

Legacy Business Registry Staff Report

HEARING DATE APRIL 9, 2018

THE JAZZ ROOM

Application No.: LBR-2017-18-033
Business Name: The Jazz Room
Business Address: 5267 3rd Street
District: District 10
Applicant: Bernedette Smith, Owner
Nomination Date: February 9, 2018
Nominated By: Supervisor Malia Cohen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Located at 5267 3rd Street, the Jazz Room has been a neighborhood fixture since 1962. The business opened during a time of simmering unrest in the Bayview Hunters Point community. African-Americans that made the neighborhood their home after World War II were coming to terms with the legacy of marginalization, disinvestment and segregation of a community many in power considered on the outskirts of San Francisco. This unrest channeled the sense of community. Community-based organizations committed to neighborhood improvement were born. In this environment, The Jazz Room opened as a venue that would offer live music and drinks designed to cater to the social and entertainment needs of the evolving community. Although The Jazz Room has always served alcohol (classified as a “tavern” in early directory listings), it was envisioned to be more than just another neighborhood “bar,” hence the name.

Although it could not be confirmed, it is possible that The Jazz Room originated at a different location along 3rd Street prior to 1962. An article in the San Francisco Chronicle in 1960 discussing the growth of musical venues devoted to jazz in the city mentioned “The Jazz Room” as a venue “out on Third Street.” No address was given, and no other evidence could be found along 3rd Street in telephone directories from 1959 to 1961. The first directory listing for The Jazz Room is at 5267 3rd Street was in 1962.

According to a brief mention in the San Francisco Chronicle, The Jazz Room had a “grand reopening” on December 29, 1962, with new managers R.L. (Bob) Peagler and Phelep Frieson at the helm. The business has been in continuous operation since that day in 1962 and has been owned and operated by the same family since 1964. According to current owner, Bernedette Smith, the property and venue were purchased from Mr. Peagler by her sister and brother-in-law, Geraldine and John Bates, in 1964. Ms. Bates passed away in 1994 (preceded in death by her husband). The property and venue were left to Ms. Bates's siblings: Carl Dwyer, Bernardine Thompson, and Bernedette Smith. Mr. Dwyer and Ms. Thompson willingly transferred their interests in the property to Bernedette Smith. Quen Smith, the daughter of Bernedette Smith, is currently taking an active role in the management of The Jazz Room after her recent retirement.





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

5267 3rd Street from 1962 to Present (56 years)

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

Yes, the applicant has contributed to the Bayview neighborhood's history and identity.

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

- The Jazz Room is associated with jazz music.
The Jazz Room has contributed to the history and identity of the Bayview neighborhood by serving as a music venue and bar.
Two notable Jazz performers played at The Jazz Room: John Handy III and Mary Stallings performed in 1962.
The business has been cited in the following publications:
San Francisco Chronicle, September 25, 1960.
Soul of America Website.
The Jazz Room is cited in the African American Citywide Historic Statement as one of the business along the Third Street corridor. Jazz, generally, is also written about extensively in the context statement.

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 Jazz Room is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that the Jazz Room 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:

- Live performance space.
Typical bar interior layout.
Signage.
Awning.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or

tradition that defines the business that would be





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required for maintenance of the business on the Legacy Business Registry.

- Bar featuring jazz music.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include the Jazz Room currently located at 5267 3rd Street 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 APRIL 9, 2018

THE JAZZ ROOM

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-033
Business Name: The Jazz Room
Business Address: 5267 3rd Street
District: District 10
Applicant: Bernedette Smith, Owner
Nomination Date: February 9, 2018
Nominated By: Supervisor Malia Cohen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE JAZZ ROOM, CURRENTLY LOCATED AT 5267 3RD 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 April 9, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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BE IT RESOLVED that the Small Business Commission hereby includes the Jazz Room 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 Jazz Room:

Physical Features or Traditions that Define the Business:

- Live performance space.
• Typical bar interior layout.
• Signage.
• Awning.

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

- Bar featuring jazz music.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 9, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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MARK FARRELL, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-033
Business Name: The Jazz Room
Business Address: 5267 3rd Street
District: District 10
Applicant: Bernedette Smith, Owner
Nomination Date: February 9, 2018
Nominated By: Supervisor Malia Cohen

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

5267 3rd Street from 1962 to Present (56 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: February 21, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 10



City and County of San Francisco

MALIA COHEN
馬莉亞郭嫻

February 9, 2018

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

The Jazz Room
Attn: Bernedette Smith
5267 3rd Street
San Francisco, California 94124
(415) 822-5719

Re: Legacy Business Nomination for the Jazz Room

To Whom It May Concern:

I am writing to express my support for Ms. Bernedette Smith's application to recognize the Jazz Room as a Legacy Business.

The name itself – Jazz Room – reinforces the historical bonds between the African American community and the art form of jazz. The Jazz Room opened in 1962 as a venue that offered live music and drinks to cater to the social and entertainment needs of an evolving community.

In 1964, the Jazz Room was purchased by Geraldine Bates, an African-American resident of the Bayview- Hunters Point community. After 30 years of operations, Ms. Bates conveyed ownership to her sister, Ms. Bernadette Smith, continuing the chain of African-American ownership for nearly 55 years. The Jazz Room has grounded its cultural and historical significance in the Bayview-Hunters Point community. Ms. Smith's family-owned business is a critical asset to the city of San Francisco.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia".

Malia Cohen
Member, Board of Supervisors

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.

NAME OF BUSINESS:		
The JAZZ ROOM		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Benedette Smith		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
5267 3rd St. St CA 94124		(415) 922-5719
		EMAIL:
		LadyMSW57@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
N/A		

APPLICANT'S NAME	
Benedette Smith	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
5267 3rd St St CA 94124	
TELEPHONE:	
(415) 503-7698	
EMAIL:	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
94-331-1797	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
5267 3rd St	94124	Dec 1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1962 to Present	

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

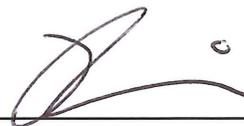
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Russel Morine

11/27/2017



Name (Print):

Date:

Signature:

THE JAZZ ROOM

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.

Located at 5267 3rd Street, the Jazz Room has been a neighborhood fixture since 1962.

Although it could not be confirmed, it is possible that The Jazz Room originated at a different location along 3rd Street prior to 1962. An article in the San Francisco Chronicle in 1960 discussing the growth of musical venues devoted to jazz in the city mentioned "The Jazz Room" as a venue "out on Third Street." No address was given, and no other evidence could be found along 3rd Street in telephone directories from 1959 to 1961. The first directory listing for The Jazz Room is at 5267 3rd Street was in 1962. The same space was Marcelina's Beauty Nook from 1953-1958 and vacant from 1959-1961.



According to a brief mention in the San Francisco Chronicle, The Jazz Room had a "grand reopening" on Dec 29, 1962, with new managers R.L. (Bob) Peagler and Phelep Frieson at the helm. According to current owner, Bernedette Smith, the property and venue were purchased from Mr. Peagler by her sister and brother-in-law, Geraldine and John Bates, in 1964. Ms. Bates passed away in 1994 (preceeded in death by her husband). The property and venue were left to Ms. Bates's siblings: Carl Dwyer, Bernardine Thompson, and Bernedette Smith. Mr. Dwyer and Ms. Thompson willingly transferred their interests in the property to Bernedette Smith. Quen Smith, the daughter of Ms. Bernedette is currently taking an active role in the management of The Jazz Room after her recent retirement.

The Jazz Room has been in continuous operation since 1962, and has been owned and operated by the same family since 1964. According to Ms. Smith, she have every intention of keeping The Jazz Room a family owned and operated establishment for the foreseeable future.

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

The Jazz Room has been in continuous operation in San Francisco since it was established in its present location in 1962.

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

Following is the ownership history of The Jazz Room since 1962:

1962 - 1964:	R.L. (Bob) Peagler and Phelep Frieson
1964 - 1967:	Geraldine Bates and John Bates
1967 - 1994:	Bernedette Smith, Carl Dwyer and Bernardine Thompson (Geraldine Bates passed away and the property/venue was willed to her siblings)
1994 - Present:	Bernedette Smith (Carl Dwyer and Bernardine Thompson transferred ownership to their sister, Bernedette Smith)

The Jazz Room has been family owned since 1964.

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

See response above.

Not much is known about the 1962 owners of The Jazz Room. Robert L (Bob) Peagler lived with his family in the Bayview prior to opening the venue. He was a City employee in 1960. Research suggest that he was one of the thousands of southern migrates that settled in San Francisco after World War II. A little more is known about his wife, Fannie Jo. She was an educator for many years, working in schools in and around BVHP. During the 1990s, she was the Principal at Visitacion Valley Elementary School. She retired from the San Francisco Unified School District after decades of service.

Unfortunately, no information was found about Robert L. Peagler's business partner Mr. Frieson.

When the Jazz Room changed ownership 1964, it was purchased by another African-American resident of the community, Geraldine Bates. Ms. Bates operated the business for 30 years. Ownership was conveyed to her sister, Ms. Bernedette, continuing the chain of African-American ownership for nearly 55 years, over 50 as a woman-owned business.

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 prior to the current ownership is provided in this 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 property is listed by the Planning Department as “Category B” (Properties Requiring Further Consultation and Review) 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.

Jazz is an art form closely associated with the African American experience. So not surprisingly, the story of jazz in San Francisco is forever linked to the rise and fall of the Fillmore. The clubs and bars that hosted live music are as legendary as the jazz greats that performed there.

The Harlem of the West story is well known. Yet, the story of live music venues in the city's other predominantly African-American neighborhood, Bayview-Hunters Point (BVHP), has yet to be told. When that story is finally researched and told, no doubt the existence of The Jazz Room will be singled out for its original concept and its amazing longevity.

The Jazz Room opened in December 1962 – a time of simmering unrest in the BVHP community. African-Americans that made the neighborhood their home after World War II were coming to terms with the legacy of marginalization, disinvestment and segregation of a community many in power considered on the outskirts of San Francisco. This unrest channeled the sense of community. Community-based organizations committed to neighborhood improvement were born. African-American leaders began to emerge to challenge the destructive policies from “downtown.” Bayview-Hunters Point was becoming a neighborhood that would no longer be ignored.

In this environment, The Jazz Room opened as a venue that would offer live music and drinks designed to cater to the social and entertainment needs of the evolving community. Although The Jazz Room has always served alcohol (classified as a “tavern” in early directory listings), it was envisioned to be more than just another neighborhood “bar,” hence the name. As stated, African-Americans and jazz are bonded by history. A venue on 3rd Street calling itself “The Jazz Room” conveyed the message that “We Are Here, Join us!” And, yes, The Jazz Room was opened by an African-American resident from the neighborhood.

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

The Jazz Room hosted victory parties after the election/reelection of President Obama. In recent years, The Jazz Room has participated in the Butchertown Street Festival that is held adjacent to the venue.

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

Bayview-Hunters Point has gone through a lot of changes since The Jazz Room opened. The neighborhood is no longer majority African-American. The remnants of the past struggles are becoming lost as the community transition continues. The Jazz Room is one of those precious remnants that must be preserved. It was and is an important part of the legacy of the African-American experience in San Francisco and Bayview-Hunters Point.

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

Two notable Jazz performers played at The Jazz Room: John Handy III and Mary Stallings performed in 1962.

John Richard Handy III (https://en.wikipedia.org/wiki/John_Handy, born February 3, 1933, in Dallas, Texas) was an American jazz musician most commonly associated with the alto saxophone, although he also sang and played tenor and baritone saxophone, saxello, clarinet and oboe. Handy first came to prominence while working for Charles Mingus in the 1950s. In the 1960s, Handy led several groups, among them a quintet with Michael White, violin; Jerry Hahn, guitar; Don Thompson, bass; and Terry Clarke, drums. This group's performance at the 1965 Monterey Jazz Festival was recorded and released as an album. Handy received Grammy nominations for "Spanish Lady" (jazz performance) and "If Only We Knew" (jazz composition). Handy has also taught music history and performance at San Francisco State University, Stanford University, the University of California, Berkeley, the San Francisco Conservatory of Music and other schools.



Figure 1. SF Chron. Dec. 1962

Mary Stallings (https://en.wikipedia.org/wiki/Mary_Stallings, born August 16, 1939) was an American jazz vocalist and mother of soul singer Adriana Evans. Mary Stallings was born in San Francisco, California, one of 11 children. She grew up in the neighborhood of Laurel Heights, singing in the Black gospel choir of the First African Methodist Episcopal Zion Church. By her teens, Stallings began singing in San Francisco-area night clubs such as the Hungry i, The Purple Onion and El Matador. She performed with such artists as Ben Webster, Cal Tjader, Earl Hines, Red Mitchell, Teddy Edwards and the Montgomery brothers (Wes, Monk, and Buddy). Before graduating from high school, she joined R&B pioneer Louis Jordan's Tympani Five. In the early 1960s, she



Figure 2. SF Chron. Dec. 1962 (sp. Stallings, not "Stawlings")

performed with Dizzy Gillespie at San Francisco's Black Hawk nightclub and eventually with Gillespie at the 1965 Monterey Jazz Festival. She is perhaps best known for her 1961 collaboration with vibraphonist Cal Tjader on the album Cal Tjader Plays, Mary Stallings Sings on Fantasy Records. She has shared the bill with singers such as Joe Williams, Tony Bennett and Ella Fitzgerald. From 1969-1972, she had a three-year residency as the Count Basie Orchestra "girl singer." In 1972, in semi-retirement, she gave birth to her only child, R&B singer Adriana Evans. Mary Stallings has played at the Monterey Jazz Festival in 1965, 1995, 2003 and 2013.

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

Although the Jazz Room does not have regularly scheduled jazz performances, the owners do acknowledge the establishment's roots as a music venue for the community. The Jazz Room hosts semi-regular DJ music by local residents as well as the occasional band performance. When President Obama was elected /reelected, The Jazz Room hosted "Obama Parties." However, the most notable commitment to the community is the owner's support for regular barbecue preparations on her property that are served to those in need, free of charge. Ms. Bernedette also participates in the newly founded "Butchertown Street Festival" hosted on Lane Street behind The Jazz Room.

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

The Jazz Room serves the Bayview-Hunters Point community, a community that was once predominantly African-American.

According to the 2010 U.S. Census, Bayview-Hunters Point had the highest percentage of African-Americans among San Francisco neighborhoods, home to 21.5% of the city's Black population, and they were the predominant ethnic group in the Bayview. Census figures showed the percentage of African-Americans in Bayview declined from 48% in 2000 to 33.7% in 2010, while the percentage of Asian and White ethnicity increased from 24% and 10%, respectively, to 30.7% and 12.1%. However the eastern part of the neighborhood had a population of 12,308 and is still roughly 53% African-American.

[https://en.wikipedia.org/wiki/Bayview-Hunters Point, San Francisco](https://en.wikipedia.org/wiki/Bayview-Hunters_Point,_San_Francisco)

Today, African Americans still makes up the highest percentage of BVHP neighborhood residents, but not the majority of previous decades (i.e., not over 51%).

Historically the neighborhood has been a working class/ blue family with a high rate of homeownership with pockets of residents living in public housing. The community has long been the focus of "revitalization" efforts, both internally and externally led. In recent years, the decades of investment in the community have arguably paid off. New businesses are willing to open in long-vacant 3rd Street storefronts. Mid- to large-scale housing developments have been completed with more on the horizon. The massive Hunters Point Shipyard redevelopment and the rebuilding of decayed public housing units are underway. Amidst these changes, the majority of The Jazz Room customers are still the "regulars" – the African-Americans residents that have long connections to the neighborhood.

As the 3rd Street corridor changes, new businesses have opened and others have closed. So far, both have positively affect The Jazz Room's clientele base. Next door to The Jazz Room, local wine producer Gratta Wines opened a tasting room inside the Butchertown Gourmet Marketplace. Ms. Bernedette stated that Gratta Wine's customers sometimes drop in over the course of a night. The closure of the nearby Monte Carlo club/bar also resulted in a few new regulars for The Jazz Room.

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

The building that houses The Jazz Room was built in 1931 and is typical of the mixed-use buildings of that era. Although the façade is largely intact, it would not be considered architecturally unique. The interior of the establishment is a typical bar room layout.

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

The Jazz Room may have a small footprint, but it has an unmeasurable large impact in the lives of those that find themselves there on a regular basis. It's a place to socialize with “family.” It's a place that's open every day of the year. Sometimes it's the only place some people have to go on the holidays. If The Jazz Room were to be relocated or shut down, the impact would be more than just the loss of another location to have a drink – a piece of Bayview-Hunters Point and an African-American contribution to the city would be gone.

If for some reason the business were to be sold, it must be sold with the understanding that the name is crucial to the legacy of its owners, the community and to Jazz music. For this reason, The Jazz Room located at 5267 3rd Street should be considered a San Francisco Legacy Business.

CRITERION 3

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

The Jazz Room is an entertainment venue. It provides a safe social gathering place for the immediate neighborhood. The original live performance elements are still occasionally scheduled thereby ensuring that music remains a part of The Jazz Room's defining character.

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 Jazz Room began as a place in the neighborhood to gather, socialize and hear live music. The current owner maintains this traditional by opening her doors 365 days a year. Although

The Jazz Room could continue on without future live performances, this would not be in keeping with its tradition. Music is an important part of the venue's history and should be a continued element going forward.

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

The Jazz Room is best defined by the service it provides to the community. There are few physical features of the building that would be considered as defining characteristics. However, the owners have recently improved the facade with signage and an awning. The interior layout of the bar room allows for the continuation of live performances.

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

Not Applicable.



JAZZ ROOM

JAZZ ROOM



NO LOTTERING



NO LOTTERING



BUTCHERTOWN GOURMET



JAZZ ROOM



NO
LOITERING



NO
LOITERING



JAZZ ROOM

JAZZ ROOM

NO LOITERING
C.P.C. 647-E

NO LOITERING
C.P.C. 647-E

BUTTEVIEW TOWN
GOURMET



JAZZ ROOM

JAZZ ROOM

5267



Jazz Room
ALL ATMOSPHERE VIDEOS



Jazz Room
Chef Dewberry
DEC 2017

Image capture: Dec 2017 Images may be subject to copyright. Terms Privacy



Jazz Room
ALL ATMOSPHERE VIDEOS



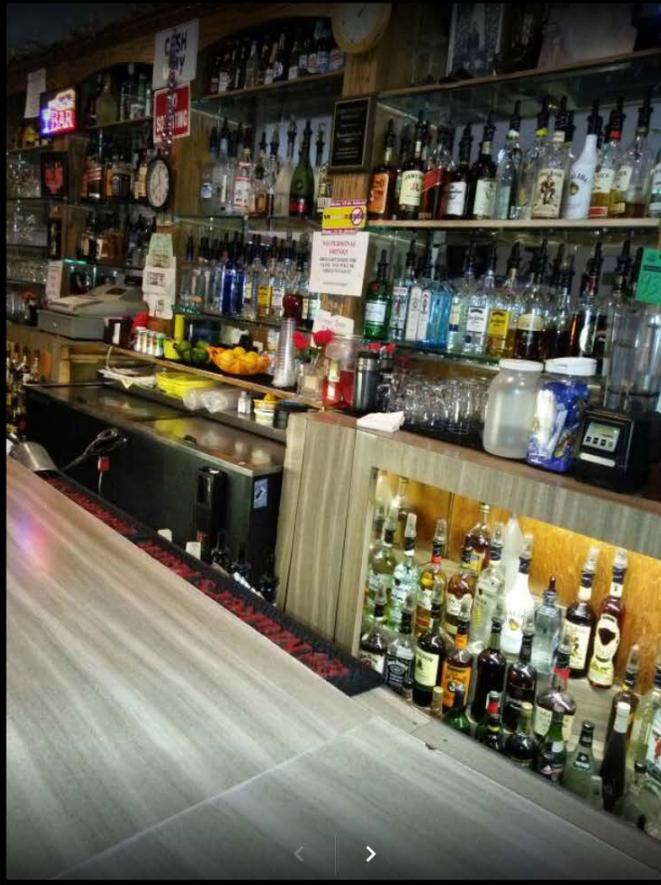
Jazz Room
Chef Dewberry
JAN 2018



Jazz Room
ALL ATMOSPHERE VIDEOS



Jazz Room
Frank Anderson
JAN 2015



Jazz Room
ALL ATMOSPHERE VIDEOS



Jazz Room
Chef Dewberry
DEC 2017

A large photograph of the Jazz Room interior. In the foreground, a man wearing a blue puffer jacket and a blue cap stands with his back to the camera, looking towards a woman in a pink jacket who is seated at a table. The room is decorated with framed photos, vinyl records on the wall, and a sign that says "JAZZ ROOM". There are other people in the background, and the overall atmosphere is warm and intimate. The photo is taken from a slightly elevated angle, showing the layout of the room and the interaction between the people.

Peagler Robt L (Fannle J) ofc wkr City & County Civ
 Serv Comn h1379 Palou av

1960 City Directory Listing for Robert and Fannie Peagler

5250 Vacant
 6251 Highway Inn tavern VA4-9884
 5256 Slim's Bait & Tackle Shop
 AT2-3062
 5256 Mondragon Paul AT2-0907
 5260 Gardella Emile P VA6-7794
 5262 Vacant
 5264 Vacant
 5265 Franklin Oscar shoe shiner
 5267 Jazz Room The tavern
 5273 Harry's Radio & TV M18-4717
 5275 Bel Air Liquors AT2-0535
 5279 DaValle Nicolina Mrs @
 AT8-1926
 5288 Baula Bals G VA6-6943
 5290 Ferrera Mario AT2-7825
 5298 Side-Door In tavern M17-7744

1962 City Directory listing for 5267 3rd St

The Jazz Room
 R. L. (Bob) Peagler and
 Phelepe Frieson are the new
 managers of the Jazz Room
 which is having its grand re-
 opening today. Entertain-
 ment for this gala occasion
 will be recording alto sax-
 ophonist John Handy, and
 jazz singer Della Dodd.

SF Chron De.22, 1962

GRAND RE-OPENING
Saturday, December 22nd
JAZZ ROOM
Under the new management of
R. L. "Bob" Peagler & Phelepe Frieson
 Appearing for the Holidays that sensational
 roulette recording alto sax artist
JOHN HANDY
 and the lovely jazz singer
DELLA DODD
 Hours 12-2 a.m. - Cocktail Hour 5-7 (Mon. thru Thurs.)
 5267 3rd Street VA 6-9955

SF Chron De.22, 1962



Bernedette Smith, owner of The Jazz Room and daughter
 Quen Smith

Now Appearing
 at the newly-re-opened
JAZZ ROOM
MARY STAWLINGS
 AND
JOHN HANDY
5267 3rd St. VA 6-9955
 (Bob Peagler & Phelepe Frieson Mgrs.)

SF Chron De.29, 1962

1962 DIRECTORY

https://archive.org/stream/polksanfrancisc1962rpo/page/8/mode/2up

Polk's San Francisco (San Fr...

Polk's San Francisco (San Francisco County, Calif.) city directory

← Back to item details

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3-5305

Warehouse
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YUkon
6-2448

ion 7-3900

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369 Pine Street

3D-Contd	5191a Taylor Clydis Mrs M18-8863 Thomas av intersects	6245b Vacant	1223
4942 Morrow's Creamery restr VA6-3114		6246 Econ-O-Wash Laundromat	123 F
4947 Petersen Geo & Sons furn M17-9080	274	6248 Lee S DE3-1036	123a
Quesada av intersects	Thornton av intersects	6251 Pinch Hit Club tavern JU4-1495	124 C
5000 Bank of Am Natl Trust & Sav Assn (Bayview Br) MA2- 3456	5201 Hi-Power Serv gas sta VA4-9801	6252 Kavanaugh Annie I @ JU7-0974	125 I
5001 Big Save Mkt gro VA6-5815	5216 Romeo's Fish Mkt AT2-8466	6253 Vacant	126 J
5005 Planned Parenthood Assn of SF Inc (Bay View Dist Br) M18-0971	5217 Marina Produce VA4-5145	6255 Modern Beauty Spot JU5-9311 Lewis Virginia	128 C
Gillette Robbie Mrs AT5-0087	5228 Ramer Wm M	6256 J&L Clin JU5-0156	131 S
Hardeman Gladys Mrs M18-0971	5230 Sooman Alma H Mrs	6258 Happy Hour Cafe DE3-9937	132 F
5009 SF Public Library-Bay View br AT2-2411	5236 Andy's Auto Glass VA6-0840	6260 Cobb Emanuel DE3-9937	134 M
5012 J&J Liquors M17-9491	5245 Dave's Richfield Serv Sta AT2-9864	6270 Evergreen Baptist Church DE3-9971	135 E
5015 Bayview Appl & Furn Store VA4-1234	5246 Bell Leola AT2-8446	6271 Vacant	136 F
5016 Vacant	5248 Erickson Emil C M17-1539	6273 Daniel Lyda	136a
5019 Drake Glenwood VA6-6741	5250 Garroni Chas @	6286 Yuba Constn Co JU5-2209	137 V
5021 Bayview Jwlr's AT2-4530	5250 Vacant	6274 Maggi Louis @ JU7-6795	140 F
5023 Uliana Paul F jr M17-2123	5251 Highway Inn tavern VA4-9884	6276 McShann Ernest R @ JU5-6017	141 F
5024 Apartments	5256 Slim's Bait & Tackle Shop AT2-3062	6279 Vacant	142 V
1 Thyssen Elmer	5256 Mondragon Paul AT2-0907	6280 Freeway Feed & Fuel Co JU4-1242	143 A
2 Felix Edw J AT2-5094	5260 Gardella Emile P VA6-7794	6281 S&T Drive Away auto rental DE3-6984	145 I
3 Austin Robt L VA4-5512	5262 Vacant	6284 Johnson Clarence L JU6-0266	146 E
4 Esposlo Argentina Mrs @ VA4- 2925	5264 Vacant	6286 Vacant	148 M
Street continued	5265 Franklin Oscar shoe shiner	6288 Mericado Chico JU6-3711	149 N
5029 Bruce & Griffin 5-10 Store VA4-3317	5267 Jazz Room The tavern	6293 Dalman Antonio G	152 E
5030 Bond's Liquors M17-5867	5273 Harry's Radio & TV M18-4717	6299 Rico's Food Mart DE3-2936	153 F
Esposito's Mkt gro M18-9900	5275 Bel Air Liquors AT2-0535	Ingerson av intersects	154 V
5048 Wells Fargo Bank (Third- Revere Ofc) EX7-4411	5279 DaValle Nicolina Mrs @	Salinas av intersects	165 C
5099 Wheeler's Mohawk Serv gas M18-9827	510-1920	6301 Building	167 V
Revere av intersects	5283 Baula Bals G VA6-6943	Coleman Arth H phys JU6-7600	169 C
Bayview av intersects	5290 Ferrera Mario AT2-7825	Gordon Robt B phys JU6-7600	171 F
5100 Barsotti Bros Hdw M17-3180	5298 Side-Door In tavern M17-7744	Johnson Wesley Pharmacy (Bay- view Br) JU6-7600	200 T
5101 Aquilina's Geo Serv Sta VA6- 3940	5299 Papa Leo's South Bay Club tavern VA4-9860	Miller Rudolph H phys JU6-7600	202 S
5110 Mazzucato Mary E Mrs AT2- 5113	Williams intersects	Neblett Lawrence R phys JU6-7600	204 F
5110a Vella Vincent	5300 Bayview Automotive Parts M17-8332	Neblett Marquenta R Mrs phys JU6-7600	205 E
5112 Josie's Fountain restr M17-2405	Bayview Serv Sta gas M18-3242	Parker Harrison dentist JU6-7600	205a
5114 Bayview Real Est & Ins AT2-1770	5301 Vacant	San Francisco Med Assocs JU6-7600	206 F
5116 DelCarlo Uliana AT5-0107	5307 Kaufman Frank @ AT2-9050	6315 Bret Harte Variety Store JU7-0977	207 J
5118 DeMattei Antone J VA4-4107	Underwood av intersects	McLafferty Mary Mrs @ JU7-0977	212 F
5122 Golden Eagle Wine & Liquor VA4-9400	5411 Tick Tock Drive-In (br) restr AT2-2700	6319 United Beauty Salon JU5-9930	213 T
5126 New Bayview Clns VA6-3893	5500 Third Street Auto Repr JA4-2523	6321 Camilleri Jos @ DE4-0603	215 F
5128 Bayview Beauty Shop VA4-7966	5501 Devencenzi's Four Mile House restr VA4-2900	6323 Grech Chas @ JU5-7310	216 C
5128a Gilroy Bernice AT2-8247	5506 No Return	6325 Security Realty Co JU5-9344	217 V
McDonald Maurice R M17-6305	6512 Bozios Juliette Mrs M17-8397	6345 Thodas Chris A dentist JU4-2928	218 F
5129 Kreutzer Mary Mrs VA4-2458	5520 Filippo Fred @ VA4-8147	Jamestown av intersects	219 F
5130 Vacant	5524 Baumgartner Dilbert G VA4- 3862	6475 Vacant	219a
5131 Golden City Inn restr AT5-0111	5538 Santini Bernard G @ M17-3965	Key av intersects	220 F
5134 Burke Ethel Mrs	5545 Joe's Union Serv VA6-9863	6518 Sargentini Herminnia Mrs DE3-1194	221 F
	Armstrong av intersects	6524 Burgos Jose M @ JU4-2006	222 F
	secor Bayview Playground	6530 Rivera Pablo JU6-2938	223 C
	5600 Kortick Mfg Co forging VA6-6107	Leone av intersects	224 V
	Bancroft av intersects		225 A
	5700 Fidelity Lithographers Inc VA6- 8989		
	Lorrie Deb Corp dress mfrs M18-2480		
	Rossotti Calif Litho Corp prnters		

A Cultural Shift---Jazz Spreads to the Off-Broadway Clubs

By Ralph J. Gleason

IT MAY be too early to state it definitely, but there is every indication that the center of gravity in cultural modes is shifting to the West.

For some time now it has been obvious that trends and ideas can originate as easily, if not more easily, in San Francisco than in New York.

It may have something to do with the forest and the trees; it certainly has something to do with the fact that everything in San Francisco is a showcase for the citizens of the rest of the country.

A man with an idea in New York or Hollywood is just another guy waiting in the outer office. Here, he's on stage at the hungry i or the Purple Onion or the Blackhawk. People he couldn't get to see in New York are able

The Rhythm Section

to discover him on their own time. A much better way.

This has worked to the advantage of such performers as Mort Sahl, Lenny Bruce, Shelley Berman, the Kingston Trio, Johnny Mathis, Dave Brubeck and Cal Tjader.

It has also worked in other ways.

Not only was San Francisco the kick-off point for the revival of traditional jazz in the '40s, but it was the stage for the recent Beatnik movement, and the origination of the banjo night clubs. KPFA, whose non-commercial concept of FM radio has now spread to Los Angeles and New York (with other cities in sight), is a product

of the cultural climate of the Bay Area. The success of the off-Broadway theater in San Francisco certainly rivals if not leads that of New York.

Thus it is that San Francisco has become the incubator of what is apparently an entirely new development in the audiences for jazz. Today, springing up in neighborhood bars and restaurants all around the Bay Area, there is a ring of off-Broadway jazz clubs offering live jazz two, three or four nights a week at low prices to neighborhood audiences.

And it is successful.

"We've had nothing but handshakes from the people who walk in since we started," said former drummer Chick Lang who with his partner, Charles Stavro, operates the 2C's at Mission and 29th. The 2C's has been featuring jazz on the week ends for some time now (their juke box even sports such items as Bunny Berigan's "I Can't Get Started").

"The talent in this town is fabulous," said Lang. "We've been successful from the first. People thought we were crazy to try to present jazz in the Mission, but it works. We've got Bob Ferrara's Quartet here now and we're working on Freddie Gambrell."

Success of the 2C's has sparked other Mission clubs into a jazz policy. The Jazz Playroom across the street from the 2C's has Monte Waters on the week ends; the HiFi Room at Army and Mission, the Players Club, and out on Third street, the Jazz Room, are now all in the jazz business.

Out at Geary and Arguello, The Tropics has been offering jazz for a long time.

Starting first as a Sunday afternoon session, the Tropics has gradually built its audience until now jazz is available there almost every night of the week with a group revolving around Brew Moore, Allen Smith, Harold Wiley, Cedric Heywood and Vince Guaraldi.

Down in North Beach, the Coffee Gallery has been successful with a non-high price jazz policy featuring Pony Poindexter and Beverly Kelly and both the Cellar and the Boule Noir, when they open shortly, will feature similar entertainment.

On the Marin shoreline, Zack's in Sausalito has been running with jazz for months with the Jim Purcell Trio relieved by Dick Oxtot's Dixie crew on Wednesdays. The Yacht Dock in Sausalito has bassist Vernon Alley and pianist Shelley Robbin.

In Berkeley, Nod's Taproom by the UC campus has been featuring Dixieland jazz on and off for months; the Monkey Inn, on the Oakland border, has had one night a week of Dixieland for years, and now there's a new spot, The Stew Den, right off Sather Gate.

The Stew Den is currently presenting Ron DiMasi's Quartet and singer Lynn Chapman on week ends. A non-alcoholic daytime cafeteria, the Stew Den is considering a 2 a. m. to 5 a. m. breakfast policy later this fall with jazz and food for Berkeley late night-wanderers.

Down in Palo Alto, Outside-at-the-Inside, one of the most beautiful nightclubs this reporter has ever been in, has been successful throughout this year with a jazz policy (it's also non-alcoholic) that

has included local groups as well as some big names such as Jeri Southern, Red Norvo and Barney Kessel.

In Oakland, several smaller clubs such as the Blue Note and the Left Bank (with Ricardo Lewis' group) have recently begun live jazz on the week end.

And there are others. Within the past few weeks, indications of a similar spread of jazz to neighborhood spots in the Los Angeles area and in Chicago has been reported. Perhaps San Francisco has started another trend.

On and Off the Record

HERE'S the lineup for Neve, San Francisco (Max-Pack's ID): Duke Ellington opens tomorrow night; Lambert-Henricks-Ross appear Oct. 11-16; Lionel Hampton, Oct. 18-23; Red Norvo, Oct. 25 to Nov. 6; Ray Anthony (Ray Anthony!) Nov. 8-20; Sarah Vaughan, Nov. 22 for an indefinite stay . . .

... Outside-at-the-Inside has Cal Tjader this week-end; Vince Guaraldi and the trio with Bobbie Norris and Freddy Paris Sept. 29-Oct. 2; and the Barney Kessel Quartet Oct. 6-9 . . .

... Joe Darensbourg's Dixie Flyers will back Jimmy Rushing when the latter opens at the Hangover Oct. 7 for his first local appearance as a single . . .

... Slide Hampton opens at the Jazz Workshop Oct. 11 for two weeks . . .

... Helen Humes cut an LP for Contemporary with Marty



CAL TJADER

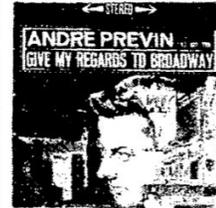
is due out in two weeks. It's been delayed all summer . . .

... The first Australian Jazz Festival is set for Sydney next month with Dizzy Gillespie, Sarah Vaughan, Jonah Jones, Al Hibbler, Buddy Greco and others set for the four-day run . . .

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The Place CL 1500

LAWRENCE WELK PLAYS THE ORNETTE COLEMAN SONGBOOK??

No, we haven't got

PAST EVENT

2nd Annual Butchertown Street Festival

Sunday, Oct. 22, 11am-7pm | Jazz Room

BAYVIEW

Like Share Tweet Event website (<https://www.facebook.com/events/1591891044236953/?ref=46>)

JUNIUS COMBNEY BIG BAND w/ DENISE PERRIER

2nd Annual Butchertown Street Festival

Sunday October 22, 11am - 7pm

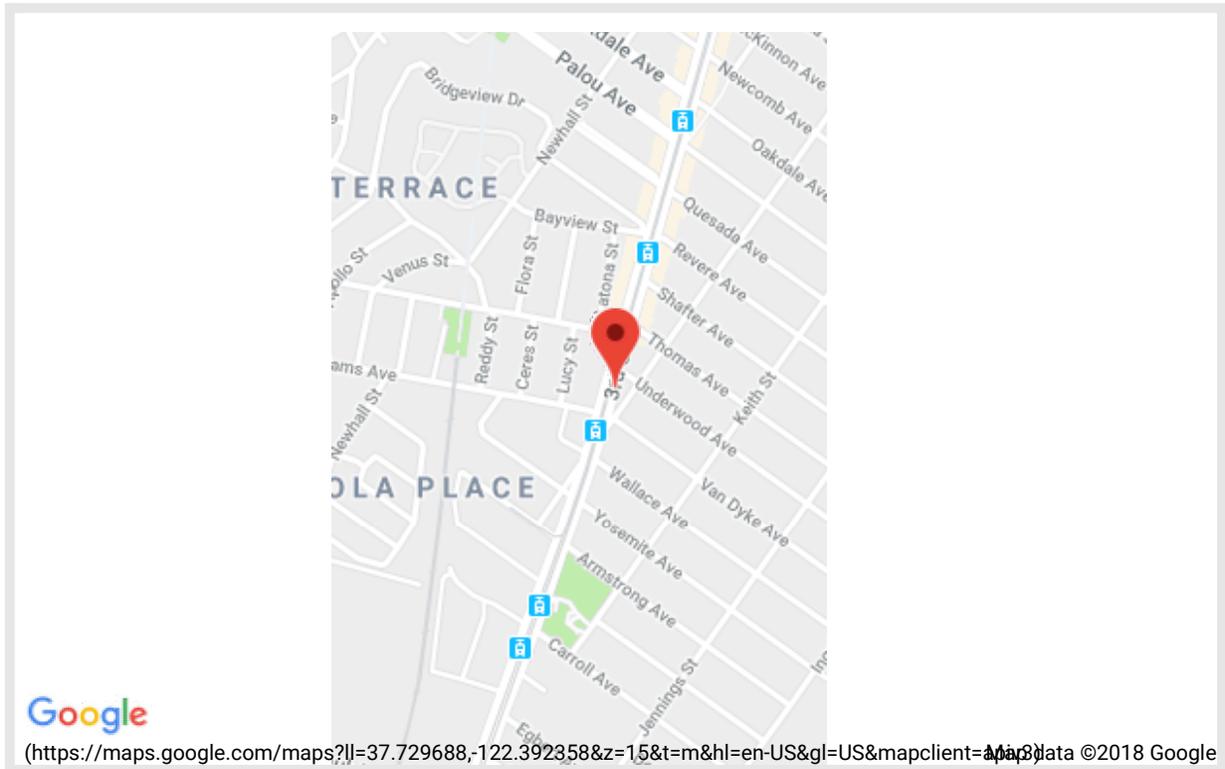
On Lane between Underwood & Van Dyke in the Bayview!

Food music drinks

THE JAZZ ROOM

AUNTIE AIRIES **Old Skool Cafe** **TATO** **GRATTA WINES** **SEVEN THE STILL** **MEAD**

Simply Delish **MEITHEAL**



WHERE:

Jazz Room
5267 3rd St 94124

Directions (<https://maps.google.com?daddr=5267%203rd%20St%2094124>)

WHEN:

Sunday, Oct. 22, 11am-7pm

COST: **Free**

AGE: **All ages**

FROM THE ORGANIZER

Join us for Bayview's second annual jazz, food and wine festival located behind the historic Jazz Room on Third Street at Lane.

Enjoy small plates and sips showcasing the culinary talents and beer, wine, and spirits producers of Bayview.

Headliner Junius Courtney Big Band with special guest Denise Perrier will take the Project Wreckless stage as will The Latin Jazz Youth Ensemble of San Francisco and the V Note Ensemble.

This is a family-friendly event and an awesome opportunity to spend a day in the sunny Bayview!

Event website (<https://www.facebook.com/events/1591891044236953/?ref=46>)

Questions about this event? Please contact the event organizer. For questions about submitting an event, email Hoodline (<mailto:events@hoodline.com>).

Post your own event (</events/submissions/new>)

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21 Events

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2nd Annual Butchertown Street Festival

Create Event



OCT 22 2nd Annual Butchertown Street Festival
 Public · Hosted by Meitheal Meats and 8 others

Interested

Sunday, October 22, 2017 at 11:00 AM - 7:00 PM PDT
 about 4 months ago

About

Discussion

83 Went · 256 Interested

Share this event with your friends

Details

Join us for Bayview's second annual jazz, food and wine festival located behind the historic Jazz Room on Third Street at Lane. Enjoy small plates and sips showcasing the culinary talents and beer and wine producers of Bayview. Headliner Junius Courtney Big Band with special guest Denise Perrier will take the Project Wreckless stage as will The Latin Jazz Youth Ensemble of San Francisco and the V Note Ensemble. This is a family-friendly event and an awesome opportunity to spend a day in the sunny Bayview!

Music Kid Friendly Cool jazz +2

Featuring



Meitheal Meats

Food & Beverage Company

Traditional Irish style sausage, hand made, with guts, in San Francisco's Bayview Neighborhood.



TATO

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Tato is a Mexican restaurant created in homage to my suegra, and my son's sweet abuelita. She pretty much taught me how to cook and made me Mexicana.



Project Wreckless

Nonprofit Organization · San Francisco, California

We flip the lives of at risk youth, teaching them practical trade skills through classic car restoration. Project Wreckless provides tools for life!

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Laughing Monk Brewing

Brewery · San Francisco, California

Laughing Monk Brewing is a small batch craft brewery and taproom in San Francisco that blends traditions from California and Belgium with local, seasonal ingredients.



Yvonne's Southern Sweets

Bakery · San Francisco, California

OPEN Monday through Friday 10am to 3pm. We create an array of delicious mouth watering homemade southern sweets that will remind you of home.



Simply Delish, LLC

Asian Fusion Restaurant · San Francisco, California

Open for lunch & dinner, private events & catering.



Bayview Underground Food Scene

Farmers Market · San Francisco, California

All things delicious in San Francisco's Bayview
<http://BayviewUnderground.wordpress.com>



Auntie April's Chicken-n-Waffles

Soul Food Restaurant · San Francisco, California

More than just chicken and waffles, we serve home-style comfort food that will fill both your stomach and your soul.



Old Skool Cafe

Soul Food Restaurant · San Francisco, California

Old Skool Cafe is a Youth-Run Supper Club featuring talented young chefs, servers & entertainers. Feeding mind, body & soul. Come hungry, leave inspired!



3 posts in the discussion.

[See Discussion](#)

<https://www.soulofamerica.com/us-cities/san-francisco/san-francisco-restaurants/jazz-room/>

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SoulOfAmerica > US Cities > San Francisco > San Francisco Restaurants & Nightclubs > The Jazz Room

THE JAZZ ROOM



The Jazz Room

The Jazz Room

DESCRIPTION: Cafe

CUISINE: American

PRICING: \$\$

CREDIT CARDS: yes

COVER CHARGE: no

ATTIRE: business casual

TAKE-OUT: yes

TAKES RESERVATIONS: no

FAMILY-FRIENDLY: no

DAYS & HOURS: Mon-Wed 11a-11p, Thu-Fri 11a-1a, Sat 11a-4-a, Sun 11a-12a

ADDRESS: 5267 Third Street, San Francisco, CA

RAPID TRANSIT: Muni Metro Third St & Williams Avenue Station

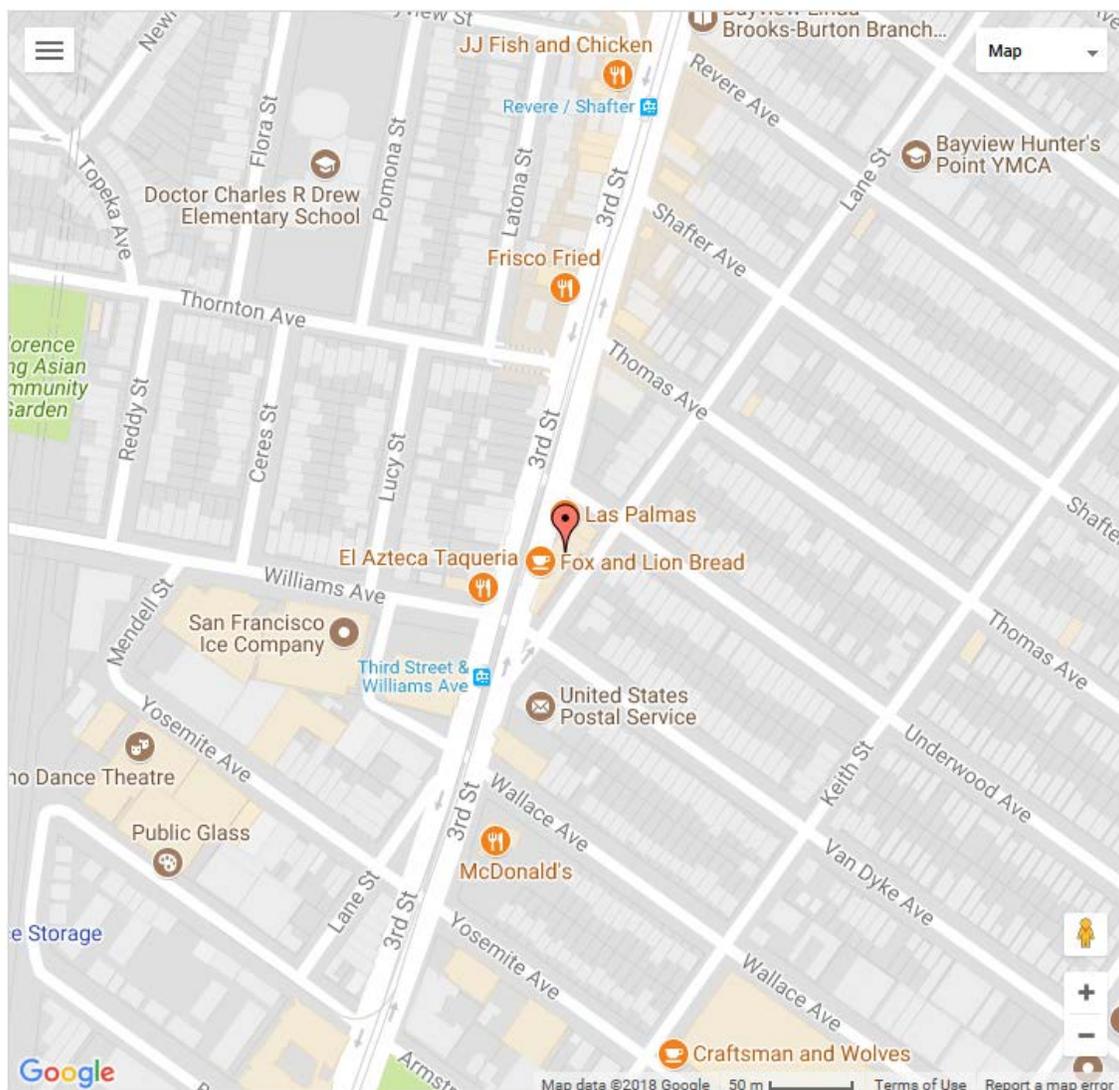
PARKING: on street

PHONE: 415-822-5719

WEBSITE: none

The Jazz Room Review

Despite the non-chalant exterior, this wine bar in the reinvigorating Third Street corridor is much appreciated for its airy indoor space and service. Its a nice wine bar to meet afterwork for happy hour. So don't be surprised to find the groups of friends pouring champagne. It fills the hole left when Savannah Jazz left Mission District for San Mateo.





SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: MARCH 21, 2018

Filing Date: February 21, 2018
Case No.: 2018-003341LBR
Business Name: The Jazz Room
Business Address: 5267 3rd Street
Zoning: NC-3 (Neighborhood Commercial District, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 5385/003
Applicant: Bernadette Smith, Owner
5267 3rd Street
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

Located at 5267 3rd Street, the Jazz Room has been a neighborhood fixture since 1962. The Jazz Room opened during a time of simmering unrest in the Bayview Hunters Point community. African-Americans that made the neighborhood their home after World War II were coming to terms with the legacy of marginalization, disinvestment and segregation of a community many in power considered on the outskirts of San Francisco. This unrest channeled the sense of community. Community-based organizations committed to neighborhood improvement were born. In this environment, The Jazz Room opened as a venue that would offer live music and drinks designed to cater to the social and entertainment needs of the evolving community. Although The Jazz Room has always served alcohol (classified as a "tavern" in early directory listings), it was envisioned to be more than just another neighborhood "bar," hence the name.

Although it could not be confirmed, it is possible that The Jazz Room originated at a different location along 3rd Street prior to 1962. An article in the San Francisco Chronicle in 1960 discussing the growth of musical venues devoted to jazz in the city mentioned "The Jazz Room" as a venue "out on Third Street." No address was given, and no other evidence could be found along 3rd Street in telephone directories from 1959 to 1961. The first directory listing for The Jazz Room is at 5267 3rd Street was in 1962.

According to a brief mention in the San Francisco Chronicle, The Jazz Room had a "grand reopening" on Dec 29, 1962, with new managers R.L. (Bob) Peagler and Phelep Frieson at the helm. According to current owner, Bernadette Smith, the property and venue were purchased from Mr. Peagler by her sister and brother-in-law, Geraldine and John Bates, in 1964. Ms. Bates passed away in 1994 (preceded in death by her husband). The property and venue were left to Ms. Bates's siblings: Carl Dwyer, Bernardine

Thompson, and Bernedette Smith. Mr. Dwyer and Ms. Thompson willingly transferred their interests in the property to Bernedette Smith. Quen Smith, the daughter of Ms. Bernedette is currently taking an active role in the management of The Jazz Room after her recent retirement. The Jazz Room has been in continuous operation since 1962, and has been owned and operated by the same family since 1964.

The business is located on the east side of 3rd Street between Underwood Avenue and Van Dyke Avenue in the Bayview neighborhood. It is within the NC-3 (Neighborhood Commercial District, Moderate Scale) Zoning District and in a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1962.

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

Yes, The Jazz Room qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The Jazz Room has operated continuously in San Francisco for 56 years.
- ii. The Jazz Room has contributed to the history and identity of the Bayview neighborhood by serving as a music venue and bar.
- iii. The Jazz Room 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 jazz music.

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

Yes, Two notable Jazz performers played at The Jazz Room: John Handy III and Mary Stallings performed in 1962.

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

No, the property is not listed on any registers.

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

Yes, the Jazz Room is cited in the African American Citywide Historic Statement as one of the business along the Third Street corridor. Jazz, generally, is also written about extensively in the context statement.

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

- San Francisco Chronicle, September 25, 1960
- Soul of America Website

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5267 3rd Street

Recommended by Applicant

- Live performance space
- Typical bar interior layout
- Signage
- Awning

Additional Recommended by Staff

- No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: MARCH 21, 2018

Case No.: 2018-003341LBR
Business Name: The Jazz Room
Business Address: 5267 3rd Street
Zoning: NC-3 (Neighborhood Commercial District, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 5385/003
Applicant: Bernadette Smith, Owner
5267 3rd Street
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE JAZZ ROOM CURRENTLY LOCATED AT 5267 3rd Street, (BLOCK/LOT 5385/003).

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 Bayview neighborhood's and 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 March 21, 2018, 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 Jazz Room 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 Jazz Room.

Location(s) associated with the business:

- *5267 3rd Street*

Recommended by Applicant

- *Live performance space*
- *Typical bar interior layout*
- *Signage*
- *Awning*

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 2018-003341LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 21, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: