

# Legacy Business Registry Staff Report

HEARING DATE APRIL 24, 2017

## LONG BOAT JEWELRY

*Application No.:* LBR-2015-16-046  
*Business Name:* Long Boat Jewelry  
*Business Address:* 754 Grant Avenue  
*District:* District 3  
*Applicant:* Rosita Young, Owner  
*Nomination Date:* March 8, 2017  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Long Boat Jewelry is a family-owned and -operated Chinatown business offering custom-made and imported jewelry from Hong Kong since 1981. Founded by Rosita Young, Long Boat Jewelry has become an integral part of the Chinatown community, providing a wide variety of unique and authentic products imported directly from Hong Kong. Rosita Young moved to the United States from Taiwan in 1970 and worked for a financial company for some time before opening a restaurant in Redwood City in 1978. While working at her restaurant, Rosita was approached by a friend who convinced her to go into the jewelry business. Rosita eventually closed her restaurant and began working in the wholesale jewelry business with her friend, traveling throughout the country to display jewelry. She eventually established a jewelry retail business so that she could be close to home and could begin to gain a customer base and name recognition.

In 1981, Long Boat Jewelry was opened and became an official retail location in the Chinatown neighborhood. Originally located at 881 Grant Avenue, the shop moved to a larger location at 754 Grant Avenue two years later. The business has remained consistently busy as it is located along the main commercial corridor of Chinatown and has become an integral part of the community as the corridor is largely defined by a dense concentration of markets and shops selling Asian products. Long Boat Jewelry is part of this community, bringing a unique and authentic array of jewelry stock from Hong Kong. Most businesses along Grant Ave and surrounding streets are owned and operated by families of Asian immigrants, all arriving to San Francisco over the past 30 or more years. Long Boat has made a commitment to remaining as part of the Grant Avenue and will continue to be an asset to the Asian family-owned and -operated businesses that make up the cultural fabric of Chinatown.

### 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:



881 Grant Avenue from 1981 to 1983 (2 years)  
754 Grant Avenue from 1983 to Present (34 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 Chinatown 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:

- Long Boat Jewelry is associated with the art of custom made and imported jewelry.
- Long Boat Jewelry has contributed to the Chinatown community's history and identity by operating continuously for 35 years as a family-owned and family-operated business along Chinatown's main commercial corridor with surrounding businesses that are owned and operated by families of Asian immigrants, maintaining a strong community of familial businesses. The business has contributed to this community through its traditional business model, providing imported and custom-made jewelry to residents and visitors of the Chinatown neighborhood. Long Boat Jewelry has become an integral part of Chinatown, continuing the long-standing traditions of the jewelry industry.
- The 1907 property is considered a "Category A Property" as it is located within the California and National Register eligible Chinatown Historic District.

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

Yes, Long Boat Jewelry is committed to maintaining the physical features or traditions that define its presence as a traditional but unique, family-owned and operated retail and wholesale jewelry shop.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Long Boat Jewelry 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:

- Statues of Chinese warriors above the front awning.
- Mural at residential floors depicting Chinese warriors against a blue-green background.
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store.
- Location along Grant Avenue in Chinatown.
- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom made pieces.

**CORE PHYSICAL FEATURE(S) OR TRADITION(S) THAT DEFINE THE BUSINESS**

Following is(are) the core physical feature(s) or tradition(s) that define the business that would be required for maintenance of the business on the Legacy Business Registry.

- Retail jewelry sales.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Long Boat Jewelry currently located at 754 Grant Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE APRIL 24, 2017

LONG BOAT JEWELRY

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

<i>Application No.:</i>	LBR-2015-16-046
<i>Business Name:</i>	Long Boat Jewelry
<i>Business Address:</i>	754 Grant Avenue
<i>District:</i>	District 3
<i>Applicant:</i>	Rosita Young, Owner
<i>Nomination Date:</i>	March 8, 2017
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LONG BOAT JEWELRY, CURRENTLY LOCATED AT 754 GRANT AVENUE.

**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 24, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Long Boat Jewelry 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 Long Boat Jewelry:

Physical Features or Traditions that Define the Business:

- Statues of Chinese warriors above the front awning.
- Mural at residential floors depicting Chinese warriors against a blue-green background.
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store.
- Location along Grant Avenue in Chinatown.
- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom made pieces.

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

- Retail jewelry sales.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 24, 2017.

---

Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2015-16-046  
*Business Name:* Long Boat Jewelry  
*Business Address:* 754 Grant Avenue  
*District:* District 3  
*Applicant:* Rosita Young, Owner  
*Nomination Date:* March 8, 2017  
*Nominated By:* Supervisor Aaron Peskin

**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

881 Grant Avenue from 1981 to 1983 (2 years)  
754 Grant Avenue from 1983 to Present (34 years)

**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:** NA

**DELIVERY DATE TO HPC:** March 8, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**

佩斯金 市參事

March 8, 2017

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 Dick-Endrizzi:

It is my honor and privilege to nominate Long Boat Jewelry for inclusion on the Legacy Business Registry.

Long Boat Jewelry has been creating custom made jewelry in Chinatown since 1981, and it has been at its present location at 754 Grant Ave. for over 33 years. This family-owned business is an integral part of the Chinatown community, providing a large inventory of unique and authentic products imported directly from Hong Kong.

Long Boat Jewelry's commitment to Chinatown and the particularly vibrant Grant Avenue corridor is undeniable. I hope for the continued success of this, and encourage its inclusion on the City's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

## 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:		
Long Boat Jewelry		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Rosita Young		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
754 Grant Avenue	(415)433-5149	
	EMAIL: rositasyoung@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	( )
	EMAIL: 

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0925279	

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
881 Grant Avenue	94108	1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1981-1983	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
754 Grant Avenue	94108	Start: 1983
		End: Present

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

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

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

### 3. Eligibility Criteria

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

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

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

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

ROSITA YOUNG      4/29/2016      Rosita Young  
 Name (Print):      Date:      Signature:

# Long Boat Jewelry Business Registry Application

## 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.**

Long Boat Jewelry was established in 1981 at 881 Grant Avenue and moved to its present location at 754 Grant Avenue in 1983.

Rosita Young came from Taiwan in 1970, working for a financial company and later opening a restaurant in Redwood City in 1978. While working at her restaurant, a friend visited around 1981 and asked why she chose the restaurant business in Redwood City when the jewelry business was much more lucrative in the Chinatown neighborhood. On that suggestion, and due to a divorce, Rosita decided to close the restaurant business and get into the jewelry business.

At first, with Rosita's friend Terry Chu, she got into the wholesale jewelry business, displaying jewelry at the Jim Show, a national jewelry exposition. Although successful, attending the Jim Shows across the country required a lot of travel, going to New York City, Chicago, and others to display wholesale jewelry. This led Rosita to consider opening a retail business close to home so that she could gain a customer base and have name recognition.

In 1981, Long Boat Jewelry became an official retail location in San Francisco's Chinatown neighborhood, originally located at 881 Grant Avenue. After two years, having some success, Rosita decided to move the business to a larger, 500-square-foot location at 754 Grant Avenue in June of 1983, where it has stood for 33 years. At the time, the cost of the rent was \$5,200 per month being in the center of San Francisco's Chinatown neighborhood, the largest Chinatown in the United States.

Since opening the current location, business has been consistently busy as it is located on the main commercial corridor of Chinatown. About 90% of the customers are tourists that are visiting the neighborhood, making it an extremely lucrative business and location. Due to the success of the Grant Street location, Rosita has also opened a wholesale location at the Gift Center at 888 Bryant Street in the South of Market neighborhood. She has also opened a second retail location six months after the original on Powell Street as well, also called Long Boat Jewelry. Around three years later, business slowed down and Rosita consolidated her business to only the 754 Grant Avenue location where it is still located.

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

Long Boat Jewelry has been a family-owned business since 1981. To this day, the owner is Rosita Young and her husband Mark Shu. They have both operated and managed the business for 35 years. Rosita manages the retail locations and jewelry stock, while Mark manages the administrative side of the business, assisting with accounting and general back office operations. Mark also attends the Jim Show expositions across the country representing Long Boat Jewelry's wholesale business.

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

Long Boat Jewelry has been a family-owned and operated business since its inception in 1981.

**d. 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.**

Although the building in which the business is located in is not a registered landmark, the location at 754 Grant Avenue is located directly on the main commercial corridor within San Francisco's Historic Chinatown neighborhood. The street is heavily trafficked by residents and tourists alike and has a unique character, being composed of mostly Asian-American businesses and retailers.

## **CRITERION 2**

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

Long Boat Jewelry has long been located in the heart of San Francisco's Chinatown neighborhood and is an integral part of the community in which it is located. This particular part of Chinatown is heavily visited by tourists as it is a defining feature of the City of San Francisco. It is also the largest Chinatown neighborhood in the United States and garners a lot of tourism from Americans from across the country. The commercial corridor is defined largely by a very dense concentration of markets and shops selling Asian products, Long Boat Jewelry not being an exception. The majority of Long Boat Jewelry's retail stock is imported from Hong Kong and thus gives this particular shop a unique and authentic product for Chinatown.

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

Long Boat Jewelry has long participated in the Jim Show jewelry expositions that are held across the country. The business has participated in these events for 18 years and has had a presence in the jewelry industry ever since.

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

Long Boat Jewelry has not been mentioned in any historical contexts or publications. The business operates as part of the larger Chinatown business community and has been a mainstay on the Grant Avenue commercial corridor in conjunction with these businesses.

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

The business's clientele is largely made up of tourists visiting the historic Chinatown commercial corridor. Around 90% of Long Boat's clients are tourists from other parts of the United States. However, the business is not associated with a specific significant or historical figure.

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

The business has been located in the Chinatown neighborhood for 35 years and has always made attempts to remain in its current space. Because of the uniqueness of the business and product, the Chinatown corridor is the ideal location for it. Almost every business along Grant Avenue and the surrounding streets are owned and operated by the families of Asian immigrants, all arriving to San Francisco over the past 30 years and even further. Therefore, Long Boat Jewelry has made its commitment to staying on Grant Avenue and keeping the composition of businesses in the neighborhood representative of its name.

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

The Chinatown community is the largest Chinatown neighborhood in the United States, as well as one of the oldest. Most business and property owners in the neighborhood are descendants of immigrants that arrived over 100 years ago to San Francisco, and purchased property while it was relatively inexpensive. The community has largely kept to its roots, still being a center of Cantonese-Chinese culture in the United States. Many of the retail businesses in the neighborhood are owned by more recent immigrants from mainland China as well as Taiwan. However, there is also a large amount of tourism in the neighborhood as many businesses cater to tourists by selling knick-knacks and souvenirs for visitors to San Francisco. The businesses in the neighborhood are equally dependent on residents as well as tourists in order to survive and thrive.

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

The Chinatown neighborhood is extremely defined by the character of its streets and buildings. The commercial corridor of Grant Avenue is built to resemble an old neighborhood in a Cantonese Chinese city, with ornate pagoda-style overhands and Cantonese-inspired balconies.

The building in which Long Boat Jewelry is located fits the overall theme of the neighborhood and more specifically, Grant Avenue. Above the front awning are several statues of Chinese warriors, and on the façade of the residential units above, a mural exists with golden Chinese warriors amidst a blue-green background. Rather than the building being a standalone example of architecture, the entire neighborhood is designed to remind one of walking down the streets and alleyways of old Hong Kong, making the neighborhood one of the most unique examples of Chinese culture in the United States, and world outside China itself.

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

The Chinatown neighborhood is very distinct due to the composition of its residents and businesses. Although still nearly two-thirds of the businesses in the area are owned and operated by Chinese families, the increasing rents have presented a problem for long-term businesses looking to remain in the neighborhood. The community itself would not be drastically affected by the closure of one business, however that one business could provide a precedent for the closure of other local long-term businesses, in favor of tenants that are willing to pay a higher price to be in the neighborhood. The effect of this is the loss of the character of Chinatown that makes it so unique. Furthermore, relocation for most of these businesses is not a viable option, as they are tailored to accommodating the tourism industry in the area and are “Chinatown” businesses. Therefore, the community as a whole is affected every time such a neighborhood mainstay is shut down, because the community becomes less “Chinatown” with every lost business.

### **CRITERION 3**

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

Long Boat Jewelry is a Chinatown business that most would expect to find in such a neighborhood. From the building in which it is located, to the stock of jewelry from Hong Kong, Long Boat Jewelry is one of the many businesses that give Chinatown its uniqueness. The artwork on the façade of the building also adds to the character of the neighborhood keeping it close to the theme of Cantonese China and the inner neighborhoods of its major cities. The store is a small space, only 500 square feet, but the space is maximized with a very large

amount of items for sale. The store fits in with the Chinatown style that has defined the neighborhood for over 100 years.

**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)**

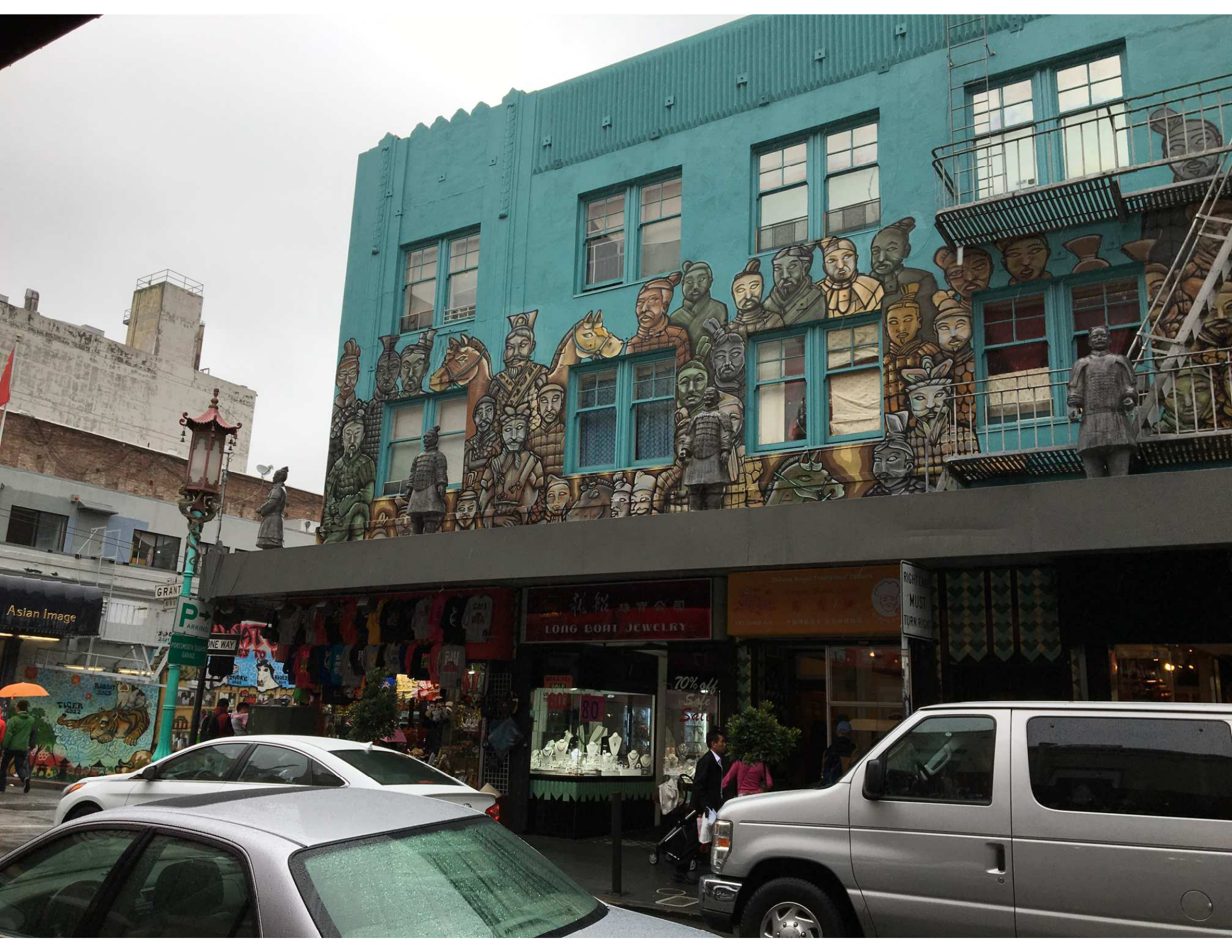
The jewelry industry is one of the world's oldest and long-standing. Long Boat Jewelry has been in the industry for 35 years and has continued to operate as a retailer and wholesaler, bringing its product to expositions and trade shows across the country and keeping a wide retail selection in San Francisco. Long Boat Jewelry is a traditional jewelry store in a very traditional neighborhood in San Francisco, and the business is committed to maintaining its family-owned and operated practices along Chinatown's main commercial corridor.

**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.).**

Long Boat Jewelry shares the ground floor retail space of the building with several other retailers as well. All of the retailers have a clean, black-tiled façade with large display windows showing the many products that are sold inside. They are not as cluttered as many of the souvenir shops and therefore provide a more clear view of what types of products are sold inside.

The façade above the main awning is very heavily influenced by the surrounding structures of the neighborhood, with statues of Chinese warriors and a mural behind it of Chinese warriors as well. These features are part of the larger commercial corridor along Grant Avenue and are part of the reason so many tourists from all of the United States and beyond come to visit the neighborhood. The business has been in this location for 35 years keeping with the traditions of the neighborhood and is committed to maintaining the feeling that you are in Chinatown when customers walk down the streets or enter the store.













龍船

珠寶公司

LONG BOAT JEWELRY

HOLIDAY  
SALE

70%  
Off

Store Wide

Clearance

70% off

Summer  
Sale





**HOLIDAY  
SALE**

UP  
TO **80%**  
Off

**80%**  
Off

*Store Wide*  
**70% off**  
*Sale*  
**Sale**







80% off  
On Fine Jewelry Only

Special  
30% off





80%  
off  
On Fine Jewelry Only

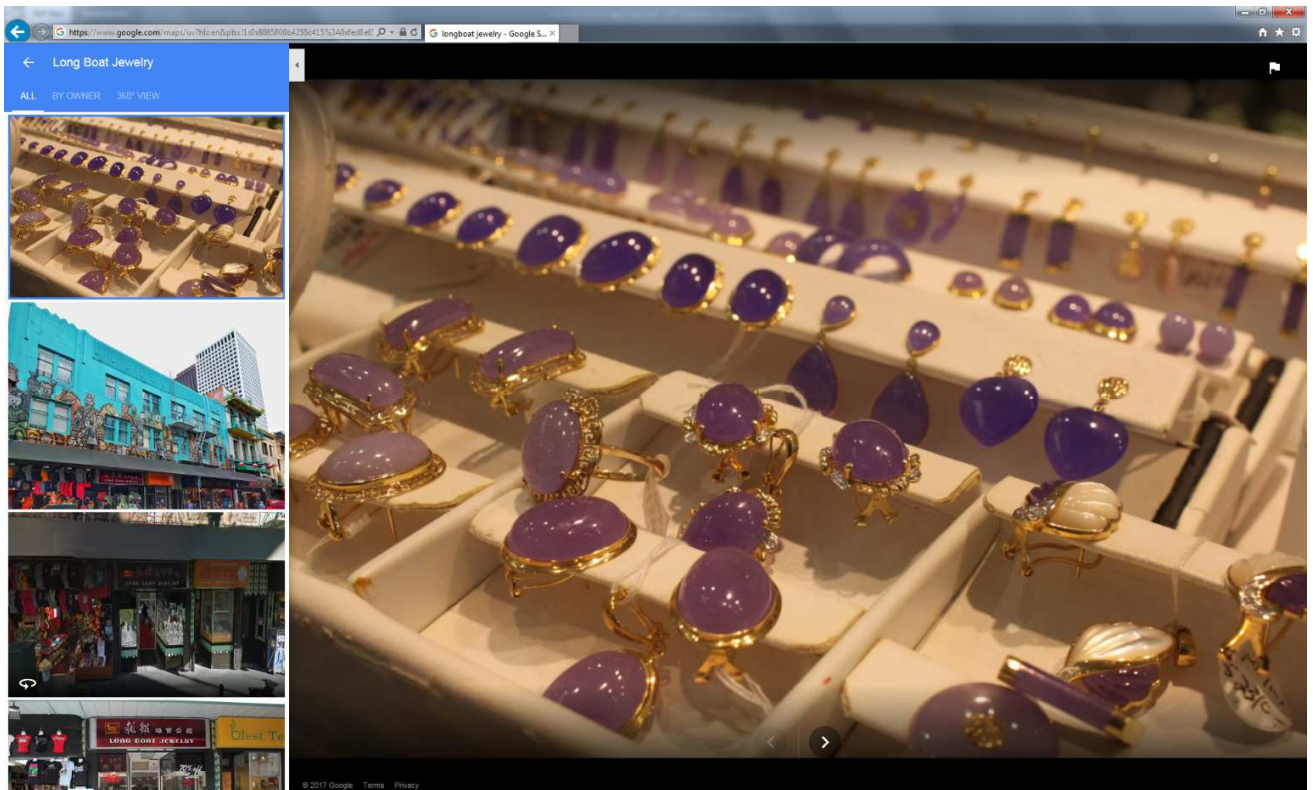
80%  
off  
On Fine Jewelry Only



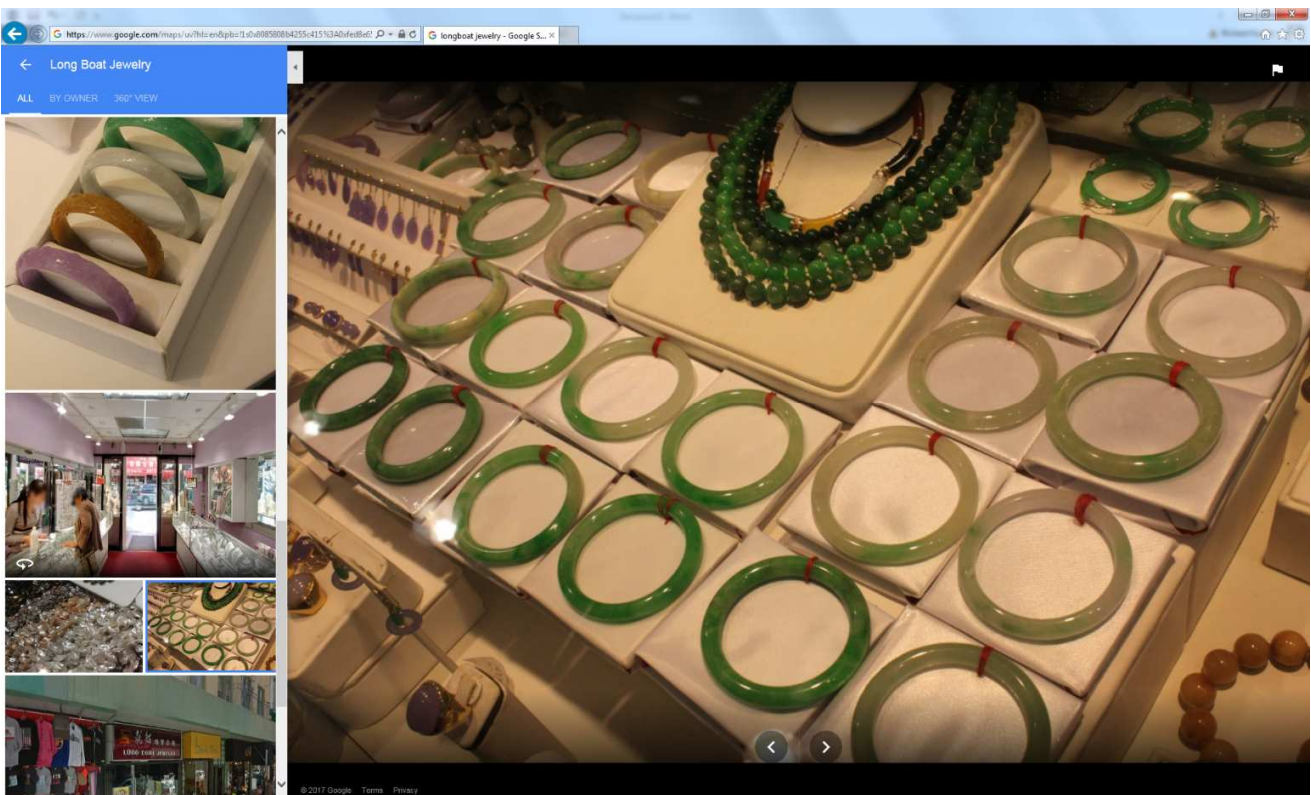
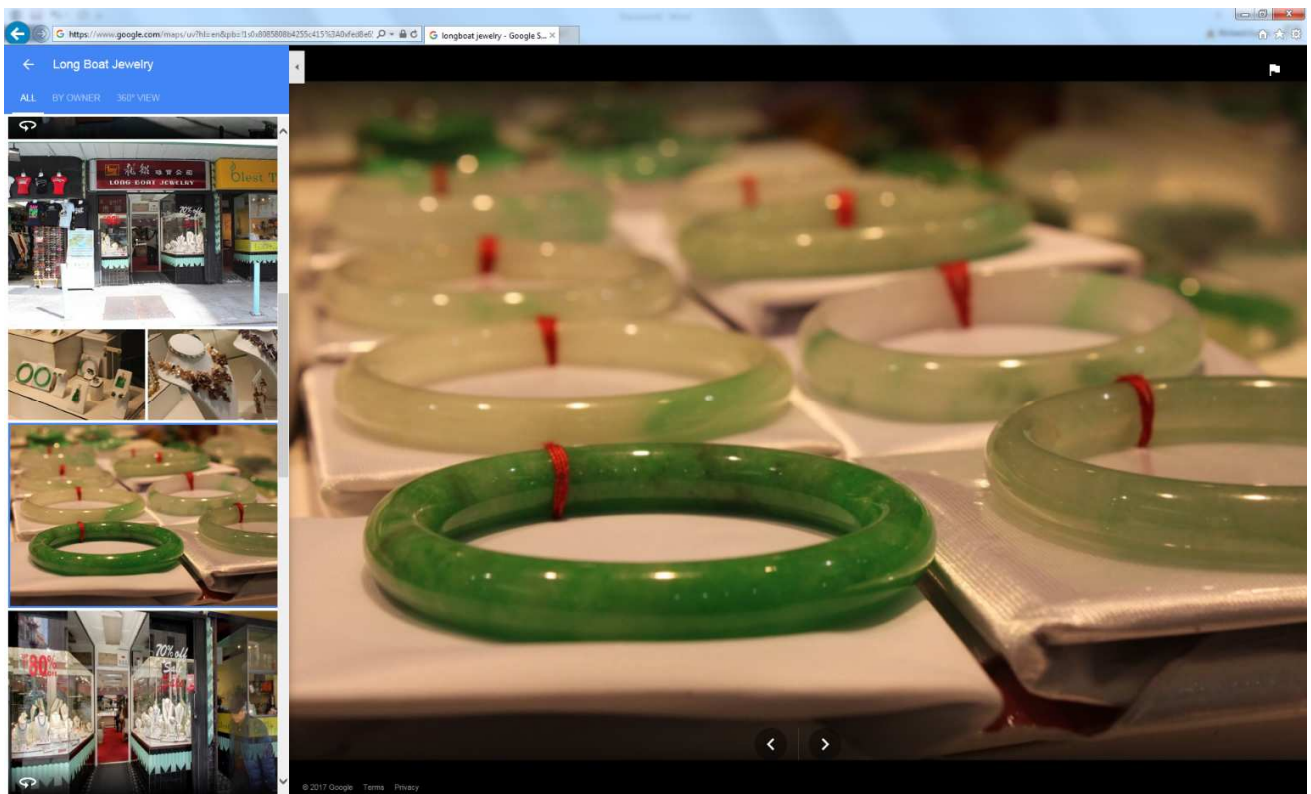






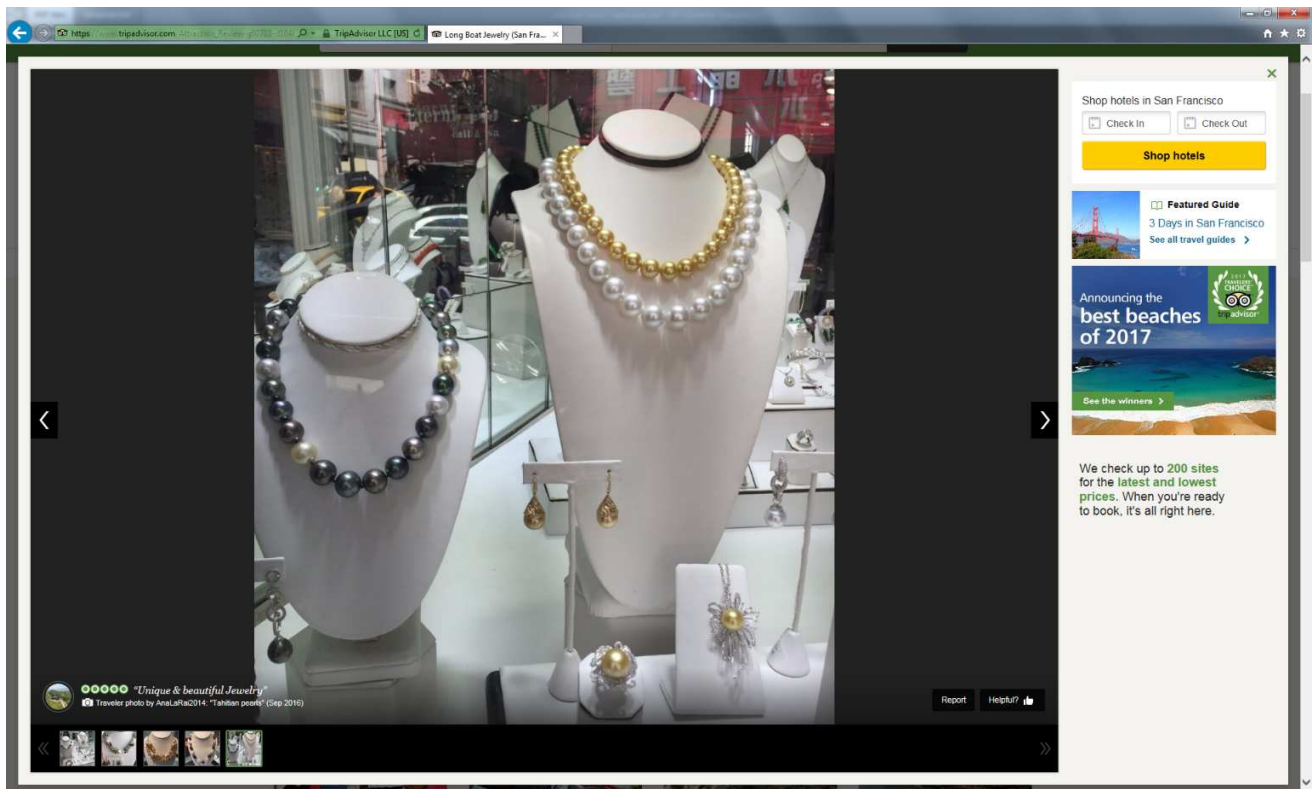
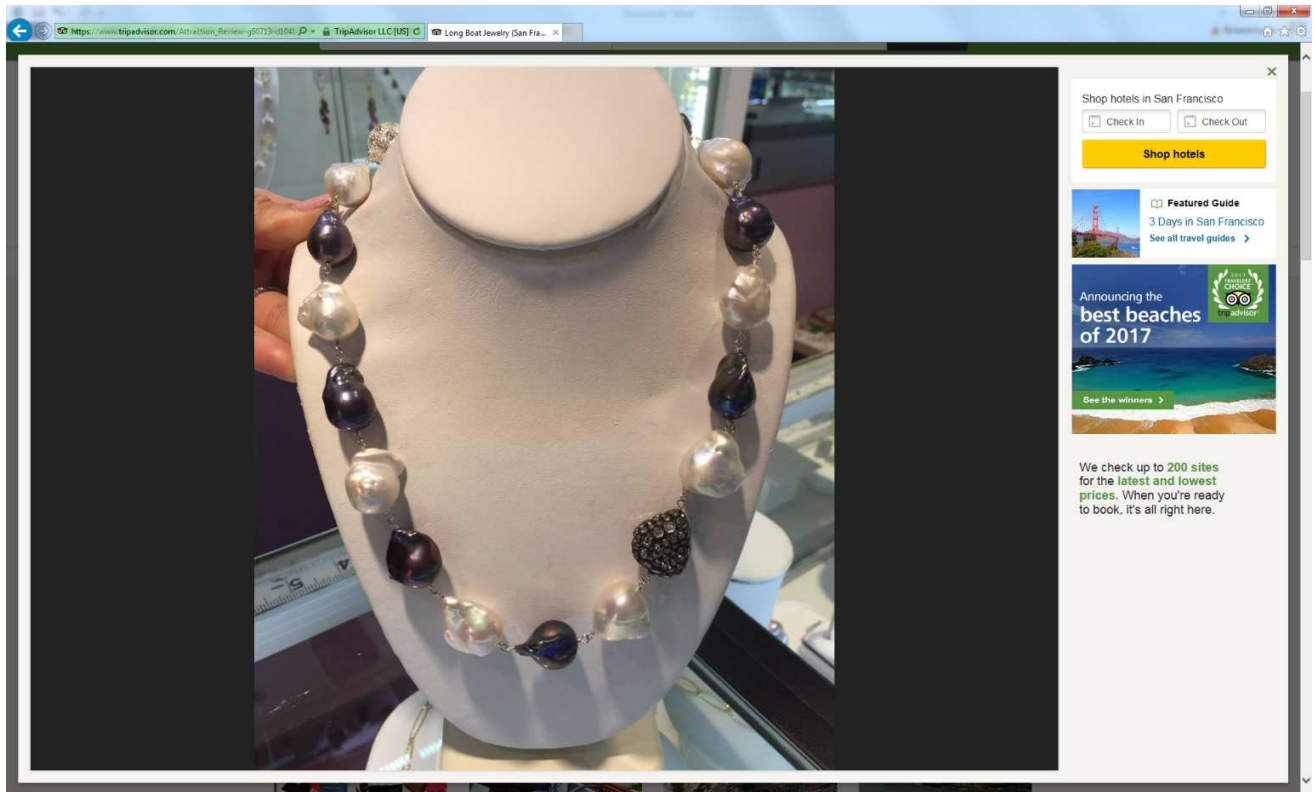


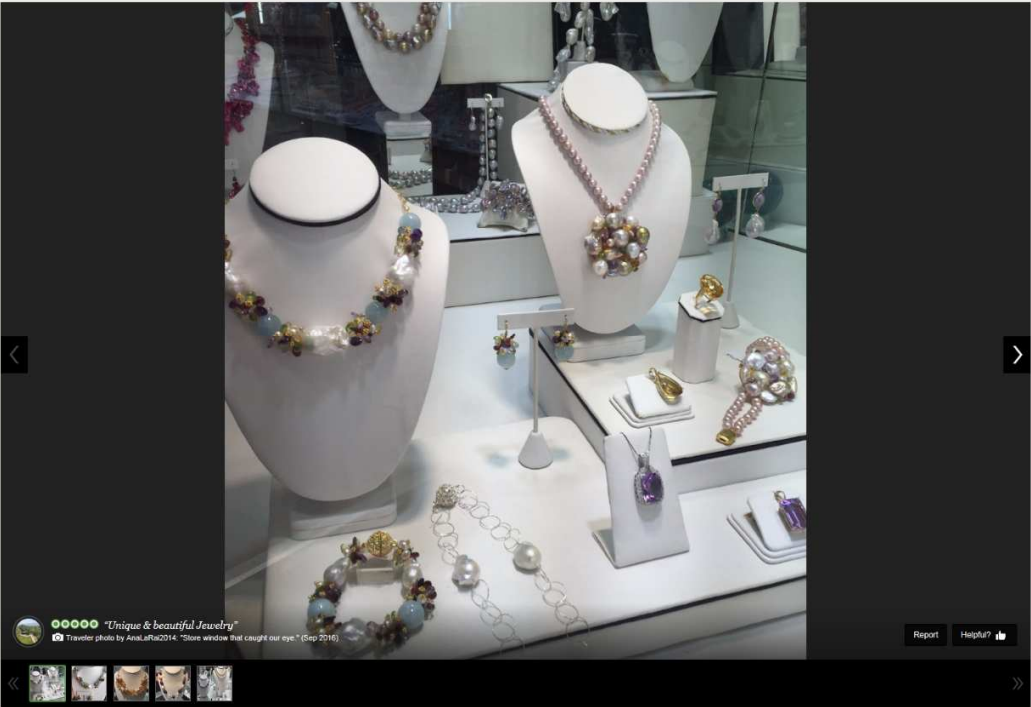












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Long Boat Jewelry, San Francisco: Address, Phone Number, Specialty &amp; Gift Shop Reviews

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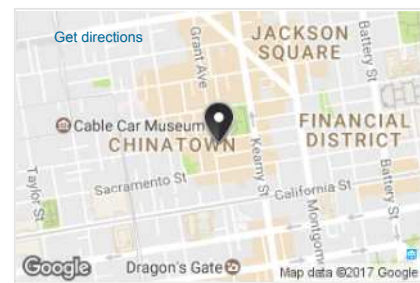
Near: San Francisco, California

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## Long Boat Jewelry

[Is this your business?](#)[2 Reviews](#) | [#105 of 285 Shopping in San Francisco](#)[Chinatown](#)[Gift & Specialty Shops, Shopping](#)

Is this attraction good for couples?

☐ Yes ☐ No ☐ Unsure

Address: 754 Grant Avenue, San Francisco, CA 94108

Phone Number: +1 415-433-5149

[Improve this listing](#)

Recommended length of visit: 1-2 hours

### TripAdvisor Reviewer Highlights

[Read all 2 reviews](#)

#### Visitor rating

Excellent	2
Very good	0
Average	0
Poor	0
Terrible	0

#### "Unique & beautiful Jewelry"

There are many many jewellery stores in China Town, but this one stood out. The pieces in their windows were unusual and unique so we ventured in. Lisa designs pieces in... [read more](#)

Reviewed September 2, 2016

AnaLaRai2014, Parksville, Canada

### Top Selling Tours & Activities in San Francisco



#### Outlet Shopping and Napa Winery Day Trip from...

Enjoy bargain hunting and wine tasting on a San Francisco outlet shopping and Napa Valley day trip. Aboard a luxury coach, you'll travel from the city to... [read more](#)

#### Big Bus San Francisco Hop-on Hop-off Tour

Ride a double-decker sightseeing bus to San Francisco's most famous landmarks with... [read more](#)

Duration: Varies



#### The One Day in San Francisco Tour with...

Embark on a 9-hour journey for a comprehensive 'Day in the Bay.' This tour will give you the opportunity to stop at 11 different locations, 5 various... [read more](#)

#### Alcatraz Tour plus Muir Woods, Giant Redwoods...

Experience some of the Bay Area's top attractions on this Alcatraz and Muir Woods tour that also includes a stop in Sausalito. At Muir Woods National... [read more](#)[See More Experiences](#)

Want the **lowest hotel prices**? You're in the right place. We check 200+ sites for you.



Unique & beautiful Jewelry - Long Boat Jewelry



Review ▾

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Near: San Francisco, California

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United States ▸ California (CA) ▸ San Francisco ▸ San Francisco - Things to Do ▸ Long Boat Jewelry

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GET YOUR 3RD NIGHT FREE.**

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SANTA BARBARA**  
THE AMERICAN RIVIERA

PLAN YOUR VISIT

## “Unique & beautiful Jewelry”

Review of [Long Boat Jewelry](#)



1 photo

### Long Boat Jewelry

754 Grant Avenue, San Francisco, CA 94108 (Chinatown)

+1 415-433-5149 [Improve this listing](#)

Ranked #105 of 285 Shopping in San Francisco

2 Reviews



AnaLaRai2014  
Parkville, Canada

Level 4 Contributor



30 reviews



8 attraction reviews



10 helpful votes

### “Unique & beautiful Jewelry”

Reviewed September 2, 2016

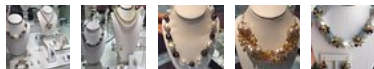
There are many many jewellery stores in China Town, but this one stood out. The pieces in their windows were unusual and unique so we ventured in.

Lisa designs pieces in silver and gold with Baroque pearls, and the store also carries fine jewelry.

Lisa assisted us in finding pieces that suited each of us and our budgets. She made adjustments to pieces, like changing the earring hooks to silver to match the set, as well as spoke of caring for our pearls.

The staff were friendly, knowledgeable and helpful.

If you are looking for beautiful and unique pieces, then I would highly recommend Long Boat Jewelry!



Visited September 2016

Helpful?



Thank AnaLaRai2014



Report

[Ask AnaLaRai2014 about Long Boat Jewelry](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



Hotels travelers are raving about...



**Hilton San Francisco  
Financial District**  
3,385 Reviews

San Francisco, CA  
0.1 miles from Long Boat Jewelry

Show Prices



**Omni San Francisco  
Hotel**  
4,774 Reviews

San Francisco, CA  
0.2 miles from Long Boat Jewelry

Show Prices



**The Ritz-Carlton, San  
Francisco**  
767 Reviews

San Francisco, CA  
0.2 miles from Long Boat Jewelry

Show Prices

[Hotels near Long Boat Jewelry](#)

2 reviews from our community

Write a Review

Visitor rating

Viewed attractions

Delete all



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Excellent Jewelry Store with Attentive... - Long Boat Jewelry



Review

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THE AMERICAN RIVIERA

PLAN YOUR VISIT

## "Excellent Jewelry Store with Attentive Sales Staff"

Review of [Long Boat Jewelry](#)



1 photo

### Long Boat Jewelry

754 Grant Avenue, San Francisco, CA 94108 (Chinatown)

+1 415-433-5149 [Improve this listing](#)

Ranked #105 of 285 Shopping in San Francisco

2 Reviews



travelfacets  
Virginia

Level 6 Contributor

122 reviews

36 attraction reviews

118 helpful votes

### "Excellent Jewelry Store with Attentive Sales Staff"

Reviewed June 26, 2016

This jeweler has been at their Chinatown location for many years. These merchants are very honest and friendly. They have good quality jewelry with very good value. They take their time helping customers, without pressure at all. Have purchased jewelry at this shop over the years, and always got good value for the money spent.

Visited December 2015

Helpful? [Thank travelfacets](#)

[Report](#)

[Ask travelfacets about Long Boat Jewelry](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

2 reviews from our community

[Write a Review](#)

Visitor rating

Excellent	2
Very good	0
Average	0
Poor	0
Terrible	0

2 reviews sorted by: [Date](#) | [Rating](#)

[English first](#)



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Things to Do Near Chinatown, San Francisco, CA

Find: Hotels, Restaurants, Things to Do

Near: San Francisco, California

Search

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## Things to Do near Chinatown

Grant Avenue, San Francisco, CA 94108

[Read Reviews of Chinatown](#)



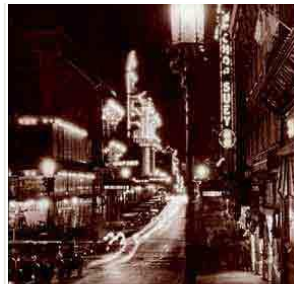
### Chinatown Kite Shop

#186 of 285 Shopping in San Francisco

4 reviews

717 Grant Ave, San Francisco, CA 94108-2113  
0.0 miles from Chinatown

"Not worth ur time" 11/30/2015  
"Not worth your time" 07/17/2015



### SF Chinatown Ghost Tours

#158 of 282 Tours in San Francisco

23 reviews

731 Grant Ave, San Francisco, CA 94108-2113  
0.0 miles from Chinatown

"This was a great tour" 09/13/2016  
"China Town walking tour" 06/06/2016



### Long Boat Jewelry

#105 of 285 Shopping in San Francisco

2 reviews

754 Grant Avenue, San Francisco, CA 94108  
0.0 miles from Chinatown

"Unique & beautiful Jewelry" 09/02/2016  
"Excellent Jewelry Store with A..." 06/26/2016



### EscapeSF

#2 of 54 Fun & Games in San Francisco

476 reviews

602 Kearny St, San Francisco, CA 94108-1805  
0.1 miles from Chinatown

"Had a blast." 02/28/2017  
"Super fun, highly recommend" 02/28/2017



### Big Bus Tours San Francisco

#37 of 282 Tours in San Francisco

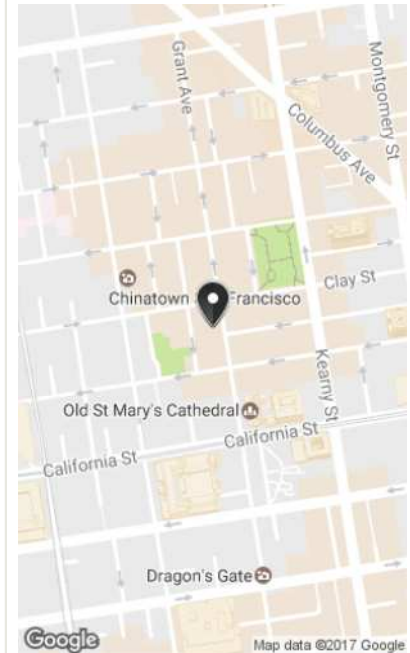
4,295 reviews

San Francisco, CA 94133  
0.1 miles from Chinatown

"It's a must" 03/07/2017  
"BIG BUS BLAKE - best tour guid..." 03/07/2017

### Map of Chinatown

[Things to Do](#) (1,506) | [Hotels](#) (228) | [Restaurants](#) (5,622)



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**Hilton San Francisco Financial District**

3,386 Reviews  
San Francisco, CA

[Read reviews](#)

**The Ritz-Carlton, San Francisco**

767 Reviews  
San Francisco, CA

[Read reviews](#)

**University Club San Francisco**

53 Reviews  
San Francisco, CA

[Read reviews](#)

[All hotels in San Francisco](#) (228)

### San Francisco weather essentials

Month  
High  
Low  
Precip  
Mar  
56°F  
43°F  
2 in  
Apr  
58°F  
44°F  
1 in  
May  
61°F





### Red Blossom Tea Company

#23 of 285 Shopping in San Francisco

27 reviews

831 Grant Ave, San Francisco, CA 94108-1708  
0.0 miles from Chinatown

"Tea Tasting at its Best!" 02/13/2017

"Nice Tea Shop with Great Servi..." 01/23/2017

47°F

0 in

Jun

65°F

48°F

0 in

Jul

66°F

49°F

0 in

Aug

67°F

51°F

0 in

[More weather for San Francisco](#)

C° | F°

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### Golden Gate Fortune Cookies Co

#8 of 285 Shopping in San Francisco

337 reviews

56 Ross Alley, San Francisco, CA  
0.1 miles from Chinatown

"Where your fortune begins." 03/05/2017

"Love, love, love this place!" 03/01/2017



### Old Cathedral of St. Mary

#135 of 528 things to do in San Francisco

50 reviews

660 California Street at Grant Avenue Chinatown, San Francisco, CA 94108  
0.1 miles from Chinatown

"The world has changed...." 03/04/2017

"Still needs money for renovati..." 10/09/2016



### Li Po Cocktail Lounge

#18 of 314 Nightlife in San Francisco

54 reviews

916 Grant Ave, San Francisco, CA  
0.1 miles from Chinatown

"One man and his bar." 02/18/2017

"Have the Mai Tai" 02/15/2017



### Portsmouth Square

#197 of 528 things to do in San Francisco

21 reviews

50 Walter U Lum Pl b/t Clay St & Washington St in Chinatown, San Francisco, CA 94108  
0.1 miles from Chinatown

"A really amazing place to see..." 12/29/2016

"Busy" 12/26/2016



### San Francisco Tours and Bike Rentals

#81 of 140 Outdoor Activities in San Francisco

19 reviews

615 Grant Ave, San Francisco, CA 94108-2433  
0.1 miles from Chinatown

"Best way to see the city and l..." 11/10/2016

"Family cycle to golden gate br..." 07/30/2016

### Tin How Temple



#259 of 528 things to do in San Francisco

[21 reviews](#)

125 Waverly Place, San Francisco, CA 94108  
**0.1 miles** from Chinatown

*"A snapshot in time of an old C..." 01/19/2017*  
*"Awesome but... not awesome." 10/26/2016*



### Canton Bazaar

#54 of 285 Shopping in San Francisco

[11 reviews](#)

616 Grant Ave, San Francisco, CA 94108-2402  
**0.1 miles** from Chinatown

*"Far Eastern fun shopping in th..." 03/04/2017*  
*"Top Notch Shop" 01/07/2017*



### Buddha Lounge

#93 of 314 Nightlife in San Francisco

[8 reviews](#)

901 Grant Ave, San Francisco, CA 94108-1301  
**0.1 miles** from Chinatown

*"Nice treat!" 11/10/2016*  
*"Hilarious" 06/29/2016*



### Norras Temple

#401 of 528 things to do in San Francisco

[1 review](#)

109 Waverly St, San Francisco, CA 94108  
**0.0 miles** from Chinatown

*"the best temple" 06/20/2012*

### Haight is Luv Tour

#223 of 282 Tours in San Francisco

[1 review](#)

745 Clay St, San Francisco, CA 94108-1802  
**0.1 miles** from Chinatown

*"Deep Insights into Haight - As..." 06/07/2014*

### Juno

#134 of 285 Shopping in San Francisco

[1 review](#)

658 Grant Ave Chinatown, San Francisco, CA 94108  
**0.1 miles** from Chinatown

*"Beautiful handmade jewelry" 01/17/2015*

### Kong Chow Temple



#416 of 528 things to do in San Francisco

3 reviews

855 Stockton Street, San Francisco, CA 94108  
0.1 miles from Chinatown

"Oldest temple" 11/30/2015

"The other oldest temple in the..." 09/14/2014

### Paulist Center at Old Saint Mary's

#165 of 285 Shopping in San Francisco

1 review

614 Grant Avenue, San Francisco, CA 94108  
0.1 miles from Chinatown

"Neat Find, Hidden Right Behind..." 02/22/2017



### Drag Me Along Tours

#237 of 282 Tours in San Francisco

1 review

733 Kearny St Portsmouth Square, San Francisco, CA 94108-1806  
0.1 miles from Chinatown

"Different, but fun and informa..." 05/19/2015



### Chinese Culture Center

#9 of 285 Shopping in San Francisco

49 reviews

750 Kearny St Third Floor, San Francisco, CA 94108-1809  
0.1 miles from Chinatown

"Chinatown Walking Tour" 03/03/2017

"History and tea" 01/18/2017



### Small Car Big Time Tours

#15 of 282 Tours in San Francisco

221 reviews

San Francisco, CA  
0.2 miles from Chinatown

"A Must DO!" 03/05/2017

"Fantastic Private Tour of San..." 01/17/2017



### Transamerica Pyramid

#86 of 528 things to do in San Francisco

215 reviews

600 Montgomery Street at Washington Street Financial District, San Francisco, CA 94111  
0.2 miles from Chinatown

"One of San Francisco's icons" 02/19/2017

"Cool building to look at, but..." 02/18/2017

### All About Chinatown Tours



#46 of 282 Tours in San Francisco

336 reviews

660 California St. Old St. Mary's Cathedral, San Francisco, CA 94164-0145  
0.2 miles from Chinatown

"The Highlight of a San Francis..." 02/27/2017

"Engaging and informative tour..." 02/22/2017



### St. Mary's Square

#284 of 528 things to do in San Francisco

9 reviews

651 California St Between Kearny Street and Quincy Street  
Chinatown, San Francisco, CA 94108-2506  
0.1 miles from Chinatown

"Take a Break and sit down" 10/03/2016

"Nice little garden for picnic!" 09/03/2016



### Wok Wiz Chinatown Tours

#30 of 97 Food & Drink in San Francisco

90 reviews

Hilton Financial District, 750 Kearny St., San Francisco, CA 94108  
0.1 miles from Chinatown

"Fascinating Classic Chinatown..." 02/11/2017

"Excellent Tour" 01/24/2017



### Chinese Historical Society of America

#201 of 528 things to do in San Francisco

22 reviews

965 Clay Street Chinatown, San Francisco, CA 94108  
0.1 miles from Chinatown

"Very timely and relevant" 02/23/2017

"very enlightening" 12/05/2016



### Market Street Railway

#59 of 528 things to do in San Francisco

267 reviews

San Francisco, CA  
0.2 miles from Chinatown

"Really cool old fashioned cabl..." 02/24/2017

"ride" 02/22/2017



### Vital Tea Leaf

#11 of 285 Shopping in San Francisco

71 reviews

509 Grant Ave., San Francisco, CA 94133  
0.2 miles from Chinatown

"Delicious teas and no sales pr..." 02/19/2017

"Interesting and informative" 12/04/2016

### San Francisco Native Tours



#17 of 97 Food & Drink in San Francisco

[78 reviews](#)

600 Montgomery St Transamerica Redwood Park fountain, San Francisco, CA 94111-2702  
**0.2 miles** from Chinatown

*"Parks pints and politics"* 03/07/2017

*"History, Food Samplings, Beaut..."* 02/22/2017

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Top 10 Gift & Specialty Shops in Chinatown (San Francisco)



Review

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Near: San Francisco, California

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## Gift & Specialty Shops in Chinatown

Sort by:

Ranking

Book Online

[View Map](#)

Attraction Type:

Clear

Sights & Landmarks (10)

Tours (9)

Shopping (15)

Gift & Specialty Shops (13)

Art Galleries (2)

Airport Shops (0)

Antique Stores (0)

Department Stores (0)

Factory Outlets (0)

Farmers Markets (0)

Fashion Shows & Tours (0)

Flea & Street Markets (0)

More

Nightlife (9)

Spas & Wellness (3)

Fun & Games (3)

Nature & Parks (2)

Outdoor Activities (1)



### City Lights Booksellers

#2 of 285 Shopping in San Francisco

667 reviews

"Book Lover's Paradise" 03/07/2017

"My favorite place in SF" 03/04/2017

Match: Gift & Specialty Shops



### Golden Gate Fortune Cookies Co

#8 of 285 Shopping in San Francisco

337 reviews

"Where your fortune begins." 03/05/2017

"Love, love, love this place!" 03/01/2017

Match: Gift & Specialty Shops



### Vital Tea Leaf

#11 of 285 Shopping in San Francisco

71 reviews

"Delicious teas and no sales pressu..." 02/19/2017

"Interesting and informative" 12/04/2016

Match: Gift & Specialty Shops



### Red Blossom Tea Company

#23 of 285 Shopping in San Francisco

27 reviews

"Tea Tasting at its Best!" 02/13/2017

"Nice Tea Shop with Great Service" 01/23/2017

Match: Gift & Specialty Shops



### Molinari Delicatessen

#24 of 285 Shopping in San Francisco

27 reviews

"Authentic Italian Food" 01/11/2017

"Great sandwiches. Cool place!" 10/30/2016

Match: Gift & Specialty Shops

2 Tours Available

from USD  
**\$25.00\***

[More Info](#)

1 Tour Available

from USD  
**\$50.00\***

[More Info](#)

1 Tour Available

from USD  
**\$20.00\***

[More Info](#)

Food &amp; Drink (2)

More

NEIGHBORHOOD:

Clear

Union Square (29)

Mission District (19)

North Beach / Telegraph Hill (16)

Marina District (16)

Fisherman's Wharf (14)

Chinatown (13)

Haight-Ashbury (12)

Financial District (12)

Pacific Heights (11)

More

**Canton Bazaar**

#54 of 285 Shopping in San Francisco

12 reviews

"Far Eastern fun shopping in the he..." 03/04/2017  
 "Top Notch Shop" 01/07/2017

Match: Gift &amp; Specialty Shops

**Mee Mee Bakery**

#60 of 285 Shopping in San Francisco

7 reviews

"Excellent fortune cookies and almo..." 02/15/2017  
 "Delicious Fresh Fortune Cookies" 07/20/2015

Match: Gift &amp; Specialty Shops

**Long Boat Jewelry**

#105 of 285 Shopping in San Francisco

2 reviews

"Unique & beautiful Jewelry" 09/02/2016  
 "Excellent Jewelry Store with Atten..." 06/26/2016

Match: Gift &amp; Specialty Shops

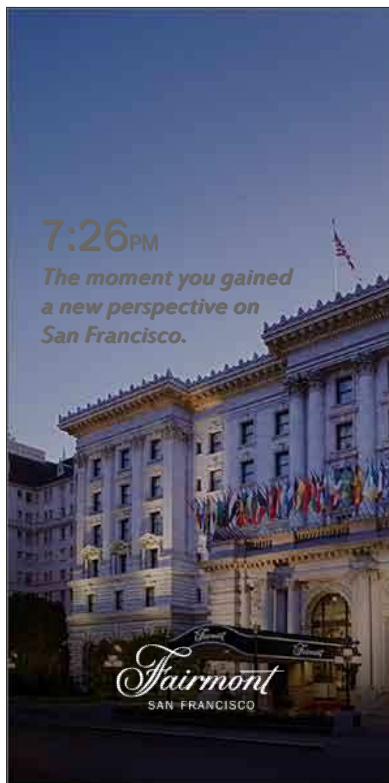
**Juno**

#134 of 285 Shopping in San Francisco

1 review

"Beautiful handmade jewelry" 01/17/2015

Match: Gift &amp; Specialty Shops

**Paulist Center at Old Saint Mary's**

#165 of 285 Shopping in San Francisco

1 review

"Neat Find, Hidden Right Behind Old..." 02/22/2017

Match: Gift &amp; Specialty Shops

**Sophia's Choice Gift Shop**

#172 of 285 Shopping in San Francisco

1 review

"Chinatown tourist trap but so help..." 10/29/2016

Match: Gift &amp; Specialty Shops

**Chinatown Kite Shop**

#186 of 285 Shopping in San Francisco

4 reviews

"Not worth ur time" 11/30/2015  
 "Not worth your time" 07/17/2015

Match: Gift &amp; Specialty Shops

**Lucky Dragon Gift Shop**

#193 of 285 Shopping in San Francisco

1 review

"Cheated" 05/20/2015

## Sponsored Attraction

The **Asian Art Museum** is one of San Francisco's premier arts institutions and home to a world-renowned collection of Asian art spanning 6000 years of history.



[Read more about The Asian Art Museum of San Francisco »](#)

Description provided by: [The Asian Art Museum of San Francisco](#)

Match: [Gift & Specialty Shops](#)

San Francisco weather essentials

Month  
High  
Low  
Precip  
Mar  
56°F  
43°F  
2 in  
Apr  
58°F  
44°F  
1 in  
May  
61°F  
47°F  
0 in  
Jun  
65°F  
48°F  
0 in  
Jul  
66°F  
49°F  
0 in  
Aug  
67°F  
51°F  
0 in  
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*Filing Date:* March 8, 2017  
*Case No.:* 2017-002868LBR  
*Business Name:* Long Boat Jewelry  
*Business Address:* 754 Grant Avenue  
*Zoning:* CVR (Chinatown-Visitor Retail)/  
50-N Height and Bulk District  
*Block/Lot:* 0226/040  
*Applicant:* Rosita Young, Owner  
754 Grant Avenue  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Long Boat Jewelry is a family-owned and –operated Chinatown business offering custom-made and imported jewelry from Hong Kong since 1981. Founded by Rosita Young, Long Boat Jewelry has become an integral part of the Chinatown community, providing a wide variety of unique and authentic products imported directly from Hong Kong. Rosita Young moved to the United States from Taiwan in 1970 and worked for a financial company for some time before opening a restaurant in Redwood City in 1978. While working at her restaurant, Rosita was approached by a friend who convinced her to go into the jewelry business. Rosita eventually closed her restaurant and began working in the wholesale jewelry business with her friend, traveling throughout the country to display jewelry. She eventually established a jewelry retail business so that she could be close to home and could begin to gain a customer base and name recognition.

In 1981, Long Boat Jewelry was opened and became an official retail location in the Chinatown neighborhood, originally at 881 Grant Avenue. The shop moved to a larger location at 754 Grant Avenue two years later. The business has remained consistently busy as it is located along the main commercial corridor of Chinatown and has become an integral part of the community as the corridor is largely defined by a dense concentration of markets and shops selling Asian products. Long Boat Jewelry is part of this community, bringing a unique and authentic array of jewelry stock from Hong Kong. Most businesses along Grant Ave and surrounding streets are owned and operated by families of Asian immigrants, all arriving to San Francisco over the past 30 or more years. Long Boat has made a commitment to remaining as part of the Grant Avenue and will continue to be an asset to the Asian family-owned and –operated businesses that make up the cultural fabric of Chinatown.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1981

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

Yes, Long Boat Jewelry qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Long Boat Jewelry has operated for 36 years.
- ii. Long Boat Jewelry has contributed to the Chinatown community's history and identity by operating continuously for 35 years as a family-owned and family-operated business along Chinatown's main commercial corridor with surrounding businesses that are owned and operated by families of Asian immigrants, maintaining a strong community of familial businesses. The business has contributed to this community through its traditional business model, providing imported and custom-made jewelry to residents and visitors of the Chinatown neighborhood. Long Boat Jewelry has become an integral part of Chinatown, continuing the long-standing traditions of the jewelry industry.
- iii. Long Boat Jewelry is committed to maintaining the physical features or traditions that define its presence as a traditional but unique, family-owned and operated retail and wholesale jewelry shop.

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

The business is associated with the art of custom made and imported jewelry.

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

The 1907 property is considered a "Category A Property" as it is located within the California and National Register eligible Chinatown Historic District.

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

The property is within the identified-eligible California and National Register Chinatown Historic District.

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

No.

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

The business has not been cited in published literature, newspapers, journals, etc.

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

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

- 754 Grant Avenue

**Recommended by Applicant**

- Statues of Chinese warriors above the front awning
- Mural at residential floors depicting Chinese warriors against a blue-green background
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store
- Location along Grant Avenue in Chinatown

- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom-made pieces





# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Resolution No. 858 HEARING DATE APRIL 5, 2017

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2017-002868LBR  
*Business Name:* Long Boat Jewelry  
*Business Address:* 754 Grant Avenue  
*Zoning:* CVR (Chinatown-Visitor Retail)/  
50-N Height and Bulk District  
*Block/Lot:* 0226/040  
*Applicant:* Rosita Young, Owner  
754 Grant Avenue  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LONG BOAT JEWELRY, CURRENTLY LOCATED AT 754 GRANT AVENUE (BLOCK/LOT 0226/040).**

**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 Chinatown 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 5, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission** hereby recommends that Long Boat Jewelry 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 Long Boat Jewelry

*Location (if applicable)*

- 754 Grant Avenue

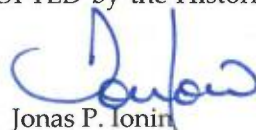
*Physical Features or Traditions that Define the Business*

- Statues of Chinese warriors above the front awning
- Mural at residential floors depicting Chinese warriors against a blue-green background
- Black-tiled bulkhead with large display windows with uncluttered, clear view into the store
- Location along Grant Avenue in Chinatown
- Tradition of offering unique jewelry imported from Hong Kong and personalized or custom-made pieces

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission's** findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-002868LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.



Jonas P. Ionin  
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: April 5, 2017