



# Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 28, 2016

## BLUE BEAR SCHOOL OF MUSIC

*Application No.:* LBR-2016-17-013  
*Business Name:* Blue Bear School of Music  
*Business Address:* 2 Marina Blvd., Building D  
*District:* District 2  
*Applicant:* Alycia Moore, Manager of Individual Giving  
*Nomination Date:* August 30, 2016  
*Nominated By:* Supervisor Mark Farrell  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Blue Bear School of Music is a 501(c)(3) non-profit organization that provides affordable music education and is well known for their contributions to the music community. The organization is located in the Fort Mason Center in the Marina neighborhood. Founded in 1971, Blue Bear School provides onsite free and offsite affordable musical programming to underprivileged students and schools. The school has continued to serve San Francisco by also granting individually funded music programming to assist underserved neighborhoods. Apart from onsite programs and classes, the school also offers over 20 offsite programs as well as a scholarship program, which annually offers scholarships to their neediest students to help with nourishing their musical talents and futures. The school has succeeded in pursuing its mission, "Playing music changes lives," by promoting and offering free or affordable musical instruction to members of the San Francisco community.

### 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:

2403 Ocean Avenue from 1971-1978 (7 years)  
2 Marina Blvd., Building D from 1978-Present (38 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 Marina 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:



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- Blue Bear School of Music is associated with the art and tradition of teaching music and supporting their students' talents.
- Bear School of Music has contributed to the San Francisco community's history and identity by continuously offering an extensive selection of music programming that includes grant and individually funded programs for underprivileged children. These programs come at no cost to students and are intended to uphold the school's philosophy of offering free or affordable music education to all. Additionally, the school is known as being the "Original School of Rock and Roll" and has helped thousands of students over the years learn and explore the art of playing music.
- The property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that is individually listed in the California Register and National Register and is listed as a contributor to the Black Point Historic District and the Fort Mason Historic District.
- The business has been cited in the following publications:
  - In the Know Magazine, April 1976, "It's Be-Bop, Funk, And Amplifiers at the First College of Rock 'n' Roll," by Peter Tatiner.
  - BAM Magazine, 3/16/1979, "Learning How to Rock and Roll at Blue Bear," by Laura Ost.

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

Yes, Blue Bear School of Music is committed to maintaining the physical features that define its tradition of offering affordable or free music programming, scholarships and support to underprivileged students.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Blue Bear School of Music 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:

- Continued tradition of offering musical instruction that is free or very affordable.
- Classroom spaces and spaces that allow students to practice and enhance their musical skills.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Blue Bear School of Music currently located at 2 Marina Blvd., Building D in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



## Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 28, 2016

### BLUE BEAR SCHOOL OF MUSIC

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

<i>Application No.:</i>	LBR-2016-17-013
<i>Business Name:</i>	Blue Bear School of Music
<i>Business Address:</i>	2 Marina Blvd., Building D
<i>District:</i>	District 2
<i>Applicant:</i>	Alycia Moore, Manager of Individual Giving
<i>Nomination Date:</i>	August 30, 2016
<i>Nominated By:</i>	Supervisor Mark Farrell
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

#### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BLUE BEAR SCHOOL OF MUSIC, CURRENTLY LOCATED AT 2 MARINA BOULEVARD, BUILDING D.**

**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 November 28, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Blue Bear School of Music 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 Blue Bear School of Music:

Physical Features or Traditions that Define the Business:

- Continued tradition of offering musical instruction that is free or very affordable.
- Classroom spaces and spaces that allow students to practice and enhance their musical skills.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 28, 2016.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-013  
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*District:* District 2  
*Applicant:* Alycia Moore, Manager of Individual Giving  
*Nomination Date:* August 30, 2016  
*Nominated By:* Supervisor Mark Farrell

**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

2403 Ocean Avenue from 1971-1978 (7 years)  
2 Marina Blvd., Building D from 1978-Present (38 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:** October 3, 2016

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisor  
District 2



City and County of San Francisco

**MARK FARRELL**

August 30, 2016  
San Francisco Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate the Blue Bear School of Music to the Legacy Business Registry of San Francisco. The Blue Bear School of Music has provided affordable music education in San Francisco for the past 44 years.

The Blue Bear School of Music first opened in 1971. Originally serving from Ocean Avenue, The School moved to Fort Mason in 1979. The Blue Bear School has continued to serve San Francisco as a 501c3 non-profit organizations, while granting individually funded programing to assist underserved neighborhoods. Well known for their contribution to the music community, The Blue Bear School embodies the definition of San Francisco community ideals.

The Blue Bear School has stood out among small businesses for their exemplary service of providing a valuable resource to the San Francisco Music community for 44 years.

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell".

Mark E. Farrell  
San Francisco Supervisor, District 2

## 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:		
Blue Bear School of Music.		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
We are a 501 c(3) but our highest ranking member is our Executive Director - Dr. Steven Savage		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
2 Marina Blvd. Bldg. D. SF, CA 94123	(415) 673-3600	
	EMAIL:	
	alycia@bluebearmusic.org	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
bluebearmusic.org	facebook.com/BlueBearMusic	yelp.com/blue-bear-school-of-music
APPLICANT'S NAME		
Alycia Moore		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
Manager of Individual Giving		
APPLICANT'S ADDRESS:	TELEPHONE:	
1512 Taraval St. apt 2 San Francisco, CA 94116	(415) 673-3600	
	EMAIL:	
	alycia@bluebearmusic.org	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0394831		C1279256
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
2403 Ocean Avenue	94127	1971
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	7 years	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2 Marina Blvd. Bldg. P. SF, CA	94123	Start: 1978 End: Present

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

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

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

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

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



## Section Three:

### Disclosure Statement.

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

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

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

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

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

Alucia Moore

Name (Print):

09/15/2016

Date:



Signature:

## **Blue Bear School of Music Historical Narrative**

### **Criterion 1**

*a. Short history of the business from the date the business opened in San Francisco to the present day, including the ownership history.*

Blue Bear School of Music, a nonprofit organization, was founded as "Blue Bear Waltzes School of Genuine Music" in the summer of 1972 by a rock band called "Wolfgang & Strauss" — "Wolfgang" was a dog; "Strauss" were two brothers in the band. When naming the school, the brothers Strauss whimsically recalled Johann Strauss's "Blue Danube Waltz," substituting the Bear River for the Danube, and the rest is history.

In 1978, operations moved from the original storefront on Ocean Avenue to Fort Mason Center, where Blue Bear has thrived and evolved to its current state of more than 850 music-loving students per quarter.

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

We have not ceased operations at any point since we were founded. We moved locations in 1978 when Fort Mason Center opened and have been here ever since.

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

We are a 501(c)(3) nonprofit organization and not owned by any private entities.

For a period in the mid-1970s, when the founding members moved on, Blue Bear was run by a co-operative of teachers and students.

Blue Bear's current Board of Trustees and Staff includes former "Wolfgang & Strauss" members Dr. Steve Savage (Executive Director) and Richard Strauss along with Electric Orchestra & Folk Chorus (and Blue Bear Association) members Bonnie Hayes and Carol Snow. Day-to-day operations are under the direction of Dennis Criteser, a former student who has been associated with the school for 35+ years.

### **Criterion 2**

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

We have significant historical value to San Francisco, and the breadth of our programming is extensive. Not only do we operate at our main location at Fort Mason, we offer community programs throughout San Francisco (See Exhibit A). This includes grant and individual funded programs that teach underprivileged children in community centers and schools. These don't cost the students anything, and is representative of our overall philosophy of "offering free or affordable music education to all."

*b. How the business is associated with significant events in the neighborhood, the City, or the business industry.*

We are very well known in the San Francisco community as being the Original School of Rock and Roll. We have helped over 35,000 students learn the joys of playing music at our Fort Mason Campus alone. For our community programs, we help over 500 students annually at our various locations.

*c. Significant or historical people with whom the business is associated.*

Some of our famous students include Anion Salazar from Third Eye Blind, Gina Graziano who is now affiliated with DIS/ Twin Records, and Howard Wiley who has performed at the San Francisco Jazz Festival and has won a Grammy for one of his albums. (Exhibit D)

*d. How the business demonstrates its commitment to the community.*

Our scholarship and sliding scale programs are some that we are most proud of. Each year, depending on amount of funding we have, we give scholarships to our neediest students. This year, it has been two teenagers who both love singing, songwriting, piano, and guitar. We've gotten them to perform at venues with us, including at larger venues like The Fillmore. We are incredibly proud of them and all that they've accomplished — please see the attached photos of them rockin' out! (Exhibits E + F).

In addition, we have 22 offsite programs (and growing!). They range from semester to semester. We offer needs based curriculum to students of need in underserved neighborhoods like the Tenderloin and Bayview communities. For example, at our Bayview YMCA location, we have a digital audio studio where we work with students from the community and teaching them how to use Ableton and make mix tapes of their work (Exhibit B) Another example is at our Tenderloin Community Center location where we teach a group of 10-15 students at the center to play any instrument they'd like to learn. Before the holidays, they perform at a Christmas party for Up on Top and showcase their newly learned skills (Exhibit C).

*f. A description of the community the business serves.*

Our community is very San Franciscan — diverse and unique. At our Fort Mason Campus, we offer many different programs. They range from classes for toddlers (ages 6 months to 5 years), Teenage Band Workshops (12-18 years old), Teen Private Lessons, Adult Band Workshops, Adult Group Classes, Adult Private Lessons, and more. Each semester, we try to offer new and innovative programming to meet the needs of our students. We offer a variety of instruments --- from singing to ukulele with everything in between. We are an asset to the Marina Community and are a staple business located here.

*g. How the business is associated with a culturally significant building/structure/site/ object/or interior.*

Our Fort Mason location is an icon in the Marina neighborhood. The inside of the school has not changed significantly since the day we moved in. The interior of the school today looks much the same as it does in photographs from the late 1970s.

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

If Blue Bear were to shut down, San Francisco would lose a valued institution that has helped countless students pursue their passions of playing music. Our mission statement is "Playing Music Changes Lives" — and in our 45 year history, we have succeeded in this mission.

### **Criterion 3**

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

Blue Bear is the original school of Rock and Roll. We have maintained that character by offering musical instruction that is free, or very affordable, for almost 45 years to the San Francisco community. In addition, the people we hire to teach are local musicians themselves. Many of them perform outside of Blue Bear, and pursue their own musical endeavors in their spare time. This tradition dates back to when we first opened in 1972, in which we wanted to give refuge to teachers as a side source of income while they pursued their own careers.

*b. How the business demonstrates 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).*

While we have expanded our offerings since 1972 to include pop and other genres, our main focus is still rock and roll. Each semester, we offer new opportunities to learn something different --- from your shower singers to your semi-professionals. We are proud of our Rock and Roll history and plan on maintaining our school to continue this tradition.

**Results Detail**

Last statement filed on: 5/6/2015

<b>Corporation</b>				
BLUE BEAR SCHOOL OF MUSIC				
<b>Number:</b> C1279256	<b>Incorporation Date:</b> 6/19/1985	<b>Status:</b> Active		
<b>Jurisdiction:</b> CA	<b>Type:</b> Domestic Nonprofit			
<b>Address</b>				
FORT MASON CENTER, 2 MARINA BLVD. BLDG. D				
SAN FRANCISCO, CA 94123				
<b>Agent For Service Of Process</b>				
DENNIS D CRITESER				
BLUE BEAR, FORT MASON CENTER, 2 MARINA BLVD. BLDG. D				
SAN FRANCISCO, CA 94123				

Please review this information to determine if you have located the correct corporation. The corporation is not yet due to file the required statement; therefore, this filing must be filed either by mail or at our public counter in Sacramento. Refer to [Statement of Information](#) for the forms and instructions.

[Search Results](#)[New Search](#)

## INTERNAL REVENUE SERVICE

DEPARTMENT OF THE TREASURY

Date: DEC 1, 1985

Blue Bear School of Music  
Bldg. D, Fort Mason  
San Francisco, CA 94123

EIN: 94-2243418  
Accounting Period Ending:  
December 31  
Form 990 Required: Yes  
Person to Contact: Taxpayer  
Service Representative  
Contact Telephone Number:  
(800) 424-1040

Dear Applicant:

Based on the information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 505(a)(1) and 170(b)(1)(A)(ii).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

The box checked in the heading of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If Yes is checked, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

Box 36001, San Francisco, CA. 94102

Letter 947(DO) (10-83)

## INTERNAL REVENUE SERVICE

## DEPARTMENT OF THE TREASURY

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

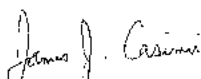
This determination letter, as it pertains to your school operation, is predicated on the understanding that you will comply with the provisions of Revenue Procedure 75-50, or other directives of the Internal Revenue Service as may become current.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

  
Acting District Director

Box 36001, San Francisco, CA. 94102

Letter 947(DO) (10-83)

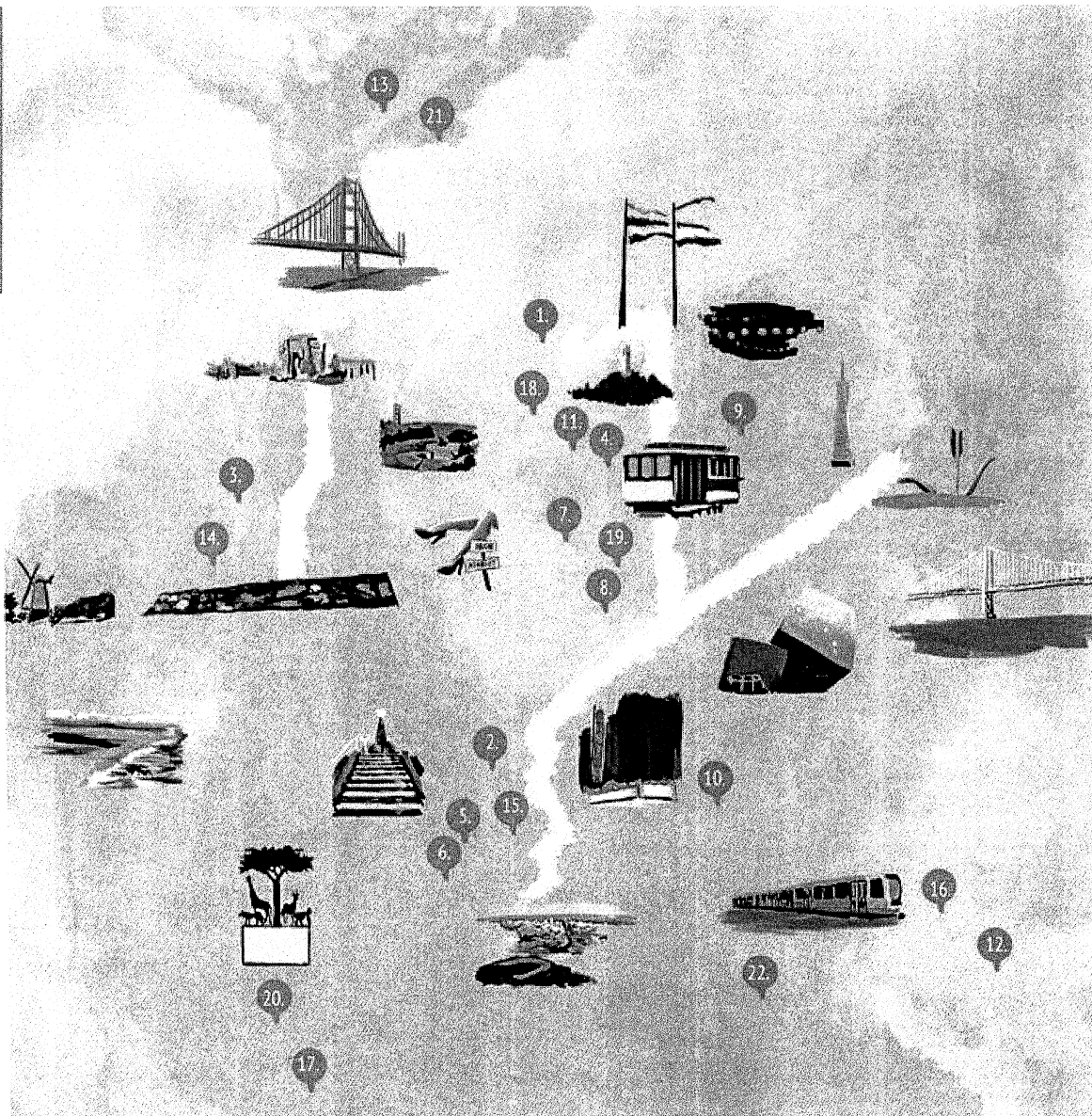
## **EXHIBIT A**





## Community Programs

1. Blue Bear (Main Campus)
2. Rooftop Elementary School
3. George Peabody Elementary School
4. Creative Arts Charter School
5. Academy of Arts and Sciences
6. Miraloma Elementary School
7. Gateway Middle School
8. The Mix at the SF Public Library
9. St. Vincent de Paul Society
10. St. Joseph's Family Center
11. Tenderloin Recreation Center
12. Bayview/Hunters Point YMCA
13. The Ranch Community Center
14. Argonne Elementary School
15. Alvarado Elementary School
16. Bayview Opera House
17. Brandeis Hillel Jewish Day School
18. SF Montessori School
19. GLIDE Youth Ministries
20. Brandeis Hillel Day School
21. Bel Aire Elementary School
22. Visitacion Valley Middle School



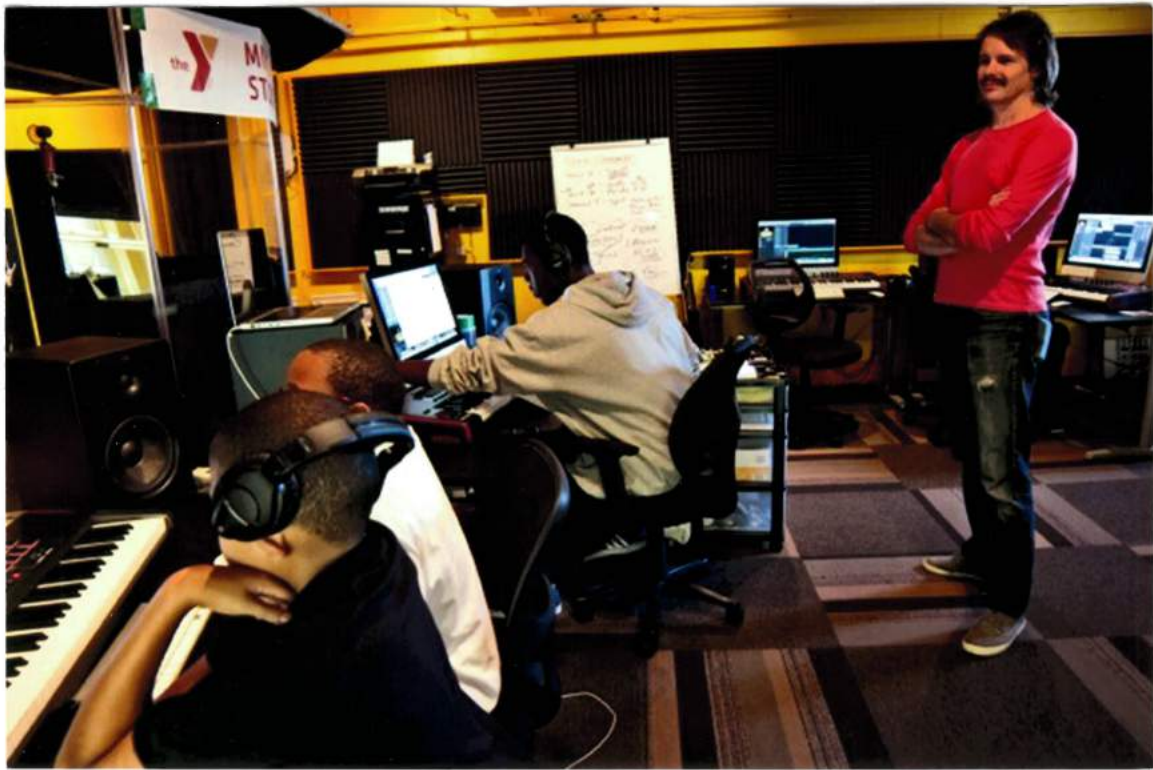




Students performing with headliner Allen Stone at the recent annual Spring Benefit at The Fillmore

## **EXHIBIT B**







## **EXHIBIT C**









## **EXHIBIT D**

# **where are they now?**

*an update on some former Blue Bear scholarship winners*



Essence Goldman, Scholarship Winner in 1994 and 1995, graduated in May of 1997 from San Francisco State with a degree in Organizational Speech Communications, and also completed an internship at Polygram Records tracking sales and promoting alternative artists. She recently completed her independent release, "Conception." Essence now works as a college marketing rep for Universal Distribution and continues to be an active performer in San Francisco clubs. One of her songs has been chosen for use in an episode of Nash Bridges.

**essence**



Following her year of study at Blue Bear, 1989 Scholarship Winner Gina Graziano picked up and moved to Austin, Texas with her entire band and spent the next five years writing, singing and playing there. Gina and her band, the novellas, released an independent CD in 1994 and are also featured on "So What," a tribute to the Replacements on DIS/Twin Records.

**gina graziano**



**THIRD EYE BLIND**

Arion Salazar (2nd from left), Scholarship Winner in 1988, is the bassist for Third Eye Blind, whose debut Elektra release is now in the stores. Arion previously saw major label action as bassist for Fungo Mungo, whose Island Records album was released in 1992. Arion also continues to play bass in Curveball, a dynamic Bay Area cover band.

**HOWARD WILEY**

Howard Wiley first won a Blue Bear Scholarship in 1992 at the age of thirteen. Also a Scholarship Winner in 1993, 1994 and 1995, Howard has performed at the San Francisco Jazz Festival, the Huntington Beach Jazz Festival, at B.B. King's Blues Club (Universal Studios, CA) and the Museum of Contemporary Art in Chicago, IL. He has received the Down Beat Blues/Pop/Rock Instrumentalist award for best soloist and the MVP award for the Grammy All-American Jazz Band. Howard released his debut CD "Businessman" in 1995.



## **EXHIBIT E**



Zach pictured playing guitar at the Blue Bear School of Music benefit on September 6, 2016

## **EXHIBIT F**



Charlotte singing at the Blue Bear School of Music benefit on September 6, 2016



**MISCELLANEOUS PHOTOGRAPHS,  
EPHEMERA AND MEMORABILIA**



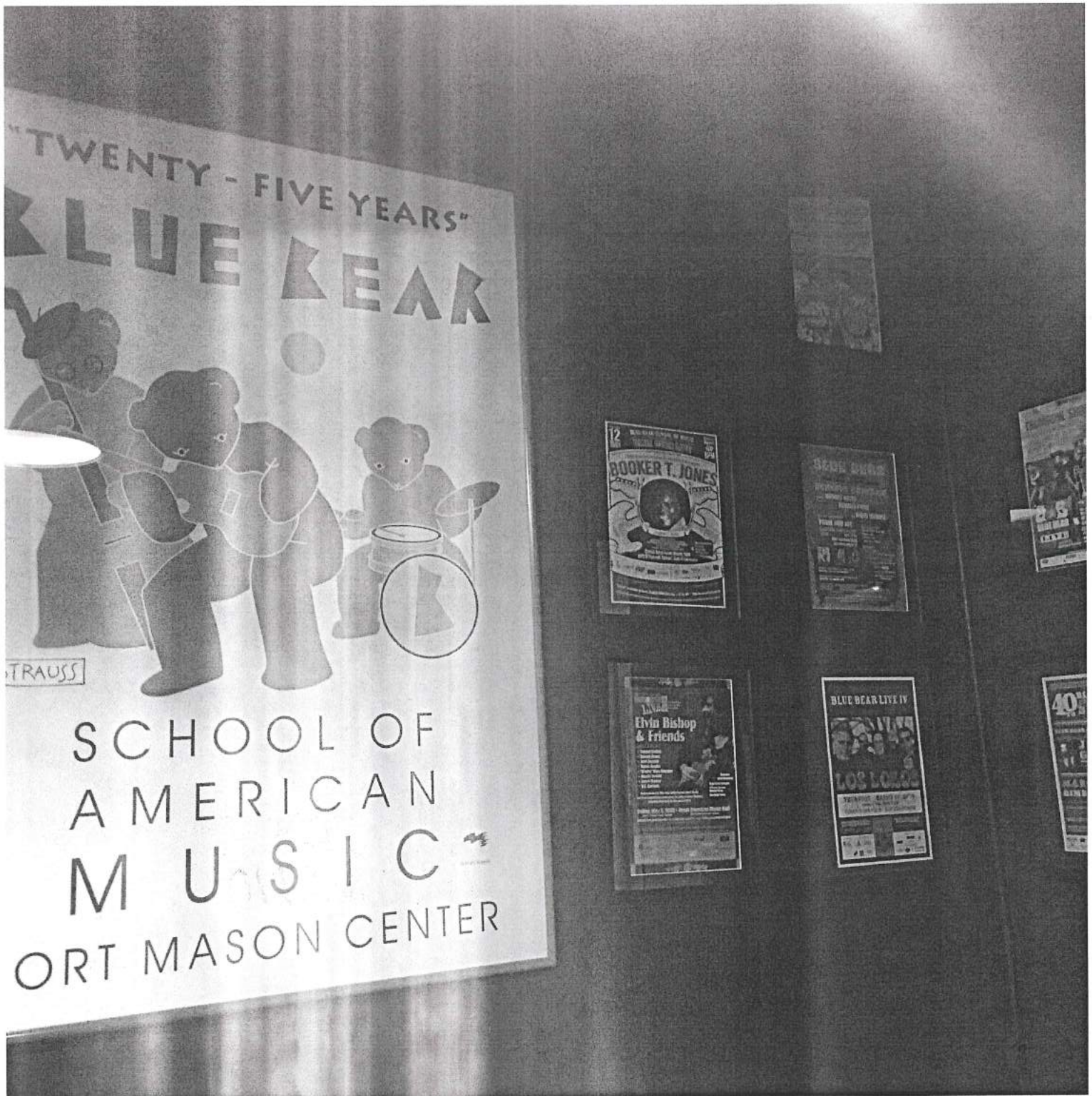


Current exterior photograph



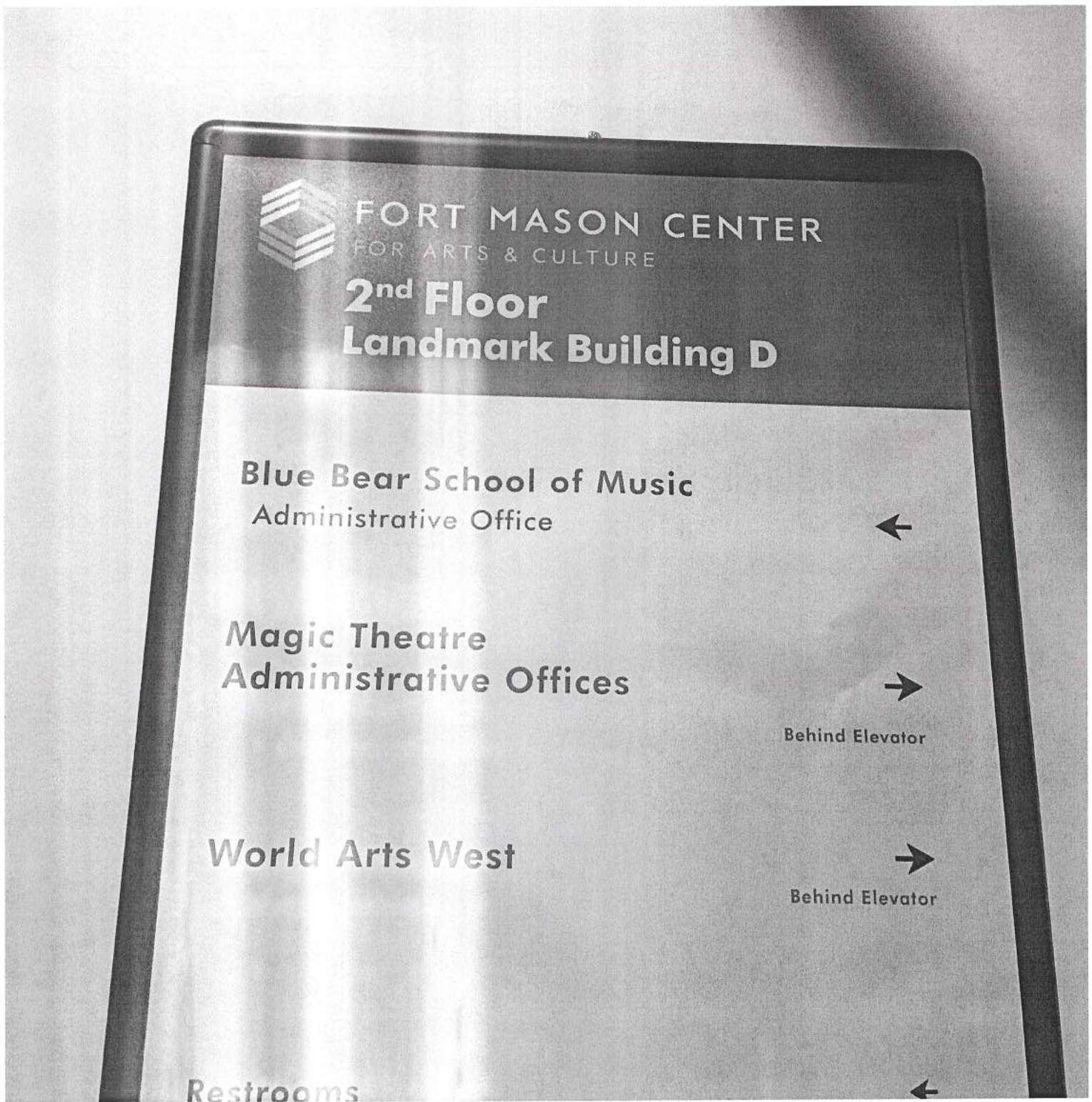
Office front door, inside 2 Marina Blvd.





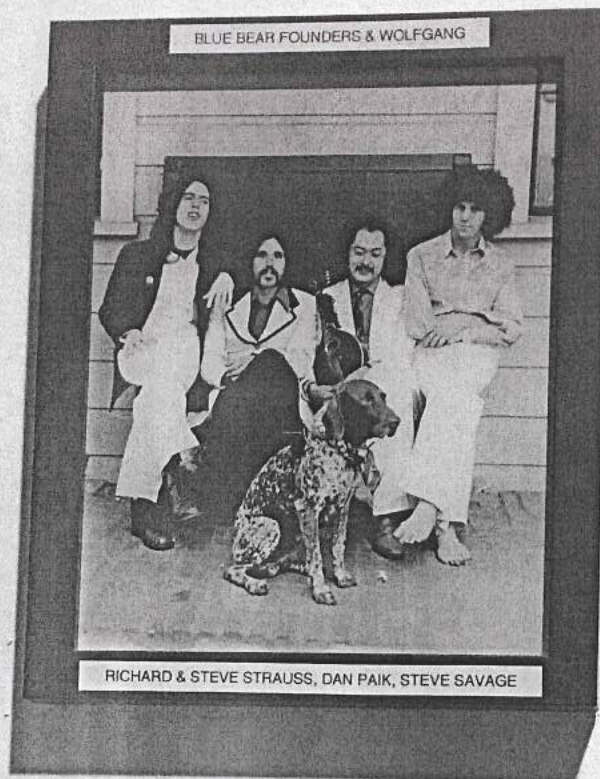
Old posters on the wall near the reception desk.





Directional signage





Photographs of the organization's founders





Photograph from 1980 after the organization's move to Fort Mason





BLUE BEAR SCHOOL OF MUSIC 1988 SCHOLARSHIP WINNERS  
 Left to right: Seth Hamblin, DeTrina Lorena, Arion Salazar, Justin Hibbard



**1988 SCHOLARSHIP SUPERSPONSOR**  
 FUN PRODUCTIONS

**1988 SCHOLARSHIP SPONSORS**  
 MONTEREY PENINSULA ARTISTS  
 BAM MAGAZINE  
 CHRIS HAYES

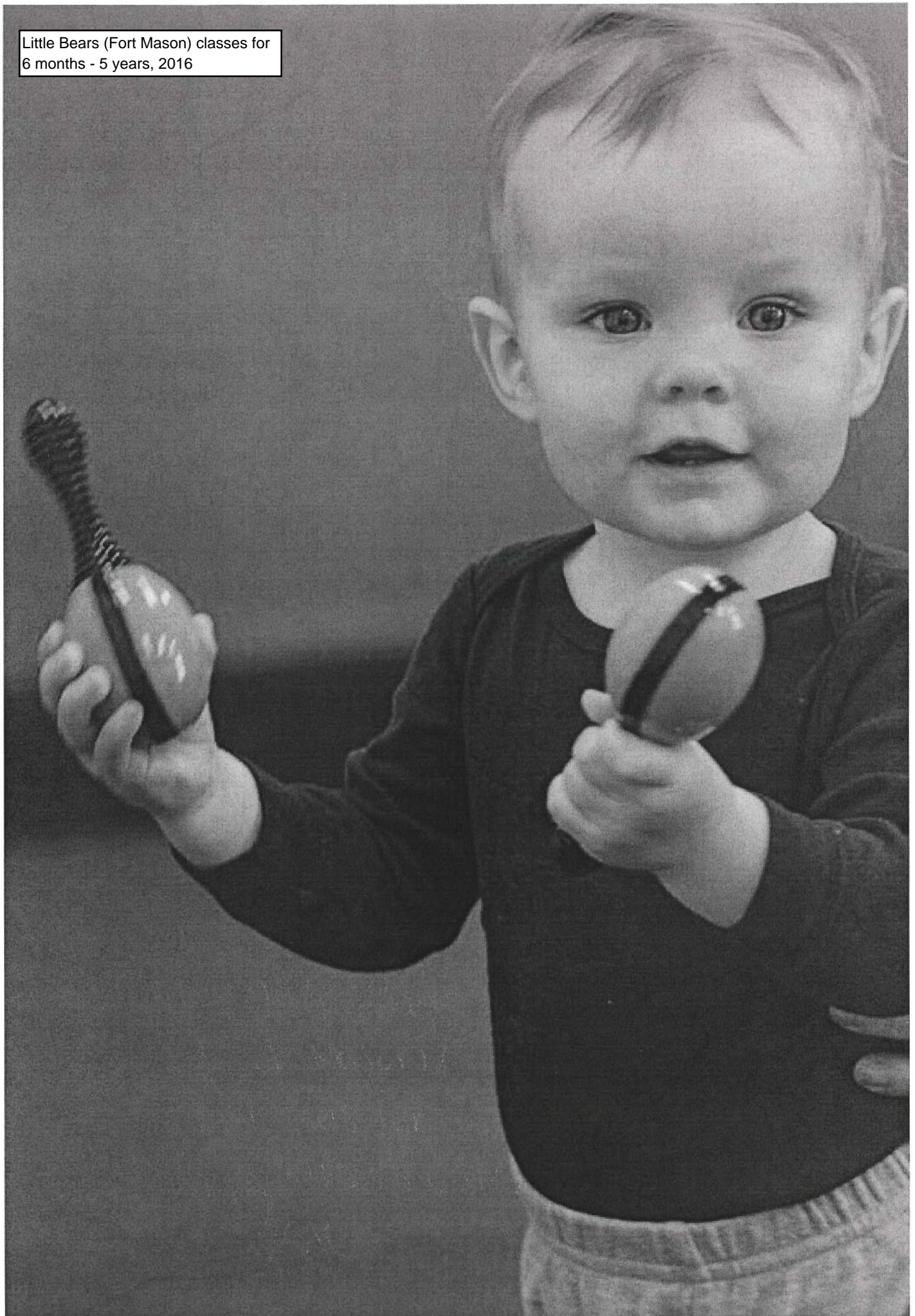
In-house produced document about scholarship students in 1988



Photograph of staff and students in 1972 in front of the Ocean Avenue campus



Little Bears (Fort Mason) classes for  
6 months - 5 years, 2016





Adult classes at Fort Mason, 2016





















# It's Be-Bop, Funk And Amplifiers At The First College Of Rock 'n' Roll

**R**ock 'n' Roll is here to stay. The music which has been described as "immoral," "pornographic," and "just noise," has finally earned a place in the hallowed halls of higher education.

Blue Bear Waltzes College of Rock 'n' Roll, known affectionately as Rock U, is all but lost amid mid-century storefronts and middle-class houses in the Ingleside District of San Francisco. Established in 1971 by four disenchanted musicians, the school has had its share of problems. Luckily, rock musicians seem to thrive on hard times, and the school has finally turned a profit for the first time in their relatively brief history.

The school, like any other institute of higher learning, has semesters, seminars, workshops and basic requirements. After a year at the school students have a good working knowledge of basic music theory and, particularly, the intricacies of rock musicianship. But beyond that, the school makes no promises.

"It's not the intention of this school to produce rock stars," warns present co-director, Steve Savage. "Young musicians come to us with stars in their eyes, and we have to make that point clear to them."

Rock music has become the life-blood of so many young people today. In the reception room at Blue Bear Waltzes, a long-haired post-teen had his own reasons for attending rock music school.

"There are things I want to say . . . and I need music to say them. Sure I'd like to be a rock star, every kid who's ever been to a concert would rather be up on stage than dancing and screaming his guts out in the audience. Well, first I want to be able to make the music, then I'll

**PHOTOS BY PETER TATINER**



**The school offers 16 classes, three vocal courses, two masters seminars and five workshops.**

think about stardom."

The informal, "hang-loose" atmosphere at the school reflects the attitudes of the musicians there. A college student's usual complaints—confusing bureaucracy, overemphasis on grades, and irrelevant and boring classes—are not to be found here. The school is geared toward close contact between the student and teacher—a situation which is essential in the teaching of any of the arts.

The school is run by Savage, Diane Froman, and Carol Snow, and while they often disagree on administrative matters, they soundly agree on the importance of their school. According to Savage, "A person who goes through the program here is going to be better trained than a great majority who are out working now, in terms of popular music. Most of what you get with a university music degree is ultimately less valuable than what you get in a year studying here."

The classes offered are a welcome switch from the usually dull college catalogs. Imagine starting the day with a workshop in soul singing; after lunch a class on the fundamentals of slide guitar; ending the day with a seminar on pure funk. Sound inviting? To the students at Blue Bear Waltzes, it's music to their ears. ○

—PETER TATINER



**Hundreds of teachers have applied for positions; only a few will be hired.**

**Laura Ost**

**T**he College of Rock and Roll has finally graduated. After seven uneven years as San Francisco's haven for musicians who want to study rock instead of Bach, Blue Bear School of Music has come of age and established itself as a stable, solvent business. There is more music throbbing in its newly redwood-paneled walls than ever before.

"It was the good karma of Blue Bear that got us what we needed," co-director Steve Savage exults. Blue Bear has always combined musical ebullience and sheer lunacy with economic frailty, that frustrating combination peculiar to small-time popular music. Founded in 1971 by guitarist/songwriter Steve Strauss, Blue Bear was ostensibly created to finance the four-piece rock band, Wolfgang & Strauss. (Wolfgang was Steve's dog; he didn't play an instrument.) The original name of the school was Blue Bear Waltzes School of Genuine Music—inspired by both the Blue Danube Waltz (written by an earlier Strauss) and the Bear River (where Steve Strauss once lived). Students informally dubbed it Rock U. or the College of Rock and Roll.

The school grew wildly for several years. An electric orchestra and chorus composed of 20 to 40 students and teachers performed around town at such places as the Great American Music Hall and cut a record (which was never released). The orchestra also put together a musical lecture presentation on rock music and the importance of popular culture for the University of California. What is now Bear West studio was established by the school, which also ran its own printing operation. Blue Bear was featured in *Rolling Stone*, *Guitar Player*, *California Living*, the *Saturday Review*, the *San Francisco Chronicle*, and *Night Times*. All this excitement, with as many as 120 students enrolled at one time, took place in a somewhat dilapidated storefront building on Ocean Avenue.

But Blue Bear needed more than sheer enthusiasm to survive. The school overextended itself and fell \$30,000 in debt. Wolfgang & Strauss broke up in 1974, and during the mid-'70s many still-starving staffers became distracted and frustrated. At the same time the local music scene seemed to quiet down.

Blue Bear was rescued in 1975 by Steve Savage, who had been the drummer with Wolfgang & Strauss, and co-director Carol Snow, one of the original students who is also a CPA. The school was whittled to a manageable size, and the superfluous, such as the printing program, were eliminated, and all the debts were paid. Then, just as the school began to break even, their building was sold, and the new owner tripled the rent.

After toying with the idea of closing the school, Savage discovered the Fort Mason Center, the old military base turned refuge for non-profit arts organizations, among them Music by the Bay. Not only did the Fort Mason Foundation offer Blue Bear a low-rent space, it also built redwood paneled, soundproof classrooms and a 100-seat concert hall.

"This is the beginning of the new 'good old days,'" Carol Snow noted after the school's quarterly bash in mid-December, when all the students perform their material. "There's a lot of energy, a lot of support here. There's an underground rumbling of talent—it reminds me of the days when San Francisco was a hotbed of musical excitement." That '60s aura has effectively combined with a contemporary tone, not quite punk but definitely progressive.

"The school is expanding and new wave energy is where it's going," Savage says. "Because of the resurgence of rock and roll, there are more young people that have a real, current desire to help music and make it grow."

Blue Bear's growth may be spurred by the recent extinction of Marin's Family Light School of Music which, although larger and more widely-known, was actually inspired by Blue Bear. The schools were never

really in competition, Savage says, because of their geographical separation. Now, Blue Bear is the only place to go for a practical, popular perspective on music shunned in traditional conservatories. There are presently some 140 students—"We plan to fill out until we burst at the seams," Snow says—ranging from veteran country singers to teenage hard rock

# LEARNING HOW TO ROCK AND ROLL AT BLUE BEAR

drummers. There are more than a dozen teachers, all of them professional musicians; most were known personally by Blue Bear staffers before coming to the school, a few are former students.

**"Instead of studying Bach chorales, we study blues progressions. Instead of doing Mozart, we do The Eagles."**

The curriculum is varied and flexible, the atmosphere casual and personal. Although homework and tests are given, there are no grades or degrees, so learning is totally student-motivated. There is a fairly high attrition rate, but those that stay are wildly enthusiastic. According to Savage, the school emphasizes practical information and contemporary styles.

"Instead of studying Bach chorales, we study blues progressions," Savage offers as an example. "Instead of doing Mozart, we do The Eagles." Blue Bear teaches the fundamentals of theory that many self-taught musicians are lacking; in fact, quite a few students find that such dull matters can actually be interesting.

"I found out how to do things I'd never really learned how to do, how popular music is really put together," Snow recalls of her student days when she studied songwriting and played the piano. Guitarist Amy Nicholson, a recent folk/rock student who branched out into jazz as a result of her experience at Blue Bear, calls the theory classes "by far the most valuable."

But the most popular offerings are the workshops, in which individual musicians form bands that put together material for a quarterly show. The set-up is unique in that an experienced teacher is always present to smooth the usual discord, and the band actually produces something.

Even professional musicians have praise for their studies at Blue Bear. Les English, who first played clubs in the mid-'60s, took private lessons and theory at Blue Bear recently and lauds the casual, non-academic atmosphere combined with teachers who "know what they are doing."

Blue Bear offers private lessons in electric and acoustic guitar, bass, piano, synthesizer, sax, flute, trombone, trumpet, and drums. You can also arrange special instruction for your individual needs, like help with microphone technique, for example. Theory classes include ear training, rhythm, and harmony. Workshops are arranged for rock and blues, jazz or vocals. Prices are reasonable: \$50 for four private, one-hour lessons; \$180 for 16; \$40 for ten weeks of group theory (one hour sessions); \$75 for ten-week workshops (two-and-a-half hour sessions), discounted to \$50 for bass players and drummers; and \$100 for ten weeks of music business (one-and-a-half hour sessions). There is a \$15 registration fee. With a few exceptions, any combination may be taken for an unlimited number of quarters. Guitar fingerboard, for example, requires basic theory.

Publicity is taught by Queenie Taylor, head of publicity for Bill Graham Presents, and Ed Denson (former manager of Country Joe & the Fish and the Joy of Cooking, who now owns Kicking Mule Records) teaches management. This Spring Quarter, which begins April 2, Denson is offering a class on independent producing called "How To Make Your Own Record." Jim Coe, former head audio engineer for Jefferson Starship, will teach "Concert Audio" for aspiring sound technicians, both beginners and those with experience. The cost for the audio class is \$350 for six hours a week.

Blue Bear is a non-profit association run by Savage, who handles the musical programs and teaches drums and rhythm, and Snow, who serves as administrator and does the bookkeeping. Because of the lack of bureaucracy, the whole program is very personal—students deal with the directors and teachers to arrange their own programs. Uniquely enough, this seemingly utopian project has entered the real world of business, much as rock music has finally been accepted as living art and a legitimate cultural expression. Although Blue Bear has not yet produced any "big time" stars, its students are certainly serious about a rock and roll career.

As James Brunot, a 16-year-old student drummer,

says, "If you happen to hear of Sammy Hagar needing session musicians, I'm looking, you know." □

Blue Bear School of Music is at Fort Mason Center, Building 314, San Francisco, CA 94123. Call (415) 673-3600 for a free brochure or more information. Spring quarter registration begins March 18.

**BLDG D.**

Artists in Print (673-6941)  
 Asian Women United (775-0103)  
 Blue Bear School of Music (673-3600)  
 Center for Educational  
 Telecommunications (775-0103)  
 Friends of the S.F. Public Library  
 (558-3770)  
 Magic Theatre (441-8001)  
 Media Alliance (441-2557)  
 Mexican Museum (441-0404)  
 Performing Arts Workshop (673-2634)  
 Poetry Film Workshop (921-4470)  
 Public Broadcasting Assn. (673-9771)  
 Western Public Radio (771-1161)

**BLDG F.**

Whole Earth Bookstore (441-7250)

**MARINE CENTER**

Greenpeace (474-6767) Bldg E.  
 Lifeline Marine Research (775-6497)  
 Bldg E.  
 Marine Center Planning (775-4640)  
 Marine Program Info. (775-INFO)  
 Maritime Humanities Center (771-3488)  
 National Liberty Ship, SS Jeremiah  
 O'Brien (441-3101)  
 Oceanic Society (441-5970) Bldg E.  
 Oceans Magazine, Oceans Expeditions  
 Project Tekite (566-9390) (771-7327)  
 Yacht Racing Assn. of S.F. Bay (771-9500)

**BLDG 240**

American Youth Hostel, Inc./Travel Store  
 (771-4646)  
 San Francisco Int'l Hostel (771-7277)

The Fort Mason Foundation, a privately-funded nonprofit organization, is engaged in renovating surplus military buildings at Fort Mason, headquarters of the Golden Gate National Recreation Area. The Foundation administers Fort Mason Center which is located on the Bay between Aquatic Park and the Marina Green. In less than three years, the Center has become a national model for low-cost community-responsive urban parks.

We invite you to bring your conferences, classes, performances, meetings or benefits to Fort Mason. Space for suitable activities is available for a nominal daily or hourly fee. Enjoy the pleasure of teaching, working, or performing in this unusual national park location. Call 441-5706 for booking appointments and information.



Photo: Richard Minissali

9/13 & 14 Summer Quarter workshop show  
 at Blue Bear School of Music.

## ALTERNATIVE TRADITION AT BLUE BEAR

Blue Bear School of Music, which has had its home at Fort Mason Center for about half of its 11-year history, is the oldest continuing popular music school in the U.S. Since its 1971 founding in a San Francisco storefront with 25 students and the goal of educating aspiring rock musicians, Blue Bear School has grown to an enrollment of over 200 and a curriculum which includes not only Rock, but extensive Jazz programs, New Music, Pop, Synthesizer, and introductory courses in Music Business.

Blue Bear students range in age from early teens to mid-fifties and from absolute beginners to advanced players. Each arranges his/her own program—it may consist of just private lessons (Blue Bear offers lessons on most instruments and voice) or a fuller schedule of theory classes and playing workshops. Blue Bear School is especially proud of its

Workshop program, assembling student bands to rehearse with a teacher and perform at the end of the 10-week quarter. SUMMER WORKSHOP SHOWS will be September 13th and 14th (see the Calendar for details.)

Also on the September performance schedule is a BLUE BEAR FACULTY JAZZ JAM, a special event celebrating the school's expanded Fall Jazz programs (see Tuesday, September 7th.)

Although Blue Bear alumni include many professional musicians, the school continues to emphasize music for its own sake. Says co-director Steve Savage: "The real motivation for coming to Blue Bear is to add more music to your life."

Registration for Blue Bear's Fall Quarter opens September 7th; programs begin September 27th. For more information or a free catalog, call (415) 673-3600.

Center will help fulfill the possibility of this unique project on San Francisco's waterfront.

**Friends of the Fort Benefits**

Individual—Calendar subscription, membership card, discount on 1 Theatre's season subscription (9/29/82, 5% off sales at SFMMA Gallery)  
 Family—Same as above + 2nd membership (same name)  
 Participating—Same as above + 1 coupon for free special event pt  
 Supporting—Same as above + 1 y subscription to Oceans Magazine opportunity to purchase up to 4 to a no-host dinner at Greens w/complimentary wine  
 Donor—Same as above + 2 ticket Whale Watching trip or 1 ticket Natural History Trip to the Farallones Islands.  
 Sponsor—Same as above + 2 ticket Gala Opening Night at Magic Theatre (play & catered reception).  
 Patron—Same as above + 2 ticket Liberty Ship Cruise

- ☐ PATRON - \$1,000 or more
- ☐ SPONSOR - \$500
- ☐ DONOR - \$250
- ☐ SUPPORTING - \$100
- ☐ PARTICIPATING - \$50
- ☐ FAMILY (2 adults, children 18) - \$25
- ☐ INDIVIDUAL - \$15
- ☐ CORPORATE SPONSOR - \$ or more
- ☐ CORPORATE SUPPORTER

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Checks payable to: FORT MASON FOUNDATION

All Contributions are tax-deductible further information, please call 441- FORT MASON, Building A, San Francisco CA 94123

Call for a free catalog

**673-3600**

## LESSONS CLASSES & WORKSHOPS

Rock Jazz Blues  
Pop R & B Fusion  
New Wave Soul  
Country & Funk

Voice Piano  
Guitar Bass  
Drums Reeds  
and Flute

# blue bear

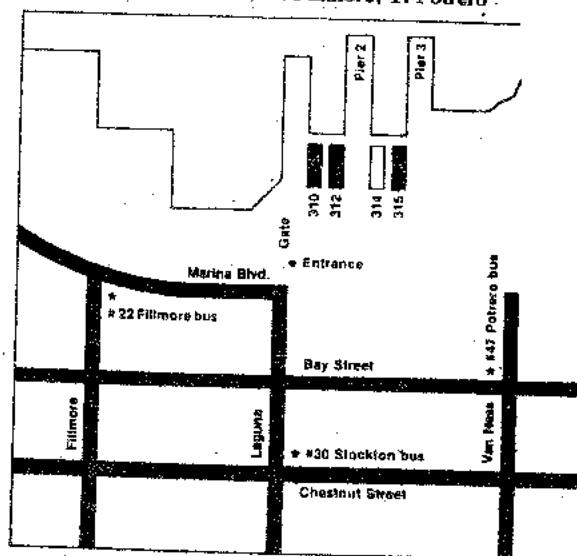
*The School of Music at Fort Mason*

## WE'VE MOVED

Our Summer Semester will  
take place in our new facility at  
The Fort Mason Center.

Registration Opens: June 12th.  
Semester Begins: June 26th.

Bus Lines: 30 Stockton, 22 Fillmore, 47 Potrero



The Park in the City/The City in the Park

\* Bus stop-off



# BLUE BEAR WALTZES

reveals

## THE COLLEGE OF ROCK & ROLL

An intensive six-week course with  
classes, workshops and lessons in  
techniques and theory of rock,  
folk & blues music.

guitar bass drums piano voice fiddle banjo

### WORKSHOPS:

*R&B*

*Ballads*

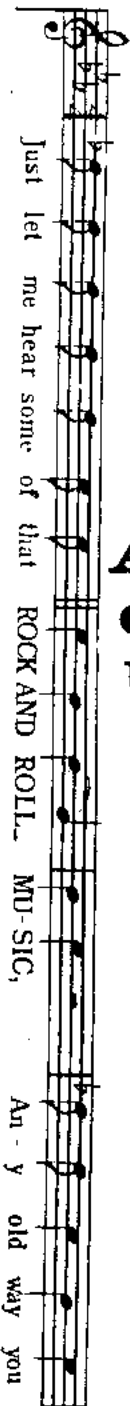
*Mountain Music*

*Switchblade Rock*

*The Chicago Shuffle*

*Gospel*

## Register Now



# BLUE BEAR NATZELS



Date: 5-21-75

## DAILY DESK REPORT

### Pre-Interviews (Calls and Walk-ins):

1. Interview Scheduled:
2. Information Only:
3. Not Interested:

TOTAL:

TOTAL

1			

### Gig Calls:

1. Band Gigs:
2. Potential Teacher:
3. Misunderstood Ad:

TOTAL:

TOTAL


### Other Calls:

1. Relayed Calls:
2. Lesson Confirmation:

TOTAL:

TOTAL

11			

### Desk Responsibilities: (Initial if done)

1. Maintenance:
2. Desk Schedule:
3. Teacher Reports:

TLR	MS	
TJE	ME	

Note: At the end of each day, please put this report in Elaine's Room.

**2403 OCEAN AVE.**  
**334-5703**

**SAN FRANCISCO, CA**  
**94127**

*Filing Date:* October 3, 2016  
*Case No.:* 2016-013037LBR  
*Business Name:* Blue Bear School of Music  
*Business Address:* 2 Marina Boulevard, Building D  
*Zoning:* P (Public))/  
40-X and OS Height and Bulk District  
*Block/Lot:* 0409/002  
*Applicant:* Alycia Moore, Manager of Individual Giving  
2 Marina Boulevard, Building D  
San Francisco, CA 94123  
*Nominated By:* Supervisor Mark Farrell, District 2  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Blue Bear School of Music is a 501(c)3 non-profit organization that provides affordable music education and is well known for their contributions to the music community. The organization is located in the Fort Mason Center in the Marina neighborhood. Founded in 1971, Blue Bear School provides onsite free and offsite affordable musical programming to underprivileged students and schools. The school has continued to serve San Francisco by also granting individually funded music programming to assist underserved neighborhoods. Originally founded as the “Blue Bear Waltzes School of Genuine Music” by a rock band named “Wolfgang & Strauss,” the school later changed its name to “Blue Bear School of Music.” Apart from onsite programs and classes, the school also offers approximately 22 offsite programs as well as a scholarship program, which annually offers scholarships to their neediest students to help with nourishing their musical talents and futures. The school has succeeded in pursuing its mission, “Playing music changes lives,” by promoting and offering free or affordable musical instruction to members of the San Francisco community.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1971

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

Yes, Blue Bear School of Music qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Blue Bear School of Music has operated for 45 years.
- ii. Blue Bear School of Music has contributed to the San Francisco community’s history and identity by continuously offering an extensive selection of music programming that includes grant and individually funded programs for underprivileged children.

These programs come at no cost to students and are intended to uphold the school's philosophy of offering free or affordable music education to all. Additionally, the school is known as being the "Original School of Rock and Roll" and has helped thousands of students over the years learn and explore the art of playing music.

- iii. Blue Bear School of Music is committed to maintaining the physical features that define its tradition of offering affordable or free music programming, scholarships and support to underprivileged students.

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

The business is associated with the art and tradition of teaching music and supporting their students' talents.

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

Yes. The property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that is individually listed in the California Register and National Register and is listed as a contributor to the Black Point Historic District and the Fort Mason Historic District.

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

Yes. The property is listed on the California Register of Historical Resources and the National Register of Historic Places as an individual historic resource and as a contributor to the Black Point Historic District and the Fort Mason 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.?*

Yes. In the Know Magazine, April 1976, "It's Be-Bop, Funk, And Amplifiers at the First College of Rock 'n' Roll," by Peter Tatiner; BAM Magazine, 3/16/1979, "Learning How to Rock and Roll at Blue Bear," by Laura Ost.

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

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

- 2 Marina Boulevard

**Recommended by Applicant**

- Continued tradition of offering musical instruction that is free or very affordable.

**Additional Recommended by Staff**

- Classroom spaces and spaces that allow students to practice and enhance their musical skills





# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 808 HEARING DATE NOVEMBER 2, 2016

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.:* 2016-013037LBR  
*Business Name:* Blue Bear School of Music  
*Business Address:* 2 Marina Boulevard, Building D  
*Zoning:* P (Public)/  
40-X and OS Height and Bulk District  
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*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 BLUE BEAR SCHOOL OF MUSIC, CURRENTLY LOCATED AT 2 MARINA BOULEVARD, BUILDING D (BLOCK/LOT 0409/002).**

**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 Marina 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 November 2, 2016, 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 Blue Bear School of Music 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 Blue Bear School of Music

*Location (if applicable)*

- 2 Marina Boulevard

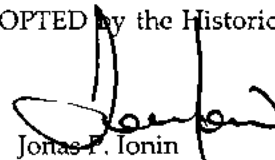
*Physical Features or Traditions that Define the Business*

- Continued tradition of offering musical instruction that is free or very affordable
- Classroom spaces and spaces that allow students to practice and enhance their musical skills

**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 2016-013037LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 2, 2016.



Jonas P. Ionin  
Commission Secretary

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

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016