

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 24, 2018

GREAT WALL HARDWARE

<i>Application No.:</i>	LBR-2015-16-033
<i>Business Name:</i>	Great Wall Hardware
<i>Business Address:</i>	1821 Taraval Street
<i>District:</i>	District 4
<i>Applicant:</i>	Albert Chow, Owner
<i>Nomination Date:</i>	June 1, 2018
<i>Nominated By:</i>	Supervisor Katy Tang
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Great Wall Hardware was established on July 15, 1983 at 1821 Taraval Street. The store features over 20,000 items for sale including electrical, garden, painting, plumbing, cleaning, hardware, tools and lumber. The inventory grows based on customers' requests and needs. Great Wall Hardware is a family owned business dedicated to excellent customer service and in-depth knowledge to help customers with their projects.

The business was started by Robert and Mariana Chow. Robert, a general contractor, built the store interior with his construction crew Raymond Chow (his brother), Albert Chow (his son) and two others. Mariana has operated the store since it opened. The business has a knowledgeable staff that understands, in detail, the nature of most problems around the home and office. Great Wall Hardware's owners and staff are licensed general contractors who have the know-how for repair jobs and full home remodels. Great Wall Hardware offers contracting services or contacts for other expert contractors that can help get the job done. Great Wall Hardware is also a neighborhood place where neighbors can come to share information about the activities on and around Taraval Street.

The business is located on the south side of Taraval Street between 28th and 29th avenues in the Parkside neighborhood.

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

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

1821 Taraval Street from 1983 to Present (35 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 Parkside 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:

- Great Wall Hardware is associated with the building arts.
- Great Wall Hardware has contributed to the history and identity of San Francisco by serving as a hardware store and contractor.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1945 and has not been formally evaluated. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.
- Great Wall Hardware was awarded Small Business of the Year for District 4 in 2014 and recognized by the San Francisco Board of Supervisors. The business is occasionally quoted in newspapers such as the Examiner, Sunset Beacon, the Westside Observer and Sing Tao Chinese Newspaper for subject matter that is related to Taraval Street.

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

Yes, Great Wall Hardware is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Great Wall Hardware 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:

- Signature colors of yellow and black.
- Blade sign with business logo.
- Chinese language signage.
- Staff with contractor licenses.
- Commitment to environmentally-friendly products.
- Online store.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Hardware store.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Great Wall Hardware currently located at 1821 Taraval Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 24, 2018

GREAT WALL HARDWARE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2015-16-033
<i>Business Name:</i>	Great Wall Hardware
<i>Business Address:</i>	1821 Taraval Street
<i>District:</i>	District 4
<i>Applicant:</i>	Albert Chow, Owner
<i>Nomination Date:</i>	June 1, 2018
<i>Nominated By:</i>	Supervisor Katy Tang
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GREAT WALL HARDWARE, CURRENTLY LOCATED AT 1821 TARAVAL STREET.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on September 24, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Great Wall Hardware 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 Great Wall Hardware:

Physical Features or Traditions that Define the Business:

- Signature colors of yellow and black.
- Blade sign with business logo.
- Chinese language signage.
- Staff with contractor licenses.
- Commitment to environmentally-friendly products.
- Online store.

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

- Hardware store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 24, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2015-16-033
Business Name: Great Wall Hardware
Business Address: 1821 Taraval Street
District: District 4
Applicant: Albert Chow, Owner
Nomination Date: June 1, 2018
Nominated By: Supervisor Katy Tang

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

1821 Taraval Street from 1983 to Present (35 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: August 22, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 4



City and County of San Francisco

KATY TANG

June 1, 2018

Regina Dick-Endrizzi
Legacy Business Program
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94122

Dear Director Dick-Endrizzi,

I would like to nominate Great Wall Hardware Co. (1821 Taraval Street) to be included on San Francisco's Legacy Business Registry. Founded in 1983 by Albert Chow and his family, Great Wall Hardware Co. dedicates their family-run business to providing excellent customer service and in-depth knowledge about construction supplies and projects.

Mr. Chow and his family first established their business in order to help their friends and neighbors with construction projects, and they have grown into a store that not only offers supplies but also general contracting services. Great Wall Hardware Co. has remained competitive by going the extra mile to take the time to really understand the projects that customers are undertaking so that they can cater to the customer's needs. Through Mr. Chow, his family, and his employees' honest work and commitment to quality products and services, Great Wall Hardware Co. has become an integral part of the Sunset community.

Mr. Chow has also been an active member of the Taraval Merchants Association, which is now called People of Parkside Sunset (POPS), for as long as he has been part of the Taraval community. Mr. Chow is now the President of POPS. Through his involvement with the organization, he has helped to run annual movie night events that bring many families together each October, promoted the wellbeing of other small businesses in the corridor, and assisted other neighborhood organizations with their events and community activities. Our office has thoroughly enjoyed working with Mr. Chow in this capacity.

With over three decades of history in the Sunset District, I would like to nominate Great Wall Hardware Co. for inclusion in the Legacy Business Registry Program. If you have any further questions, please contact me at katy.tang@sfgov.org or at (415) 554-7460.
Sincerely,

A handwritten signature in black ink that reads "Katy Tang".

Katy Tang
District 4
San Francisco Board of Supervisors

APPLICATION FOR

Legacy Business Registry

Legacy Business Registry 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, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Great Wall Hardware		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Mariana Chow Albert Chow		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1821 Taraval St.		(415) 566-1511
SF Ca. 94116		EMAIL:
		greatwallinc@stglobal.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
greatwallhardware.com		

APPLICANT'S NAME	
Albert Chow	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
[REDACTED]	[REDACTED]
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0923284	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1821 Taraval St.	94116	Aug. 1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	M-F 8-6PM SAT 10-6 SUN 10-3	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
None		

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

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

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

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

ALBERT CHOW
Name (Print):

4/18/18
Date:


Signature:

GREAT WALL HARDWARE

Section 4: Written Historical Narrative

CRITERION 1

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

Great Wall Hardware was established on July 15, 1983, taking over a storefront at 1821 Taraval Street that was previously a dry cleaners and a baby clothing store. The store features 3,500 square feet of sales floor space with over 20,000 items for sale including electrical, garden, painting, plumbing, cleaning, hardware, tools and lumber. The inventory grows every day based on customers' requests and needs.

Great Wall Hardware is a family-owned business dedicated to excellent customer service and in-depth knowledge to help customers with their projects and problems. The business has always been a family operation since it was started by Robert and Mariana Chow with support from their family, friends and neighbors. Robert Chow, a general contractor, built the store interior with his construction crew Raymond Chow (his brother), Albert Chow (his son) and two others. Mariana has operated the store since it opened. The business enabled the Chow family have a stake in their community.

The business has a knowledgeable staff that understands, in detail, the nature of most problems around the home and office. Great Wall Hardware doesn't just provide customers with helpful advice, they are licensed general contractors who have the know-how for repair jobs and full home remodels. Many times they are able to teach customers how to fix house problems or do building projects. However, there are times when a customer needs more than just advice but a professional to do the project. To that regard, the staff can go out for small to large repairs and remodels. Great Wall Hardware has experience in carpentry, plumbing, electrical, painting and handyman repairs. Staff is friendly, professional, clean and respectful of customers' property. They provide free estimates and courteous service.

Great Wall Hardware also features online shopping. Customers can order products through the e-catalog and pick up items from the store when they're available.

There is also a Great Wall Hardware Rewards program through which customers can earn points on all purchases and receive award certificates and other special offers throughout the year. For every \$200 spent at Great Wall Hardware, customers receive a \$5 award certificate to redeem on the next visit.

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

The business has been in continuous operation since its establishment.

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

Great Wall Hardware is a family-owned business. It was founded by Robert and Mariana Chow. They divorced in 1991, and now the business is run by Mariana Chow, Albert Chow (her son) and Reiko Matsueda (Albert's wife). Albert and Reiko run much of the daily operations of the store.

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

Following is an ownership history of Great Wall Hardware:

1983 to 1991 Robert Chow and Mariana Chow

1991 to Present Mariana Chow, Albert Chow and Reiko Matsueda

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

Not applicable.

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

As an historic resource, the property at 1821 Taraval Street is classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act.

CRITERION 2

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

When Great Wall Hardware was established, there were four hardware stores on Taraval Street: Lakeside Hardware, Great Wall Hardware, Taraval Hardware and True Value Hardware.

Today, Great Wall Hardware is the only hardware store left on Taraval Street. The business has served as the go-to place for contractors, artists, students, tenants and homeowners for repairs and projects in the neighborhood. The store features 3,500 square feet of sales floor space with over 20,000 items for sale including electrical, garden, painting, plumbing, cleaning, hardware, tools and lumber. Great Wall Hardware staff include licensed general contractors with experience in carpentry, plumbing, electrical, painting and handyman repairs.

Students, parents and teachers come to Great Wall Hardware for their art and science projects.

The store accepts used batteries and fluorescent bulbs in a joint effort with SF Environment and Recology to help properly dispose of hazardous materials in the community.

Great Wall Hardware is known as the place to obtain the answers to questions about home repair and all the supplies needed to make the repairs; with an expert knowledge of San Franciscan homes and a network with access to old hardware when needed, Great Wall has the answers their customers need. Great Wall Hardware offers contracting services or contacts for other expert contractors that can help get the job done. Great Wall Hardware is also a neighborhood place where neighbors can come to share information about the activities on and around Taraval Street.

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

The store occasionally hosts barbecues for the neighborhood. For the store's 30th anniversary in July 2013, 300 guests came out to celebrate. For Father's Day in June 2016, a number of attendees enjoyed fried chicken and pulled pork. Great Wall provided free food and storewide discounts as part of a joint effort with other businesses to bring the community together. Events such as these give community members the opportunity to discover new businesses and meet local merchants.

A Sunday carpentry project in April 2015 hosted by Great Wall Hardware, in which wine boxes were made into shoe boxes, attracted a number of participants. This was yet another opportunity for Great Wall Hardware to further connect with the community.

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

Great Wall Hardware was awarded Small Business of the Year for District 4 in 2014 and recognized by the San Francisco Board of Supervisors. The business is occasionally quoted in newspapers such as the Examiner, Sunset Beacon, the Westside Observer and Sing Tao Chinese Newspaper for subject matter that is related to Taraval Street. Great Wall Hardware sometimes reaches out to these media sources to provide them insight on popular opinion of the street. Taraval Street has an active community, and Great Wall Hardware has served as a messenger to the media.

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

The business is not associated with a significant or historical person.

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

After 35 years in business, people say Great Wall Hardware are the “old guys on the street.” The community shops with Great Wall, and Great Wall in return supports the community. Great Wall Hardware sponsors local Lincoln High School sports programs by donating to its events as well as helping purchase sweatshirts for the Lincoln High School state champion girls’ volleyball team.

At the store, Great Wall Hardware gives priority to customer service, as evidenced in the business’ positive Yelp reviews. The store constantly introduces new products that are desired by the neighborhood and are environmentally friendly. Great Wall Hardware strives every day to see where trends are going and keep up with one of the most innovative cities in the country.

Great Wall Hardware is a San Francisco business and is proud of its traditions and values. One of San Francisco’s foremost values is being progressive and green to help the environment and community. To that end, Great Wall Hardware is always looking for products that are more environmentally friendly such as low-odor paints, safe cleaners, sustainable lumber and energy-saving devices. In addition, the business works with the City’s government program, SF Environment, to help citizens have a safe place to dispose of batteries and fluorescent tubes at no cost to customers.

Separate from the business, owner Albert Chow is active in the community. He is currently the president for the local community/merchants association, People of Parkside Sunset (POPS), which hosts monthly meetings, corresponds with government agencies regarding issues in the community and manages events such as the annual Movies at McCoppin in October, currently in its seventh year. Free, open air movies are shown in McCoppin Square every Friday in October. Local merchants serve food, free popcorn, water and hot chocolate.

Albert has served four years as secretary of POPS and one year as president. In his capacity of an officer of POPS, Albert Chow has served on the San Francisco Council of District Merchants Associations (SFCDMA), the SFMTA Small Business Working Group and the Office of Economic and Workforce Development’s Construction Mitigation Committee. He volunteered in numerous community building events along with Supervisor Katy Tang and previous Supervisor Carmen Chu. He is currently the vice-president of the SFCDMA.

Mariana Chow served as Sergeant at Arms for the Taraval Parkside Merchants Association.

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

Great Wall Hardware serves contractors, house cleaners, homeowners and tenants who live in the neighborhood as well as other business owners, students, artists, teachers and any other people who need a hardware store. The Parkside and Sunset area is a varied community mainly of single homes and small apartment buildings that is very family-oriented with a slight beach/surf attitude.

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

Great Wall Hardware's signature colors are yellow and black like the cautionary colors used at job sites. This color scheme on the outside of the building makes the business very noticeable from the street. The large blade sign on the outside of the building, featuring the yellow and black Great Wall Hardware logo designed 20 years ago, is distinctive and easily recognizable. The storefront also features Chinese, demonstrating the owners' commitment to the preservation of Chinese culture in San Francisco.

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

Great Wall Hardware is the last hardware store on Taraval Street. The store sells a variety of products and services, and provides excellent customer service and in-depth knowledge to help customers with their projects. Great Wall Hardware has in-depth knowledge of the houses and architecture of the buildings in our neighborhood. If the store were to close, the neighborhood would lose a valuable resource.

CRITERION 3

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

When Great Wall Hardware first opened, there were many hardware stores and builder's supplies stores in the Sunset. Today, Great Wall Hardware is the only hardware store on Taraval Street. Survival of the business is likely due to prudent business practices and a belief that customer service is paramount. Great Wall Hardware has strived over the years to set themselves apart from other hardware stores and large chain stores like Home Depot. To compete, Albert Chow got his contractor's license and learned more about the trade in order to provide customers with one-on-one assistance with their projects. In order to be more invaluable to the neighborhood, Great Wall Hardware custom matches paint; makes many types of keys; sharpens knives; and carries lumber, electrical supplies, plumbing, gardening, housewares, cleaning supplies, tools and soon smart home products. This enables the business to stay current with products and services the neighborhood demands.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to

retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Great Wall Hardware is an “old time” hardware store committed to maintaining this tradition. Unlike many retail stores, hardware store customers often don't know what they need but have a problem they want to fix. So an important attribute to a hardware store is knowledgeable advice. Great Wall Hardware guides its customers through a process to determine exactly what they need and how they can best solve their problem. The owners believe it is essential that they continue to be such a business in our community. In keeping with that credo, they stock the store with products unique to the neighborhood, and they have an eye out for trends.

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

The store's signature colors are yellow and black. The outside of the building and the signage and the logo all have this color scheme. Inside, the retail aisles are yellow throughout the store.

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

Not applicable.

J. M. Aloney
Registrar of Contractors

Signature of person who qualified
on behalf of the licensee

4 (REV. 3-81)

83428-225 3-

BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

COUNT NO.	LOC	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
2101	000	08	RETAIL SALES	07/15/83

BUSINESS NAME

BUSINESS LOCATION

GREAT WALL HARDWARE CO

1821 TARAVAL ST

CHOW YUK WOOD
GREAT WALL HARDWARE CO

DATE ISSUED 07/14/83

1821 TARAVAL ST
SAN FRANCISCO CA

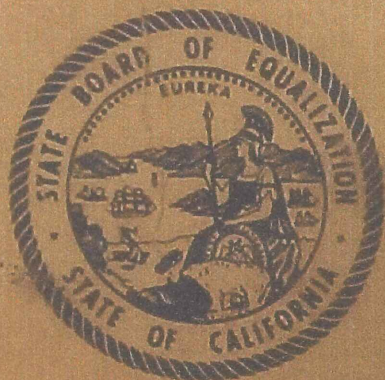
94116

THAD BROWN
TAX COLLECTOR

TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - 107 CITY HALL, SAN FRANCISCO, 94102 — READ R

BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO



CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

8/83

SR BH 19-692951

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY TAX LEGAL OFFICE.

GREAT WALL HARDWARE CO.
YUK WOON CHOW & MARIANA CHOW
1821 TARAVAL STREET
SAN FRANCISCO, CA 94116

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

BT-442-R REV. 9 (1-83)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

95 42937

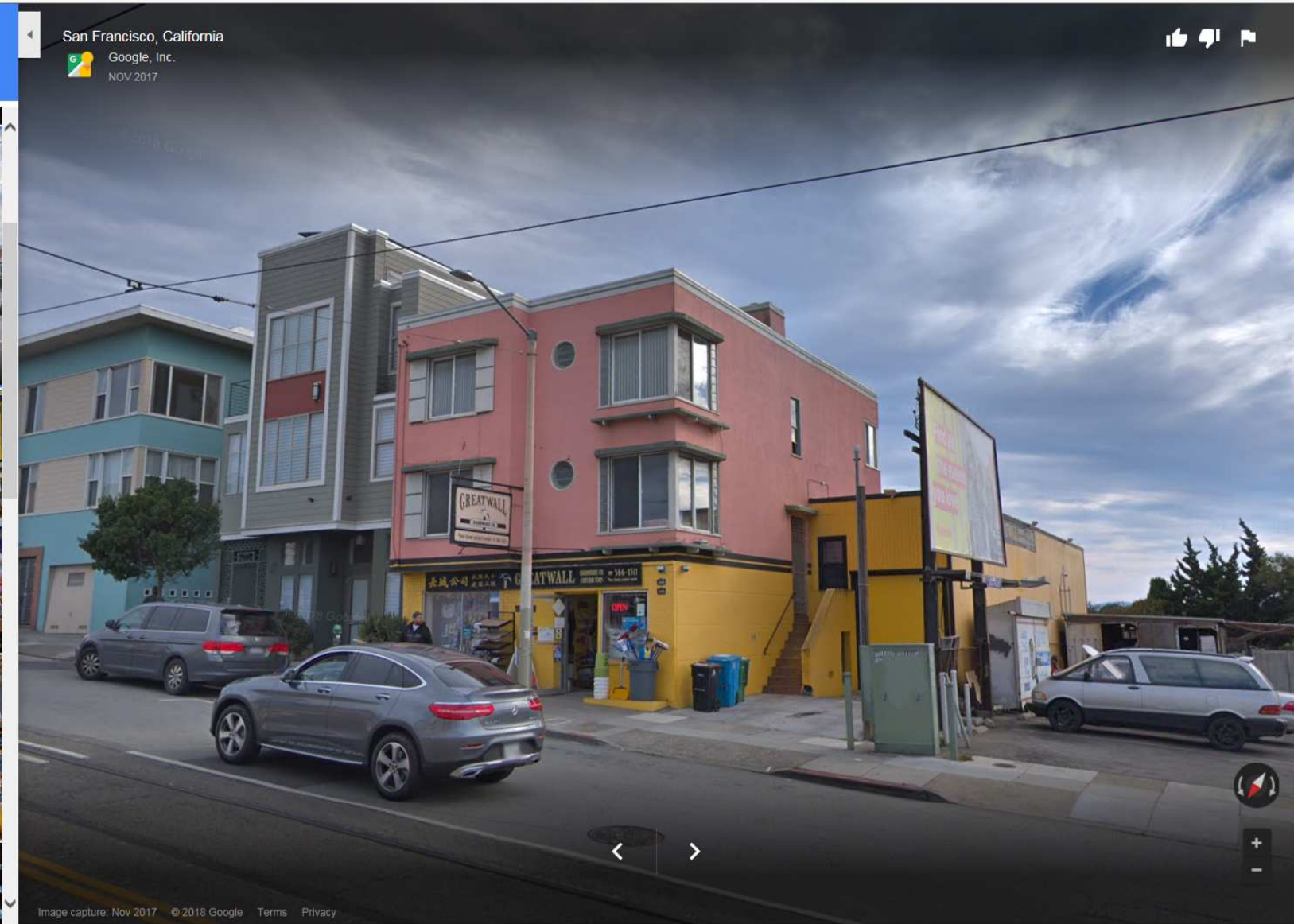
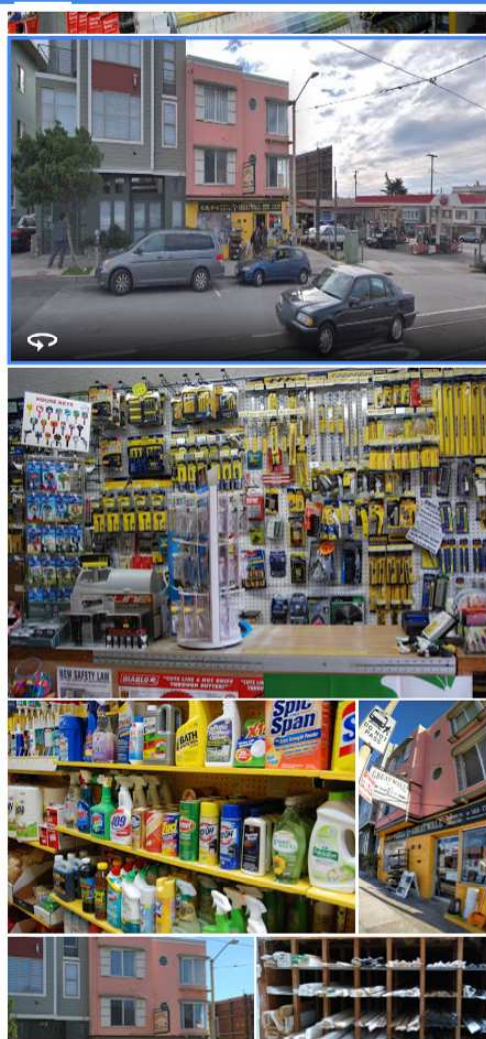






Great Wall Hardware

ALL INSIDE BY OWNER





GREATWALL

HARDWARE CO.

your home project center ☎ 566-1511

長城公司

承接大小
建築工程

GREATWALL





GREAT WALL
T-SHIRTS!
\$9.99
SUPPORT YOUR
LOCAL HARDWARE
STORE IN STYLE

★★★★★
NOW OPEN
5 DAYS!
10am - 3pm
★★★★★

Certification
Integrated to smart chips in all "Gig" lighting" systems
to prevent counterfeit lighting" sales.
Must show when the device
is used to prevent counterfeit lighting" sales.
Made to
iPod iPhone iPad
Large Required On All "Gig" Certification" Cases

Certification
Integrated to smart chips in all "Gig" lighting" systems
to prevent counterfeit lighting" sales.
Must show when the device
is used to prevent counterfeit lighting" sales.
Made to
iPod iPhone iPad
Large Required On All "Gig" Certification" Cases

GREAT WALL HARDWARE
REPEAT REWARDS

Rewards Member Benefits:

Join Great Wall Hardware Rewards and earn points on all your purchases at Great Wall Hardware.

Receive reward certificates for the points you earn and other special offers throughout the year.

Shop with us and receive your certificate at Great Wall Hardware.

Each time you make a purchase at Great Wall Hardware, we'll keep you informed about upcoming events and promotions you can use in for our exclusive use only, and will be your reward certificate.

Each time you make a purchase at Great Wall Hardware, we'll keep you informed about upcoming events and promotions you can use in for our exclusive use only, and will be your reward certificate.

Each time you make a purchase at Great Wall Hardware, we'll keep you informed about upcoming events and promotions you can use in for our exclusive use only, and will be your reward certificate.

IRWIN ROUTER BITS

IRWIN ROUTER BITS

IRWIN ROUTER BITS

April SALE!

Purdy 4-Place Paint Kit!
\$10.99
Reg \$13.99

Safety Glasses
\$13.99

415.566.1511
greatwallhardware.com



KEYS
MADE
HERE

Betty Boop Betty Boop Betty Boop
ELVIS

ELVIS Betty Boop Betty Boop Betty Boop

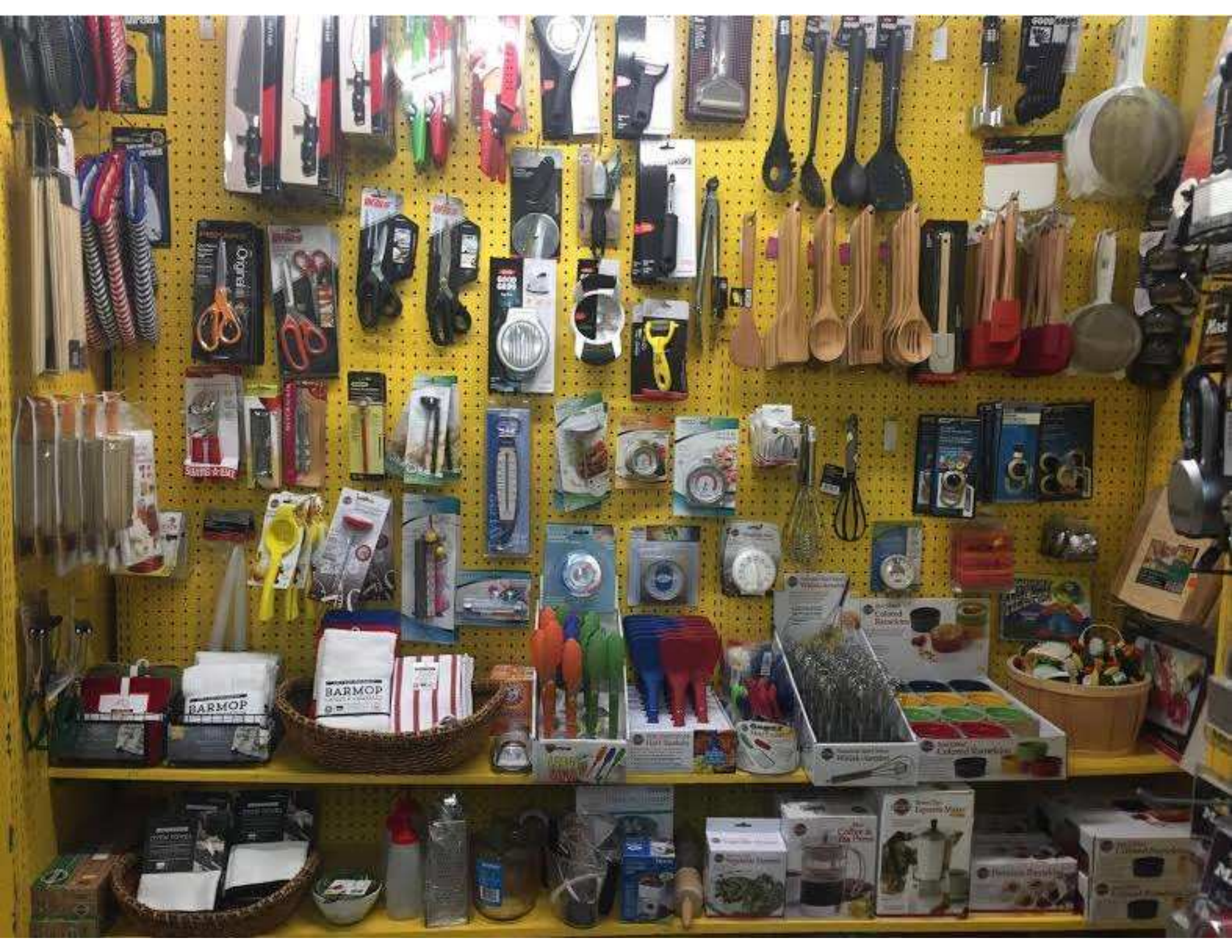
ELVIS ELVIS

Disney

50
MAGNETIC CLIP BASE
ATTACHES TO ANYTHING

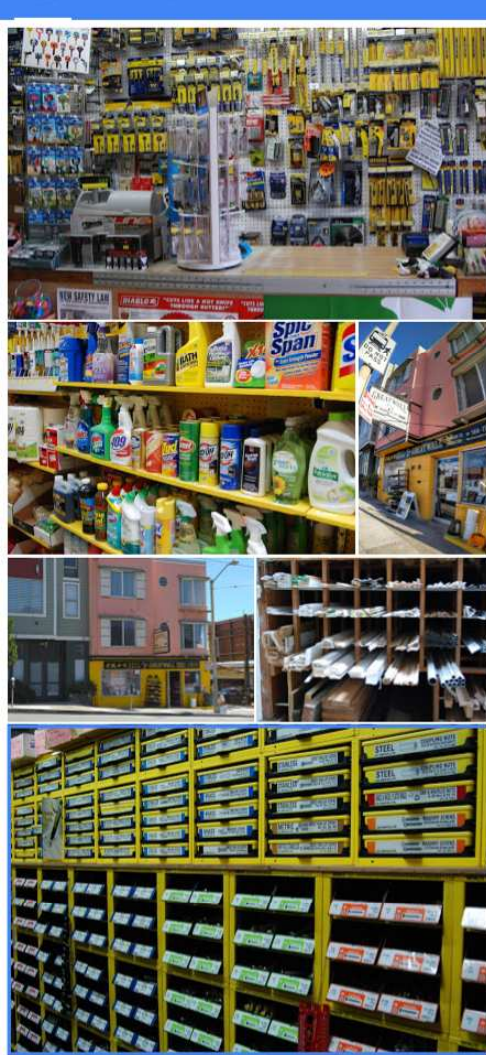
GAMAGO
ZOMBIKEYS 6
SUPCAKEYS 6
Key Chain \$1.25 ea
\$5.99/box

12.56
CreditCardCharge



Great Wall Hardware

ALL INSIDE BY OWNER





Great Wall Hardware



1821 Taraval St. (between 28th & 29th Ave.)

Mon.-Fri. 8 a.m.-6 p.m.

Sat. 10 a.m.-6 p.m.

(415) 566-1511

GreatWallHardware.com

Don't underestimate your neighborhood hardware store! Since 1983 this family-owned business has been helping local residents and businesses get the right tools and materials for any improvement or maintenance project.

Owner Albert Chow and his staff double as general contractors, so they know their products and how to use them, and will share real-world experience and professional advice with customers in the store.

Prices are competitive with the Internet and big box chain stores, with added advantages of easy parking and being treated like a neighbor.



Related Post



PARKSIDE MAILBOXES

945 Taraval St. (between 19th & 20th Avenues) San Francisco, CA 94116 (415)

661-8727 www.ParksideMailboxes.com

Hours: M-F 9am-6pm and Sat. 10am-5pm

This mailbox rental and shipping center has served the Parkside for almost 20 years.

Business has recently grown to include..

Join POPS Mailing List

Get Community Updates and Discount Coupons From Parkside Sunset Merchants

email address

Subscribe

What's Happening

Tweets by [@ParksideTweets](#)



People of Parkside
[@ParksideTweets](#)

Holiday Tree Lighting at McCoppin Square. Join the People of Parkside Sunset (POPS), Office of Supervisor Katy Tang, and the Parkside Library to their annual Holiday Tree Lighting celebration. Event is on Friday, Dec. 1 from 5pm to 7pm at McCoppin Sq. (Taraval St. and 23rd Ave.)

Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

ALBERT CHOW

On the occasion of the Taraval Parkside Merchants Association's annual holiday celebration, the Board of Supervisors of the City and County of San Francisco commends you for your contributions to the community through the TPMA and your dedication to making the Taraval corridor a safe and welcoming neighborhood for everyone.



Supervisor Carmen Chu
San Francisco Board of Supervisors
December 3, 2010





CERTIFICATE OF RECOGNITION

ALBERT CHOW, SECRETARY
PEOPLE OF PARKSIDE AND SUNSET 2011 CELEBRATION

Honoring another year of remarkable contributions to the Parkside neighborhood, continuing to create a system of trusted families, residents and volunteers, developing strong relationships and services, providing technical resources, and building community stewardship, thereby benefitting all the people of the City & County of San Francisco and the State of California.



Assemblywoman

Fiona Ma

Speaker pro Tempore

Presented on December 1, 2011





CERTIFICATE OF RECOGNITION

Great Wall Hardware

Small Business Award, District 4

Supervisor Katy Tang

Congratulations on being honored by Supervisor Katy Tang of District 4 as an inspirational and exemplary business. I commend your determination to lead San Francisco to greater economic empowerment and a brighter future for all. Congratulations and thank you for all you do!

MARK LENO

Senator, 11th District

May 13th, 2014

Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

ALBERT CHOW
GREAT WALL HARDWARE
SMALL BUSINESS OF THE YEAR HONOREE

In honor of Small Business Month, we celebrate your outstanding contributions and dedication to bettering the Parkside neighborhood. You add life and energy to our community through your work with the People of Parkside Sunset, organizing community events, and supporting neighborhood beautification. Your spirit and enthusiasm are vital to our neighborhood and inspire others, and the Board of Supervisors of the City and County of San Francisco extends to you its highest commendation.



Supervisor Katy Tang
San Francisco Board of Supervisors
May 13, 2014



Certificate of Honor

City and County of San Francisco Office of the Assessor-Recorder

The Office of the Assessor-Recorder of the City and County of San Francisco hereby issues and authorizes the execution of the Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to the people of the City and County of San Francisco by:

ALBERT CHOW *President*

On the auspicious occasion of the People of Parkside Sunset 2018 New Officers Installation, the Office of the Assessor-Recorder recognizes Albert Chow for your outstanding accomplishments and dedication to your community. We celebrate and honor your work to make our neighborhood an amazing place to live. We wish you all the best in your future endeavors.



A handwritten signature in black ink, appearing to read "Carmen Chu".

Carmen Chu
Assessor-Recorder



January 25, 2018

Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

ALBERT CHOW
PEOPLE OF PARKSIDE SUNSET

The Board of Supervisors of the City and County of San Francisco extends to you its highest commendation in recognition of your service as past Secretary and current President of the People of Parkside Sunset. Your leadership has been vital in ensuring that the Sunset and Parkside small business community has a voice, and that resources and opportunities are made available to our local merchants. We applaud you for your commitment to POPS and for your past and continued service as an active member.



Supervisor Katy Tang
San Francisco Board of Supervisors
January 25, 2018



<https://hoodline.com/2016/06/outer-sunset-week-sunday-streets-learn-to-grill-with-katy-tang-diy-crafts-more>



Outer Sunset Week: Sunday Streets, Learn to Grill With Katy Tang, DIY Crafts, More

Fri. June 10, 2016, 9:32am
by Fiona Lee



Photo: mfraley/[Flickr](#)

As June turns lightly—very lightly—to summer, Outer Sunset residents have a fantastic set of events ahead of them for this weekend.

On Saturday, pick up tips for a Father's Day barbeque with Supervisor Katy Tang and Great Wall Hardware, who will be hosting a [Discover Your District event](#) on the finer points of grilling.

There will also be free grilled eats, a raffle, and a sale at the store for 15 percent off throughout the event.

The highlight of the weekend is sure to be [Sunday Streets](#), which is being held in and around Golden Gate Park. Starting at the Bison Paddock and extending all along the Great Highway, this is the longest Sunday Streets event in San Francisco. The Great Highway will be closed off for live music, cooking demos, and a Merchant Hop, featuring some of your favorite neighborhood businesses. Be sure to drop by 36th & JFK to say hello to Hoodline at our booth!

As the weekend rolls into next week, you can get your craft on with fun activities at the Ortega Branch Library and Parkside Library, geared towards both adults and children. Explore the secret world of insects in a hands-on insect discovery lab, make jewelry, create your own lip balm, weave your own basket, and more.

Here are all the events coming up this week in the Outer Sunset. For more fun around the city, check out our full events calendar at hoodline.com/events. If you have an event you'd like to add to our calendar, [you can submit it here for free](#).

https://hoodline.com/events/discover-your-district-great-wall-hardware-grilling-lessons?utm_source=story&utm_medium=web&utm_campaign=events



Discover Your District: Great Wall Hardware Grilling Lessons

Saturday, June 11, 11am-3pm | Great Wall

Parkside



**Great Wall
1821 Taraval St 94116
Saturday, June 11, 11am-3pm**

Free

All ages

FROM THE ORGANIZER

Overview

Join Supervisor Tang in discovering the Sunset District through a series of events partnering with our local businesses and community organizations. These events give community members an opportunity to try a new business, learn a new skill and meet our local merchants and Supervisor Tang.

This Father's Day, impress dad with your new grilling skills! Join us on Saturday, June 11 from 11am – 3pm at Great Wall Hardware at 1821 Taraval Street between 28th and 29th Avenues for free grilled food, 15% off the entire store, and raffle prizes every 30 minutes! At 12:30pm, learn grilling tips from the experts and find out just how to season your meat and vegetables for a perfect backyard barbeque. (Free)





Filing Date: August 22, 2018
Case No.: 2018-011978LBR
Business Name: Great Wall Hardware
Business Address: 1821 Taraval Street
Zoning: NCD (Taraval Street Neighborhood Commercial District)
50-X Height and Bulk District
Block/Lot: 2397/038
Applicant: Albert Chow, Owner
1821 Taraval Street
San Francisco, CA 94116
Nominated By: Supervisor Katy Tang, District 4
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Great Wall Hardware was established on July 15, 1983 at 1821 Taraval Street. The store features over 20,000 items for sale including electrical, garden, painting, plumbing, cleaning, hardware, tools and lumber. The inventory grows based on customers' requests and needs. Great Wall Hardware is a family-owned business dedicated to excellent customer service and in-depth knowledge to help customers with their projects.

The business was started by Robert and Mariana Chow. Robert, a general contractor, built the store interior with his construction crew Raymond Chow (his brother), Albert Chow (his son) and two others. Mariana has operated the store since it opened. The business has a knowledgeable staff that understands, in detail, the nature of most problems around the home and office. Great Wall Hardware's owners and staff are licensed general contractors who have the know-how for repair jobs and full home remodels. Great Wall Hardware offers contracting services or contacts for other expert contractors that can help get the job done. Great Wall Hardware is also a neighborhood place where neighbors can come to share information about the activities on and around Taraval Street.

The business is located on the south side of Taraval Street between 28th and 29th avenues in the Parkside neighborhood. It is within a NCD (Taraval Street Neighborhood Commercial District) Zoning District and a 50-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1983.

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

Yes. Great Wall Hardware qualifies for listing on the Legacy Business Registry because it meets

all of the eligibility Criteria:

- i. Great Wall Hardware has operated continuously in San Francisco for 35 years.
 - ii. Great Wall Hardware has contributed to the history and identity of San Francisco by serving as a hardware store and contractor.
 - iii. Great Wall Hardware is committed to maintaining the physical features and traditions that define the organization.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
Yes. The business is associated with the building arts.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*
No.
5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*
No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1945 and has not been formally evaluated.
6. *Is the business mentioned in a local historic context statement?*
No. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*
Yes. Great Wall Hardware was awarded Small Business of the Year for District 4 in 2014 and recognized by the San Francisco Board of Supervisors. The business is occasionally quoted in newspapers such as the Examiner, Sunset Beacon, the Westside Observer and Sing Tao Chinese Newspaper for subject matter that is related to Taraval Street.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1821 Taraval Street

Recommended by Applicant

- Signature colors of yellow and black
- Blade sign with business logo
- Chinese language signage
- Staff with contractor licenses
- Commitment to environmentally-friendly products
- Online store

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 19, 2018

Case No.: 2018-011978LBR
Business Name: Great Wall Hardware
Business Address: 1821 Taraval Street
Zoning: NCD (Taraval Street Neighborhood Commercial District)
50-X Height and Bulk District
Block/Lot: 2397/038
Applicant: Albert Chow, Owner
1821 Taraval Street
San Francisco, CA 94116
Nominated By: Supervisor Katy Tang, District 4
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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Suite 400
San Francisco,
CA 94103-2479

Reception:
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Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GREAT WALL HARDWARE CURRENTLY LOCATED AT 1821 TARAVAL STREET, (BLOCK/LOT 2397/038).

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 19, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Great Wall Hardware 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 Great Wall Hardware.

Location(s):

- 1821 Taraval Street

Physical Features or Traditions that Define the Business:

- Signature colors of yellow and black
- Blade sign with business logo
- Chinese language signage
- Staff with contractor licenses
- Commitment to environmentally-friendly products
- Online store

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-011978LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 19, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: