Legacy Business Registry Staff Report

HEARING DATE AUGUST 12, 2019

THE HOBBY COMPANY OF SAN FRANCISCO

Application No.: LBR-2018-19-067
Business Name: The Hobby Company of San Francisco
Business Address: 5150 Geary Blvd.
District: District 1
Applicant: Gina Mark, Owner/President
Nomination Date: June 11, 2019
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION
The Hobby Company of San Francisco ("The Hobby Company") opened its doors at 5150 Geary Boulevard in 1975, and supplies craft and hobby needs seven days a week. It serves everyone from dedicated crafters to novices of all ages including models for model builders, basic crafts for schoolchildren, beads for jewelry makers, yarn for knitters, miniatures for dollhouse enthusiasts, toys for kids, and more.

The Hobby Company believes in carrying merchandise as "hands on" crafts and hobbies for today's kids to recognize the fun of making something with their imagination. The Hobby Company has gone through three owners. Rob Brost founded the business in 1975 and owned it for 10 years before selling the store to Leslie Hatch-Wong in 1985. She maintained the store and made it successful by adding new hobbies, attending craft shows and bringing in the latest crafting fads. Gina Mark started working at The Hobby Company in 1990 and worked as the bookkeeper for many years before buying the business in 2006.

The business is located on the north side of Geary Boulevard between 15th and 16th avenues in the Inner Richmond neighborhood.

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

Yes, The Hobby Company has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

5150 Geary Blvd. from 1975 to 2019 (44 years)

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

Yes, The Hobby Company has contributed to the history and identity of the Richmond District and San Francisco
The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with arts and crafts, providing supplies especially to students for school projects.
- The property has Planning Department Historic Resource status codes of “B” (Historic Resource Present) because of the building’s age (constructed 1924).
- The business has been cited in the following publications:
  - San Francisco fashion journal BIENTOT and the newspaper.
  - Richmond Review neighborhood.

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

Yes, The Hobby Company is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION
The Historic Preservation Commission recommends that The Hobby Company of San Francisco 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:
- Arts and craft supply inventory.
- Family-oriented business.
- Donations to schools and to non-profits.
- “Model contests.”

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS
Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.
- Hobby store.

STAFF RECOMMENDATION
Staff recommends that the San Francisco Small Business Commission include The Hobby Company of San Francisco currently located at 5150 Geary Blvd. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program
Small Business Commission
Draft Resolution

HEARING DATE AUGUST 12, 2019

THE HOBBY COMPANY OF SAN FRANCISCO

LEGACY BUSINESS REGISTRY RESOLUTION NO. _________________________

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<td>Supervisor Sandra Lee Fewer</td>
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<tr>
<td>Staff Contact</td>
<td>Richard Kurylo <a href="mailto:legacybusiness@sfgov.org">legacybusiness@sfgov.org</a></td>
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE HOBBY COMPANY OF SAN FRANCISCO, CURRENTLY LOCATED AT 5150 GEARY BLVD.

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 August 12, 2019, 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 The Hobby Company of San Francisco 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 The Hobby Company of San Francisco:

Physical Features or Traditions that Define the Business:
• Arts and craft supply inventory.
• Family-oriented business.
• Donations to schools and to non-profits.
• “Model contests.”

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Hobby Company of San Francisco on the Legacy Business Registry:
• Hobby store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 12, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _________________________

Ayes –
Nays –
Abstained –
Absent –
Application No.: LBR-2018-19-067
Business Name: The Hobby Company of San Francisco
Business Address: 5150 Geary Blvd.
District: District 1
Applicant: Gina Mark, Owner/President
Nomination Date: June 11, 2019
Nominated By: Supervisor Sandra Lee Fewer

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

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: N/A

DELIVERY DATE TO HPC: June 20, 2019

Richard Kurylo
Program Manager, Legacy Business Program
June 11, 2019

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

Dear Director Regina Dick-Endrizzi,

I am writing to nominate The Hobby Company for inclusion in the Legacy Business Registry. The family-owned business has served Richmond residents since 1974, offering a variety of supplies ranging from paints to radio control cars. At a time when young people’s lives are increasingly dominated by screens, The Hobby Company provides an invaluable space for students to pursue their passions and find the supplies they need for school projects.

Brick and mortar hobby shops are becoming fewer and farther between as online merchants increasingly control the market, making The Hobby Company’s inclusion in the Legacy Business Registry more urgent than ever. If we continue teaching younger generations that walking past vacant storefronts and shopping exclusively online are the norm, a time will come when there are no family owned legacy businesses, and our communities will suffer the consequences.

People often rely on The Hobby Company to find products that aren’t available elsewhere, and many who visited the store as children now bring their own kids. The Hobby Company has also repeatedly donated to support local schools over the years, helping to pay for supplies and field trips. In every way, The Hobby Company is firmly anchored in the values of the communities they serve.

Among those who have supported The Hobby Company over the decades are comedian and actor Robin Williams, Channel 2 Newscaster Christien Kafton, Mythbusters host Adam Savage, and artist Frank Wong. For their continued commitment to going above and beyond the expectations of a local retailer, and dedication to the well-being of their community, I am proud to nominate The Hobby Company for the San Francisco Legacy Business Registry.

Sincerely,

Sandra Fewer
Supervisor, District 1
Section One:  

Business / Applicant Information.  Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business’s San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

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<tr>
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<th>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</th>
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<td>Gina Mark</td>
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<tr>
<td>5150 Geary Blvd</td>
<td>(415) 396-2602</td>
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<tr>
<td>San Francisco, CA. 94118</td>
<td>EMAIL: <a href="mailto:hobbycosf@yahoo.com">hobbycosf@yahoo.com</a></td>
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<tr>
<th>WEBSITE:</th>
<th>FACEBOOK PAGE:</th>
<th>YELP PAGE</th>
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<td><a href="http://www.hobbycosf.com">www.hobbycosf.com</a></td>
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OFFICIAL USE: Completed by OSB Staff

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<th>NAME OF NOMINATOR:</th>
<th>DATE OF NOMINATION:</th>
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# Section Two:

**Business Location(s).**

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

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<tbody>
<tr>
<td>5150 Geary Blvd</td>
<td>94118</td>
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**IS THIS LOCATION THE FOUNDOING LOCATION OF THE BUSINESS?**

- [x] Yes
- [ ] No

<table>
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<tr>
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**OTHER ADDRESSES (if applicable):**

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V.5- 6/17/2016
Section Three:

Disclosure Statement.


This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

☐ I am authorized to submit this application on behalf of the business.

☐ I attest that the business is current on all of its San Francisco tax obligations.

☐ I attest that the business's business registration and any applicable regulatory license(s) are current.

☐ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.

☐ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.

☐ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

☐ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Gina Mark 5/8/2019

Name (Print): Date: Signature:
THE HOBBY COMPANY OF SAN FRANCISCO
Section 4: Written Historical Narrative

CRITERION 1

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

The Hobby Company of San Francisco ("The Hobby Company") opened its doors in 1975 making it a total of 44 years in business to date. The Hobby Company, located at 5150 Geary Blvd., is a one-stop shop for everyone’s craft and hobby needs, serving the Inner Richmond District community seven days a week. There is something for everyone and for all ages offering items for model builders, basic crafts for schoolchildren, beads for jewelry makers, yarn for knitters, miniatures for dollhouse enthusiasts, toys for kids and much more.

The Hobby Company is the last standing hobby store in San Francisco. What has kept the store running and open for business are its many loyal customers who enjoy a wide range of products in several departments in the store with different options for all ages. The store believes in carrying merchandise as “hands on” crafts and hobbies for today’s kids to recognize the fun and their ability to make something with their imagination and to call their own.

The Hobby Company has gone through a total of 3 different owners: Rob Brost, Leslie Hatch-Wong and Gina Mark.

Rob founded The Hobby Company in 1975 and owned it for 10 years. He sold the store to Leslie in 1985. Leslie owned the The Hobby Company from 1985 to 2006 and was an independent Asian American business woman. She maintained the store and made it successful by adding new hobbies, attending craft shows and bringing in the latest crafting fads.

After many years, Leslie made the decision to live abroad with her husband and decided to either sell or close down the store. Gina started working at the Hobby Company in 1990 and worked as the bookkeeper for many years before continuing as the manager of the store. Leslie sold the business to Gina in 2006 instead of closing it down. The offer was an incredible opportunity for Gina to take over and keep The Hobby Company doors open for all hobbyists who loved and enjoyed the store. Gina is also an Asian American business woman, married 15 years with two children.

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

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

The business is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Gina Mark is the sole owner of the business.

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

The ownership history of The Hobby Company of San Francisco is as follows:

1975 – 1985  Rob Brost
1985 – 2006  Leslie Hatch-Wong
2006 – Present  Gina Mark

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 5150 Geary Blvd is classified by the Planning Department as Category B, Unknown / Age Eligible with regard to the California Environmental Quality Act.

CRITERION 2

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

Loyal customers have helped keep the store in business all these years. Providing hard to find items and being the only craft store in the neighborhood has made The Hobby Company a “go-to” store for a lot of individuals. One of our biggest niche markets is students who shop at the store for all their project needs. The Hobby Company is considered “project headquarters” where students and parents can find all the necessary accessories for diorama’s including California’s Mission churches, solar system models and art supplies and materials. Parents and students from schools in the Richmond District – as well as schools downtown, in the Mission
and in other neighborhoods throughout the city – are able to find what they need to build that specific project.

The Hobby Company celebrates holidays by encouraging customers to make their own gifts and create homemade crafts. Valentine’s Day, Easter, Halloween and Christmas are popular holidays at The Hobby Company, where customers can find craft essentials for each individual holiday. For Valentine’s Day, customers buy paper hearts to decorate with paints, glitter, beads and ribbons. For Halloween, the store sells supplies like face paints, felt, glue guns and fabric markers, just to name a few.

The Hobby Company currently employs five part-time workers, and all have been with the store for over five years. Being with the company for so long, each employee offers experience and knowledge and helps makes customer service a top priority for the store. One employee, Erik, has been with The Hobby Company for 30 years and is one of the only radio control experts in the community, offering his advice and expertise on repairs and problems. He is definitely an essential part of the store in serving the help that no one else can find.

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

The Hobby Company hosted an in-store Annual Model Contest from 1977 to 2001, featuring car models, tank and military models and dioramas. The contest was available for modelers from ages 11 to adults. Official judges chose the winners. The Hobby Company also participates annually in Small Business Saturday event held on the Saturday after Thanksgiving. The store is decorated with balloons and signage, and customers receive canvas bags, stickers and pens as giveaways.

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

Mireille Schwartz, the editor for the multicultural San Francisco fashion journal BIENTÔT Magazine, recommended The Hobby Company on October 9, 2005.

“Being a single parent here in the city means I have to improvise a lot. This shop has been in the same location for 35 years and it’s clear to see why. For the true aficionados, they have unparalleled model-making resources. For the rest of us they have comprehensive selection of glass beads, make-it-yourself dolls and houses, cherry wood and walnut veneers, and general art supplies to make a rainy day fly by. Last week I had a bona fide summer time sidewalk chalk emergency and Hobby Co. came to our rescue, bien sur!”

In addition, The Hobby Company was mentioned in the Richmond Review/Sunset Beacon on February 13, 2019, in an article titled, “A sense of Community can be built with small items,” written by Jan Robbins on June 1, 2018.
“Richmond District resident Christine Raher is trying to build neighborhood community with very small items, ‘fairy garden’ items to be exact. Her fairy garden is located on Cabrillo Street at 31st Avenue and is attracting participants young and old.

‘Making a fairy garden is as simple as placing marbles in a circle,’ claims Raher. ‘The most fun comes from finding creative ways to make miniature items from recycled materials, or just hand painting a rock with a heart on it.’

In addition to on-line resources on how to create fairy garden items, Raher also highly recommends a familiar neighborhood store, The Hobby Company of San Francisco, located on Geary Boulevard at 16th Avenue.

They have an incredible selection of inexpensive miniature items that go perfectly in a fairy garden. Children love to create homes and places for the little critters to play and rest, and the selection allows for every person to put their own personal touch on their magical space. This shows you that community can be built with something very, very small.”

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

The Hobby Company has been visited by a lot of well-known celebrities in the past. The business was fortunate to have the opportunity to serve the late Robin Williams and his family in school projects and radio controlled items. Last year, Adam Savage from the TV show MythBusters, Christien Kafton from Channel 2 News and famous singer Sinead O’Connor have visited the store. Longtime customer Frank Wong, who has been shopping with The Hobby Company for years, is an artist who designs miniature models of his Chinese heritage traditions growing up. He currently has an exhibit of his life’s work displayed at the Chinese Historical Society Museum in Chinatown. He explains that he has come to shop at The Hobby Company to buy a lot of his materials to make his miniatures.

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

The Hobby Company has been a big supporter in helping out schools and education. The business has, for years, donated gift certificates and craft supplies, which were auctioned off at school events to help raise money for needed school supplies, buses for field trips and school building improvements. Throughout the years, The Hobby Company has also donated to numerous nonprofit establishments such as The Boys and Girls Club, Home Away from Homelessness and Horizons Unlimited to name just a few. Offering craft and hobby supplies has been helpful to each and every organization so they can enjoy crafting in their lives.

In 1977, the store began a long-running model contest for the community. The Hobby Company hosted an Annual Model Contest for avid and passionate model builders. There were numerous levels in the contest including car models, tank and military models and dioramas. Judges choosing the winners were official and from the International Plastic Model Society (IPMS). The contest was available for young modelers from age 11 to advanced adults. The model contest
was a way to bring the community together and celebrate hobbyists and their passion. The last model contest was held in 2001.

The Hobby Company has successfully been in business for 44 years selling all the great same craft and hobby supplies that customers love. Patrons of The Hobby Company know they can rely on the store to get exactly what they need. A day does not go by without customers expressing their gratitude to the business for serving the community all these years for their projects, their children’s projects and now their grandchildren’s projects.

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

The Hobby Company is a diverse retail store that serves a diverse community. The store offers many different items for all ages. Some customers live around the corner in the Richmond District where the store is located. Some customers are visitors to San Francisco staying in downtown hotels, stopping by looking for hard-to-find hobby merchandise. And some customers live in the East Bay and call the store to see if they carry specific items. The Hobby Company is for everybody, from true hobbyists to anybody who wants to give it a start.

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

N/A

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

If the Hobby Company closed its’ doors, the Richmond District will lose a friendly, family-oriented unique store. There wouldn’t be a place for students to come for all their project needs: hard-to-find items such as Native American figures for their Mission dioramas and Styrofoam balls for their solar systems. Children would be disappointed. A lot of customers do not like supporting big chain stores and online shopping because they believe in supporting local small businesses. Losing The Hobby Company would be a big loss and major disappointment for the neighborhood.

CRITERION 3

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

In business for over 40 years, The Hobby Company of San Francisco has been dedicated to helping customers with their craft and hobby needs. The store has an extensive selection of products for helping crafters of all ages, including paints, brushes, glues, adhesives, beads, jewelry, crafts, dioramas, model kits, supplies, needlework, miniatures, R/C (radio control), trains and seasonal items. The Hobby Company has knowledgeable and friendly associates and in-store events, and informative displays that offer an inspiring shopping experience for customers to reach their creative goals.
b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The Hobby Company is dedicated to keeping the importance of “hands-on” crafts and hobbies in our community. Our children today should know the importance of family time, either putting together a puzzle or painting a plastic model, things that they can reflect upon after and recognize that they actually created something.

The age of video games, cell phones and ordering things online has made people forget about the importance of going out, getting exercise and enjoying shopping in a real store. Changes in lifestyle and shopping practices have already resulted in the closing of other hobby shops in San Francisco in the past like Franciscan Hobbies and Chan’s Trains and Hobbies. The increasing rate of people who order merchandise online will hurt all small businesses and brick and mortar stores in a matter of years.

The Hobby Company should remain a part of the community to remind people that there still is a place they can go to and buy items to fulfill their crafting and hobby needs. People still enjoy walking into a small business and seeing, feeling, touching and smelling the products for sale. The Hobby Company is a special place that has something for everybody, from ages 1 to 99. The Hobby Company supports everyone and enjoys serving the neighborhood, and intends to keep craft and hobbies a tradition in people’s lives.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

N/A

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been operating for 30+ years is included in this Legacy Business Registry application.
Bientôt editor finds cool and hot spots

By Aidin Vasiri
Chronicle Staff Writer

Mireille Schwartz, a former Lucassfilm employee whose grandfather was a TNI ambassador in East Asia, is the editor of the new multicultural San Francisco fashion journal, Bientôt. These are some of her favorite S.F. spots:

St. Jude Shrine, 2390 Bush St. "You don't have to be religious at all to enjoy this tranquil case in Pacific Heights. For one thing, it's massive, and just the old-school Florentine architecture alone should leave you profoundly awe-struck. Once you step inside this usually pretty empty cathedral and catch sight of the endless sea of white candles, you can actually feel your blood pressure drop. I usually do the formal ritual thing of lighting a candle, then sit for a minute to meditate and reflect on the day or a hectic series of events. I can categorically say this is my number one chill spot in the city."

Otos, 25 Maiden Lane. "After all the soul-searching, I head to this semi-private lounge, San Francisco's answer to Studio 54, for a glass of Sangiovese. Co-owners Joseph Latimore and Damon White firmly adhere to their bold claim that the club is 'as inclusive as it is exclusive. Everyone can stop in and check out Otos during the daytime starting at 2 p.m. The club wisely takes a break from 7 until 8 p.m. Then, if you're lucky enough to be blessed with a super-secret membership, you get to spend your evenings partying alongside the Dandy Warhols on a rug made entirely of fresh sod, realizing that perhaps there really is a renaissance taking place in our city right now."

Shangri-La Vegetarian Chinese Restaurant, 3005 Irving St. "I've been living here and there around the city over the years, but these gurus go so far as to hand-mix their own pastes. They are the disciples of Don Ed Hardy, who has once gone Hollywood, but these four artists remain firmly planted in San Francisco to claim his former title. My favorite is the adorable (but painfully shy), bespectacled Jeff Rassier; he's Clark Kent all the way. Jeff recently put some big fat military stars on my wrists with marksman-like precision. Next up: finishing my full back piece with a bold flower and hummingbird design."

Mireille Schwartz engages in a shoe fantasy with a Lane pump. F"
Mireille Schwartz engages in a shoe fantasy with a Lanvin pump, Prada pump and Jimmy Choo sling-back at Susan on Sacramento.

stand. This woman shall remain nameless. In the heart of Presidio Heights lies a shop you must hurry past each time you are even on that same side of the street, a store so seductive you have to promise yourself that you can only go in there once a month, and then only to look. Prada, Comme des Garçons, Jill Sander and Jimmy Choo abound here, and the stylists pamper you and know how to select a few baubles that actually really work with your own personal style.

Green Apple Books, 506 Clement St. “Never mind that I used to date a guy who worked here whom I will now cryptically refer to only as ‘Groovy Kevin.’ Heck, we made up eons ago and I now have the benefit of his swanky employee discount. New or used, best-seller or antique, this book store never disappoints. All the staff members are clearly avid cineasts. ‘I’ve been inked here and there around the city over the years, but these gurus go so far as to hand-mix their own colors. They are the disciples of Don Ed Hardy, who has since gone Hollywood, but these four artists remain firmly planted in San Francisco to claim his former title. My favorite is the adorable (but painfully shy), bespectacled Jeff Rasier; he’s Clark Kent all the way. Jeff recently put some big fat military stars on my wrists with marksman-like precision. Next up: finishing my full back piece with a bold flower and hummingbird design.”

Vorpal Gallery, Gough and Grove. “The gallery was encased on the People’s Republic of Grove Street, but owner Muldoon Elder has since gone on to greener pastures. The landladies initially offered him a sweetheart lease, then reneged they, it’s San Francisco, after all). Luckily, not much has been lost in the translation, and a smaller private studio is now located a block away on Gough Street. He’s still got the amazing Escher prints, Toulouse-Lautrec originals and even a Picasso and a Rembrandt or two. You can still go check it all out and arrange an appointment to view the classics up close and personal if you simply call the old Vorpal Gallery number.”

Hobby Co. of San Francisco, 9150 Geary Blvd. “Being a single parent here in the city means I have to improvise a lot. This shop has been in the same location for 35 years and it’s clear to see why. For the true aficionados, they have unparalleled model-making resources. For the rest of us they have a comprehensive selection of glass beads, make-it-yourself doll houses, cherry wood and walnut veneers, and general art supplies to make a rainy day fly by. Last week I had a bona fide summer time sidewalk chalk emergency and Hobby Co. came to our rescue; bien sûr!”

E-mail Aidin Vaziri at avaziri@chronicle.com.
A sense of community can be built with small items

by Jan Robbins

Richmond District resident Christine Raher is trying to build neighborhood community with very small items, “fairy garden” items to be exact. Her fairy garden is located on Cabrillo Street at 31st Avenue and is attracting participants young and old.
The idea came after visiting her youngest son and family in Portland, where “fairy gardens” are common in the front yards of homes.

“Portland’s north-west moisture easily transforms small areas of grass- and moss-covered stones into miniature gardens, and neighborhoods are filled with them. It becomes a community activity where children walk by to move and add small items, like shiny stones, miniature toadstools and painted doorways. I call mine a ‘rock fairy garden’ because it’s mostly rocks,” Raher said.

After announcing the creation of a community fairy garden on the Next Door website, donations began to arrive. Especially welcome were items made with repurposed materials, like marbles, popsicle sticks and seashells. Rather discovered several fairy garden sites on Pinterest and used ideas she found, including a marble on a golf tee to make a “gazing ball.”

“I took out my glue gun and bamboo skewers and had a couple of ladders in no time,” laughs Raher. “Luckily, a very talented neighbor has taken an interest in the garden and has produced some beautiful items, including painted doorways on rocks, a picnic bench made of coffee stirrers and a lovely painted bed for the fairies to rest. I call her the rock fairy godmother.”
Christine Raher holds a miniature picnic bench from her fairy garden that was created with coffee stirrers.

In addition to the large square flower bed used for the fairy garden, the Raher household also participated in the Public Bench Project and secured a bench for one side of the garden.

“Having the bench really made the fairy garden come alive,” Raher said. “It allows neighborhood walkers to take a break and look at developments in the garden, since it always changes. Each day my husband and I run to the window when we hear someone active in the garden. Sometimes, it’s children moving little pieces around, or, it’s senior ladies speaking their native language while they admire and smile at all of the miniatures they see, occasionally adding something.”

Raher’s ultimate vision is seeing more fairy gardens throughout the Richmond neighborhood. Perhaps even creating a “Fairy garden walk” for small children.

“Making a fairy garden is as simple as placing marbles in a circle,” claims Raher. “The most fun comes from finding creative ways to make miniature items from recycled materials, or just hand painting a rock with a heart on it.”

In addition to on-line resources on how to create fairy garden items, Raher also highly recommends a familiar neighborhood store, The Hobby Company of San Francisco, located on Geary Boulevard at 16th Avenue.

“They have an incredible selection of inexpensive miniature items that go perfectly in a fairy garden. Children love to create homes and places for the little critters to play and rest, and the selection allows for every person to put their own personal touch on their magical space. This shows you that community can be built with something very, very small.”
1993
17th annual
model contest

entries accepted
August 23 - August 29, 1993

- ribbons
- trophies
- gift certificates
- and more

Entry blanks available with $5.00 minimum purchase.

DEADLINE:
August 29, 1993, 5 p.m.
NO EXCEPTIONS!
CATEGORIES and prizes

CATEGORIES:
1. Land Vehicles (cars, trucks, motorcycles, etc.)
2. Aircraft
3. Wooden Aircraft
4. Space Craft and Support Vehicles
5. Watercraft (boat, ships-naval, merchant and civilian)
6. Military Equipment
7. Trains and other rail vehicles
8. Figures
9. Diorama (no larger than 16" x 18")

AGE GROUP:
A. 11 years and under
B. 12 years to 17 years
C. 18 years and older

PRIZES:
BEST OF SHOW (1)
$100.00 gift certificate, trophy and a Hobby Co. ribbon
GRAND PRIZE / AGE GROUP (3)
$50.00 gift certificate, trophy and a Hobby Co. ribbon
FIRST PLACE IN EACH CATEGORY / AGE GROUP (18)
$5.00 gift certificate and a ribbon
SECOND AND THIRD PLACE AWARDS AND HONORABLE MENTIONS:
ribbons
MOST CREATIVE AWARD (1)
$25.00 gift certificate, trophy and a ribbon.

ALL ENTRIES RECEIVE A 10% DISCOUNT CARD GOOD FOR ONE MONTH
1. Models will be accepted AUGUST 23 - AUGUST 29, 1993 at the store.
2. Entry deadline: SUNDAY, AUGUST 29, 1993; 5:00 p.m. NO EXCEPTIONS!
5. One (1) Entry form is required for each model entered and can be obtained with each purchase of $5.00 or more.
6. Each contestant may enter one (1) model in each of the nine categories. A separate entry form must accompany each model.
7. Age group "A" will enter in to a general competition (i.e. no categories).
8. Dioramas entries can be no longer than 16" x 18". NOTE: ALL ELEMENTS OF THE DIORAMA MUST BE FIRMLY ATTACHED TO THE BASE; DIORAMAS WITH LOOSE COMPONENTS SUCH AS GROUND COVER, VEHICLES AND / OR FIGURES WILL NOT BE ACCEPTED.
9. Previous Hobby Co. Contest entries are not eligible.
10. PROFESSIONAL MODELERS ARE NOT ELIGIBLE.
11. Entries are assumed to be the sole work of each individual competing. Cooperative efforts will be disqualified.
12. Models must be picked up by the following dates. Any model left 30 days beyond the pickup date will become the property of the Hobby Co.
   • Best of Show, Best of each Age Group and First Place winners will be required to leave their models until September 15, 1993.
   • All other entries can pick up models after September 9, 1993. (We might ask some of these models to remain longer.)
13. Self-contained, battery powered electric models will be operated only during judging. For safety reasons, electric models will not be plugged in.
14. EVERY EFFORT WILL BE MADE TO SAFEGUARD YOUR MODEL, BUT WE CANNOT BE RESPONSIBLE FOR ACCIDENTAL DAMAGE OR LOSS.
15. Decisions of the judges are final.
16. I.P.M.S. (International Plastic Model Society) will present awards in their own categories.
From: Sally Walen
Sent: Saturday, June 08, 2019 6:55 PM
To: LegacyBusiness (ECN) <LegacyBusiness@sfgov.org>
Subject: Support for The Hobby Company

Dear Richard,

I am writing to express my support to approve the legacy business application for The Hobby Company. San Francisco desperately needs stores like The Hobby Company. In an increasingly Amazon-dominated world there are very few brick and mortar establishments left where families and hobby enthusiasts can find the materials they need to do arts and crafts projects.

If the City really wants to walk the walk to keep families here it needs to protect places like The Hobby Company. It is a true treasure in the Richmond District.

Sincerely,

Sally

Sally Walen
Freelance Copywriter
www.sallyandstephanie.com
Celebrating 44 Years
The Hobby Co.
Of San Francisco
BUSINESS DESCRIPTION

The Hobby Company of San Francisco ("The Hobby Company") opened its doors at 5150 Geary Boulevard in 1975, and supplies craft and hobby needs seven days a week. It serves everyone from dedicated crafters to novices of all ages including for model builders, basic crafts for schoolchildren, beads for jewelry makers, yarn for knitters, miniatures for dollhouse enthusiasts, toys for kids, and more.

The Hobby Company believes in carrying merchandise as "hands on" crafts and hobbies for today’s kids to recognize the fun of making something with their imagination. The Hobby Company has gone through three owners. Rob Brost founded The Hobby Company in 1975 and owned it for 10 years before selling the store to Leslie Hatch-Wong in 1985. She maintained the store and made it successful by adding new hobbies, attending craft shows and bringing in the latest crafting fads. Gina Mark started working at the Hobby Company in 1990 and worked as the bookkeeper for many years before buying the business in 2006.

The business is located on the north side of Geary Boulevard between 15th and 16th avenues in the Inner Richmond neighborhood. It is within a NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?
   
The business was founded in 1975.

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

   Yes. The Hobby Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

   i. The Hobby Company has operated continuously in San Francisco for 44 years.
The Hobby Company has contributed to the history and identity of the Richmond District and San Francisco.

The Hobby Company is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art/craft/cuisine/tradition?
   Yes. The business is associated with arts and crafts, providing supplies especially to students for school projects.

4. Is the business or its building associated with significant events, persons, and/or architecture?
   No.

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?
   No. The property has Planning Department Historic Resource status codes of “B” (Historic Resource Present) because of the building’s age (constructed 1924).

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, in the San Francisco fashion journal BIENTOT and the Richmond Review neighborhood newspaper.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:
- 5150 Geary Boulevard

Recommended by Applicant
- Arts and craft supply inventory
- Family-oriented business
- Donations to schools and to non-profits
- “Model contests”

Additional Recommended by Staff
- None
ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE HOBBY COMPANY OF SAN FRANCISCO CURRENTLY LOCATED AT 5150 GEARY BOULEVARD, BLOCK/LOT 1447/049.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on July 17, 2019, 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 The Hobby Company of San Francisco qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for The Hobby Company of San Francisco.

**Location(s):**
- 5150 Geary Boulevard

**Physical Features or Traditions that Define the Business:**
- Arts and craft supply inventory
- Family-oriented business
- Donations to schools and to non-profits
- “Model contests”

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 2019-013281LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: