



Legacy Business Registry Staff Report

HEARING DATE OCTOBER 3, 2016

DOG EARED BOOKS

Application No.: LBR-2016-17-001
Business Name: Dog Eared Books
Business Address: 900 Valencia Street and 489 Castro Street
District: District 9
Applicant: Kate Rosenberger, Owner
Nomination Date: July 20, 2016
Nominated By: Supervisor David Campos
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Dog Eared Books is an independent book store located on Valencia Street between 20th and Liberty streets in the Mission District. The business has served as a neighborhood gathering spot for the literary and artistic community for over two decades, offering a variety of eclectic new and used books that reflect the interest of surrounding residents. The book shop features local publishers and emerging authors, and offers readings, book groups, release parties, and other literary events that contribute to the city's literary heritage. It opened in 1992 when Valencia Street was a lesbian enclave and home to small, unique shops that sold handmade and homemade goods.

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

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

1173 Valencia Street from 1992-1997 (5 years)
900 Valencia Street from 1997-Present (19 years)
489 Castro Street from May 2016-Present (5 months)

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

Yes. The applicant has operated in San Francisco for more than 20 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.

CRITERION 2: Has 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

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

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

- The business is associated with the traditions of bookselling and organizing literary events.
- The business has contributed to the history and identity of the Mission District and the literary community that formed along Valencia Street in the 1990s and which continues today.
- The building is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the Article 10 Liberty-Hill Historic District and the California Register Liberty-Hill Historic District. The 1904 Italianate-style building is located in a historic commercial corridor on Valencia Street that belongs to one of the city's earliest residential suburbs and largely intact 19th century middle class neighborhood.
- While Dog Eared Books is less than 30 years old, the business is at risk of being displaced. The closure of Dog Eared Books would represent a significant loss to the neighborhood and literary community of Valencia Street and the Mission District.
- The business has been cited in the following publications:
 - The New York Times, 12/1/2010, "A Book Lover's San Francisco," by Gregory Dicum
 - CBS Local, 4/6/2015, "Best Used Bookstores In the Bay Area"
 - SF Gate, 3/17/2016, "Dog Eared Books to open satellite store in S.F.'s Castro District," by John McMurtrie.

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

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Dog Eared Books 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:

- "Brick-and-mortar-style" bookselling in present locations.
- Friendly and neighborhood-oriented customer service.
- Community involvement, including donations to local schools.
- Commercial storefront at 900 Valencia Street from 1904-present, including fixed vertical windows and glass door with transom.
- "Book mural" on exterior front façade of 900 Valencia Street.
- Offering of eclectic books that reflect neighborhood interests and feature emerging authors and local publishers.
- Community-building literary events.



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

MARK DWIGHT, PRESIDENT
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CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Dog Eared Books currently located at 900 Valencia Street and 489 Castro Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



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Small Business Commission Draft Resolution HEARING DATE OCTOBER 3, 2016

DOG EARED BOOKS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-001
<i>Business Name:</i>	Dog Eared Books
<i>Business Address:</i>	900 Valencia Street and 489 Castro Street
<i>District:</i>	District 9
<i>Applicant:</i>	Kate Rosenberger, Owner
<i>Nomination Date:</i>	July 20, 2016
<i>Nominated By:</i>	Supervisor David Campos
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR DOG EARED BOOKS, CURRENTLY LOCATED AT 900 VALENCIA STREET AND 489 CASTRO STREET.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, with no break in San Francisco operations exceeding two years, and the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face 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 October 3, 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 Dog Eared Books 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 Dog Eared Books:

Physical Features or Traditions that Define the Business:

- "Brick-and-mortar-style" bookselling in present locations.
- Friendly and neighborhood-oriented customer service.
- Community involvement, including donations to local schools.
- Commercial storefront at 900 Valencia Street from 1904-present, including fixed vertical windows and glass door with transom.
- "Book mural" on exterior front façade of 900 Valencia Street.
- Offering of eclectic books that reflect neighborhood interests and feature emerging authors and local publishers.
- Community-building literary events.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 3, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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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-2016-17-001
Business Name: Dog Eared Books
Business Address: 900 Valencia Street
District: District 9
Applicant: Kate Rosenberger, Owner
Nomination Date: July 20, 2016
Nominated By: Supervisor David Campos

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

The business has been in operation since 1992 (24 years).

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

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: August 22, 2016.

Richard Kurylo
Manager, Legacy Business Program





Member Board of Supervisors
District 9

City and County of San Francisco

DAVID CAMPOS

July 20, 2016

Re: Nomination of Dog Eared Books to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am writing to nominate to the Legacy Business Registry – Dog Eared Books. Dog Eared Books is one of the last independent bookstores operating in the Mission and on Valencia Street. Founded in 1992 by local resident Kate Rosenberger, Dog Eared Books has served as a neighborhood gathering space for the literary and art community in the Mission for decades. The business' lease expires in one and a half years. Ms. Rosenberger has reached out to her landlord to renew the lease to no avail. When the leases have expired at neighboring businesses housed by the same landlord, the businesses have been either given 45 days to vacate or the rent has been tripled. Dog Eared Books hopes that being placed on the Legacy Business Registry, will give it the leverage to obtain a long term lease with the landlord and enable it to serve the Mission community for another decade to come.

This business plays an essential role in the identity of the Mission and it is my distinct honor to nominate Dog Eared Books to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos

APPLICATION FOR Legacy Business Registration

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

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Dog Eared Books		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Kate Rosenberger		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
900 Valencia Street	(415) 282-1901	
San Francisco, CA. 94110	EMAIL:	
	dogeared900@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
dogearedbooks.com	dogeared books	reviews

APPLICANT'S NAME	
Kate Rosenberger	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
owner	
APPLICANT'S ADDRESS:	TELEPHONE:
91 Bennington Street	(415) 550-1553
San Francisco, CA. 94110	EMAIL:
	KKRosenberger@gmail.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
#0914493	

BACKGROUND INFORMATION	
Founding Location:	1173 Valencia Street SF CA 94110
Current Headquarters Location:	900 Valencia Street SF CA 94110
Operating in San Francisco since:	1993

NAME OF NOMINATOR:	DATE OF NOMINATION:
David Campos	1-28-16

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
1173 Valencia St. SF CA 94110	94110	1993 - 1997
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
900 Valencia Street SF CA	94110	1997-present.
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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 historical narrative.

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.

Name (Print): Kate Rosenberger Date: 1-28-16 Signature: Kate Rosenberger
Kate Rosenberger

Criterion 1.

Dog Eared Books is a unique neighborhood book shop. We provide an eclectic mix of new, remaindered, and used books at affordable prices. Many of our staff have traditionally lived in the immediate neighborhood, and so the book shop has reflected the flavors and spices of Valencia Street. We have always tried to respond to the cultural needs of our environment. Whether it is an uptick in interest for gluten-free cookbooks or cutting-edge literature, we have always striven to provide it.

Dog Eared Books was founded in 1992, by Kate Rosenberger, a sole proprietor. Our first location was at 1173 Valencia Street, which we occupied for five years. We moved to our present location, 900 Valencia Street, when the first building we occupied was sold.

At 900 Valencia Street, we have had five different landlords, but have managed, somehow, to keep getting another lease, until recently. Our present lease ends March 31, 2018. We have had zero indication that our lease will be renewed, despite several attempts at contacting our new landlord--and offering them many letters of support and neighborhood endorsement. Three-and-a-half years ago, our rent was increased by 50%.

I have opened three other book shops: Phoenix Books, in 1985, in Noe Valley (since sold). Red Hill Books, in 2004, in Bernal Heights (closed in 2015, due to lack of neighborhood support). I opened Alley Cat Books, located at 3036 24th Street, in 2011. Our lease is up for renewal this year, and the landlord seems likely to offer us a lease that we will be able to afford.

Dog Eared Books has been in continual operation since we opened the store in 1992.

Criterion 2.

Dog Eared Books has been instrumental in creating the unique flavor that Valencia Street is known for today. We are a small book shop (only 1400 square feet) that has been at the forefront of intellectual thought and curiosity. People looking for information and ideas have always flocked to our doors--knowing that we are friendly and dedicated to our customers--many of whom are our neighbors.

The book mural that adorns the front of our building was created nearly twenty years ago--and reflected not just Dog Eared's favorite book titles, but we asked customers and neighbors walking by to add their favorite titles and ideas.

When we opened, Valencia Street was a lesbian enclave. The book shop Old Wives Tales, the bath house Osento, and the bars Maud's and The Lexington Club they are all now deceased. Valencia Street, once upon a time, was friendly to all who came and wanted to be there--poets, writers, and intellectuals of all types. Commercially, Valencia Street traditionally has been home to small one-of-a kind quirky shops ones with handmade and homemade goods. No chain stores. Almost ten years ago, a new wave of chefs showed up, and Valencia Street experienced a bonanza of restaurants and bars.

In the late 1990's, and early 2000's, Valencia Street supported seven book shops in seven blocks, now we are two book shops in two blocks. And the other book store Borderlands, nearly went out of business last year. Now, Valencia Street has unsupportable commercial rents (read \$10.00 a square foot) -and the greed of many landlords is driving the mom and pop shops out of the neighborhood.

Criterion 3.

Dog Eared Books would like to stay in its present location at affordable current market rates and to continue to do what it does best- provide a cultural oasis to young and old alike. We do not currently sell books online. We believe in our brick-and-mortar location and identity. We believe in the dialogue that books promote. We are active in donating to schools for their annual fundraisers. We

are active in responding to neighbors in need. Whether it is a local artist, like Michael Bernard Loggins who needs a sandwich to maintain his health and sanity, we go buy him one, and give him a quiet and safe place to sit and gather himself. Whether it is our local legend, Michael Roman, who needs help paying his studio rent for the month, we provide him an area to sell his art. Whether it is our elderly neighbor, Nello Carlini, who needs someone to purchase his library as he moves to another home, we do home/estate buys.

If we are driven from our current location due to the greed of today's real estate market, our departure, like a sad love song, would break the hearts of the many people who have known Dog Eared Books and benefited from its myriad contributions to the community.

Since 1992, long before Valencia Street became a well-traversed thoroughfare and tourist destination, Dog Eared Books has been one of the Mission District's chief cultural attractions.

We consider it a pleasure, as well as a duty, to act as custodians of San Francisco's unique literary heritage, championing local publishers – like City Lights, Last Gasp, Manic D Press, and McSweeney's – that are all too often ignored or relegated to the back aisles of mainstream and chain bookstores. We also act as advocates for emerging, and often marginalized, local authors, both hosting them at readings and (quite frequently!) employing them in the store as clerks. Some of these folks have gone on to great acclaim, including Marcus Ewert, winner of the American Library Association's Stonewall Book Award, and Katrina Dodson, winner of the 2016 Pen America translation prize. Some of the more famous local authors we've hosted include San Francisco poet laureate, Alejandro Murgía, San Francisco State creative writing instructor Peter Orner, Michelle Tea, founder of San Francisco-based literary nonprofit, Radar Productions, and best-selling author and founder of the 826 Valencia writing center, Dave Eggers.

The store was prominently featured in the New York Times Sunday travel section (Dec 5, 2010) in an article about the Bay Area literary scene, and since then has been frequented by bookstore enthusiasts from around the world.

It is our great hope that we'll be able to provide an oasis of literary culture in the Mission District for years to come.

BOB SICKER



Historic District

RENTSFNOW
(415) 294-1228
info@rentsfnow.com

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NEW
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Books do not live
essentially because they prove
something or because they
promote something;
they live because they give
pleasure to the reader.
Harry W. Schwartz

TRIPLE
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Dog Eared Books to open satellite store in S.F.'s Castro district

By **John McMurtrie**

Updated 8:13 pm, Thursday, March 17, 2016



Photo: Stephanie Wright Hession

Dog Eared Books' Mission District store has been open since 1992.

Not so fast — the Castro's literary scene will live another day.

A day after Books Inc. said that it will close its **Castro store**, Dog Eared Books announced that it will open a store in the neighborhood in May.

“The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical,” Dog Eared Books owner Kate Rosenberger **wrote on Facebook**. “As such it deserves not just a good book shop, but a great book shop. We plan to work very hard to see the Castro gets what it deserves.”

Dog Eared Books, on Valencia Street in the Mission District since 1992, said it would open its satellite store, Dog Eared Castro, at 489 Castro St., in the former home of A Different Light Bookstore, a gay-oriented store that **closed** in 2011. The space is home to **Citizen Clothing**, which is closing.

“Like our original location at 20th and Valencia,” Dog Eared Books wrote on Facebook, “our Castro location will sell new, used, and discount books, along with stationery, posters, cards, and maps. As a neighborhood-oriented business, we intend to stock both a wide selection of locally based writers and LGBTQIA titles, along with classics, best sellers, and off-beat books we wish were best sellers.”

The store added that “despite the advent of on-line shopping and ‘e-books,’ readers have responded enthusiastically to our traditional brick-and-mortar style bookselling. We hope Castro residents will celebrate the return of a bookstore to the neighborhood’s main drag, a fun, friendly spot where people from all walks of life can find something to read, someone to talk with, or simply hang out and commune with the world of books.”

Dog Eared said it will host a gala opening event on June 20.

*John McMurtrie is the book editor of The San Francisco Chronicle. Twitter: **@McMurtrieSF***

Dog-Eared Books Announces Castro Location Coming In May

SFIST

BY [JAY BARMANN](#) IN [ARTS & ENTERTAINMENT](#) ON MAR 17, 2016 11:05 AM



Photo courtesy of Dog-Eared Books on Valencia Street.

Excellent news, book-readers: The Castro will not be short another bookstore come June following [the upcoming closure of Books Inc.](#) As [SF Weekly reports today](#), the Mission's own [Dog-Eared Books](#) — one of SF's multiple successful, independent, new-and-used bookshops — is taking over the one-time home of A Different Light Bookstore at 489 Castro Street, which is currently a clothing shop called [Citizen](#) that is shutting its doors shortly.

Dog-Eared Books [made the announcement on Facebook](#) Wednesday, saying, "Like our original location at 20th and Valencia, our Castro location will sell new, used, and discount books, along with stationery, posters, cards, and maps." They're also planning to feature readings and other events, and an expanded selection of LGBT titles — and, likely, of a lot classier variety than the often porny A Different Light.

Bookstore proprietor Kate Rosenberger adds, "The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical. As such it deserves not

just a good book shop, but a great book shop. We plan to work very hard to see the Castro gets what it deserves."

Dog-Eared Books opened in 1992 and has weathered not only the economic storms suffered in the book industry by the rise of big chains, the rise of Amazon, and the subsequent rise of e-books, but has continued to thrive on the ever-gentrifying Valencia corridor alongside niche cohorts like Borderlands. They even opened a second location in 2011 called [Alley Cat Books](#), on 24th Street.

And, like the beloved Aardvark Bookstore at the other end of the 'hood on Church Street, Dog-Eared Books buys used books for resale.

So, weep not book-lovers! Literature is not dead, and the Castro is not (yet) doomed completely. Look for a gala opening event set for June 20, with store opening a month earlier.

Hoodline

Thu. March 17, 2016, 10:39am

Dog Eared Books To Open Castro Location In Former 'A Different Light' Space [Updated]



Photo: Shane Downing/Hoodline

The Mission's [Dog Eared Books](#) has announced that it will be opening a second location in the Castro, at 489 Castro St. The announcement comes just days after fellow independent bookstore [Books Inc. announced](#) that it has lost its lease in the Castro, and will close its 2275 Market St. location in June.

489 Castro has a long literary history: prior to most recent tenant [Citizen Clothing](#), another bookstore—LGBT-centric [A Different Light](#)—operated at the address from ~~1979~~ 1985 to 2011.

“The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical. As such it deserves not just a good book shop, but a great book shop,” said Dog Eared Books' Kate Rosenberger in [a Facebook post](#). “We plan to work very hard to see the Castro gets what it deserves.”



489 Castro when it was A Different Light, in 2011. (Photo: Gerard Koskovich/[Facebook](#))

Dog Eared Books, which has been in business since 1992, offers a mix of new, used, and discount books. Despite the advent of online shopping and e-books, the bookstore says its brand of traditional brick-and-mortar style bookselling has managed to thrive at 20th and Valencia, and that it's looking forward to filling the void created by the "sad closure" of Books Inc.

Dog Eared Books intends to stock a wide selection of locally-based writers and LGBTQIA-centric titles, along with classics, best sellers, and off-beat books. You can also expect to see "a full calendar of readings, book groups, release parties, and other literary events."

According to the Facebook post, the new Dog Eared location will debut on June 20th with a gala opening event. We've reached out to the store for more info on what to expect, so stay tuned for updates.

Update, 11:20am: We caught up with Dog Eared Books owner, Kate Rosenberger, to ask her about the new 489 Castro St. location.

According to Rosenberger, the bookstore had been looking at spaces in the Castro for months with [Blatteis Realty Co.](#) “We got a great lease with neighborhood minded landlords,” said Rosenberger. “The landlord cares. They want a bookstore there. It just couldn’t be more perfect.”

For Rosenberger, the Castro was the obvious neighborhood to open a second store.

“We love the Castro. We’re hoping to provide something for people to do besides eating and drinking and smoking ... which are all great things,” said Rosenberger.

Dog Eared Books is realistic about its Valencia location, and Rosenberger admitted that opening a Castro location is a bit of a preemptive move.

“We see what’s happening to other tenants as their leases come up,” said Rosenberger. “With this corner location, we’re doomed. We took a 50 percent increase three years ago. We’re at market rate for the rest of the city.”

If you are interested in working at Dog Eared Books’ Castro location, you can contact the bookstore at dogearedbookscastro@gmail.com

Filing Date: August 22, 2016
Case No.: 2016-010959LBR
Business Name: Dog Eared Books
Business Address: 900 Valencia Street
Zoning: NCT (Valencia Neighborhood Commercial Transit)/
50-X Height and Bulk District
Block/Lot: 3608/075
Applicant: Kate Rosenberger
900 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Dog Eared Books is an independent book store located on Valencia Street between 20th and Liberty Streets in the Mission District. The business has served as a neighborhood gathering spot for the literary and artistic community for over two decades, offering a variety of eclectic new and used books that reflect the interest of surrounding residents. The book shop features local publishers and emerging authors, and offers readings, book groups, release parties, and other literary events that contribute to the city's literary heritage. It opened in 1992 when Valencia Street was a lesbian enclave and home to small, unique shops that sold handmade and homemade goods. The business is located at the ground floor of a three-story residential over commercial building that is a contributor to the Article 10 Liberty Hill Historic District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*
1992
2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Dog Eared Books qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Dog Eared Books has operated in San Francisco for 24 years, but has contributed to the identity of the Mission District and faces a significant risk of displacement.
- ii. Dog Eared Books has contributed to the history and identity of the Mission District and the literary community that formed along Valencia Street in the 1990s and which continues today.
- iii. Dog Eared Books is committed to maintaining the physical features or traditions that define its tradition of bookselling.

While Dog Eared Books is less than 30 years old, the business is at risk of being displaced. The closure of Dog Eared Books would represent a significant loss to the neighborhood and literary community of Valencia Street and the Mission District.

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

Yes. The business is associated with the traditions of bookselling and organizing literary events.

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

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

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

Yes. The building is considered a "Category A Building" for the purposes of CEQA and is a contributor to both the Article 10 Liberty-Hill Historic District and the California Register Liberty-Hill 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. *The New York Times*, 12/1/2010, "A Book Lover's San Francisco," by Gregory Dicum; *CBS Local*, 4/6/2015, "Best Used Bookstores In the Bay Area"; and *SF Gate*, 3/17/2016, "Dog Eared Books to open satellite store in S.F.'s Castro District," by John McMurtrie.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 900 Valencia Street

Recommended by Applicant

- "Brick-and-mortar-style" bookselling in present location
- Friendly and neighborhood-oriented customer service
- Community involvement, including donations to local schools

Additional Recommended by Staff

- Commercial storefront from 1904-present, including fixed vertical windows and glass door with transom
- "Book mural" on exterior front façade
- Offering of eclectic books that reflect neighborhood interests and feature emerging authors and local publishers
- Community-building literary events



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 785

HEARING DATE SEPTEMBER 21, 2016

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

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Planning
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Filing Date: August 22, 2016
Case No.: 2016-010959LBR
Business Name: Dog Eared Books
Business Address: 900 Valencia Street
Zoning: NCT (Valencia Neighborhood Commercial Transit)/
50-X Height and Bulk District
Block/Lot: 3608/075
Applicant: Kate Rosenberger
900 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@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 DOG EARED BOOKS,
CURRENTLY LOCATED AT 900 VALENCIA STREET (BLOCK/LOT 3608/075).**

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

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

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

WHEREAS, the subject business is at significant risk of displacement; 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 September 21, 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 Dog Eared Books qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location for 24 years, has continued to contribute to the community, and faces a significant risk of displacement.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Dog Eared Books.

Location (if applicable)

- 900 Valencia Street

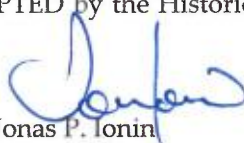
Physical Features or Traditions that Define the Business

- "Brick-and-mortar-style" bookselling in present location
- Friendly and neighborhood-oriented customer service
- Community involvement, including donations to local schools
- Commercial storefront from 1904-present, including fixed vertical windows and glass door with transom
- "Book mural" on exterior front façade
- Offering of eclectic books that reflect neighborhood interests and feature emerging authors and local publishers
- Community-building literary events

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 2016-010959LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 21, 2016.



Jonas P. Ionin

Commission Secretary

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

NOES: None

ABSENT: Hasz

ADOPTED: September 21, 2016