Legacy Business Registry Staff Report

HEARING DATE MARCH 27, 2017

RETRO FIT VINTAGE

Application No.:	LBR-2016-17-036
Business Name:	Retro Fit Vintage
Business Address:	910 Valencia Street
District:	District 8
Applicant:	Steven LeMay, Owner
Nomination Date:	October 21, 2016
Nominated By:	Supervisor David Campos
Staff Contact:	Richard Kurylo legacybusiness@sfgov.org

BUSINESS DESCRIPTION
Retro Fit Vintage is a retail vintage and costume shop located in the Mission District. The business has been serving the LGBTQ and performing arts communities since it opened in 1996. The founding of the business was based on the idea of, and commitment to, keeping fashion trends of the past relevant and alive, while ensuring affordable stylish clothes were made available to Mission District residents. Today, the shop continues to be one of the most affordable apparel stores on Valencia Street. The business, originally located on 20th Street, moved locations a few times before ending up at its current location on Valencia Street. Along with changing locations, the business also changed the type of vintage items sold to include furniture and home décor. In 1998, ownership changed hands to Mr. Steven LeMay, a well-known entertainer, LGBTQ leader and youth mentor. Since then, the business has expanded its inventory to more fully serve the drag, performance and theater arts communities with the addition of make-up, wigs, accessories and high-end costumes, as well as the vintage clothing and home décor items that represent the foundation of the business. Retro Fit Vintage is one of the few openly gay businesses on Valencia Street and serves as a strong representation of the neighborhood's once large queer community that greatly declined over the years. The business represents and continues to support the LGBTQ community as well as the Mission District neighborhood by participating in fundraisers for local non-profits and organizations. Additionally, Steven LeMay, who is among the original merchants who founded the Valencia Street Merchants Association, has developed very close relationships with families and other businesses in the neighborhood, often mentoring local kids who often stop in the shop. Retro Fit continues to serve the arts and LGBTQ community through cultural events that the business hosts at the shop, making a cultural destination as well as a commercial destination. Retro Fit Vintage not only provides members of the community with fashion, but also provides a safe space for the community to meet, perform and attend performances.

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

No, the applicant has not operated in San Francisco for 30 or more years.

3525 20th Street from 1996 to 1998 (2 years)
855 Valencia Street from 1998 to 2001 (3 years)
910 Valencia Street from 2001 to Present (16 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes. Currently, the business is under threat of displacement as it is on a month-to-month lease with a strong possibility of being unable to secure a new long-term lease with the landlord.

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 Mission District 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:

- Retro Fit Vintage is associated with vintage clothing, home goods, and memorabilia.

- Retro Fit Vintage has contributed to the Mission District community's history and identity by continuing to operate as one of the only remaining openly gay businesses along Valencia Street, offering members of the community access to fashionable vintage clothing, memorabilia and home décor while also continuing to act as a strong advocate for the LGBTQ and performing arts communities. The business also continues to provide a safe gathering space for the community and supports local organizations and non-profits.

- The building is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the Article 10 Liberty-Hill Historic District. The 1904 Italianate-style building is located in a historic commercial corridor on Valencia Street that belongs to one of the city's earliest residential suburbs and largely intact 19th century middle class neighborhood.

- The business has been cited in the following publications:
  - Lucky Magazine, July 2002, "Lucky-Only Specials."
  - SF Gate, 3/9/2008, "Designers get fierce with Project Lameway," by Reyhan Harmanci.
  - Where San Francisco Magazine, January 2002, "The Older the Better: Vintage clothing in San Francisco," by Anita Singha.

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

Yes, Retro Fit Vintage is committed to maintaining the physical features or traditions that define its role as an advocate for the LGBTQ and performing arts communities, including maintaining its presence along the Valencia Street commercial corridor as an openly gay business that provides for and welcomes all in the Mission District neighborhood.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION
The Historic Preservation Commission recommends that Retro Fit Vintage 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:
- Location along Valencia Street.
- Commitment to selling affordable vintage fashions.
- Commitment to serving the LGBTQ and performing arts communities.
- Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS
Following is the core physical feature or tradition that define the business that would be required for maintenance of the business on the Legacy Business Registry.
- Vintage clothing retail sales.

STAFF RECOMMENDATION
Staff recommends that the San Francisco Small Business Commission include Retro Fit Vintage currently located at 910 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program

Small Business Commission
Draft Resolution
HEARING DATE MARCH 27, 2017

RETRO FIT VINTAGE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.:	LBR-2016-17-036
Business Name:	Retro Fit Vintage
Business Address:	910 Valencia Street
District:	District 8
Applicant:	Steven LeMay, Owner
Nomination Date:	October 21, 2016
Nominated By:	Supervisor David Campos
Staff Contact:	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR RETRO FIT VINTAGE, CURRENTLY LOCATED AT 910 VALENCIA 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 March 27, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED that the Small Business Commission hereby includes Retro Fit Vintage 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 Retro Fit Vintage:

Physical Features or Traditions that Define the Business:
- Location along Valencia Street.
- Commitment to selling affordable vintage fashions.
- Commitment to serving the LGBTQ and performing arts communities.
- Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Retro Fit Vintage on the Legacy Business Registry:
- Vintage clothing retail sales.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 27, 2017.

_____
Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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

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

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-036
Business Name: Retro Fit Vintage
Business Address: 910 Valencia Street
District: District 8
Applicant: Steven LeMay, Owner
Nomination Date: October 21, 2016
Nominated By: Supervisor David Campos

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 __X__No

3525 20th Street from 1996 to 1998 (2 years)
855 Valencia Street from 1998 to 2001 (3 years)
910 Valencia Street from 2001 to Present (16 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
__X__Yes _____No

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

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

NOTES: The business has been in operation for 21 years.

DELIVERY DATE TO HPC: February 1, 2017

Richard Kurylo
Manager, Legacy Business Program

Member Board of Supervisors
District 9

City and County of San Francisco

DAVID CAMPOS

October 21, 2016

Re: Nomination of Retro Fit to the Legacy Business Registry

Dear Rick Kurylo,

I am pleased to nominate to the Legacy Business Registry – Retro Fit, a vintage and costume shop on Valencia Street, at the heart of the Mission's shopping district. Since 1996, Retro Fit has provided affordable, timelessly stylish vintage fashions to San Franciscans while also serving as a vital hub for the LGBTQ community. This unique store has been repeatedly featured in the San Francisco Chronicle.

Retro Fit sells a variety of high-quality vintage goods, not just clothing but furnishings, home goods, and memorabilia from bygone decades. It is a place for a diverse mixture of residents and tourists to shop, gather, and talk, drawn not only by its goods but also by its proprietor, Stephen LeMay, who is a well-known entertainer, LGBTQ leader, and youth mentor. LeMay is an active member of the drag and performance community, and a local celebrity. He has made Retro Fit into an out and proud LGBTQ business that has provided members of the community with fashion, a safe place to meet, and performances.

Retro Fit has hosted a variety of events and fundraisers for groups such as CASA SF, the Destination Foundation, and Creativity Explored, as well as for unique, neighborhood start-ups such as Yarness –an eco-conscious, fetish clothing line. Retro Fit has maintained the great San Francisco values of diversity, community care, and unique fashion. The store has been located on 910 Valencia for the past 18 years; however, it is now at risk of displacement and in dire need of support.

This business has been a long-standing and proud representative of the LGBTQ community in the Mission and it is critical we honor its contributions by acknowledging their legacy in the City. It is my distinct honor to nominate Retro Fit to become part of San Francisco's Legacy Business Registry.

Sincerely,

David Campos

City Hall · 1 Dr. Carlton B. Goodlett Place, Room 244 · San Francisco, California 94102-4689
Reception: (415) 554-5144 · FAX (415) 554-6255 · David.Campos@sfgov.org

APPLICATION FOR

Legacy Business Registry

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

1. Current Owner / Applicant Information

NAME OF BUSINESS:
Retro Fit Vintage

BUSINdfESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)
Steven LeMay

CURRENT BUSINESS ADDRESS:	TELEPHONE:
910 Valencia St. San Francisco, CA 94110	(415)550-1530
	EMAIL:
	info@retrofityourworld.com

WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.retrofityourworld.com	https://www.facebook.com c/	https://www.yelp.com/biz/retr

APPLICANT'S NAME	
	☑ Same as Business Owner
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
3656 B 20th St. San Francisco, CA 94110	(415)550-1530
	EMAIL:
	info@retrofityourworld.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0376844	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3525 20th St SF, CA	94110	3/22/96
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
☑ No ☐ Yes	3/22/96-10/28/98	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
855 Valencia St.	94110	10/29/98- 10/09/01

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
910 Valencia St.	94110	10/10/01- present

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

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

3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☑ I am authorized to submit this application on behalf of the business.
- ☑ I attest that the business is current on all of its San Francisco tax obligations.
- ☑ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☑ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☑ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☑ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☑ 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.

Steven LeMay	10/13/16	
Name (Print):	Date:	Signature:

Retro Fit is a retail vintage and costume shop located in the epicenter of the Mission's shopping district on Valencia Street. It has been serving the LGBTQ and performing arts communities for 20 years. Allison Hoekstra and Audrey Menconi, the original owners started Retro Fit, May 1996 at 3255 20th Street. Retro Fit in its inception was started as a one room vintage clothing store. The original owners were committed to keeping past fashion eras relevant and alive, as well as ensuring affordable stylish clothes were available to its Mission residents. This has become more and more important as the neighborhood has continued to gentrify. Retro Fit is still one of the most affordable apparel stores on Valencia Street.

Within the first year of business, Retro Fit relocated to 855 Valencia Street due to excessive gang violence on 20th Street. After this move, the original owners expanded their wares to include vintage furniture and home decor. The store remained there until the close of an auto body shop on the 900 block of Valencia, resulted in several larger retail spaces coming on the market. The store then moved to its current and hopefully final location, 910 Valencia, in May of 1998, where it has spent the last 18 years. It is in this location that ownership transferred 12 years ago to current owner and 23 year Mission resident, Mr. Steven LeMay.

Steven LeMay maintains the commitment to affordable vintage fashions, as was intended by the original owners and has expanded the inventory to more fully serve the drag, performance and theater arts community with the addition of make-up, wigs, accessories and high-end costumes, but vintage clothing and home décor from the 40's, 50's and 60's remain the pillars of the business.

Retro Fit today, sells a mix of vintage clothes, home goods, memorabilia and furniture. The quality of vintage and Steven LeMay's, 20 years of experience make it a rare jewel on Valencia St. LeMay has two Bachelors degrees in Fine Art and Architecture. His background in both art and interior design gives him a strong foundation in time periods, fashion eras and vintage objects. Before becoming the vintage mastermind behind Retro Fit, he honed his expertise over the course of several years working at Costumes on Haight.

Retro Fit may not be a family owned business, but it has run without interruption for the past 20 years and certainly feels like it. Most days in the shop feel like a community gathering space with neighbors, tourists and friends popping in the store and gabbing with the affable and entertaining proprietor Steven LeMay. Known simply as LeMay to friends and in the drag and performance community, Steven is a local celebrity. A skilled

gender illusionist, he was one of the few male actors cast in a female role at Berkeley Rep, has appeared on Season 5 of Project Runway as a gender bending runway model, hosted the infamous weekly variety show Sunday Bellini Sunday for 4 years, starred in the motion picture Corky's Hot Ice and regularly performs on stage with other local celebs including Peaches Christ, Darcy Drollinger, and Heklina. As the owner of Retro Fit has styled celebrity clients and worked popular design houses including Erykah Badu, Mark Jacobs, Louis Vuitton, Balenciaga and Coach.

To say Retro Fit is an out and proud LGBTQ owned business that is embedded in the LGBTQ community, would be an understatement. LeMay, deeply understands the needs of these communities and upon taking over ownership he immediately set about turning the store into a one-stop shop, safe space and defacto community center for the LGBTQ and gender non-conforming community.

Retro Fit has been the sight of countless LGBTQ events, fundraisers, fashion shows and community mixers. It has held private parties for crossdressers and gender non-conforming individuals, hosted the original Project Lame Way fundraiser and Project Runway viewing party and has been a featured in the San Francisco Chronicle's style section on multiple occasions. Since the beginning of Sunday Streets, Retro Fit has hosted a daytime event with drag performances, highlighting San Francisco's unique drag history.

Retro Fit is also the official launch sight for Dragship to Reno, an Easter bus trip started by drag impressaria's Peaches Christ and Heklina,18 years ago. Every year on Easter weekend, two luxury bus's meet outside of Retro Fit to carry 120 drag and gambling enthusiasts to Reno, Nevada for 36 hours of drag out fun. Retro Fit hosts the launch party and a parade, opening early, selling last minute supplies and looks, and serving mimosa's. This has become a beloved community event. Residents, friends and the general public come to send the buses off, often dressing up for the occasion!

Retro Fit is one of the few openly gay businesses on Valencia Street, in a neighborhood that used to be known for it's large queer community. Over the years there has been a decline in the diversity of the neighborhood. Retro Fit has weathered the challenges of gentrification and is now one of the few remaining historic queer businesses that represent the legacy of the Valencia Street neighborhood's queer history.

As an equal opportunity employer, Retro Fit has employed a diverse staff

including queer and trans folks and performers, in an active effort to increase employment opportunities to folks that may experience discrimination due to their gender, sexual or racial identities. While there are other gay owned businesses, Retro Fit is one of a small number of establishments that are visible year round as LGBTQ owned and operated.

In addition to serving the LGBTQ community, Retro Fit supports the Mission District and his neighborhood, participating in fundraisers for local non-profits like CASA SF, a children's afterschool art program, the Destination Foundation, an organization that funded trips of a lifetime for people with debilitating diseases, and Creativity Explored, a non profit arts organization that supports artists with developmental disabilities, as well as hosting pop up events for neighborhood start ups like Yarness, an eco-conscious clothing line making crotched fetish gear.

Owner Steven LeMay is among the original merchants who founded the Valencia St. Merchants Association and has developed very close relationships with families in the neighborhood, mentoring neighborhood kids who often stop in the shop and hang out afterschool and during the summer. One young customer has been coming to the store with her mother, since she was a toddler. During a particularly challenging time for them, Mr. LeMay took the mother and daughter in, while they were between living situations. That young lady is now 11 years old and considers Mr. Lemay, a trusted adult and friend.

Retro Fit has a huge list of long time repeat customers and fans. It received the 2006 Best Cross-Dressing Supplies award from the SF Weekly, the 2010 Best Vintage award from San Francisco Chronicle and was listed in Home and Antiques Magazine as one of San Francisco's Best Kept Secrets. Retro Fit has had a number of news articles written about it through out the years. It has been featured in a Google Audi Commercial, included in several local walking tours, most recently, Izi Travel and is a site for countless scavenger hunts, making Retro Fit a destination for national and international travelers alike. (see attachments)

Retro Fit is a celebration of the performing arts and the style, fashion and cultural traditions of San Francisco. Retro Fit serves the arts and the LGBTQ community through the cultural events that it hosts, making the store more than just a commercial destination, but a cultural destination, as well.

Retro Fit is currently under threat of losing its location. Currently, on a month-to-month lease, Retro Fit has seen the businesses on either side

forced to close or relocate, due to the property owners unwillingness to negotiate long-term leases. During that time, owner, Steven LeMay, began to receive unsolicited visits to his store from realtors with clients in tow, boldy looking at and assessing the space. Steven was never contacted or informed by his landlord as to the nature of these visits and given the current displacement crisis Steven was afraid to ask. Approximately eight months ago, the owner of the bike shop that had been housed next door to Retro Fit for 12 years, came over to tell Steven that they were leaving their space and to warn Steven. He shared that their landlord had approached him about relocating his store because they had a realtor with an internet apparel client offering 3 times the amount of the current rent. The space that they were offering to relocate the bike shop to was none other than Retro Fit's retail space! This was the second time that Steven found out from a neighbor that his space had been offered to a potential tenant. The first time the owner of the neighborhood bodega informed him that his space had been offered to an LA pop up clothing shop. If it had not been for Steven's excellent relationships with his neighbors, he would have never known that his business was under threat of not only speculative but also real displacement. The landlord to this day has not informed or talked to Steven about the potential of being displaced.

If Retro Fit was forced to relocate or worse close, the neighborhood would lose one of the few LGBTQ owned business's that specifically serve the needs of the queer and performing arts community. Residents would lose a trust worthy merchant and neighbor. The Valencia St. corridor was once an area with multiple vintage, thrift, and consignment shops, offering affordable eclectic wares for the creative alternative set. The number of vintage shops have dwindled down to just 5 stores carrying vintage apparel and Retro Fit is the only shop that specializes in garments and home goods from the 40's 50's and 60's and costumes.

The ability to procure a long-term lease would allow this amazing shop and shop owner to apply for grants to build community based programs, furthering the stores commitment and connection to San Francisco and the Mission District.

BUSINESS REGISTRATION CERTIFICATE

FY 2016-17

RENEW BY DATE	EXPIRATION DATE
05-31-2017	06-30-2017

BUSINESS ACCOUNT NUMBER	LOCATION ID
0376844	0376844-02-001
TRADE NAME (DBA)	BUSINESS LOCATION
RETRO FIT	**910 VALENCIA ST**
BUSINESS	THIRD PARTY TAX COLLECTOR
RETRO FIT LLC	☐ PARKING TAX ☐ TRANSIENT OCCUPANCY TAX

RETRO FIT LLC
910 VALENCIA ST
SAN FRANCISCO CA 94110-2321

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

José Cisneros
Treasurer

David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

BUSINESS REGISTRATION CERTIFICATE

FY 2016-17

RENEW BY DATE	EXPIRATION DATE
05-31-2017	06-30-2017

BUSINESS ACCOUNT NUMBER	LOCATION ID
0376844	0376844-01-001
TRADE NAME (DBA)	BUSINESS LOCATION
RETRO FIT LLC	**910 VALENCIA ST**
BUSINESS	THIRD PARTY TAX COLLECTOR
RETRO FIT LLC	☐ PARKING TAX ☐ TRANSIENT OCCUPANCY TAX

RETRO FIT LLC
910 VALENCIA ST
SAN FRANCISCO CA 94110-2321

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

José Cisneros
Treasurer

David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

BUSINESS REGISTRATION CERTIFICATE

FY 2016-17

RENEW BY DATE	EXPIRATION DATE
05-31-2017	06-30-2017

BUSINESS ACCOUNT NUMBER	LOCATION ID
0376844	0376844-03-001
TRADE NAME (DBA)	BUSINESS LOCATION
RETRO FIT VINTAGE	**910 VALENCIA ST**
BUSINESS	THIRD PARTY TAX COLLECTOR
RETRO FIT LLC	☐ PARKING TAX ☐ TRANSIENT OCCUPANCY TAX

RETRO FIT LLC
910 VALENCIA ST
SAN FRANCISCO CA 94110-2321

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

José Cisneros
Treasurer

David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

5/1/2004 SR BH 100-387759

RETRO FIT
RETRO FIT LLC
910 VALENCIA ST
SAN FRANCISCO, CA 94110-2321

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

IS HEREBY AUTHORIZED PURSUANT TO **SALES AND USE TAX LAW** TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS, OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

Not valid at any other address

FOR GENERAL TAX QUESTIONS, PLEASE TELEPHONE OUR INFORMATION CENTER AT 1-800-400-7115.

BOE-442-R REV. 13 (6-00)

A MESSAGE TO OUR NEW PERMIT HOLDER

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at *www.boe.ca.gov*
- Visiting a district office
- Attending a Basic Sales and Use Tax Law Class offered at one of our district offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Information Center at 800-400-7115

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. Conversely, you have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer;

- You have the right to seek reimbursement of the tax from your customer
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the Board
- You are responsible for following the regulations set forth by the Board

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a Board representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, officer, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a Board office, or giving it to a Board representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate office for help by calling toll-free, 888-324-2789 or 916-324-2798. Their fax number is 916-323-3319.

Please post this permit at the address for which it was issued and at a location visible to your customers.

THE STATE BOARD OF EQUALIZATION
Sales and Use Tax Department

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

5/1/1996 SR BH 99889148

RETRO FIT
ALISON HOEKSTRA, ET AL
3525 20TH ST.
SAN FRANCISCO, CA 94110

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

IS HEREBY AUTHORIZED PURSUANT TO **SALES AND USE TAX LAW** TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

Not valid at any other address

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS, OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

BT-442-R-LZ REV. 12 (6-95)

NOTICE TO TAXPAYERS

INFORMATION FURNISHED TO THE BOARD OF EQUALIZATION

The Information Practices Act of 1977 requires this agency to provide the following notice to individual taxpayers who are asked by the State Board of Equalization to supply information:

The principal purpose for which the requested information will be used is to administer the California Sales and Use Tax Laws, Special Taxes Laws, or Timber Yield Tax Laws. This includes the determination and collection of the correct amount of tax.

As an individual taxpayer, you have the right of access to personal information about you in records maintained by the Board of Equalization. Please contact your local Board office listed in the white pages for assistance. If the local Board office is unable to provide the information sought, you may also contact the Registration Unit in Sacramento at **(916) 324-2387.**

The Board officials responsible for maintaining this information are: Sales and Use Tax, Deputy Director, Sales and Use Tax Department, 450 N Street, MIC:43, Sacramento, CA 95814, telephone (916) 445-1441; Excise Tax, Fuel Tax and Environmental Fee Tax, Deputy Director, Special Taxes and Operations Department, 450 N Street, MIC:31, Sacramento, CA 95814, telephone (916) 445-9356; Timber Yield Tax, Deputy Director, Property Taxes Department, 450 N Street, MIC:63, Sacramento, CA 95814, telephone (916) 445-1516. If the Deputy Director is unable to provide the information sought, you may also contact the Information Security Office in Sacramento, telephone (916) 324-1627.

The California Revenue and Taxation Code, Parts 1, 1.5 and 1.6 (State Sales and Use Tax), 2 (Motor Vehicle Fuel Tax), 3 (Use Fuel Tax), 7 (Tax on Insurers), 13 (Cigarette and Tobacco Products Tax), 14 (Alcoholic Beverage Tax), 18.5 (Timber Yield Tax), 19 (Energy Resources Surcharge), 20 (Emergency Telephone Users Surcharge), 22 (Hazardous Substances Tax Law), 23 (Solid Waste Disposal Site Cleanup and Maintenance Fee Law), 24 (Oil Spill Response, Prevention and Administration Fees), and 26 (Underground Storage Tanks Maintenance Fee Law), and Part 31 (Diesel Fuel Tax); Government Code, Title 7.3, Chapter 6 (Tire Recycling Fee); Public Resources Code, Div. 30, Part 7, Chapter 4 (Oil Recycling Fee); Health and Safety Code, Div. 1, Part 1, Chapter 2, Article 4.6 (Childhood Lead Poisoning Prevention Fee); and Chapter 1 of the Public Utilities Code (Hazardous Spill Prevention Fee) require persons meeting certain requirements to file applications for registration, applications for permits or licenses, and tax returns or reports in such form as prescribed by the State Board of Equalization.

It is mandatory that you furnish all of the required information requested by applications for registration, applications for permits or licenses, tax returns and other related data. Failure to provide all of the required information requested by an application for a permit or license could result in your not being issued a permit or license. In addition, the law provides penalties for failure to file a return, failure to furnish specific information required, failure to supply information required by law or regulations, or for furnishing fraudulent information.

Pursuant to California law, the information appearing on the face of any permit or license issued by the Board is a public record. Information you furnish to this agency may be used for the purpose of collecting any outstanding tax liability and may be given to federal, state, and local government agencies as authorized by law.

24-A REV. 6 (6-95)

855
Prescriptions

RETROFIT

RETRO FIT

Spring
Cleaning
Sale
Up To
75%
select
items
off

SORRY
WE ARE
CLOSED
TODAY
FOR
RENO-
VA-
TION-
S
PULL
The
FOLKSMEN
Mitch &
Mickey
THE NEW MAIN
STREET SINGERS

HOURS

WET PAINT
SORRY
WE ARE
CLOSED
TODAY
FOR
RENO-
VA-
TION-
S
TeMA

AC/DC
HUSTLER
CLASH

BOWIE
Erotic
66
Super Fly
AC/DC
ATARI
DEVO
GAME OVER
VIVA CHE
HUSTLER
The LOVE BOAT
Cocaine
BOWIE
VISA
COSMETIC

COSMET

Retro Fit

Retro Jet

FLEISCHMANN'S
TASTEX
RETRO FIT

910
RETRO FIT

FREEWHEEL
SALE
RETRO FIT

RETRO FIT

COSMETIC CENTER

25

Keds

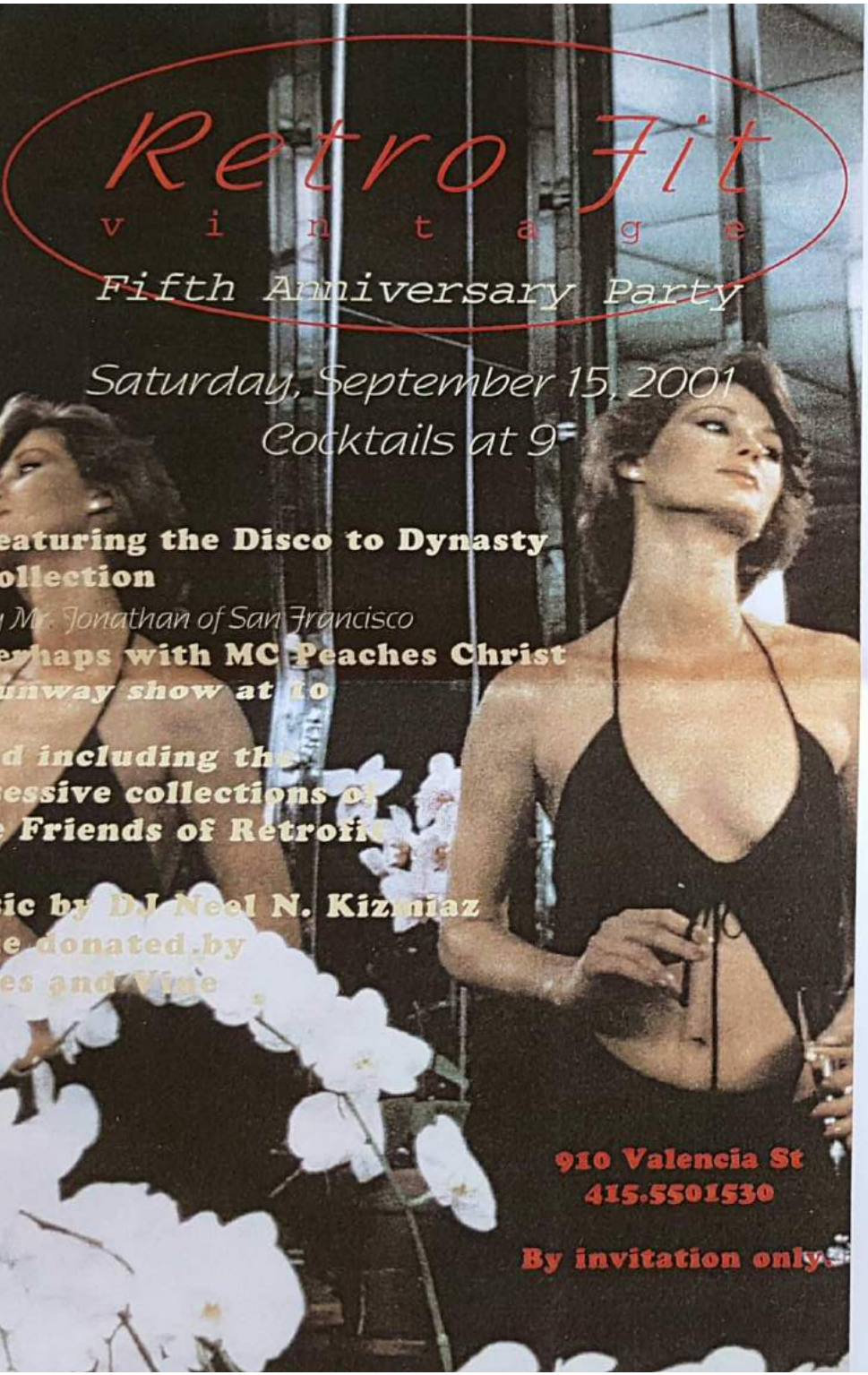
LARGE SIZE

PLEASE
ASK FOR
ASSISTANCE
WITH ITEMS
IN THE CABINET

Zippo

TV PAINT STICK

eyelashes
$3-$6
COSMETIC CENTER


Retro Fit
vintage
Fifth Anniversary Party
Saturday, September 15, 2001
Cocktails at 9
eaturing the Disco to Dynasty
ollection
Mr. Jonathan of San Francisco
erhaps with MC Peaches Christ
unway show at 10
d including the
essive collections of
Friends of Retrofit
ic by DJ Neel N. Kizniaz
e donated by
es and Vine
910 Valencia St
415.5501530
By invitation only

Designers get fierce with Project Lameway

Reyhan Harmanci, Chronicle Staff Writer
Sunday, March 9, 2008

More...

It was a familiar scene to loyal viewers of Bravo reality show "Project Runway." Fashion guru Tim Gunn was there, in his trademark navy blazer and crisp white shirt, encouraging the nervous designers who stood next to their models. Elle fashion director Nina Garcia, resplendent in a shiny brown dress with equally shiny brown hair, intoned faintly damning praise, per usual. Fashion king Michael Kors, bald and tanned, made his declarative statements, and towering blond host Heidi Klum spoke slowly and clearly, letting "auf" replace "out" as much as possible.

Except it wasn't "Project Runway." It was the third Project Lameway, a charity event held Wednesday at Mission District Retrofit vintage store to benefit nonprofit art gallery Creativity Explored. It was organized by Retrofit owner Steven LeMay, appearing as Nina Garcia.

Is it fierce?

Part design contest, part runway show, part auction, part viewing party for the season finale of the show, Project Lameway had the store packed. LeMay had solicited design contestants, given them a few pieces of clothing from his store and told them they had a week to to create an outfit on the theme of "explorer."

"There are three main criteria," said event co-producer Laura Bushman, appearing as Heidi Klum. "How well does the clothing fit the theme, how well did the designers use the material, and, well, did they make it work?

"Basically, is it fierce?"

The doors opened at 7 p.m., with the runway competition slated to start at 8:30. But, as befitting a fashion event, the contestants ran late. (They were tucked away in LeMay's nearby apartment, getting their models styled by employees of Glamarama salon.) With a small velvet rope and makeshift bar in full swing, the crowd was happy to wait and mingle. More than a few people had no interest in the television show; they were attracted by the idea of seeing actual designs.

"I'm not really interested in fashion, and I don't have a TV," said jewelry designer Debbie Tuch, who wandered in from her Valencia Street apartment. "I'd rather see it in a different way."

Unbeknownst to much of the party was that the tall woman standing near the door had actually appeared on this season's show - Catherine Calvin, senior vice president of design for Levi's, was a guest judge on the show this season (Episode 9, "Even Designers Get the Blues").

"It was amazing," Calvin says of her time on the show. "Tim Gunn is as nice as he seems, Heidi Klum is unbelievably gorgeous, Michael Kors is ... ," she pauses, "so Michael Kors. Nina Garcia is an angel."

While Calvin couldn't comment on who would win (she'd already watched it), she was excited about Project Lameway. She had happened to be in Retrofit shopping when she got talking to LeMay, who invited her. (Actually, he asked her to be a judge, but she wanted to be an onlooker.) "It's great that Steven puts on this show," she said. "It builds awareness that we do have a fashion industry in San Francisco."

Showtime!

Suddenly, the room started buzzing as Garcia/LeMay stepped out of a hidden door at the back of the store. Attendees scrambled to their seats. Paparazzi assumed their positions at the end of the runway. Outside, people took out their camera phones, perhaps expecting a celebrity sighting. It was go time.

With a short intro, Tim Gunn (played by Arturo Galster, who won the first Project Lameway competition), took the microphone and introduced the contestants. Model-designer Kelly Kittel, a tall man wearing a floral culottes outfit with a bare midriff and a long hot pink vest adorned with purple heart-shaped pockets, strutted down the runway and struck a pose on the dais near the store windows.

"It's 'lost in the jungle,' " said Gunn/Galster. Next up was Genvieve Littleton, who transformed a black suede wrap dress, a sequined top and a pink dress into a layered look with a heart-applique wrap. "I think she might have just gotten back from Burning Man," said Gunn/Galster.

Hazel Deerborn, with model Isabella, interpreted the theme as "explorer of the ethereal." The effect of the black dress with twine accents was a kind of goth industrial flapper. Rachel Gibbs rocked the stage with a "seaside explorer" - layered skirt, corset-ish top with panels of gold-tinged floral and sparkly teal fabric peeking out. The final pair, Bridget Flood and Camilla Thompson (Flood designed as well as modeled), worked out a "jet-set explorer" look, with green tie-dyed satin short shorts, halter top and matching visor.

Then, following the show's procedure, the designers and models stepped forward for individual questions. It was an opportunity for the panel of faux-celebrities (as well as guest judge, Amy Auerbach, from Creativity Explored) to make arch one-liners recognizable to fans of the television show.

From Garcia/Galster: "That looks home-sewn."

From Kors (played by Johnny Kat): "That reminds me of ... a Roman shade. I mean, I like it, but it reminds me of a Roman shade."

From Klum/Bushman: "In fashion, as in life, you're either in or you're out."

Kittel, Littleton and Deerborn were dispatched quickly (the judges seemed to confer in record time) and, with the audience giggling at the ridiculous conventions of reality show judging done in real time, the two finalists stepped forward.

"Ask something," Garcia/LeMay implored Auerbach. "It doesn't have to make any sense."

"OK," she said. "Rachel, what did you find on your exploration?"

Within moments, the final round of questions was over. The judges conferred for another nanosecond. The panel said "auf wiedersehen" to Thompson and Flood, and crowned Gibbs, who had competed without winning in the previous two Lameways. The paparazzi leapt back into action as the designers and model (and designer-models) did victory laps up and down the runway as audience members headed back to the bar.

Outside, Gibbs enjoyed a moment of repose. She lives in Brooklyn and flew back for the event, putting together her pieces in less than a week. Fashion design is her third career, after pursuing architecture at Rhode Island School of Design and then dot-com work. "You've got to follow your heart," she said. "In a way, I've come full circle. If I had done fashion right out of school, I might have gotten sucked into the corporate jungle and been totally turned off." Totally fierce.

-- See and hear more of the antics of Project Lameway in an audio slide show at *sfgate.com*.

E-mail Reyhan Harmanci at rharmanci@sfchronicle.com.

http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/03/09/LVNAVEURS.DTL

This article appeared on page **E - 3** of the San Francisco Chronicle

San Francisco Chronicle Sections Go

© 2008 Hearst Communications Inc. | Privacy Policy | Feedback | RSS Feeds | FAQ | Site Index | Contact

Trannyshack!

RENO 2009

Easter Weekend
April 11 & 12

SATURDAY SHOW AT THE 1099 CLUB

1099 S Virginia St, Reno. Doors at 10pm, show at Midnight
GET ON THE BUS! $130 includes charter bus trip from SF, one night stay at the Sands Regency Hotel & Casino, and admission to the Saturday Trannyshack show
Non-charter admission to show $7
Weekend tickets available at: Retrofit Clothing, 910 Valencia St, 415-550-1530 or via email: renttecca@dublin.com

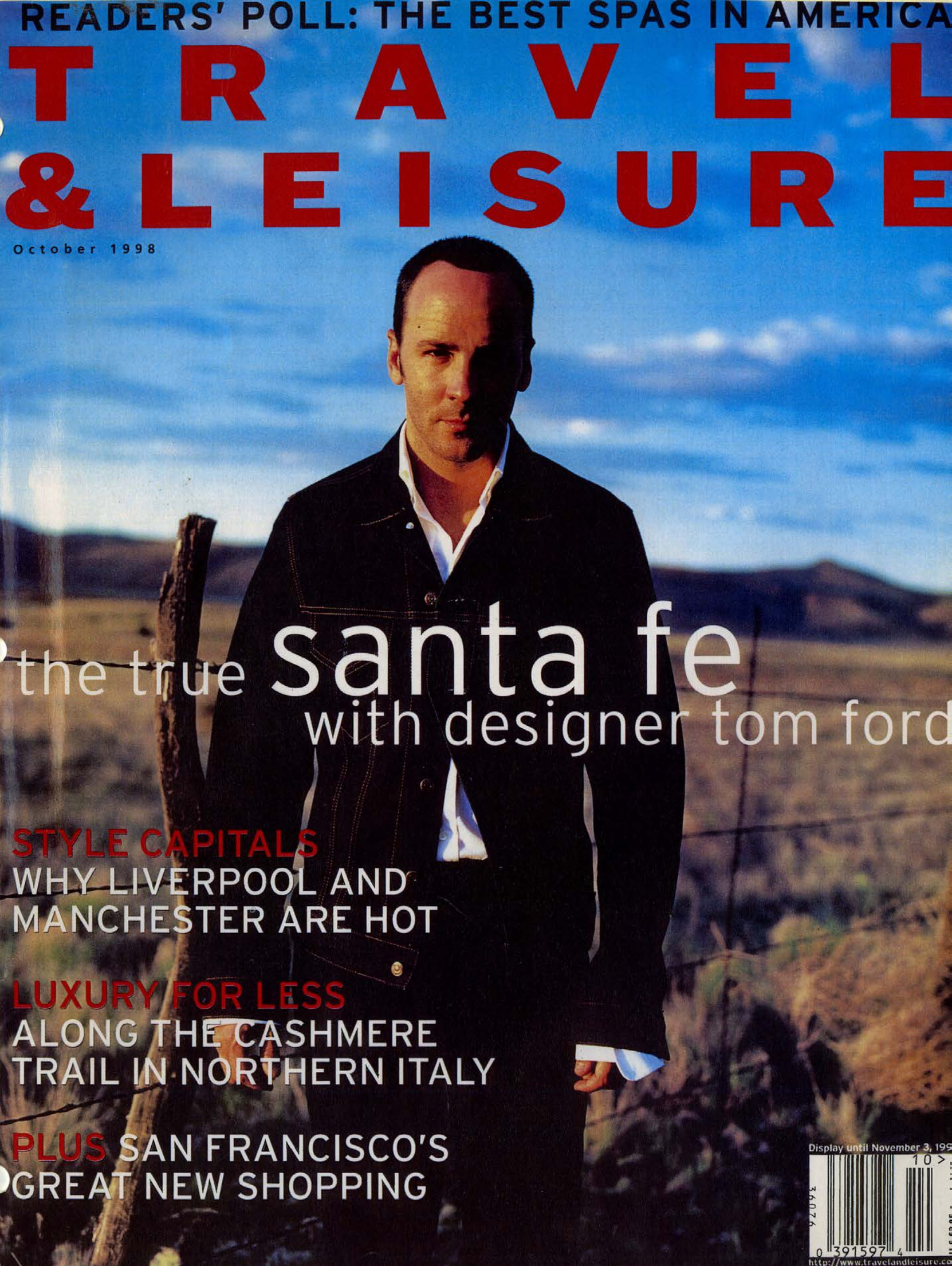
Photo By Eric Stein

CLUBCARD

READERS' POLL: THE BEST SPAS IN AMERICA

TRAVEL & LEISURE

October 1998



the true santa fe
with designer tom ford

STYLE CAPITALS
WHY LIVERPOOL AND MANCHESTER ARE HOT

LUXURY FOR LESS
ALONG THE CASHMERE TRAIL IN NORTHERN ITALY

PLUS SAN FRANCISCO'S GREAT NEW SHOPPING

Display until November 3, 199
10>
360076
0 391597 4
http://www.travelandleisure.co

Shopping

Therapy *545 Valencia St.; 415/861-6213.* This shop's mid-century modern home furnishings have become so popular with the young, monied Silicon Valley set that a year ago owner Wayne Wehlan opened **Therapy Too** (1051 Valencia St.; 415/648-7565). Both carry goods ranging from dressers that beg for repainting ($75) to indulgent curvilinear 1950's couches ($500–$1,500).

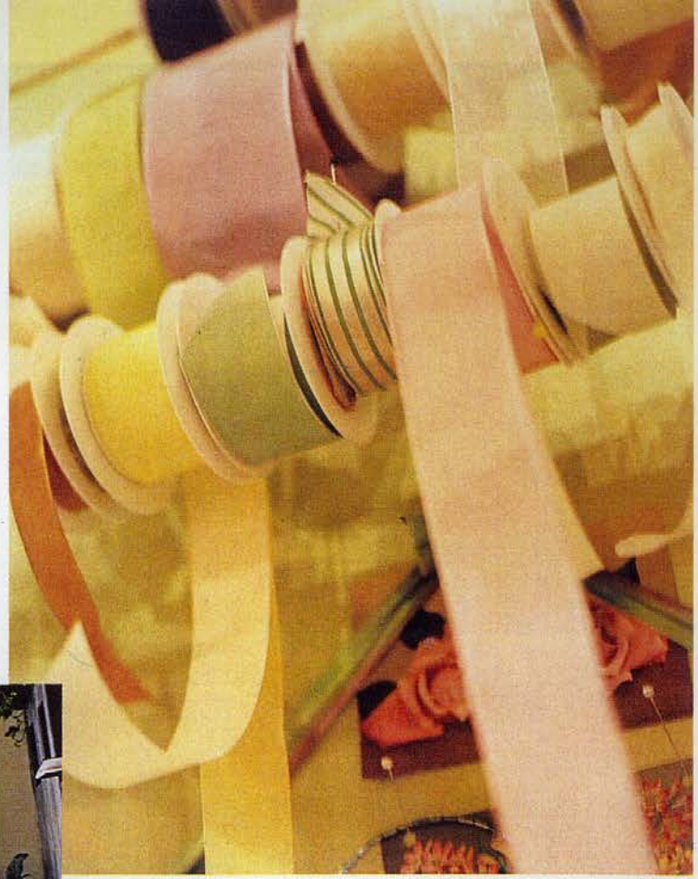
Rayon Vert *3187 16th St.; 415/861-3516.* Kelly Kornegay has made a name for herself designing loosely styled bouquets of peonies and lilies. Her pastel shop has a curious juxtaposition of floral arrangements ($40–$200) and stainless-steel medical furniture ($200–$750).

Schauplatz *791 Valencia St.; 415/864-5665.* Who knew a vintage flowerpot hat done with feathers and silk netting ($65) could be flattering? Bernhard Wetsch and Alan Freedman, who stock their shop with used clothing and furniture, had a hunch. Dig the men's nylon shirts in eye-popping prints.

City Art *828 Valencia St.; 415/970-9900.* Rene Amini's painting of a woman with bossy red lipstick balancing a red Mustang on the tip of her tongue ($500) must be an articulation of something. At his new consignment gallery, Jehfree Waterbury can help to augment your madness.

Retro Fit Vintage *855 Valencia St.; 415/550-1530.* Alison Hoekstra and Audrey Wackerly scour garage sales and auctions for clothing from the 1940's through the 70's, with a few items from the 80's—"if they're hokey enough," says Hoekstra, a 28-year-old blonde given to wearing frightfully short skirts.

Ruby Artists Cooperative Gallery *3602 20th St.; 415/550-8052.* Pros: Debbie Sciales's Ultrasuede bags ($35); crystal-bead necklaces by Alumbre ($36). Con: the resident pug, Ruby, who insists on licking visitors' legs. Wear pants and survey the work of local artists, who work in the store.



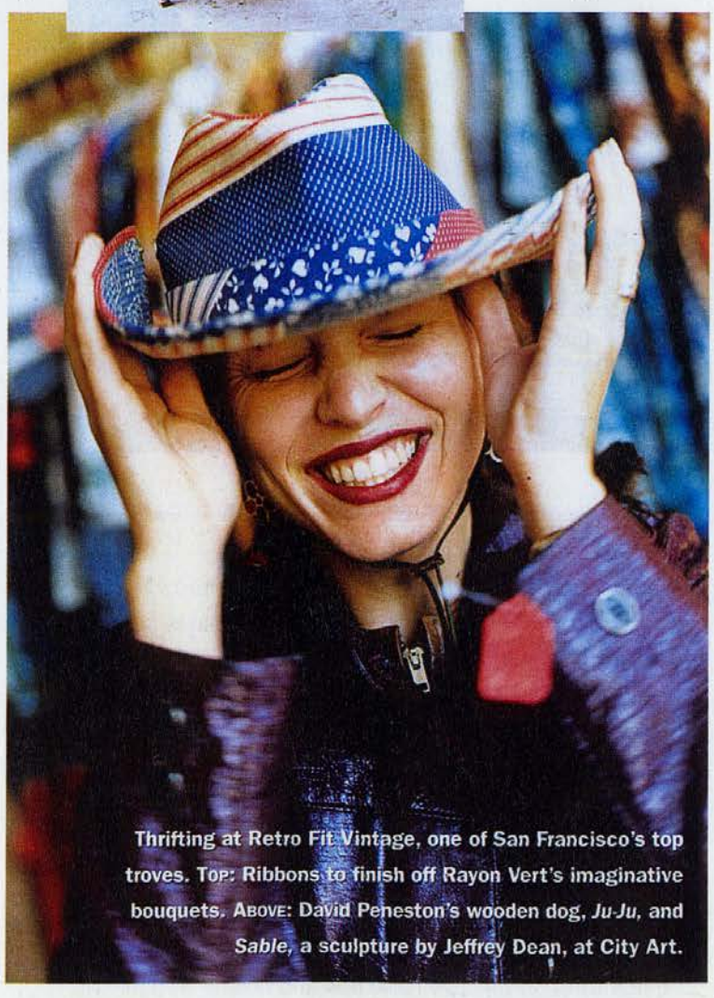
Currents *911 Valencia St.; 415/648-2015.* A natural-products emporium that acknowledges the importance of getting clean, with muslin-swathed Lavender Relief bath teas ($1.25) and Contessa soap ($1.50–$6). Sold by the slice, Contessa looks like a watercolor scented with mimosa, honey, sweet orange, and gardenia.

Dema *1038 Valencia St.; 415/206-0500.* Dema Grim's raison d'être is to reinvent mod. Summer saw fetching floral shifts ($130); autumn inspiration tends toward unforgiving knee-length satin skirts ($90).

Aquarius Records *1055 Valencia St.; 415/647-2272.* Specializing in independent labels and imports, Aquarius satiates electronic fiends, metalheads, and aficionados of hard-to-find Latin psychedelia from the 1960's.

Laku *1069 Valencia St.; 415/695-1462.* All manner of hats in velvet, silk, and linen ($48–$150) make their way to the window from Yaeko Yamashita's sewing table in the back of her store. She also crafts swank silk slippers ($25–$68).

Scarlet Sage Herb Co. *1173 Valencia St.; 415/821-0997.* A homeopathic haven. Choose from flower essences for emotional healing, Betony Herb Extract (a hard-to-find muscle relaxant), and the alluring Dragon's Blood incense.



Thrifting at Retro Fit Vintage, one of San Francisco's top troves. Top: Ribbons to finish off Rayon Vert's imaginative bouquets. Above: David Peneston's wooden dog, *Ju-Ju*, and *Sable*, a sculpture by Jeffrey Dean, at City Art.

SAN FRANCISCO
Examiner
Magazine
AUGUST 27, 2000

FALL 2000

RED HOT RETRO

Workaday Wear: Autumn's Slim Lines and Sporty Suits
By Cynthia Robins

Sleek & Seductive — Festive Fall Gowns
By Cynthia Robins

The Eyebrow: Heavy Lifting
By Robyn Cosio with Cynthia Robins

Day Spa Getaways

The gold standard: Gucci strikes gold on Austen's coat, set off by vintage black Gucci logo purse (Retrofit) and gold logo neck scarf (Chanel Boutique); boots by Nine West (Macy's California). Austen's 14K gold vintage earrings and 18K gold pebble ring, Toni Wolfson for Daniels and Wolfson.

Crocodile jacket on Mia, far right, by Ralph Lauren worn with Jean-Paul Gaultier cowl-necked sweater (Saks Fifth Avenue, Neiman Marcus) and embroidered pant by Celine worn with gold chain belt and and shoe by Celine (all at Celine Boutique).

Lipstick on Mia: Chanel Profond Sommeil.

Suits them just fine: These are not your mother's itchy suits, particularly Richard Tyler's romantic damsel-in-distress sleeved medieval corset number, far left (Neiman Marcus), on Mia and Austen's fuchsia ruffled, nipped-waist pantsuit from Versace (Versace Boutique); Austen's South Sea pearl and diamond earrings from Toni Wolfson for Daniels and Wolfson.

Checks and balance Michael Kors modifies tra tional houndstooth me suitings for Celine (Celi Boutique), on Mia, near le worn with a vintage Cha bow-necked blouse (Ret fit); logo boot, Bottega Ve ta; vintage brown fedora (Unica); 18K gold and wo estate dome ring, Toni W son for Daniels and Wolfs Austen's vintage black a white houndstooth ca (Retrofit), far left, upda with navy cowl-neck sweater (Celine Boutiqu cobalt snakeskin p s Richard Tyler (Neiman M cus) and gold chain (Celine Boutique).
Lipstick on Austen: Ave Cinder Lip Color.

Cover shot: Seriou wearable: Austen's b cowl-necked sweater by worn with Vivienne Tam's and gold on black Year o Dragon skirt set off Chanel logo stockings left, Mia is in the seas bests reds: funnel-ne sleeveless sweater by L dry; red DKNY pant (a Macy's California).

THE MAGAZINE ABOUT SHOPPING

Lucky

www.luckymag.com

JULY

SAVINGS JUST FOR YOU

Lucky-only specials at 8 great stores

SAN FRANCISCO SPECIAL SECTION

FEATURING

* perfect picnic essentials
* clothing and jewelry sales
* a designer's city secrets

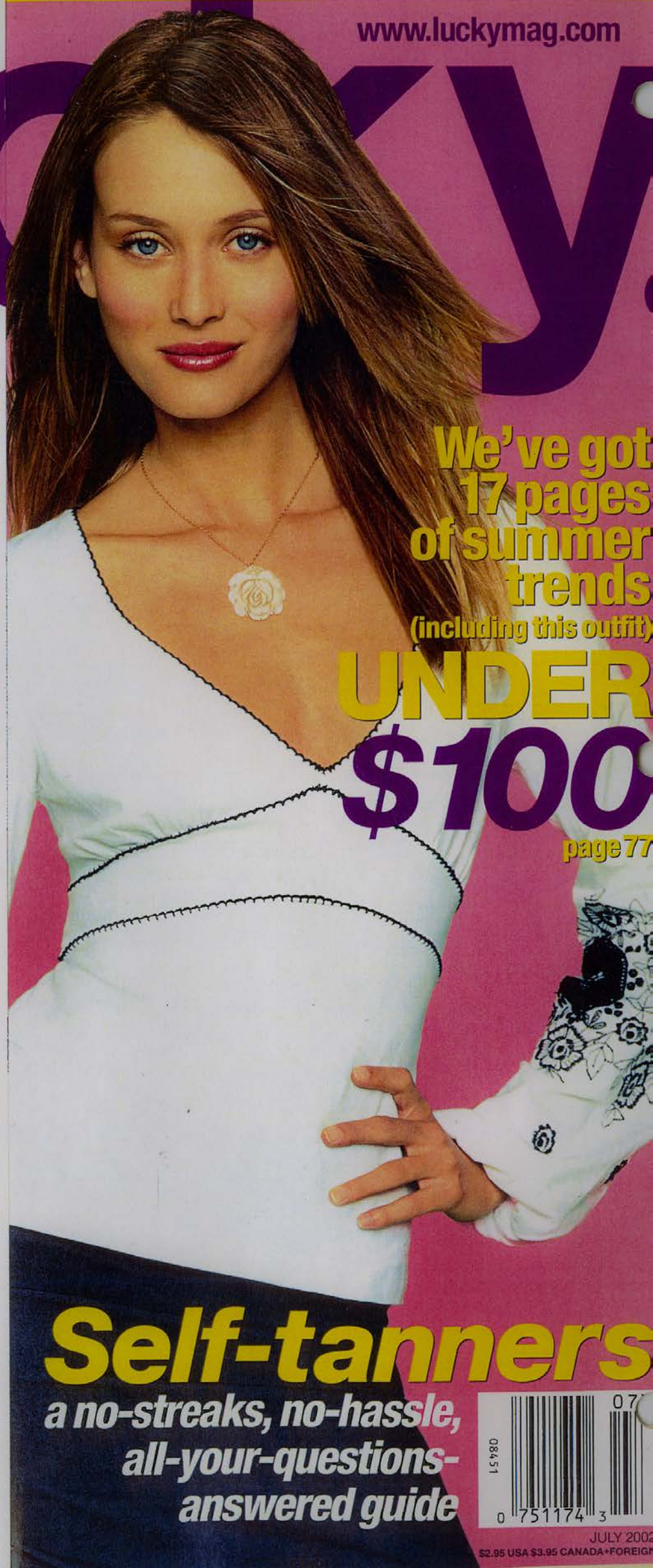
page 144

ALSO this month

Lucky Breaks

A four-page section of exclusive giveaways, discounts, and deals on stuff you'll really want

page 136



We've got 17 pages of summer trends (including this outfit) UNDER $100

page 77

Self-tanners

a no-streaks, no-hassle, all-your-questions-answered guide

07
08451
0 751174 3
JULY 2002
$2.95 USA $3.95 CANADA+FOREIGN

San Francisco

Picnic essentials, summer sales, and beauty deals, plus exclusive offers for *Lucky* readers. By Melissa McElhatton

shopping for . . .

a perfect picnic

Few summer pleasures are more sublime than a lazy Sunday-afternoon picnic, but one may be the joy of reaching your destination and realizing you've packed just right. Start with the basket: Crate & Barrel makes it simple with a natural-wood hamper that includes settings for four (pictured, $89.95). To customize your servingware, try gingham plastic trays ($6 to $8) as plates, and spread your dishes on a rose-print tablecloth with matching napkins ($110) and vintage tea towels ($24 for four) from La Place du Soleil. Use the red-handled plastic servingware included in the Crate & Barrel hamper, or stop by Timeless Treasures and continue the vintage theme with old hotel silver (from $36 for a service for four). And what to eat? Try the French baguettes and ready-made sandwiches from Boulangerie Bay Bread, the cheese selection from Say Cheese, and the great assortment of boutique and international sodas at Yum gourmet food shop. **Crate & Barrel, 55 Stockton St., 415-982-5200; La Place du Soleil, 2356 Polk St., 415-771-4252; Timeless Treasures, 2176 Sutter St., 415-775-8366; Boulangerie Bay Bread, 2325 Pine St., 415-440-0356; Say Cheese, 856 Cole St., 415-665-5020; Yum, 1750 Market St., 415-626-YUMM**

LUCKY-ONLY SPECIALS

Venus Superstar

Celebrate the nation's birthday with savings: *Lucky* readers get 20 percent off any item marked with a red, white, and blue tag. You'll find vintage and new clothing and accessories for men and women, as well as pieces by local designers Daniel Midas, Will Lemon, and Jeswade. **1112 Sutter St., 415-749-1978**

Retrofit Vintage

Customize a T-shirt with vintage transfers and save 15 percent while you're at it. Retrofit has more than 750 wild transfers, from '70s metal-band logos to glittery kittens to tons of letters you can use to spell out your name or create a personalized message. Bring in your own tee or purchase one here. **910 Valencia St., 415-550-1530**

SimplyShe

This San Francisco–based company is best known for its witty greeting-card line, but the new line of tees and cami/thong sets with signature sayings (our favorite: "I like shoes that cost as much as a car payment") really has our attention now. *Lucky* readers save 15 percent on the entire line at The Bar, in Presidio Heights, or by calling 1-888-SHE-4140. **The Bar, 340 Presidio Ave., 415-409-4901**

Les Deux Copines

This boutique is celebrating its two-year anniversary (and the Fourth of July) with an event to benefit the San Mateo

continued >

SPENCER JONES

N FRANCISCO'S PREMIER MAGAZINE | SF Pe
Stories+

7
Francisco
7

HE
OLIDAY
SUE

ool
ghborhoods,
07 Great
Gift Ideas

TERTAINING
z Spencer's
pe For Fun

S: TAPROOT
NDATION
ew Twist
iving

THE
ULTIMATE
PACKAGE JAME
FRANCO
ON SWORD FIGHTS, *SPIDER-M*
AND HIS SF ROO

BEJEWE
Fashion
The Ro

JT LEF
Chats
Tobias W

8
WOM
WE LO

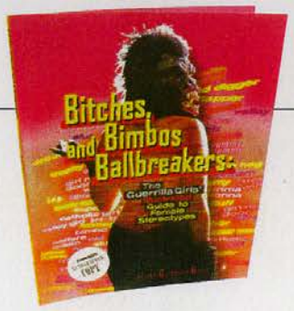
AFTER-HOU
A SoMa
Built For

STANLEE GA
Parties W
The Rich
Fam

EAT+DRINK: THE BEST FOOD COVERAGE IN TOWN
Hard Cider, Hot Tamales + More Than 80 Restaurant Pic

n '04 7x7mag.com $4.00
12
74 56217 6
ntil January 30, 2004

white pantyhose top ($68) Mimi Barr, 415-864-6129.



BITCHES, BIMBOS AND BALLBREAKERS by the Guerilla Girls (Penguin USA, $20) at Modern Times Bookstore, 415-282-9246.

AQUARIUS RECORDS gift certificate at Aquarius Records, 415-647-2272.

ASICS 7-10 Split bag ($45) at Subterranean San Francisco, 415-431-9504.

The Mission

AKU children's wool hat 43) at Laku, 415-695-1462.

BONNY DOON FARM soaps ($6) at Scarlett Sage Herb Company, 415-821-0997.

LAKU children's black velvet coat ($95) at Laku, 415-695-1462.

TINA BAGS duct-tape wallet ($20) at Needles and Pens, 415-255-1534.

BUBBLETOWN Mr-T-On-A-Rope ($12) at Therapy, 415-861-6213.

DIESEL Mellana shoes ($125) at Subterranean Shoe Room, 415-401-9504.

DORFMAN PACIFIC Diva Deco cloche ($90) and Mad Hatter top hat ($80) at ADS Hats, 415-255-2787.

THE FIT patchwork hat ($58) at Retrofit Vintage, 415-550-1530.

Strands of beads ($20–$60) at Beadissimo, 415-282-2323.

VIA VEGAN Ibiza lime handbag ($56) at Otsu, 415-255-7900.

Mission Statement

For fine-art photographer **Hank Thomas,** holiday shopping is no easy task. His mom is a MacArthur "genius grant" recipient, his dad has a Ph.D. in physics, his girlfriend is a virtual pro at thrift shopping and he has a slew of artist friends. Come holiday time, Thomas heads to the Mission for everything from a Thrift Town shoulder-less jumpsuit circa 1983 for his girlfriend to a Willie Brown-style fedora from ADS Hats for his dad. Says Thomas of his Mission shopping tour: "Paxton Gate is great for super-unusual and exotic plants. 826 Valencia sells glass eyes that make good stocking-stuffers for my photographer friends. And since it's the season, Ritmo Latino has a broad selection of Christian-based Latino music, which is perfect for my atheist pals." For his mom, however, only one thing will suffice: one of Thomas' own works of art. —*Josh Greene*

Glass eyes ($14 each) at 826 Valencia Pirate Store, 415-642-5905.

Tillandsia ($2–$15) at Paxton Gate, 415-824-1872.

Vintage crystal pin ($50) at Circa, 415-552-4822.

FUSED GLASS JEWELRY pendant and chain ($55) at Ruby Gallery, 415-550-8052.

san francisco
JULY 2003

BEST
OF THE BAY AREA

**FROM BREAKFAST TO BOOKSTORES,
DIVA TO DANCE CLUBS,
JOB HELP TO JOGGING TRAILS,
WAITSTAFF TO WARDROBE FIX**

+75 more

GREED, FEUDS, BETRAYAL:
HOW SF's BIGGEST LAW FIRM BLEW APART

GAVIN NEWSOM— PANHANDLING FOR VOTES?

also:

LUCINDA WILLIAMS & NEIL YOUNG
NAPA GETS COMFORT FOOD RIGHT
BART'S WINDY NEW ART

BEST DIVA:
Oakland phenom Goapele has new-school soul, natural star power, and a voice as sexy as Sade's or Nina Simone's.
p. 56

ww.sanfran.com $3.95
07>
7 25274 11985 1

before pulling on the dyeing gloves, showing scrapbooks filled with color options—much more useful than dye manufacturers' glossy catalogs—and asking questions about your budget and styling routines and how frequently you want to worry about roots.
2136 SUTTER ST., S.F., (415) 292-6746.

Custom T-Shirts

If you were always jealous of your older brother's Van Halen tee—or your 1984 model has finally gone yellow under the arms—**Retrofit**, one of Valencia Street's top stops

for all things late–20th century, can help. Pick from 150 different iron-on transfers *(above)*, everything from Mr. T to glittery kitsch to minimalist-punk chic. Shirt styles include camisoles, old-school baseball jerseys, and your standard Beefy-T. Plus, the cost of a transfer and tee is an old-school deal at $25.
910 VALENCIA ST., S.F., (415) 550-1530.

Dairy & Market

Just out of college, Steve Rasmussen rescued a Mountain View micro-dairy from ruin by selling gallons of milk—get this—out of a drive-through window he opened for moms in minivans. When bargain hunters also started snapping up extra-aged Wisconsin Cheddar in ten-pound blocks, the **Milk Pail Market** was born. Thirty years later, the pasteurization machines are gone and 300 hand-cut cheeses crowd the little shop. Bulk quantities and plain-Jane packaging mean great prices on goodies like Danish butter, Oregon rolled oats,

BEST DIVA

Goapele: Going Up

She sings with the sultry grace of a young Nina Simone, quotes Nelson Mandela on fearing success, writes about abused 14-year-olds locked away in prison, and confidently struts in concert along a musical promenade of urban hip-hop, soul balladry, and melodic pop. With one independent album, *Even Closer,* to her one name, Oakland's **Goapele**—pronounced "kwa-pa-LAY," it means "to move forward" in a South African dialect—is so clearly bound for the big time that even saying she will soon be a star sounds like a cliché. • But what's rare in today's intelligence-challenged zones of MTV and soul-pop radio (though KMEL regularly plays Goapele's steamy groove "Closer") is a naturally glamorous singer with this much refreshing maturity. In the past two years, Goapele, who turns 26 this month, has sprouted like a tall sunflower out of the Bay Area's rich hip-hop soil, nourished by her friends the duo Zion I, the creatively brash musical collective Heiroglyphics, and the hippie rapper Mystic. Her social consciousness was schooled by her New York City–born Jewish mother, Noa, and her father, Douglas, a black South African activist. Want to know how far Goapele stands above her Spears-like peers? Listen up.

Musical seeds: In junior high, I started digging through my parents' records and realizing, this is really good music. I love Bob Marley, Nina Simone, Roberta Flack, Stevie Wonder, and all Prince's slow songs, like "Adore." Miriam Makeba is one of my favorite singers. Honestly, I feel like the music that I grew up with is a lot more timeless than the music I hear now.

Self-help: From the age of ten, I was active in peer-led support groups like the Bay Area Black Women's Health Project and Be Present, Inc. They helped me to be conscious of what I'm doing and understand what effect my actions will have on my own life and the lives of those around me. It's hard to ask, "Why did I make that choice, what do I feel like I should have done instead?" We have the answers if we just learn to listen to our own advice.

Politics: I've sung at protests since I was 15. Around the time of Proposition 21, which in my view criminalizes youths, a local group organized me and four other singers to sing at a rally. We created a song called "Don't Explain." One of the lyrics was, "Step to the plate my people / our time has come." It was our way of making a statement in an artistic way, a way that young people could relate to.

War: It's so easy to get distracted by war and the huge terrorist problem. But people have died in this country from not getting health care because they can't afford it. Arts are being taken out of the schools and money is being taken away from education and welfare. All these things make it harder for people without a lot of money to live good lives.

Record business: I started my own record label with my brother and mother because if I put out my music through a larger label, whoever was in charge would have tried to limit the variety of songs on the record. My music is hard to label, and so trying to make me stick to one style—just to be more accessible—would have been limiting creatively.

STYLING BY AN[illegible] LAMADORA. HAIR/MAKEUP BY FELICIA GONZALEZ. HAIR COLORING BY MARY JO RODRIGUES; KIMONO TOP BY MAMAS. [illegible]ANS BY FORNARINA FROM WICKED. THAI SILVER BRACELET AND EARRINGS GOAPELE'S OWN

YOUR BEST SOURCE FOR SHOPPING, DINING, ENTERTAINMENT & MAPS

JANUARY 2002

WHERE

SAN FRANCISCO

NICE BUILD

The treasures of San Francisco architecture

JOE MONTANA
THE CATCH

DINING
AROUND TOWN

OLDER IS BETTER
VINTAGE SHOPS

The Older the Better

Vintage clothing in San Francisco

By Anita Singha

HEATHER LINKOUS

Hats and feather boas are just a few of the rare finds at Departures from the Past.

FOR FASHION JUNKIES just looking for that shabby chic look, or avid collectors on the hunt for quality pieces of nostalgia, San Francisco has a variety of vintage stores to make it easy to find clothing from the 1920s to the 1970s. The daunting task of sifting through thrift store racks is now done by experts, who make sure that each piece is undamaged and durable, is well made and has unique style.

At **Schauplatz** (791 Valencia St., 864-5665) owner Bernhard Wetsch uses his keen tailor's eye to choose clothing items that have clean-cut lines and distinctive designs no longer replicated in modern off-the-rack fashions. Wetsch and his partner, Alan Freedman, opened the shop three years ago in response to the large amount of vintage clothing Americans are recycling. It continues to be a recommended stop in the search for elegant party dresses that stand the test of time.

For a more funky 1970s feel filled with colorful pizzazz, **Retro Fit Vintage** (910 Valencia St., 550-1530), with eye-catching window displays that make it hard to miss, is known for its large collection of hip vintage outerwear. Store owners Audrey Wackerly and Alison Hoekstra settled down at this location three years ago and plan to roll out a new line of clothing made from vintage patterns and fabrics. Also new will be their '70s iron-on transfers from which customers can create their own retro T-shirts.

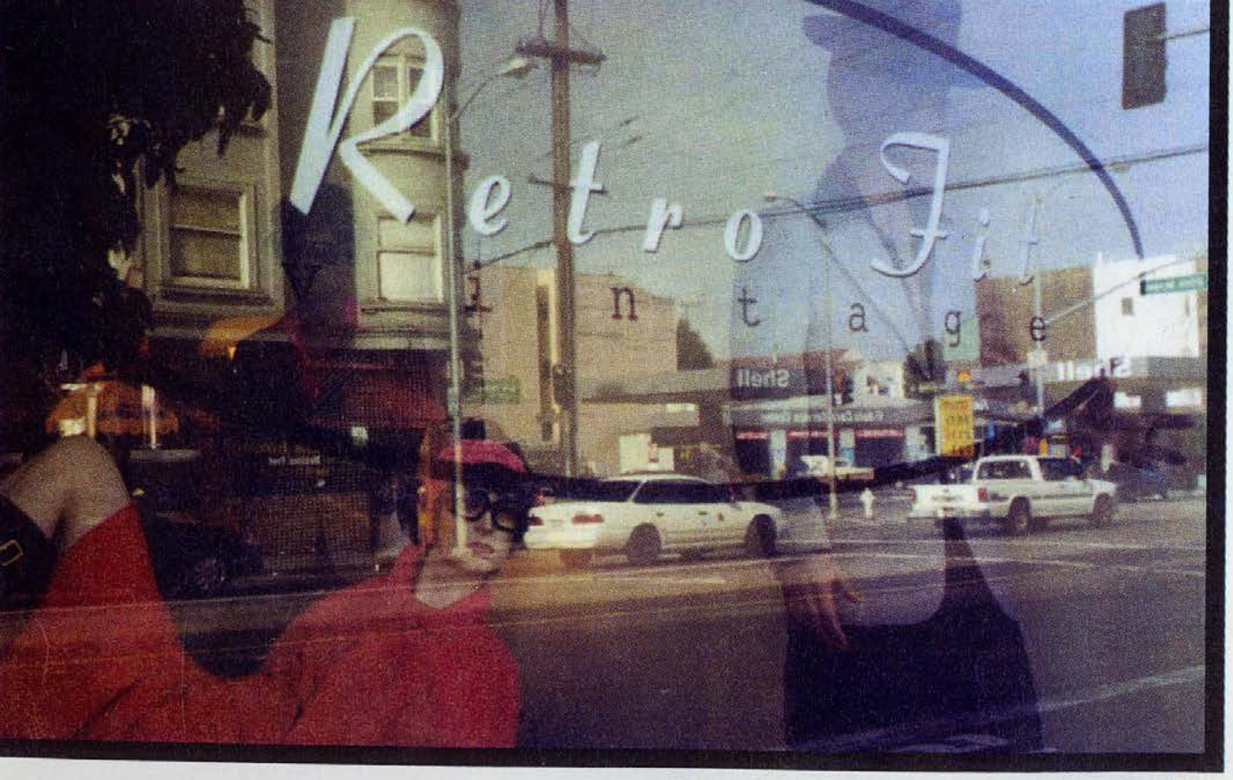
The dapper gent can get his fill of tuxedos and accouterments at **Departures from the Past** (2028 Fillmore St., 885-3377). Nestled between high-end boutiques in Pacific Heights, this blast into the past stands out on its own. Store owner, Spig, takes great pride in being a full-service vintage tuxedo store, with an enormous collection of cuff links, clips, silk hankies, dress gloves, vests, cummerbunds and even spats. Not just a tuxedo store, you will find a huge selection of hats, wigs and lingerie to choose from, as well as year-round costume rentals.

La Rosa (1711 Haight St., 668-3744) stands out from the bustling array of thrift stores on a street where one can easily lose focus. Attention to detail and style lends itself to carefully chosen merchandise. A fraction of what makes this store a unique shopping adventure in the search for timeless fashion. Werner Werwie, president of Retro City Fashions, and his knowledgeable staffers sift through massive amounts of clothing at their warehouse, where only the pick of the litter is set aside for La Rosa. Stopping here is a fashion follower's dream, filled with vintage designer names such as Lilli Ann, Pucci and Christian Dior.

Buying a piece of vintage clothing is like finding a treasure that has persevered through time and, not to mention, fashion do's and don'ts and the fickle tastes of consumers. Whether it is a complete makeover, or simply an additional piece of flair to an existing wardrobe, there is no doubt that San Francisco's vintage stores offer a change of pace for your shopping experience.

For a focus on clothing from the '70s, step inside Retro Fit in the Mission District.

COURTESY OF RETRO FIT



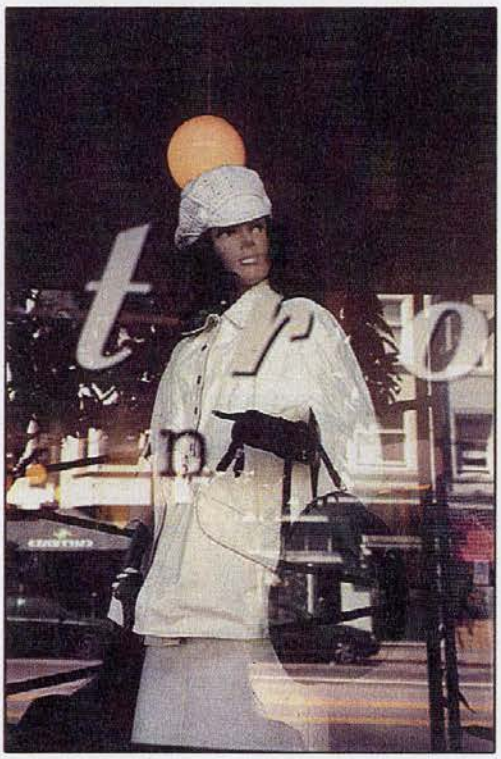
Retrofit Vintage

Vintage Clothing

910 Valencia Street • San Francisco, CA 94110
415.550.1530 tel
retrofit@earthlink.net
Mission

Open

Mon	12:00-7:00
Tues	1:30-7:00
Wed	12:00-7:00
Thurs	1:30-8:00
Fri	12:00-8:00
Sat	12:00-8:00
Sun	12:00-7:00



ALISON HOEKSTRA

Alison & Audrey

What distinguishes Retrofit Vintage from its recycled-clothing counterparts are its particular specialties and kitschy window displays. Specifically, you'll discover within its jam-packed walls the best selection of vintage coats in town—leopard prints, vinyl, leather—and a veritable library of Playboy magazines from the '60s and '70s. What coffee table couldn't use a little camp? Owners Audrey Wackerly and Alison Hoekstra assemble funky fashion displays from their eclectic merchandise, any of which could pass for a bygone era. (Think Quadrophenia.) At Retrofit Vintage, it's easy to add a bit of San Francisco's fashion history to your own turn-of-the century wardrobe.

San Francisco Chronicle | SFGate.com

BayList Winner

Retro Fit

Voted as the best

Fashion/Vintage and Resale Fashion

By the readers of
The San Francisco Chronicle
and SFGate.com

Joshua Grannell
Peaches Christ Productions
335 Grove St. Apt. 10
SF CA 94102

To Whom it May Concern,

I am writing to show my sincere support for Retro Fit and owner Steven LeMay's application for Legacy Business status. I am Joshua Grannell, best known as the drag character Peaches Christ and have been performing and producing events in San Francisco for twenty years. I believe Steven's unique business contributes to the cultural fabric of what makes San Francisco special and we cannot afford to lose any more of this fabric.

Retro Fit is one of the only queer performer-owned retail businesses that actually caters to the local performance community with knowledge and distinction. It will be sorely missed by many people who depend on Steven's ability to stock "our" products and know about our specific needs.

I'm personally very dependant on Steven's continuing ability to use his business as a community gathering center, often being the place where large groups of us have gathered for discussion, laughter, inspiration, and celebration. For many years Retro Fit has hosted the launch party for Heklina and my Annual drag trip to Reno. These sorts of community spaces are in desperate need of being saved as so many have already disappeared.

Retro Fit is a survivor and it would be a tremendous loss to the Valencia corridor for everyone, specifically queer people who have been part of this neighborhood for decades now. Please support Retro Fits application for Legacy Business Registration

Warm Regards,

Joshua Grannell
Peaches Christ Productions

September 26, 2016

To Whom It May Concern:

I am writing to enthusiastically support RetroFit and owner Steven LeMay's application for Legacy Business status. My name is Leslie Einhorn, I am the founder and Executive Director of CASA (Children's After School Arts), a nonprofit after school program with a focus on art, social justice and social-emotional development. CASA was founded 20 years ago, the same year that RetroFit burst onto the scene. Since 1996, our city has experienced a mass exodus of queers, artists & families. Rising housing costs, stark income equality, and the tech-fueled Manhattanization of San Francisco have transformed our culture and threatened the livelihood of many. LeMay and I have had many a conversation about how difficult it is to stay afloat as queers, artists, and small business owners in this city that once beckoned us with a wink and a smile. We have seen countless friends and colleagues pack up and move to the greener and gayer pastures of Oakland and Portland. We have talked about the importance of collectively digging our glitter encrusted heels in, supporting one another, STAYING, and keeping San Francisco fabulous.

It was in this spirit, on the heels of the first dot com bust, that Steven LeMay hosted a fundraiser for CASA at RetroFit. *Project Lameway* featured local designers and models of all shapes and sizes in a runway competition that was judged by CASA students. It was a warm and festive night that raised significant funds for CASA. It was so quintessentially San Francisco.

Now more than ever, The City needs businesses that support and create community for queers, artists and performers. RetroFit does just that. For 20 years, Steven has been supplying vintage fashion, costumes, makeup & drag that have contributed to San Francisco's performance and cabaret scene. Tourists visit RetroFit to get the true flavor of San Francisco, locals come to avoid the sky-high prices and white-washed retail experience that has come to permeate Valencia Street. Change and gentrification cannot be stopped, but we need to nurture and support those long term small businesses that have helped shape our Babylon by the Bay.

Please don't hesitate to contact me should you need any further comment.

Leslie Einhorn
Executive Director, CASA

Kevin Seaman
2913 22nd St, #4
San Francisco, CA 94110

To Whom it May Concern:

My name is Kevin Seaman and I'm a 12-year San Francisco resident, an active member of the City's cultural ecosystem and a nightlife entertainer. I am writing you today in support of Retro Fit and owner Steven LeMay's application for Legacy Business status.

As a leader in the field of queer arts, I know how imperative it is to preserve space led by and for LGBTQ individuals. Last year, the Mission lost 3 LGBT venues: the Lexington, Truck and Esta Noche. As such, we have fewer and fewer meeting places to solidify queer presence in a City known as a gay mecca. To me, Retro Fit is one of those places.

Retro Fit has always been a queer sanctuary amongst the scrappy Valencia shops of the late 90s and continued to be a beacon of queer hope as the corridor professionalized and the cost of living increased.

One of my favorite annual activities is heading to Retro Fit on the Saturday before Easter to join notable Peaches Christ and Heklina on the MotherShip to Reno drag bus adventure. As the meeting place for departure, Retro Fit and Le May offer a warm and fun environment as we await the arrival of our buses. Valencia residents and passers by are overjoyed to see 100+ drag queens swarming outside Retro Fit and many folks come out annually to take pictures and to see us off. To my knowledge, there are no other businesses left on Valencia Street that have this deep of a connection with the LGBT community and I greatly admire LeMay's commitment to providing an open and warm venue for the drag community.

Since 2008, LeMay and Retro Fit have also participated in San Francisco's Sunday Streets. I can't tell you how refreshing it is to see drag queens out of the bars and interacting with families and passers by outside Retro Fit. Offering free performances for the community and an opportunity for children and those unfamiliar with this traditional queer art to see us up close and in action!

To me, Retro Fit is more than just a vintage store. And, even though it's saved my butt more times than I can name, It is more than just a place I can stop in and get some last minute lashes on my bike ride home. Retro Fit a community meeting place for LGBTQ people. It's somewhere I have come to depend on to stop in to see my friends. Somewhere where I can bring my wig to brush out in the company of fellow nightlife performers. Somewhere where I can learn new makeup tricks from mentors in the drag community. Ultimately, somewhere where I can call home.

In approving Retro Fit's legacy business application, you will be solidifying a commitment to your LGBT constituents – telling us that you value our presence in this rapidly changing city.

Telling us that amongst the vast closures of LGBTQ Mission venues that there is worth in a business that caters to those of us still clinging to life in San Francisco.

Please do not hesitate to contact me should you have any questions on Retro Fit's Legacy Business application, I would be happy to speak with you about the vitality of this business within the LGBTQ, drag and trans* communities.

Sincerely,

Kevin Seaman
Kevin.L.Seaman@gmail.com
415.309.5092
SeamanArt.com
Director, Bring Your Own Queer
Hostess, The Monster Show (The Castro's longest running drag show)
Producer and Hostess, Lilith Bear
Host Committee Member, Americans for the Arts 2017 conference
Member, San Franciscans for the Arts & Ending Family Homelessness
Leadership Fellow, Association of Performing Arts Presenters
One of 16 Artists to Watch in 2016, SF Weekly
Former Arts & Culture Program Assistant, The San Francisco Foundation
Former General Manager, Queer Cultural Center

Livable City

October 5, 2016

re: Legacy Business status for Retro Fit

On behalf of Livable City, I am writing to express our strong support for Retro Fit and owner Steven LeMay's application for Legacy Business status.

Livable City works to create a San Francisco of great streets and complete neighborhoods, where walking, bicycling, and transit are the best choices for most trips, where public spaces are beautiful, well-designed, and well-maintained, and where housing is more plentiful and more affordable. We run the Sunday Streets program, which transforms City streets into car-free public places where tens of thousands of San Franciscans play, socialize, and exercise.

Retro Fit and businesses like it help make San Francisco livable, our neighborhoods complete, and streets like Valencia great. Vintage clothing and costume shops have been an important part of the Mission's character and identity for decades, and Retro Fit is one of the neighborhood's finest. Dressing up is an essential part of San Francisco culture, and Retro Fit's wonderful collection of vintage clothing, accessories, jewelry, wigs, makeup, and home décor uphold San Francisco's values of sustainability and fabulousness. Retro Fit is an important resource for San Francisco's theater, cabaret, and nightlife.

Retro Fit is an LGBT-owned business, and both Retro Fit and Steven LeMay have contributed enormously to the life of San Francisco's queer community. For decades Valencia Street was distinguished by its distinctive queer businesses, but sadly, Retro Fit is now one of few remaining.

Retro Fit is always one of the highlights of Sunday Streets Mission. Twice a year, Steven and DJ Lamont organize music, drag shows, and a sidewalk sale for the event, enriching everyone's Sunday Streets experience and helping make it a great day for the neighborhood.

San Francisco needs Retro Fit. As a nearby resident for nearly two decades, the Mission without Retro Fit would be a neighborhood diminished. Please support Retro Fit's application for Legacy Business Registration.

Sincerely,

Tom Radulovich

Tom Radulovich
Executive Director

333 Hayes Street, #202 ● San Francisco, CA 94102 ● 415-344-0489 ● www.livablecity.org

Glama-Rama!
salon & gallery

October 12, 2016

Dear Legacy Business Registry,

My name is Deena Davenport, owner of Glama-Rama Salon on Valencia St. and founder and former President of the Valencia Street Merchant Association. I am writing to support to Retro Fit's Legacy Business Registration application!

I have known the owner of Retrofit Vintage, Steven LeMay, for at least 20 years. Steven was instrumental in the conception and growth of the Valencia Street Merchant Association. His enthusiasm and generosity went along way in creating the convivial atmosphere that continues at meetings today.

In addition to being friends, I have had the pleasure of collaborating with Retro Fit on neighborhood events and fundraisers. Steven LeMay is an ideal business neighbor. He has strong sense of integrity and loyalty. When I was first starting and I had finally grown my business enough to take over an adjoining space, I had 3 days to move and not enough people to help. I mentioned this, in passing, to Steven and he showed up for 3 consecutive days, volunteering his time, labor and emotional support to help ready my store for it's re-opening.

This is the kind colleague and business owner Steven LeMay is! His business Retro Fit is a community hub for so many different types of people and he treats everyone like they are old friends, in the form of kind words, laughter and a side of sarcasm. Retro Fit is one of the few businesses that have weathered the changes of Valencia Street right beside Glama-Rama.

It is so important to support businesses that embody the character of old San Francisco and continue Valencia Street's merchant legacy, particularly ones like Retro Fit that are so committed to the neighborhood for the long haul. Retro Fit is an important piece of the merchant history and merchant community of Valencia Street.

I whole-heartedly support this application and urge you to establish Retro Fit as a legacy business!

Sincerely,
Deena Davenport
Owner

Glama-Rama Salon and Gallery
304 Valencia St
San Francisco, CA 94103

9/23/2016

To Whom this May Concern;

I am writing to express my support of Retrofit vintage shop and it's owner, Steven Lemay. I urge you to give your full consideration of his application for Legacy Business status. I am the inventory manager of the American Conservatory Theatre's costume department and have known Mr. Lemay personally and professionally for nearly 20 years. On a personal level, I am delighted with the success he has made with Retrofit and recommend it wholeheartedly to my customers on a professional level. Part of our business here at A.C.T. is renting costumes to the general public, drawing on the inventory of 50 years worth of custom regional theatre costuming. What we don't offer is theatrical makeup, novelty accessories or wigs. I keep a stack of Retrofit business cards in my desk and that's the first place I send my customers for the supplementary bits we do not offer. I am also a performer and can tell you that the products offered at Retrofit are top quality and well selected, making it a very useful resource for performing artists. Anyone who visits the store is immediately impressed with the artful display, great variety of products and impressive selection of vintage clothing at accessible prices.

It cannot be overstated how regrettable it is to see so many viable businesses that are significant to the LGBT community disappearing from the San Francisco landscape. The Valencia corridor doesn't need another over-priced boutique eatery. Retrofit truly is a vital resource for many different communities and deserving of Legacy status. Don't hesitate to contact me if you'd like any more detailed information.

Yours sincerely,

Jef Valentine
Inventory Manager, American Conservatory Theatre Costume Shop
1117 Market Street
San Francisco, CA 94103
415-439-2378
valentine@act-sf.org

OASIS

September 21, 2016

To whom it may concern:

My name is D'Arcy Drollinger, I am the owner and Director of Entertainment at Oasis, Nightclub and Theater in San Francisco. I have been writing and producing new and original theater in San Francisco and New York for the last 20 years. Retro Fit has been my goto place for wigs, makeup, costumes, styling, and general advice for as long I've been producing. It is my opinion that the San Francisco Drag and Theater Communities are greatly enriched by resource that is Retro Fit and it's staff.

Thank you,

D'Arcy Drollinger

298 11th Street San Francisco, CA 94103 sfoasis.com 415-795-3180

Gmail **beatrice thomas <beatrice.thomas@gmail.com>**

Fwd: Letter of support

1 message

RetroFizzle <retrofitllc@sbcglobal.net> Fri, Oct 7, 2016 at 5:25 PM
To: beatrice thomas <Beatrice.thomas@gmail.com>

Begin forwarded message:

> **From:** Steven LeMay <retrofitllc@sbcglobal.net>
> **Subject: Re: Letter of support**
> **Date:** September 27, 2016 2:16:13 PM PDT
> **To:** Juanita More <juanita@juanitamore.com>
>
> Thank you so much for writing this….xoxoxox
>
> Load of Love right back in your face!!
>
> LeMay
>
> > On Sep 26, 2016, at 8:20 AM, Juanita MORE! <juanita@juanitamore.com> wrote:
> >
> > To Whom it May Concern
> >
> > I am writing to show my support for Retro Fit and owner Steven LeMay's application for Legacy Business status.
> >
> > My name is Juanita MORE! and I am local drag queen, artist and chef. I have know Steven LeMay for close to 20 years. Retro Fit's place in the queer community is very important. It represents the type of business many artists depend on continue to create their art. As San Francisco moves forward with change, the LGBT community is finding greater importance in preserving places that represent our history. Retro Fit is the perfect place to find that rare outfit or costume for a party - including eye lashes, wigs and all the other things you need to be fabulous!
> >
> > Over the years LeMay has supported by annual Pride event which has raised hundreds of thousands of dollars for some to the cities most needy organizations by offering to sell tickets in the store. These tickets have been sold with no fees or attachments - just 100% in support of the cause.
> >

I lived not far from Retro Fit in the early 90's. Now, almost 25 years later almost all of those businesses I frequented are gone. So it is important to preserve this quirky, independently owned place. Retro Fit represents a very important part of my queer San Francisco.

Please support Retro Fits application for Legacy Business Registration.

Loads of Love,

Juanita

Filing Date:	February 1, 2017
Case No.:	2017-001420LBR
Business Name:	Retro Fit Vintage
Business Address:	910 Valencia Street
Zoning:	NCT (Valencia Street Neighborhood Commercial Transit)/ 50-X Height and Bulk District
Block/Lot:	3608/075
Applicant:	Steven LeMay, Owner 910 Valencia Street San Francisco, CA 94110
Nominated By:	Supervisor David Campos, District 9
Staff Contact:	Stephanie Cisneros - (415) 575-9186 stephanie.cisneros@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye @sfgov.org

BUSINESS DESCRIPTION

Retro Fit Vintage is a retail vintage and costume shop located in the Mission District's Valencia Street shopping corridor. Founded in 1996 by original owners Allison Hoekstra and Audrey Menconi, Retro Fit has been serving the LGBTQ and performing arts communities for over 20 years. The founding of the business was based on the idea of and commitment to keeping fashion trends of the past relevant and alive, while ensuring affordable stylish clothes were made available to Mission District residents. Today the shop continues to be one of the most affordable apparel stores on Valencia Street. The business, originally located on 20th Street, moved locations a few times before ending up at its current location on Valencia Street. Along with changing locations, the business also changed the type of vintage items sold to include furniture and home décor.

In 1998, ownership changed hands to Mr. Steven LeMay, a well-known entertainer, LGBTQ leader and youth mentor. Since then, the business has expanded its inventory to more fully serve the drag, performance and theater arts communities with the addition of make-up, wigs, accessories and high-end costumes, as well as the vintage clothing and home décor items that represent the foundation of the business. Retro Fit Vintage is one of the few openly gay businesses on Valencia Street and serves as a strong representation of the neighborhood's once large queer community that greatly declined over the years. The business represents and continues to support the LGBTQ community as well as the Mission District neighborhood by participating in fundraisers for local non-profits and organizations.

Additionally, Steven LeMay, who is among the original merchants who founded the Valencia Street Merchants Association, has developed very close relationships with families and other businesses in the neighborhood, often mentoring local kids who often stop in the shop. Retro Fit continues to serve the arts and LGBTQ community through cultural events that the business hosts at the shop, making a cultural destination as well as a commercial destination. Currently, the business is under threat of displacement as it is on a month-to-month lease with a strong possibility of being unable to secure a new long-term lease with the landlord. Retro Fit Vintage not only provides members of the community with fashion, but also provides a safe space for the community to meet, perform and attend performances.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

   1996

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

   Yes, Retro Fit Vintage qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

   i. Although Retro Fit Vintage has operated for less than 30 years, but at least 20 years, it faces a significant risk of displacement as it has a month-to-month lease.

   ii. Retro Fit Vintage has contributed to the Mission District community's history and identity by continuing to operate as one of the only remaining openly gay businesses along Valencia Street, offering members of the community access to fashionable vintage clothing, memorabilia and home décor while also continuing to act as a strong advocate for the LGBTQ and performing arts communities. The business also continues to provide a safe gathering space for the community and supports local organizations and non-profits.

   iii. Retro Fit Vintage is committed to maintaining the physical features or traditions that define its role as an advocate for the LGBTQ and performing arts communities, including maintaining its presence along the Valencia Street commercial corridor as an openly gay business that provides for and welcomes all in the Mission District neighborhood.

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

   The business is associated with vintage clothing, home goods, and memorabilia.

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

   Yes. The building is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the Article 10 Liberty-Hill Historic District. The 1904 Italianate-style building is located in a historic commercial corridor on Valencia Street that belongs to one of the city's earliest residential suburbs and largely intact 19th century middle class neighborhood.

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

   No.

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

   No.

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

   Yes, the business has been cited in a number of publications including but not limited to: Lucky

Magazine, July 2002, "Lucky-Only Specials;" SF Gate, 3/9/2008, "Designers get fierce with Project Lameway," by Reyhan Harmanci; and Where San Francisco Magazine, January 2002, "The Older the Better: Vintage clothing in San Francisco," by Anita Singha.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 910 Valencia Street

Recommended by Applicant

- Location along Valencia Street
- Commitment to selling affordable vintage fashions
- Commitment to serving the LGBTQ and performing arts communities

Additional Recommended by Staff

- Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities

SAN FRANCISCO
PLANNING DEPARTMENT

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Historic Preservation Commission
Resolution No. 853
HEARING DATE MARCH 1, 2017

Case No.:	**2017-001420LBR**
Business Name:	Retro Fit Vintage
Business Address:	**910 Valencia Street**
Zoning:	NCT (Valencia Street Neighborhood Commercial Transit)/ 50-X Height and Bulk District
Block/Lot:	3608/075
Applicant:	Steven LeMay, Owner 910 Valencia Street San Francisco, CA 94110
Nominated By:	Supervisor David Campos, District 9
Staff Contact:	Stephanie Cisneros - (415) 575-9186 stephanie.cisneros@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RETRO FIT VINTAGE, CURRENTLY LOCATED AT 910 VALENCIA STREET (BLOCK/LOT 3608/075).

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 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on March 1, 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 Retro Fit Vintage qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 Retro Fit Vintage.

Location (if applicable)

- *910 Valencia Street*

Physical Features or Traditions that Define the Business

- *Location along Valencia Street*
- *Commitment to selling affordable vintage fashions*
- *Commitment to serving the LGBTQ and performing arts communities*
- *Maintaining a diverse staff in an active effort to increase employment opportunities to those that may experience discrimination due to gender, sexual or racial identities*

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 2017-001420LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.

Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: March 1, 2017