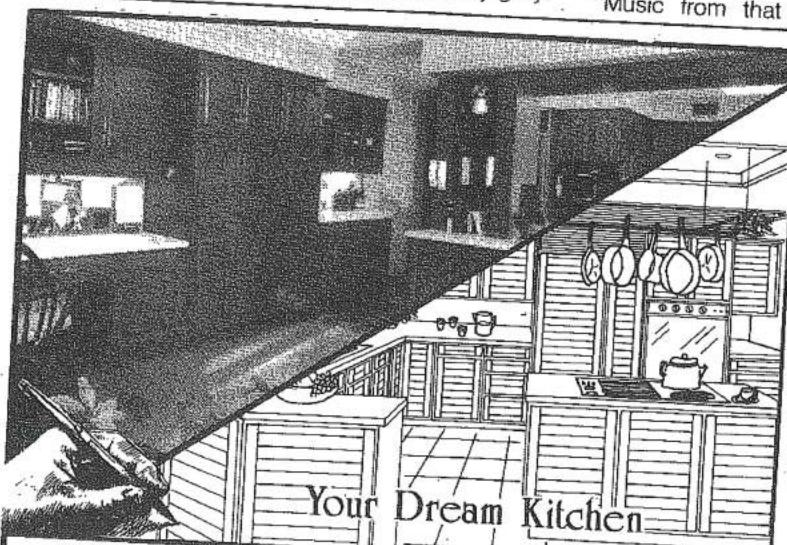
Channel 20 used to do a teen dance party on weekdays. Then it became too difficult to get students from the various schools and the show ended. The station later decided to try the "Fifties Dance Party" on Saturdays,

gearing it more for adults.

Today, Gabbert takes suggestions from radio listeners and then builds his play list for the show. "We try to select songs that sound good, but also try to visualize how people can dance to them."

Mark Stroman, a 1982 graduate of Las Lomas High School, is the producer of the show. He began his TV career at cable station 6 in Walnut Creek hosting a show called "Thank God It's Friday." The short-lived show aired just twice.

Stroman turned his interests to the advertising business. When a job in production came opened at Channel 20 he jumped at the opportunity. He has been with the station for six years.



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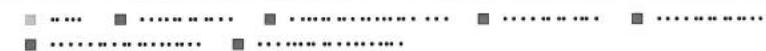
# SFWEEKLY

## Best of San Francisco

BEST OF HOME | 2013 | 2012 | 2011 | 2010 | 2009



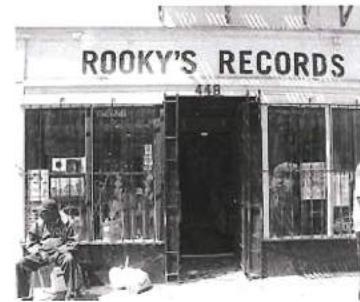
### Arts & Entertainment



#### Best Place to Discover New Old Music

Rooky Ricardo's Records

It began as a temporary spot where owner and founder Dick Vivian could unload 35,000 obscure vintage soul and R&B singles he'd purchased from a defunct distributor. Some 20 years later, Rooky Ricardo's Records' Lower Haight storefront has become an internationally celebrated archive of rare and under-appreciated soul, jazz, funk, pop, and R&B records from eras long gone. Famous customers include Matt Dillon, DJ Shadow, and members of Sharon Jones and the Dap-Kings and Fine Young Cannibals — several of whom have used the records they bought here to make now-famous beats. But don't come to Rooky's looking for big names like Otis Redding or Marvin Gaye. Instead, let Vivian and his staff of experts — who also DJ S.F. parties like Sweaterfunk — turn you on to more obscure mind-blowing music from four decades ago. With a battery of turntables set up for your listening pleasure; plenty of colorful posters, records, and other kitsch on the walls; and enough vinyl to occupy seven hip-shaking lifetimes, Rooky Ricardo's is more like an educational music salon than a regular ol' record store. And that's exactly why we like it so much.



Cannibals — several of whom have used the records they bought here to make now-famous beats. But don't come to Rooky's looking for big names like Otis Redding or Marvin Gaye. Instead, let Vivian and his staff of experts — who also DJ S.F. parties like Sweaterfunk — turn you on to more obscure mind-blowing music from four decades ago. With a battery of turntables set up for your listening pleasure; plenty of colorful posters, records, and other kitsch on the walls; and enough vinyl to occupy seven hip-shaking lifetimes, Rooky Ricardo's is more like an educational music salon than a regular ol' record store. And that's exactly why we like it so much.

Tags: Arts & Entertainment, Rooky Ricardo's Records

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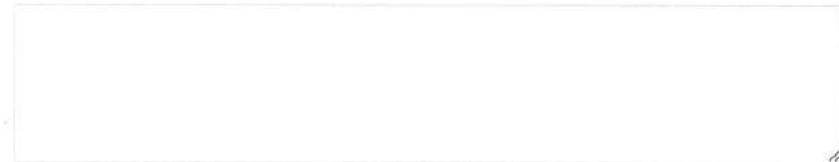
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[www.rookyricardosrecords.cc](http://www.rookyricardosrecords.cc)

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## BEST OF SAN FRANCISCO

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 DOLORES PARK  
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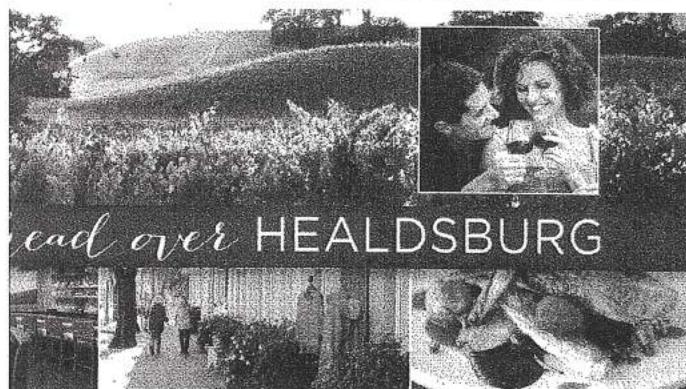
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SFWEEKLY.COM

## SHOPPING & SERVICES

### 2016 ROSE WEEKLY

#### BEST WINE SHOP

K&L Wine Merchants  
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 klwines.com

Already a well-established outpost for value and splurge-worthy selections, K&L recently moved a few blocks from its original SoMa location, and we're happy to report that things got better. K&L, which has stores in Hollywood and Redwood City, finds itself in that happy medium between the watered-down booze empires dotting suburbia and the dedicated yet small specialty shops we hope to find in all neighborhoods. Their mojo is direct imports, and virtually everything they offer is a few dollars less than everyone else at least. Pair this with a staff that drinks everything they opine about — K&L's website is extensive with both in-house and professional reviews — and you'll need a hand truck to get out of the place. California is covered well, but K&L truly stands out with its European offerings. Start in England with sparkling wine you didn't know existed, head east to Bordeaux for 10-year-old wines under \$20, and then maybe swing through Rioja for something with more age at \$15 or less. Ever tried an orange wine from Hungary, Georgia, or Slovenia? Or a Zinfandel from Croatia? Now's your chance.

#### BEST RECORD STORE

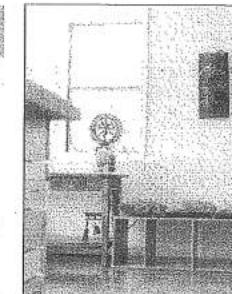
Rocky Ricardo's Records  
 448 Haight St.  
 415-864-7526  
 rookyricardosrecords.com

When employees at a store ask if they can help you find anything, it's usually a meaningless gesture, or at worst, a threat of surveillance, but when Dick Vivian asks you what you're looking for when you walk into Rocky Ricardo's Records, he wants to help you find the funkiest, silliest tunes he has — of which he has a lot. Vivian supplies everything from the craziest early R&B and rock 'n' roll cuts from the Jive Bombers, to New Orleans soul legend Irma Thomas, to S.F. boogie jewel Celest Hardie. The old Rocky's location that looked kind of like a Hairspray set is currently being seismically retrofitted, but its new location, just across the street from the old one, is just as funky.

#### BEST "BECAUSE YOU HAD A BAD DAY" SHOP

Healthy Spirits  
 1042 Clement St. & 2299 15th St.  
 415-255-0610  
 healthyspiritsssf.com

We've all had that day: the one where you accidentally hit "Reply All" on an email intended for one or get rear-ended as you're backing out of the veterinary clinic where you've just spent your life savings to find out that the results on your cat's blood work are "inconclusive." Sometimes you



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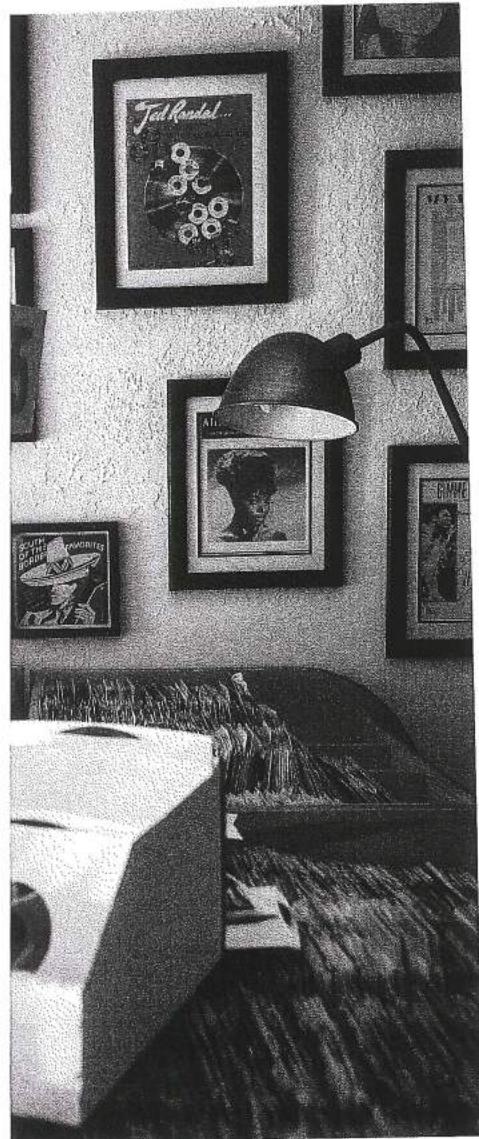
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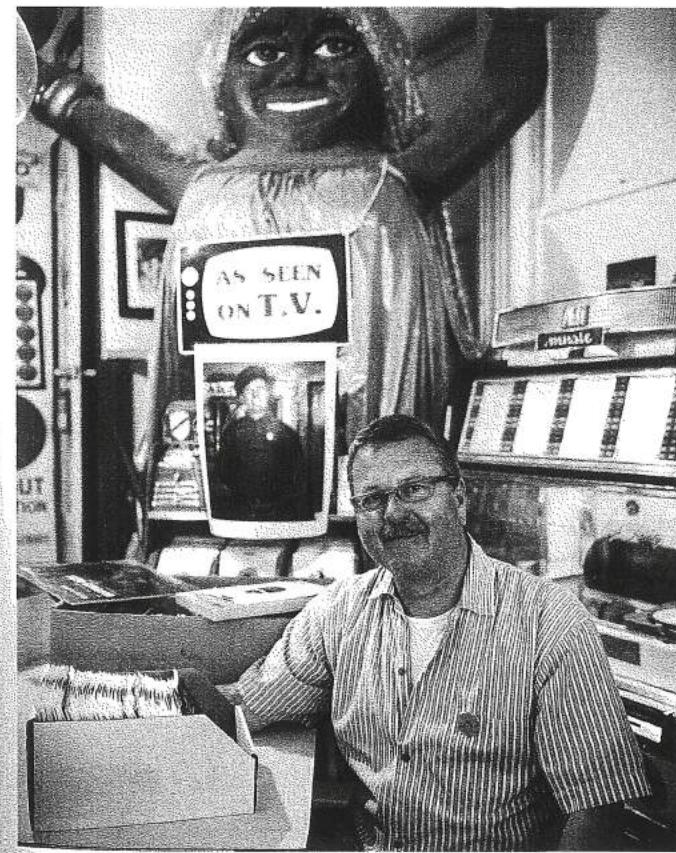
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RICHARD VIVIAN, OWNER



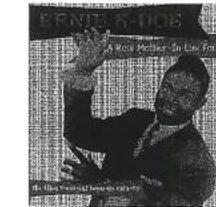
SAN FRANCISCO

What was the first record you owned when you were young?  
"Please Mr. Postman"  
The Marvelettes

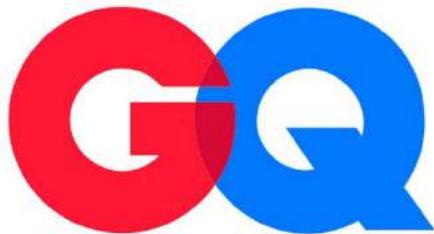
When did you open your store?  
1987

What was the most expensive record you ever sold?  
I've sold many expensive 45s.  
Most of the records I got were 4 for \$1 at neighborhood drug & grocery store. I hate to think of what I didn't buy.

What is your favorite album?  
"A Real Mother-In-Law For Ya"  
Ernie K-Doe Growing up



<http://www.gq.com/story/rooky-ricardo-dick-vivian-san-francisco>



## The Man Who Will Save Your Musical Soul

By Byard Duncan

Photographs by Matthew Reamer

July 31, 2013

*In an age of at-your-fingertips digital access to most any song ever recorded (we're looking at you, Spotify), Dick Vivian is a rarity: a man who believes in the absolute power of vinyl. As his San Francisco record store, Rooky Ricardo's, reaches its 26th anniversary, Vivian is ready as ever to help you overcome the most pernicious problem of Twenty-First Century music appreciation: too many choices.*

I first find myself in Rooky Ricardo's Records because I'm trying to outrun The Dread. It hunted me, snarling and snapping, all the way here: across the San Francisco Bay, through downtown, up a couple of viciously steep hills that level off into the city's Lower Haight neighborhood. I'm breathless and drenched in sweat. I've been running all day. For months. Years, even.

The Dread takes many savage forms—a Netflix home screen, a Spotify search bar, the iTunes store—but it always yields the same effect. It is the paralysis of infinite possibility, the moment of having everything and nothing all at once. It is the feeling of being an ape in space, gazing glassy-eyed into digital infinity. Today, in 2013, we are faced with almost incomprehensible access—to music, movies and so much more—and yet we are ironically stuck. I am here today because I've heard about Dick Vivian, a man who helps us get unstuck.

Dick's records are everything The Dread is not—persnickety, fragile, imperfect, evanescent. They cannot be scrolled through effortlessly. They cannot be accumulated through massive, instantaneous transactions. They must be hoisted, stored, categorized, dusted, flipped and coddled. They must be fretted over. Most importantly, they must be purchased from Rooky's—an actual place that contains actual people with whom you must converse in all sorts of imperfect, unguarded ways.



This is the story of one such person—his breathtaking kindness, his passion, his sadness, the things he hides. It is a story about The Dread and a man who spent a lifetime resisting it.

This is a story about the closest thing we have to an antidote.

SIDE A Dick Vivian is very much in love, and he will do his best to make sure that you fall in love, too. At 65, he appears built for the task: Cupid belly, a powdered sugar dusting of beard on round cheeks, brown eyes always on the verge of a knowing wink. He knows the right buttons to push, too—when to tease you about the length of your shorts, when to call you "honey bunny." He will greet you with the sort of doting, half-concerned "helloooo!" a mother gives her son who has lost a little weight. He will remember how many slices of lemon you take in your iced tea. He will joke about wanting to marry you. He will offer you candy, which you will most likely accept.

Dick will do all of this because he wants you to experience love the way he does—unflinchingly, fiercely, naively. He first fell in love at the age of ten, while lying alone on his bed, and he has dedicated half of his life to recreating the feeling again and again. In Dick's view, we are all just a few crucial seconds away from tumbling head over heels.

"I view myself as a service," he says. "I don't love everyone that walks in the door. But I want to make it work for them. I will help people find what they're looking for if I have it."

What Dick loves most are records—45s, specifically—and he loves them with a teen girl's fanatical ardor. In his home, he has more than 75,000, all categorized in a baroque, Cusackian way that only he understands. In Rooky Ricardo's, which he owns, he has about 40,000 more. The place is a 60s-era kitsch capsule: Chubby Checkers posters, toy bumper cars, two different rotary phones (one teal, one pink). The 45s themselves line walls, crowd shelves and sit in tidy stacks on the floor. So dire is this surplus that Dick's taken to nailing records with inadvertently prurient titles to the store's bathroom wall. They include, but are not limited to: "Still No. 2" by Ben Colder (MGM); "I Go For You," Sammy Davis Jr. and Carmen McRae (Decca); and "Got a Match?," Frank Gallup (Classic Records).

It's here at Rooky's, days away from the store's 26th anniversary, that Dick runs through the highlights and principles of a 55-year-old vinyl obsession. Sitting across from me at a repurposed diner table, he talks about his life-changing first listen of the Del-Vikings' "Whispering Bells" ("I thought I had died and gone to heaven."), why he doesn't carry anything by The Beatles ("Do you know what a foodie is? Well there are record versions of that, and they want to ask me about a Beatles album so they can tell me about it."), and why he never got into LPs ("What you lose is the warmth."). Dick doesn't know anything about rock or punk or jazz or classical, and he doesn't care to know. What he does know is soul and oldies, and especially girl groups from the 1960s—acts like The Marvelettes, The Chirelles, Dolly and the Fashions and Maureen Gray. It is within this time period, with its bouffants and heartaches and brittle, delicately suggestive harmonies, that Dick prefers to linger. You are welcome to join him.



On the store's cash machine, there's a mock-vintage magnet with a well-preened man's head floating above the slogan "Everybody loves Dick!" This is not an exaggeration. When he turned 50, 300 people came to his birthday party. He estimates that he has about 50 "very close friends." As customers file into the store, it's very hard to discern who are bosom buddies and whom he is just now meeting for the first time. Jokes are cracked. Hugs are administered. The customer demographics fluctuate in the sort of turbulent, irresponsible way only San Francisco demographics can fluctuate: the mid-40s greaser/techie with arm tattoos and bright blue sneakers. The 25-year-old Sudanese PhD student. The brooding, unshaven collectors. The Swedish. Dick greets them all with that springy, buoyant "helloooo!" that sounds like it's been fired from a cartoon slingshot. He then sets about helping them, which typically is some combination of teasing and flirting.

**Dick:** How are you today? You got a list for me?

**Customer:** You don't remember me, huh?

**Dick (purring):** I *do* remember you. *Of course I do.*

**Customer:** You sure?

**Dick:** I'm positive. Sacramento.

**Customer:** Wow. You *are* good.

**Dick:** Remember we almost got married?

**Customer:** Yeah, we did. Why didn't that happen?

**Dick:** Well, you gained a little weight, and so did I.

It's common for customers to come in with handwritten wish lists. Dick will either direct them to a specific section or suggest something similar. " 'Friday Night' is probably in here," he says to this guy. "I don't know Donny Burdick." Turning to me, he says, "Probably half of what came out on 45s has never been documented. It's unobtainable. That's why my store is one of the many record stores that does well. It's because people can come in and make their own discoveries. Sometimes I guide them along, sometimes I can't help them."

It's here that I ask my first stupid question—the one that betrays my status as a Pandora-surfing, turntable-less 26-year-old technobrat. "Do you order stuff for people?"

Dick looks quizzical. "You can't order stuff. You have to find it, or it has to show up."

For someone whose tastes and knowledge are as specific as Dick's, it's a very good time to be in the vinyl business. Sales of the medium have been climbing steadily for the

past five years, and last April, 244,000 records were sold in one week—the largest amount since Nielsen SoundScan started keeping track in 1991. In 2012, citizens of these United States purchased 4.6 million vinyl records—an 18 percent increase from 2011. And this year, we're on pace for an even larger bump. Though digital music purchases still outpace records by a rate of about 50 to 1, the surge has been enough to help specialists like Dick carve out a niche for themselves.

And carve he has. By 1960s terms—the terms on which Dick operates in most facets of life—Rooky Ricardo's is doing moderately well. But by 2013 terms, its performance is extraordinary. Dick doesn't like talking exact numbers (nor was he really keeping records before 2008), but suffice it to say that his business is growing steadily. On any given weekday, he can make more than what he made in a month ten years ago—sometimes ten times as much. And last March, his biggest month ever, he pulled in close to \$18,000.

"There was a period there where everybody got rid of their records and took that money and bought CDs," he says. "They recreated their collection on CD. Now those same people are coming back, regretting that, and wanting to recreate the library that they once had on vinyl."

In some ways, Dick has gotten this far simply by loving the same things he's always loved—the harmonies, the horn stabs, the gentle innuendoes about candy and "dancing" all night. Customers come to him because they want soul and oldies, not because they're looking for Zeppelin rarities or abstruse jazz fusion. They want very specific things from a very specific era. They want to be welcomed and assisted and goaded lovingly. Basically, they want the sort of singularity only true love can afford, and they know Dick can help. "I'm the kind of restaurant that's got ten items," he explains. "That's what I'm selling. If you like that, you'll be in heaven. If you don't, then that's not for you."

The simple explanation of why Dick is doing better than ever is that his tastes are finally back in vogue. Trends sail on the winds of exclusivity, of being the first and only possessor, and accumulating rare 45s is a natural extension of this. The harder question to answer is why a generation of young people—those with staggering, almost infinite access to free music—are seeking out an experience as constrained and unpredictable as record collecting. With more media at our fingertips than at any time in the history of the world, why do we choose to limit our experience?

The answer is simple, says John Vanderslice, the San Francisco-based indie musician and record producer. Just like food, the songs we consume "still have to be portioned out. Like, you have dinner at six. It's not like you just have this open buffet twenty-four hours a day in your house."

Vanderslice is a Rooky Ricardo's regular and in many ways a musical purist. He does not keep a digital mixing console at Tiny Telephone, his studio in San Francisco's Mission District. He insists that artists record on two-inch reel-to-reel tape, and he

aggressively limits the number of instruments available to them. When it comes to vinyl though, he's more of an omnivore.

"You have these twelve, fourteen, twenty records that you're just listening to in a loop—shit, sometimes I just put on the same side over and over and over again," he says. "I don't do that when I'm listening to stuff on my computer, and I listen to shitloads of music. I listen to tons of music on my phone when I'm hiking. It doesn't give me the same jolt. It doesn't provide the same experience to me."

This sort of consumption might be considered a sort of postmodern listening paradigm for the modern era—part embrace of digital's omnipresence, part protest against the Dread, which encroaches any time you try to settle on just *one* song from a 120-gig iTunes library. Many of Dick's customers—the younger ones, especially—are conversant in this mode of consumption. Records, unlike every other available music service—indeed, unlike pretty much everything else that exists and is sold in 2013—are desirable for what they *don't* possess.

But Dick always knew this. He's just been waiting patiently for you to figure it out. If you don't come around, that's OK with him, too. He's never been one to judge.

"My store is now current," he says. "It's one of the most current stores in San Francisco. Each forty-five that you hold is a piece of history, and they sound the way they were meant to sound."

But isn't that a judgment call?

Stupid question number two. Dick narrows his eyes at me.

"That's not a judgment call. That's the way it is."

SIDE B Dick Vivian is not in love with anyone, and he has not been in love for many years. He does not ever say it explicitly, but he fears heartbreak with the sort of ardent, poetic innocence normally reserved for oldies songs. He was an only child that never knew his father. He didn't see much of his mother, who worked full-time as a secretary. He is gay, and twice heartbroken—first by his two life's loves, then by the AIDS virus that withered their bodies and ripped them prematurely out of this world. He has never married. These days, he says, the desire to meet somebody "doesn't even cross my mind."

Dick lives alone on one floor of an enormous, impeccably maintained Victorian near the heart of San Francisco's Castro District. His home, like Rooky's, is a wistful sanctuary of 1960s-era bric-a-brac. The walls are adorned with classic movie posters and high school yearbook photos, and old films fill the shelves near his DVD player—W.C. Fields collections, Abbott and Costello anthologies, etc. We sit in what he calls the "Red Room," a maroon lounge with a flat screen TV, some mod furniture and, of course, a closet packed with 45s. It's here, in a space free from friends and strangers and any

possible combination of the two, that Dick finally opens up about the many things he does not love.



First up is his junior high experience. Maybe because he was not athletic, or because he was short, or because he had a voice like a parrot, Dick struggled to fit in. "I went home crying every day," he remembers. In his time alone, he obsessed over top 40 Radio, falling asleep to it at night and poring over its weekly rankings pamphlets. His weekly \$1 allowance invariably went toward buying records. With no siblings, the music became a sort of refuge for him, a respite from his own Dread. "Records were always kind of my security," he says. "I had friends like anyone else, but that was always my time alone."

Around this time, two girls from Dick's class convinced him to learn a dance called "the Bop" with them. Something immediately clicked, and Dick set about learning as many dances as he could—the Lindy Hop, the Mashed Potato, the Jitterbug—which he says helped him impress girls and make friends throughout junior high and high school. He kept dancing after graduation, throughout college at San Jose State, and into his early twenties. During lunch breaks at his first job, he would duck into nearby clubs and learn what he could.

Dick met Steve, the first man that he truly loved, at one of these dance clubs. The way Dick describes him, Steve was younger, and very religious, with a beautiful body and caring heart. He would listen to Dick in the same rapt way Dick listened to his 45s. He would show up, unprompted, with gifts. "He was the first one who treated me like I dreamed someone in a relationship should be treated," Dick recalls. But this was the 1970s, and Dick still wanted the things he loved about the 1960s to be true. He wanted the story he had been told so many times, in so many iterations, by so many pop songs. Sex was not as important to him as emotional commitment was, "and a lot of the people that I happened to fall in love with were so attractive that it's just natural that they're going to be out there." Steve strayed, and Dick couldn't keep on.

Bill was a similar story. They met when Dick was 30, and Dick moved to San Francisco to be with him. The two stayed exclusive for a while, but now it was the 1980s, and the Castro was not the right place for Dick to hold onto a monogamous mate. Steve "was so handsome and there were just so many people that liked him," Dick remembers. "I didn't want to compete." After six good months and 12 bad ones, the two broke up.

"I think that may have caused him to opt out, because that really broke his heart," says Nick Waterhouse, an L.A.-based soul musician and one of Dick's closest friends. "He didn't move to the Castro to *be there*. It was just that time. He didn't overly think it. He sees a lot of those male relationships as terminal."

It's not that Dick hated the fact that he was gay; it's that he always felt cheated by the designation and its limitations—especially in a place like the Castro, where flamboyancy often went hand in hand with social credibility. "He philosophically does not see himself as 'gay,'" Waterhouse continues. "He feels strongly that he's an individual." Back in the 80s, he would leave parties because everybody was calling each other "Mary." "He was like, 'There were so many goddamn Marys in the room, I didn't know what to do with myself.'"

Around this time, Dick was working as a waiter at a popular gay restaurant called Alta Plaza in San Francisco's Presidio neighborhood. The AIDS epidemic was charging through the city, and as the years passed, he began to witness a heartbreakening progression: Couples would come in, fall in love, fall ill. Months would pass, then just one half of the couple would start showing up, sometimes with the other's family.

One evening in the early nineties, Steve came in to say his goodbyes. Dick was knocked off guard. He had not seen his former partner sick. "I just hugged him," Dick recalls. "Then I had to—story of my life—go right back in." As he returned to one of his tables, a woman looked up from her menu and brayed, "I'll have the chicken!"

It's at this point in the story that Dick looks exhausted for the first time since we met. All the cheeriness he emits at the store—all the social sophistication and instincts that half a century of waiting on customers affords him—seems to drain away momentarily. It's not that he looks uncommonly ancient; it's that he finally looks exactly as old as he is.

"I'm sure a lot of those feelings kind of barricade me up," he says. "I wouldn't say I'm shut down, because I still love my life. There are so many people in my world that are fresh and vibrant and alive. That's what I feed off of. Not as a couple. Just as another person to make my life interesting."

Dick's Dread is different from ours, but it stalks around the periphery of similar things: a fear of insignificance, of being marooned, of exiting life without having truly held onto something. To look around his house—and Rooky's, for that matter—is to bear witness to his towering, impressive defense against it. He's cocooned himself in an era he understands and surrounded himself with people he knows won't hurt him. The heartbreak he does allow himself to still experience comes in a format he's familiar with: two songs at a time, with a quick break in the middle.

LINER NOTES I return to Rooky's on a rainy Sunday, biking up those ruthless hills with a modest but daunting goal: to choose my first record. I still don't have a turntable, but I plan to buy one soon, so I figure my purchase is about as excusable as a teenager buying a custom spoiler before he scrapes together the cash for the Hyundai he's planning to slap it on.

The place is bustling. People hunch over listening stations and flip through stacks. Dick is behind the counter, in his element, cooing and laughing and directing traffic. I greet him and ask him to steer me toward something I might like. My qualifications (which I recorded on a note in my iPhone), are as follows: a) It must be a record I've never heard before, b) It must not be available on Spotify, and c) It must give me this feeling that everyone around me at Rooky's seems to be accessing all the time. The feeling Dick gets when he dances—when everything sort of dissolves out of the way and, as he puts it, "I could do a spin or a flip and feel like I could touch the ceiling." The feeling of falling in love.



I like 70s funk, so Dick calls over his resident expert, a guy named Jon Blunck, who helps out around the store sometimes. I give Jon a couple of starting points—Sly, Tower of Power—and he starts weaving through the aisles, pulling records. Before long, he's amassed a pile of about a dozen in front of Dick, who begins playing them for me on the store's sound system.

First up is a band called Mandrill. The song, titled "Fence Walk," is from their 1972 self-titled LP. It's a tightly-wound workout with startling horn hits and a dexterous, plunking bass line. It's impressive, and certainly obscure enough, but something's off—it's too cheesy, too ostentatious. Next is "The Cisco Kid" by War, followed by "Work to Do" by the Isley Brothers. Both great songs, but both songs I recognize. Dick and Jon consult briefly, and Dick suggests a tune called "Ain't No Woman" by the Four Tops. It's way off—too sweet, too pop, too sixties. Too Dick.

Finally, Jon pulls out a record by The Chairmen of the Board, a band I've never heard of. As I'm scribbling notes about the previous song and trying to Spotify-check the one before it on my phone, he cues up a song called "All We Need Is Understanding."

What happens next is hard to explain. It's hard to recall, too, because after about five seconds I put down my notebook and pen and close my eyes. I feel that *thing*—the feeling that makes Dick's customers delete their iTunes libraries and spend hours here

every day, pawing through vinyl. The feeling Dick felt when he was 10. The feeling he craves, and runs from, and wants more than anything to share. The Dread's opposite.

I give in, let the song play and the record crackle. I accept imperfection, finiteness. I let it spill over me like a glass of water poured carefully across a computer's keyboard.

Then, after a minute, I open my eyes and ask Dick if he'll take a card.

*Filing Date:* May 24, 2017  
*Case No.:* 2017-006543LBR  
*Business Name:* Rooky Ricardo's Records  
*Business Address:* 419 Haight Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale)/  
40-X Height and Bulk District  
*Block/Lot:* 0859/031  
*Applicant:* Richard Vivian, Owner  
419 Haight Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor London Breed, District 5  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye @sfgov.org

## **BUSINESS DESCRIPTION**

Rooky Ricardo's Records is a vintage record store opened in 1987 and located in the Lower Haight neighborhood. The shop was started by Richard "Dick" Vivian and specializes in rare and underappreciated vinyl records of musical genres such as soul, funk, jazz, rock, and oldies from the 50s and 60s. Originally located at 448 Haight Street, Rooky Ricardo's brought African American soul music to the diverse population of the Lower Haight and offered and continues to offer well-curated old soul and rock 45s. Over the years Rooky Ricardo's has become an important fixture in the neighborhood, celebrating the rich artistic and musical history of the Lower Haight and becoming a place of art, culture, discovery and community along Haight Street. After 29 years in the same location, the shop was eventually forced to relocate due to an increase in rent. In order to ensure continued service to the Lower Haight community and the continued tradition of celebrating vibrant art and music culture of community's history, Vivian moved the shop across the street to 419 Haight Street.

Rooky Ricardo's Records continues to be a vibrant place for the community to discover "new old" music and has become a vital part of the Lower Haight community and economy, attracting both tourists and locals to walk in and explore the selection of unique music and sample records at the listening stations set up in the store, which have become a key component of experiencing the shop. Just as the shop has become a well-known record store, so too has Dick Vivian become a well-known and well-loved fixture in the Lower Haight community. He values his personal relationships with all of his customers, always making a point to greet everyone who walks in, have a selection of hand-picked records lined up for each of his regular customers, and try to get to know his new customers in order to help guide them to music that will spark their interest. Additionally, Vivian and his shop have committed themselves to the Lower Haight community by continuing to be involved in coordinating neighborhood events such as the Lower Haight Art Walks. Vivian was also a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association.

## STAFF ANALYSIS

### *Review Criteria*

1. When was business founded?

1987

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

Yes, Rooky Ricardo's Records qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Rooky Ricardo's has operated for 30 years.
  - ii. Rooky Ricardo's has contributed to the Lower Haight community's history and identity by continuing the celebration of the vibrant art and music culture that overcame the area in the 1960s and through opening the hearts, minds and ears of locals and tourists to a selection of unique vinyl offerings.
  - iii. Rooky Ricardo's is committed to maintaining the physical features or traditions that define its unique musical presence in the Lower Haight community.
3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the tradition of selling rare and often underappreciated vinyl records mostly of music genres like soul, funk, jazz, rock and oldies from the 50s and 60s.

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

The 1900s property has been previously evaluated by the Planning Department and has been identified as a contributor to the California Register-eligible Hayes Valley Residential Historic District.

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

The property is located within the California Register identified-eligible Hayes Valley

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. Hoodline, 1/10/2017, "Facing Rent Hike, Rooky Ricardo's Makes 'Temporary' Home Permanent," by Stephen Jackson; The Bold Italic, 12/7/2011, "Finding the Beat at Rooky Ricardo's Record Shop," by Marc Dantona; SF Chronicle, 7/30/2006, "On the Town with Tina Lucchesi and Seth Bogart," by Aidin Vaziri; TV Times, 8/30/1987, "'Dance Party' Keeps Duo on their Toes," by Deborah Carvalho; SF Weekly, 2011, "Best Place to Discover New Old Music;" SF Weekly, 5/19/2016, "Best Record Store;" GQ Magazine, 7/31/2013, "The Man Who Will Save Your Musical Soul," by Byard Duncan.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 419 Haight Street

**Recommended by Applicant**

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout
- Unique variety of rare and often underappreciated genres of vinyl records
- Listening stations
- Tradition of selling old-era soul and rock records
- Location along Haight Street in the Lower Haight community

**Additional Recommended by Staff**

- Painted sign reading "Rooky Ricardo's Records" along the front façade
- Projecting sign reading "Rooky's Records" at the front



**SAN FRANCISCO  
PLANNING DEPARTMENT**

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**Historic Preservation Commission  
Draft Resolution**

HEARING DATE JUNE 21, 2017

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

Reception:  
**415.558.6378**

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tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROOKY RICARDO'S RECORDS, CURRENTLY LOCATED AT 419 HAIGHT STREET (BLOCK/LOT 0859/031).**

**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 Lower Haight 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 June 21, 2017, 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 Rooky Ricardo's Records 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 Rooky Ricardo's Records

*Location (if applicable)*

- 419 Haight Street

*Physical Features or Traditions that Define the Business*

- Retro, vintage décor that includes framed 50s and 60s sheet music, vintage posters from soul shows, and vintage store items scattered throughout
- Unique variety of rare and often underappreciated genres of vinyl records
- Listening stations
- Tradition of selling old-era soul and rock records
- Location along Haight Street in the Lower Haight community
- Painted sign reading "Rooky Ricardo's Records" along the front façade
- Projecting sign reading "Rooky's Records" at the front

**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 2017-006543LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

**Resolution XXXXXX**  
**June 21, 2017**

**CASE NO. 2017-006543LBR**

**419 Haight Street**

ADOPTED:

DRAFT