Legacy Business Registry Staff Report

HEARING DATE APRIL 24, 2017

SAN FRANCISCO EAGLE BAR

Application No.: LBR-2016-17-073
Business Name: San Francisco Eagle Bar
Business Address: 398 12th Street
District: District 6
Applicant: Mike Leon, Owner/Manager
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION
San Francisco Eagle Bar, "The Eagle," is a local bar and community gathering space in the South of Market neighborhood with significant ties to San Francisco’s LGBT community and history and the AIDS epidemic. Founded in 1981 shortly before the AIDS crisis began in San Francisco, The Eagle quickly became a cornerstone of the SOMA leather community. Original founders Bob Damron and Jay Levine created a large, open-space, leather-themed bar for those in the surrounding community to gather and socialize that would soon become embedded in San Francisco’s gay culture, serving a wide spectrum of people including: leather enthusiasts, bikers, drag queens, and the transgender community. Between 1981 and 1998, during the height of the AIDS crisis, The Eagle lost at least 22 employees and countless family and friends to the disease. This significant loss led bar manager Terry Thompson to raise funds to help the rapidly growing number of AIDS patients. Over an 11 year period, Thompson raised over $5 million for various AIDS charities and named it the AIDS Emergency Fund (AEF). In 1998, the bar was sold to John Gardiner and Joe Banks, owners of the Hole in the Wall Saloon on 8th Street at Folsom. The sale included the condition that the bar continue to have the name "Eagle" in it, and so it was renamed "The Eagle Tavern." The Eagle was briefly closed between June 2011 and March 2013 because owners John Gardiner and Joe Banks directed their attention to the Hole in the Wall Saloon. In August 2012, the business was taken over by Alex Montiel and Mike Leon, who were able to rebuild the main bar and upgrade the property entirely to be brought up to code. The Eagle reopened for business in March 2013 and the new owners have kept the spirit of the bar alive and have carried on the community work that has been the legacy of the bar for over 35 years.

Some of the events that The Eagle hosts include the Sunday Beer Bust benefitting nonprofits, Thursday Night Live, featuring live local, national and international bands, and various benefits for the SF AIDS Foundation among others that have become classic fundraisers in the SOMA bar scene. The Eagle continues to be a popular venue to host events raising money for AIDS charities and other organizations as well as provide a welcoming place for the San Francisco LGBT community to gather. The Eagle has become a fixture in the SOMA community and remains a community-oriented bar.

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:

398 12th Street from 1981 to Present (36 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 LGBT and South of Market communities' 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:

- San Francisco Eagle Bar is associated with the leather culture of the SOMA neighborhood and with the tradition of hosting and providing space for community events and gatherings to benefit and promote LGBT history and other community and neighborhood organizations and causes.

- San Francisco Eagle Bar has contributed to the community's history and identity through its deeply rooted history in the LGBT and South of Market communities, through its physical space as a welcoming and comforting place for members of the community to gather and through its presence as a supporter for those who have lost their lives to or are struggling with AIDS.

- The 1906 property is located within the identified-eligible Western SOMA Light Industrial and Residential Historic District. Additionally, the property has been previously evaluated through the South of Market Area Historic Resource Survey and was determined to be “Category A – Historic Resource Present.”

- The business has been cited in the following publications:
  - Hoodline, 9/22/2015, “Eagle Plaza Scores $1.5M to Create Leather-Themed Public Open Space.”

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

Yes, San Francisco Eagle Bar is committed to maintaining the physical features or traditions that define its role as an important place in the history of the LGBT and Leather communities within the South of Market neighborhood.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that San Francisco Eagle Bar 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:
- 398 12th Street.
- Location at the corner of 12th Street and Harrison.
- Large open space format.
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red).
- Large outdoor patio.
• Vaulted wood ceiling.
• 28-foot long bar (with 2 additional bars on the patio and back bar).
• Interior and exterior performance stages.
• Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust.
• Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINE THE BUSINESS
Following is the core physical feature or tradition that define the business that would be required for maintenance of the business on the Legacy Business Registry.
• Bar.

STAFF RECOMMENDATION
Staff recommends that the San Francisco Small Business Commission include San Francisco Eagle Bar currently located at 398 12th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program
Small Business Commission
Draft Resolution

HEARING DATE APRIL 24, 2017
SAN FRANCISCO EAGLE BAR

LEGACY BUSINESS REGISTRY RESOLUTION NO. _________________________

Application No.: LBR-2016-17-073
Business Name: San Francisco Eagle Bar
Business Address: 398 12th Street
District: District 6
Applicant: Mike Leon, Owner/Manager
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SAN FRANCISCO EAGLE BAR, CURRENTLY LOCATED AT 398 12TH STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on April 24, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore
BE IT RESOLVED that the Small Business Commission hereby includes San Francisco Eagle Bar 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 San Francisco Eagle Bar:

Physical Features or Traditions that Define the Business:
- 398 12th Street.
- Location at the corner of 12th Street and Harrison.
- Large open space format.
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red).
- Large outdoor patio.
- Vaulted wood ceiling.
- 28-foot long bar (with 2 additional bars on the patio and back bar).
- Interior and exterior performance stages.
- Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust.
- Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain San Francisco Eagle Bar on the Legacy Business Registry:
- Bar.

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

_________________________
Regina Dick-Endrizzi
Director

RESOLUTION NO. _________________________

Ayes –
Nays –
Abstained –
Absent –
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<tr>
<td>Business Name:</td>
<td>San Francisco Eagle Bar LLC</td>
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<tr>
<td>Business Address:</td>
<td>398 12th Street</td>
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<td>District:</td>
<td>District 6</td>
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<td>Applicant:</td>
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<tr>
<td>Nomination Date:</td>
<td>March 6, 2017</td>
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<tr>
<td>Nominated By:</td>
<td>Supervisor Hillary Ronen</td>
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**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

398 12th Street from 1981 to Present (36 years).

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

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

**NOTES:** NA

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

Richard Kurylo  
Manager, Legacy Business Program
RE: Nomination of San Francisco Eagle Bar

Dear Mr. Kurylo,

I am excited to nominate to the Legacy Business Registry – the San Francisco Eagle Room, a bar with historical ties to San Francisco’s LGBT history and the AIDS epidemic.

The San Francisco Eagle Bar first opened its doors in 1981 and, although the ownership has changed, the bar has always remained a cornerstone of the South of Market leather community. The Eagle is a large, open space format, leather-themed bar, with the second-largest outdoor patio in the city. It is embedded in San Francisco’s gay culture and serves a wide spectrum of the bear community – from leather enthusiasts, bikers, and drag queens to daddies and the transgender community.

During the AIDS epidemic of the 1980’s, the Eagle lost 22 employees to the disease and countless family and friends. Over an 11 year period, manager Terry Thompson raised over $5 million for AIDS charities. Today, the Eagle continues to host numerous benefits in support of local community groups.

This business plays an essential role in the LGBT culture and history of San Francisco and it is my honor to nominate The San Francisco Eagle Bar to become part of San Francisco’s Legacy Business Registry.

Sincerely,

Hillary Ronen
# Legacy Business Registry | Application

## 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.

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<th>NAME OF BUSINESS:</th>
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<td>SAN FRANCISCO EAGLE BAR LLC</td>
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<th>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</th>
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<td>ALEX MONTIEL MIKE LEON</td>
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<tr>
<td>398 12TH ST. SF, CA 94103</td>
<td>(415) 429-8049 / (415) 986-6101</td>
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<th>EMAIL:</th>
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<tr>
<td><a href="mailto:Mike@sf-eagle.com">Mike@sf-eagle.com</a> / <a href="mailto:Alex@sf-eagle.com">Alex@sf-eagle.com</a></td>
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<td>Mike Leons S.F. Eagle</td>
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**OFFICIAL USE: Completed by OSB Staff**

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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.

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Section Three:
Disclosure Statement.
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.

Name (Print): Mike Lee  Date: 10/16/2016  Signature:
San Francisco Eagle Bar
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.


In June 1989, Bob Damron died, and Jay Levine continued to own and run the bar until he sold it in 1998.

In 1998, Jay Levine sold the San Francisco Eagle Bar to John Gardiner and Joe Banks, owners of the Hole in the Wall Saloon on 8th Street at Folsom. One condition of the sale was that bar continue to have the name "Eagle" in it, so John and Joe named the bar The Eagle Tavern.

In August 2012, Alex Montiel and Mike Leon took over the space, and the business underwent upgrades to bring the establishment up to code.

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

The Eagle was closed between June 2011 and March 2013 because owners John Gardiner and Joe Banks directed their attention to the Hole in the Wall Saloon. Alex Montiel and Mike Leon then took over the space, and a new lease was signed in August 2012. During this time, a complete overhaul of the main bar was rebuilt to code, including many structural and electrical upgrades. The property needed upgrades to bring the establishment up to code. An ADA-accessible bathroom and ADA-accessible entrance were installed, and the roof was replaced. The Eagle reopened for business on March 3, 2013. The new owners kept the spirit of the Eagle alive and carried on the community work that has been the legacy of the bar for 35 years. Some of the events include the Sunday Beer Bust benefiting nonprofits and Thursday Night Live featuring live bands.
c. Is the business a family owned business? If so, give the generational history of the business.

The San Francisco Eagle Bar is not a family owned business.

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

The original owners of the business were Bob Damron and Jay Levine from 1981 to 1989. From 1989 to 1998, Jay Levine solely owned and operated the Eagle. John Gardiner and Joe Banks purchased the bar in 1998. Alex Montiel and Mike Leon took over the business in 2012 and remain the current owners.

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.

See attached documents.

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

The building is not listed on a local, state, or federal historic registry.

Criterion 2

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

The San Francisco Eagle Bar has been the cornerstone of the South of Market leather community and has been located in the neighborhood since 1981. In 1983, a personality intimately linked with the Eagle was elected International Mr. Leather in Dallas, Texas, and a reception was held at the Eagle in his honor, with a special presentation by Emperor Marcus. Sandy Reinhardt, the founder of the international leather family Mama’s Family, also frequented the Eagle. The Eagle also opened shortly before the AIDS crisis began in San Francisco and was hard hit by the disease. Between 1981 and 1998, the Eagle lost at least 22 employees to AIDS.
Everyone was doing their part to raise desperately needed funds to cope with the rapidly growing number of AIDS patients. We were not helping just strangers, we were frantically helping our sick fellow employees, roommates, friends and lovers in any way we could. The Eagle became a popular venue for raising money for AIDS charities.

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

Rita Rockett, a local patron of the Castro and SOMA bars, conjured up the idea of hosting a light-hearted brunch to help boost morale among AIDS patients. The parties grew into "Rita's Sunday Brunches" for SF General's AIDS patients and their families. Many a Sunday would find Rita hosting a fundraiser on the Eagle's patio to support these beneficial brunches. Rita’s brunches and fund-raising beer busts continued through the early 1990s. The Eagle has also hosted benefits for the SF AIDS Foundation which have included appearances by Tom of Finland and Comedians Danny Williams and Monica Palacios.

In addition to fundraising events, the bar hosted many leather contests. Daddy Alan Selby, founder of Mr. S Leather, started the "Leather Daddy" and "Leather Daddy's Boy" contests, which continued well into the late 2000s. Mr. San Francisco Leather was another contest held on the bar’s patio. The first contests were held on the roof over the middle bar. Contestants would climb beer cases to stand on the roof so everybody standing below could see them. When the wooden fence was completed, the contest was moved to the main patio floor. The bar also hosted at least two Mr. Northern California Drummer contests on 12th Street in front of the bar.

The bar’s first own Mr. SF Eagle Leather contest was staged with Lenny Broberg winning the title. He then went on to win Mr. San Francisco Leather and then on to win International Mr. Leather in Chicago that same year. Mr. SF Eagle Leather continues today to be a popular and viable contest in the leather community.

Also, the Eagle hosts the Golden Dildeaux Awards, which is a fundraiser for local charities.

The Eagle hosts an event called "Thursday Night Live" where local, national and international bands play their music. These Thursday night concerts include everything from opera, country and western, rock and heavy metal.

The Eagle has also in the past been a participant in the annual LBGT Pride Parade. The float traditionally has a complete sound system featuring as float riders Eagle bar employees, some bar customers and any visiting leather titleholder who had come to San Francisco to celebrate.
c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

The San Francisco Eagle Bar has been featured in numerous local and regional media and publications. Some examples include: The San Francisco Chronicle, San Francisco Examiner, the Bay Area Reporter, Bay Area Guardian, Guardian SF, SF Weekly, NBC Bay Area, Zagat, Do the Bay, KGO-TV, ABC News Bay Area, East Bay Express, City Guides, KQED, Vice Media, Trip Adviser, queerlifespace.org, SF Station, baybridged.com, and others.

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

The Eagle is steeped in the gay culture of San Francisco and beyond. Bob Damron, author of the Damron Gay Guide, was the original owner of the San Francisco Eagle Bar.

Terry Thompson was the bar manager for 11 years from 1984 to 1994 and was one of the proponents behind the AIDS Emergency Fund.

Shortly after Terry Thompson became the bar manager, a famous gay artist, Robert Uyvari, was commissioned to design the San Francisco Eagle Bar poster. The poster became an instant global success. It was sought by customers and bars from around the world. It became a weekly task to mail scores of these posters in their protective tubes to the world-wide community.

Mr. Marcus, Emperor I of San Francisco, writer of 30 years at the Bay Area Reporter for the leather column, also a member of the Imperial Court of San Francisco as well as Emperor Steve Rasher and Empress Lily Street, members of the largest and oldest LGBT organization in the world also had been known to frequent the Eagle. Other notable figures include State Senator Mark Leno, Sup. Scott Wiener, Sup. David Campos, Sup. Jane Kim, Rita Moore, State Senator Tom Ammiano, Colt Thomas, Tom of Finland, Comedians Danny Williams and Monica Palacios, The Satyrs (a motorcycle club from Los Angeles)

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

Terry Thompson, who became the bar manager in 1984, utilized the Eagle as a vehicle for raising money for AIDS charities. Terry and a few of his long-time friends from Southern California conceptualized the AIDS Emergency Fund (AEF). Terry created events that became classic fund-raisers in the SOMA bar scene: Halloween's "Leathers and Feathers" costume contest; Halloween's pumpkin-carving contest; the Easter Egg coloring contest; the world famous Bare Chest Calendar (the Calendar started at the Arena but moved to the Eagle in 1985); donations for lighting a light on the bar's Christmas tree; and the immensely popular Sunday fund-raising beer busts. Terry also
did two street fairs in 1987 and 1988 on 12th Street between Harrison Street and Bernice Alley.

During the 11 years that Terry was manager, the Eagle raised over $5 million for AIDS charities and other organizations from all the bar's fund-raising activities. The beer busts and Bare Chest Calendar continue to this day, helping to raise more money for people in need. The Eagle has also played host to the groups Dykes on Bikes, Golden Gate Guard, San Francisco Mr. Leather, SF Gay Pride, as well as many musical guests and local bands including: Off! Ty Segall Thee Oh Sees Book Of Love Coachwhips The Sandwithces Grizzly Bear The Dicks Gary Floyd High On Fire Grant Hart Golden Void Erase Erratta Chuck Prophet Bomb Black Kali Ma Bart Davenport Hammers Of Misfortune Ludicra Dmbq Tribe 8 Pansy Division Kelley Stoltz Mark Eitzel Matt Piucci (Rain Parade) Oxbow Slough Feg Sonny And The Sunsets Torche Zen Guerrilla Victor Krummenacher Pat Macdonald (Timbuk 3) Jello Biafra Extra Action Marching Band

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

The San Francisco Eagle Bar serves the leather and biker communities, as well as the drag and Imperial communities. The patrons of the bar occupy a very wide spectrum from the bear community, to drag queens, to daddies, to the transgender community, to local cooperative communities such as Rainbow Groceries.

The Eagle also provides venue space to local and national touring bands (see supplemental documents).

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

The Eagle is associated with the Eagle Plaza, slated to become the first leather plaza in the world. The bar has partnered with the Build Inc., who are developing a site on the corner of 12th and Harrison Streets into residential and retail units, to create a plaza at the intersection of 12th and Harrison Streets dedicated to the Folsom Gulch Leather Community. The developer and community collaborated to propose a public space dedicated to the history of the neighborhood. Plans for the plaza can be seen at eagleplaza.org.

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

In addition to the numerous benefits, fundraisers, and beer busts that the bar has hosted over the course of its history, as well as the space it provides for San Francisco’s LGBT community, the loss of this institution would be a hard hit for the
Folsom Gulch Leather Community. The partnership with Build Inc. to create Eagle Plaza will result in the expansion of these fundraisers and events to a newly created public space, as well as the creation of a new non-profit organization that will organize events and activate the space. The bar is an integral part of the community and demonstrates its value by hosting and providing for such events.

**Criterion 3**

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

The San Francisco Eagle Bar is a large open space format leather-themed bar, with the second-largest outdoor patio in the City. The bar is located in a structure dating back to the late-1800s that was originally a dry goods market. The interior of the space has been largely rebuilt to code, and includes a vaulted wooden ceiling, a 28-foot long bar (with 2 additional bars on the patio and back bar, all which are full bars) a performance stage, 72 tap handles, an outdoor grill, a heated gazebo, and a patio stage. The colors of the bar reflect the colors of the leather community which are, black, blue, white, and red. Located on the patio is also a large flagpole that flies the leather flag, also black, blue, white, with a red heart. This flag will be moved to Eagle Plaza upon its completion.

*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)*

Since taking over the space, Alex and Mike have remained dedicated to keeping the original essence of the bar by maintaining some of the original fixtures, such as the main bar and the original layout of the building. Alex and Mike also remain a community-oriented bar by keeping pricing accessible to all patrons. The San Francisco Eagle Bar is largely a beer-oriented bar that is rumored to have the second-largest beer seller after AT&T Park. The bar keeps 16 varieties of beer on tap regularly, as well as 760 bottles of liquor at any given time.

The present owners have also maintained Thursday Night Live featuring live bands, the Sunday Beer Bust and community events of many kinds throughout the year. The San Francisco Eagle Bar also acts as a host for meetings for local organizations in the back bar such as Dykes on Bikes and the Golden Gate Guard. Mr. Montiel and Mr. Leon also have generated new events such as the lot party known as the Victory Party held yearly across the street from the bar during Folsom Street Fair.

Along with new events outside the bar a new plaza to be called The San Francisco Eagle Plaza will be coming in the future commemorating the SOMA and leather culture of San Francisco directly outside of the bar on 12th Street.
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.). Does the building occupied by the business relate to the immediate neighborhood?

When the bar opened, the physical layout of the establishment consisted of an island bar in the middle of the floor, an office (now a bathroom), a DJ booth (now the coat check), a stage, two upstairs bathrooms and a coat check alcove. After the bar opened, the DJ booth was moved to the front near the windows, and a leather shop, under the ownership of Daddy Alan Selby, opened in the vacated space. With the moving of the DJ booth, a ruby laser was installed and pointed at a round, painted, wooden Eagle on the back wall of the stage. The eye of the Eagle was a large red gem. The laser beam and the glowing red eye were the first things customers saw when they entered the bar and became an instant symbol of the Eagle. Part of this iconic fixture, minus the red gem, is now attached to the wall above the patio's walk-in cooler.

From 1981 to 1983, the current patio was acquired and construction began on the back bar and outside latrine. A deck was planned for its roof, but this addition was never realized. When the patio bar was completed, it was named "Troopers' Hall." At that time Los Angeles had a place called "Troopers' Hall" where most of the Southern California Clubs held their events. Our Hall was so named because the uniform club, The Golden Gate Troopers, had named the Eagle their home bar. A wooden fence formed the northern boundary of the patio. A walk-in beer cooler was installed where the current cooler is, and a barbeque pit and gazebo were built. Just after the gazebo was finished, the rest of the patio's cement deck was poured.

In 1984, new sound and closed-circuit video systems were installed. With closed-circuit video, contests held on the patio could be seen on the multiple large indoor monitors. Likewise, indoor events could be transmitted to the monitors located in the patio bar.

After Terry Thompson died in 1994, the new bar management constructed a stage on the patio.

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.

See supplemental documents
Leather Daddy's Boy & Leather Daddy
DEAN GIBSON CHRISTIAN HARREN

PRESENT

A TRIBUTE TO

TOM'S MEN

BEER BUST & AUCTION

Of Signed Tom Of Finland Prints

Special Prize: T.O.F. Lithograph

Comedians

Danny Williams and Monica Palacios

SPECIAL GUESTS

Tom Of Finland
Luke Daniels

Benefiting The

S.F. AIDS Fund

SUNDAY

APRIL 28 3-6

S.F. EAGLE
attend the
S.F. Eagle's
"FEATHER & LEATHER"
HALLOWEEN
PARTY

Saturday - October 31st
9 p.m. - 2 a.m.

Costume Judging
cash prizes & trophies
$100 FIRST PRIZE $50 SECOND PRIZE $25 THIRD PRIZE $25 FOURTH PRIZE

There will be Surprise Judges and a Special Emcee to welcome the guests and contestants as well as the celebrities who throng to the South of Market every Halloween Night to see how the real men celebrate "Witches Xmas." Judging takes place from 11 PM til 1 AM and the Cash Prizes and Trophies will be awarded to the winners at a special fete on Monday night at 10 PM. The theme is "feathers and leather" so the costume must have some of each to be judged in theme. See you all at the great great, S.F. Eagle!

THE LARGEST PATIO IN ALL OF GAY S.F.
OPENS ON HALLOWEEN NIGHT AT THE
SAN FRANCISCO EAGLE!

at the
San Francisco EAGLE 398 Twelfth Street 626-0880
EAT CHICKEN
AT THE EAGLE
12TH AND HARRISON

TO BENEFIT:
THE KAPOSI’S SARCOMA FOUNDATION

SUNDAY, NOV. 21, 1982
3 TO 6 PM

$5.00 DONATION INCLUDES:
CHICKEN AND BEER BUST
PLUS SURPRISES

SPONSORED BY:
BORDER RIDERS M.C.
(BAY AREA MEMBERS)

ALL PROCEEDS TO GO TO
KAPOSI’S SARCOMA FOUNDATION
CALIFORNIA (cont’d)

SAN FRANCISCO
Castro Cafe (M)(R)(C) 484 Castro St.
Castro Gardens (R) 558 Castro St.
Castro Station (Some W, SM, FFA) ★ 456 Castro St.
Cauldron (P) (No booze, just re-cycled beer) 953 Natoma
Cave (SM)(PT)(WE★) 280 7th St. betw. Folsom & Howard
Century All Male Theatre 816 Larkin at O’Farrell
Central Park (M)(R)(Deli) 401 Valencia
Church Street Station (R) ★ (Breakfast served 24 hrs. - cruisy after bars close)
14th & Market at Church St.
Cinch (W)(PT)(DJ, but no D)(Some hustlers) 1723 Polk St.
Circle J Cinema (P)(Flicks & other action)(Enter thru Adonis Book Store) 384 Ellis St.
Cissy’s Saloon (M)(Heavy Hip) 1586 Folsom St.
City Athletic Club ★ (Gym) 2500 Market St. nr. Castro
Cloud Seven (D) 2360 Polk St.
Club Baths of San Francisco ★ 8th & Howard
Club Dori (R)(OC) 427 Presidio
★ Club San Francisco (C.B.C. Baths) ★ 330 Ritch St.
(an alley off Townsend betw. 3rd & 4th Sts.)
Connie’s Why Not (Creole R) 878 Valencia
Corner (M)(R) 3600 16th at Market & Noe
Dave’s Baths (OC) ★ 100 Broadway
DeLuxe (PT)(Cruisy) ★ 1511 Haight St.
Devil’s Herd (C&W - live music - Square D) ★ 853 Valencia
Different Strokes (B)(Disco)(D)(E) ★ 1550 California
Discount Books 114 Eddy St.
Dreamland (P)(Disco)(D)(Macho jocks)(Thur-Sun★) 715 Harrison St.
★ Drummaster (SM)(W) 11th & Folsom
Duo (R)(Beer & wine) 4094 18th St.
Dusty’s Saloon (PT) 709 Larkin
★ Eagle (SM)(W)(FFA)(See San Francisco Eagle) ★
Eagle Creek Saloon (Hip)(Disco, but little D)(Some B) 1884 Market St.
Eighth Day (Some W, SM) 12 Decatur nr. 8th & Bryant
1808 Club (‘Wild back room’) 1808 Market St.
Elanore’s 3309 Mission St.
Elephant Walk ★ (Lunches) 18th & Castro
El Rio (Fun neighborhood bar) ★ 3158 Mission St.
Embarcadero Y.M.C.A. (M)(H)(Not what it once was)
166 The Embarcadero
Endup (Disco)(D)(WE★) 401 6th at Harrison
Esta Noche (Latinos)(Salsa Disco)(D)(Looks promising) 3079 16th St.
ECLIPSE PARTY

JOIN US ON THE PATIO

JULY 5TH

75¢ BEER

COME WATCH THE ECLIPSE

10PM - 2AM
TOGETHER AGAIN!
For The First Time
The Warlock M/C Of San Francisco
& The Satyrs M/C Of Los Angeles
Present
A
MID-SUMMER SATURDAY AFTERNOON BEER BUST

Saturday, August 7, 1982
3:30 — 7:00 PM
The San Francisco Eagle • 12th & Harrison
$5 Donation
COMING IN SEPTEMBER

WARLOCK'S RUN
September 17, 18, 19
Lake San Antonio

SATYR'S RUN
Labor Day Weekend
Badger Flats
THE PLEASURE OF YOUR COMPANY IS REQUESTED AT A RECEPTION IN HONOR OF COULTER "COLT" THOMAS INTERNATIONAL MR. LEATHER 1983-84 OF GALVESTON, TEXAS AT THE SAN FRANCISCO EAGLE BAR 398 TWELFTH STREET SAN FRANCISCO FROM 10 P.M. TO MIDNIGHT SATURDAY NIGHT, 25 JUNE 1983

Your Hosts: The Management & Staff of the SF-Eagle

Special Presentation for Mr. Thomas to be Made by Mister Marcus
#226 0226-4A
25 Aug. 84
Bike & Sighing @ St. Eagle
ATTENTION

ALL HUNGRY HUNKS ARE HEREBY ORDERED TO REPORT TO THE MESS HALL AT TROOPERS HALL

COMMENCING: APRIL 1, 1984
FOR: SAVORY SOUPS, SUPER SALADS, & SCRUMPTIOUS SANDWICHES

HOURS: 1700-2200 (THURS-SUN)
THE EAGLE (12TH & HARRISON)
SAVORY SOUP OF THE DAY:
(DELICIOUS HOMEMADE)
CUP: 1.00  BOWL: 1.50

SUPER SALADS:
POTATOE SALAD  .50
PLUS
SPECIAL DAILY SALAD

EXTRAS:
ONION ROLL  .25
AMER., JACK, SWISS, CHEDDAR  .50
LETTUCE & TOM.  .25

SCRumptious SANDWICHES:
1. ROAST BEEF  3.25
2. BAKED HAM  3.00
3. TUNA SALAD  2.75
4. MEAT LOAF  2.75
5. AVACADO, BACON, & SPROUTS  3.00
6. BLT  2.75
7. PEANUT BUTTER & JELLY  .99
8. HOT DOGS
   ALL AMERICAN  .99
   DELUXE  1.50
SCANDALS
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Scarlett Frank
2451 Sacramento St
SF
922-9178
Schearer Mark
845 Sutter #204
SF
824-0800

SCHMIDT & SCHMIDT INSURANCE
130 BUSH ST
SF
981-3915
Palm Springs
(714) 320-3288

SAN JOSE
Schoenlein Greg
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SF
863-7443

SCOTTIE'S BREAKAWAY TRANSPORTATION
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SCOTTY'S TRANSMISSIONS
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654 SACRAMENTO ST
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CUPERTINO
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Silverado
17081 Highway St
Guerneville
(707) 869-0611
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2187 Market St
SF
861-6335
Singleton Kenneth L
647 Castro St
SF
864-0653

641 Club
641 Stockton Ave
San Jose
(408) 999-1144

SLOAT GARDEN CENTER
3427 W/AWONA ST
SF
556-4415
HALLOWEEN '84
LEATHER
and
FEATHERS
Fantasy
AT THE S.F. EAGLE
WED. OCT. 31
9pm
THE THIRD ANNUAL
Costume Contest
First $150.-
Second 100.-
Third 50.-
4th anniversary
Pete Pettine - Mr. S.F. EAGLE 1985
PRESENTS

LEATHER & LUST!
BEER BUST & BAR B.Q.

ENTERTAINMENT
with

"TORCH" • • • • DANNY RODRIGUEZ
NEW YORK SONG STYLIST

HAYWARD RAW RAHS • THE HOWLERS

MISS PECKER HEAD "The Material Girl"

LEATHER AUCTION
with MR. MARCUS & VERN STEWART
featuring

International Mr. Leather PATRICK TONER
& Other West Coast Title Holders

$8 donation, benefitting S.F. AIDS Fund

Sunday Dec. 1 3-6

S.F. EAGLE
DINNER With The MEN
1987 BARE CHEST CALENDAR
WINNERS!!

Sunday, Oct. 26 3–6pm
BEER BUST $700

AND
Auction Benefiting The A.I.D.S. Emergency Fund
With.. MR. MARCUS
and
RITA ROCKETT

Just Bid On Your Favorite MAN
And Have Dinner & Cocktails
With HIM!

SPECIAL THANKS TO: Metro, The Square, The Elephant Walk,
Neon Chicken, Pasta II, Warehouse, Cafe Sn. Marcos, Le Domino,
Sutters Mill, Castro Gardens, Castro Station and...

S.F. EAGLE
AFTER THE CLOSING CEREMONIES
OF GAY GAMES II

You Are Cordially Invited to Join

Jim Ed Thompson, Mr. Leather San Francisco 1986
Nick Varetkas, Mr. S.F. Eagle Leather 1986
Sonny Cline, Mr. Drummer 1984

and Co-Hosts

MR. MARCUS and
PATRICK TONER, Mr. International Leather 1985

in a Benefit Beer Bust/Spaghetti Feed for

PAT NORMAN

at the S.F. EAGLE, 12th & Harrison
SUNDAY, AUGUST 17
from 4 - 7 P.M.

Spaghetti Dinner and All the Beer You Can Drink
$7.50 Donation

SPECIAL GUESTS

ENTERTAINMENT

OTHER SURPRISES

Sponsored by Pat Norman For Supervisor Campaign Committee

PRINTING BY CREATIVE COMMUNICATIONS

TAX I.D. #850990
1987 Eagle Event
invite you to attend a  
Beer Bust / Bar B-Q to  
Benefit

MOLINARI FOR MAYOR
CAMPAIGN

Sunday, September 13  
3:00 p.m. to 6:00 p.m.

S.F. Eagle  
12th & Harrison

$7.00 Donation

Entertainment by  
SHARON McNIGHT  
and other surprises

SPONSORS
Mark Abramson  Steve Shiflett  Kym Whittington  David Sarathain  Joseph Johns  David Stoll  
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Herbert Hebron  Pete Pettine  George Burgess  Duke Armstrong  Keith Truitt

Paid for by Molinari for Mayor Committee
BEER BUST
for
The NAMES Project
AT
S.F. EAGLE
12TH AND HARRISON
SATURDAY, MARCH 26, 1988
1500 - 1800
(3:00 – 6:00 p.m.)
$7
Hosted by:
MR. MARCUS
Special Guests:
COLT THOMAS
EMPEROR STEVE RASHER
EMPRESS LILY STREET
THE S.F. CALENDAR MEN
TOM AMMIANO
Special Entertainment and Surprise Guests!
A section of the Quilt will be displayed.
7th Anniversary
Monday Apr 18  9 PM
FREE Eagle Pins

Tuesday Apr 19  9 PM
200 FREE
eagle T Shirts

Wednesday Apr 20
830 PM
Buffet & Show
MC. Marga Gomez

Deena Jones

and

Miss E.C. Scott
& her band

All at the S.F. Eagle
no cover
Mayor Art Agnos proclaimed last Friday, Sept. 28, Terry Thompson Day in San Francisco. The official proclamation was presented to Terry by the mayor's press secretary, Scott Shafer, at the Eagle on the occasion of Terry's 50th birthday. It was a benefit for the AIDS Emergency Fund and an exuberant crowd was on hand to hear the Swing blast out with bodies we think were popular in Terry's earlier days. There was much Stan Kenton and World War II music and themes throughout. One of the highlights during the first sets when City Swing trumpeter K.C. Brown jumped from a chair and joined Gail Sunday, the Golden Gate Men's Chorus had scheduled the Eagle patio for the beer bust but were no-shows, so the Eagle staff had to scramble to put it on themselves. Obviously it was too late to invite another group on such short notice. It is really irresponsible for people to schedule that space for fundraising and then not show up. A multitude of organizations are on the waiting list for Sunday beer busts — the Eagle management is definitely not amused. Unbelievable!

Reports from very reliable sources indicate Women's Weekend at the Russian River was not well attended. The main complaint is that the prices were more than the traf
November 15, 1994

Ms. Nina Martinson and
Ms. Clare Lidky
c/o Mike Polanski
70 Beaver Street
San Francisco, California 94114

Dear Ms. Martinson and Ms. Lidky:

This is to inform you that, upon motion made by Supervisor Carole Migden, the Board of Supervisors adjourned its regular meeting of November 14, 1994 out of respect to the memory of Terry Thompson.

The members of the Board, with a profound sense of civic and personal loss, are conscious of the many fine qualities of heart and mind which distinguished and brought justifiable appreciation to Mr. Thompson.

The Supervisors realize that mere words can mean so little to you at a time such as this, but they do want you and the members of your family to know of their deep sympathy and heartfelt condolence.

Sincerely,

Jean Lum
Acting Clerk of the Board
MARCUS
the 1st Best
And Greatestest
Emperor of All Friend
And a wonderful Friend

Leo 73
SAN FRANCISCO EAGLE BAR
Local and National Touring Bands

Eagle Tavern, Iconic Gay Bar, to Reopen
By Jon Brooks August 29, 2012

The Eagle Tavern, a gay bar that was a 30-year-old SOMA mainstay until it closed last April due to a rent increase, is going to re-open, at least according to its web site.

From the site:

It is our pleasure to announce that the Eagle will fly again! Your new hosts, Mike and Alex, will reopen the bar as the S.F. Eagle. It will take a couple of months to do the much-needed repairs and upgrades that the property requires, but some upcoming events are already in the works prior to the opening of the bar. Please check this website periodically for new announcements coming soon.

The bar and patio located at 398 12th Street has long been a special place, not only to the LGBT community, but to the entire community for decades, not to mention the live music community as well. We just couldn’t let such a historic place like this disappear!

We will continue to host fundraisers for all the organizations from the past, as well as welcoming new ones to make the S.F. Eagle the pride of our community once again.

We look forward to seeing all of you very soon!

Today San Francisco Supervisor Scott Wiener told us he was very happy that the Eagle has re-landed. “A lot of us fought very hard to keep The Eagle Open,” he said. “Having people that want to re-open it as The Eagle is great news.” Wiener said he and Supervisor Jane Kim worked with the new proprietors, Alex Montiel and Mike Leon, to gain a lease.

Wiener also discussed the significance of The Eagle. “The Eagle has been a very important cultural nightlife venue in the LGBT community for several decades. In particular the Sunday beer bust has been a wonderful community gathering to raise money for nonprofits, especially HIV providers. So The Eagle is something that’s very important to a lot of us.”
Last year at a rally for The Eagle, Wiener told KQED’s Joshua Johnson how important nightlife in general is to many in the LGBT community. “Our bars and our clubs are our gathering places,” Wiener said. “For a lot of gay people, when you come out, your family are sometimes the people that you’re meeting in these bars.”

Here’s video of that discussion…

At the time, Johnson’s blog post on that event drew a number of comments from Eagle fans, including the following:

As i have seen many of the local people support such a great place; but for many more of us who do not have that community in our local areas we travel to places like THE EAGLE. We seek to learn and be a part of something that is so wonderful that it allows us to feel okay and safe to be who we are. The Eagle and the people of The Eagle share build and grow the tradition and the lives of so many. Please keep the fight strong for a place that has been so good to so many. Thank you all from the bottom of my heart.

The Eagle is my home away from home. i have been to hundreds of benefits there where money was raised for Lyon Martin Clinic or toys collected for the SF Firefighters Toy Drive. On Thanksgiving there is turkey and dressing for all of the folks who would perhaps have to go to a shelter or do without on that day. We have to fight back and SAVE THE EAGLE.

Hopefully, the new place will end up being just as important to its customers.
San Francisco LGBTQ Leather Bar, SF Eagle, Submits Plans For Public Plaza

By Tamara Palmer

A veteran LGBTQ leather bar in San Francisco's SoMa District hopes to come out into the open.

The SF Eagle bar will seek city approval to build an outdoor public plaza in front of the business on 12th Street, between Howard and Bernice, according to The Bay Area Reporter. The stated mission is to honor neighborhood ties to the LGBTQ and leather communities as well as fill a much-needed void for safe public spaces in the area.

- **Warship's Homecoming First Kiss Shared by Gay Men for the First Time**

Right now, it's called Eagle Plaza and there are several different design concepts being considered, but all have an eye towards being versatile enough to be used for general social interaction and relaxing as well as special events and amenities such as food trucks.

"I am super excited about it, I think it is beautiful," District 6 Supervisor Jane Kim told The Bay Area Reporter.

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TRENDING STORIES

1. Little House to Jim Morrison: Actress Writes Tell-All Book
2. California Residents Exposed to Contaminated Water

---

The idea for Eagle Plaza is happening in conjunction with developer plans to propose new housing units in the area. Build Inc. wants the city to approve plans to erect three residential buildings in an empty parking lot across from the bar.

Friends of Eagle Plaza will show off some of the proposed design ideas at a beer bust event at The Eagle from 3-6 p.m. on Feb. 15. They'll also be on display at a public feedback meeting at Don Ramon's restaurant (225 Eleventh Street) from 6-8 p.m. on Feb. 17.

FDA Inspects Fraction of Umbilical Cord Blood Banks

Published at 1:31 PM PST on Feb 13, 2015

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WEATHER FORECAST

San Jose, CA

° Overcast
Feels Like °

WHAT DO YOU THINK?

Do you typically keep a fan on when you sleep?

□ Yes
□ No
□ Does not apply

NEXT

Promoted Links by Taboola

GET LOCAL NEWS IN A FLASH.
Eagle Plaza Scores $1.5M To Create Leather-Themed Public Open Space

Renderings: Gehl Studio (http://gehlarchitects.com/)

Tue. September 22, 2015, 12:48pm
The Eastern Neighborhoods Citizens Advisory Committee has unanimously approved a $1.5 million in-kind agreement for Eagle Plaza (http://www.eagleplaza.org/), which seeks to turn a portion of 12th Street between Harrison and Bernice streets into a public gathering space that showcases the LGBTQ and leather heritage of western SoMa.

Eagle Plaza is a component of Build Inc.'s development plans for 1532 Harrison St. (http://1532harrison.com/#), which seeks to construct 136 apartments and ground-floor retail space on the existing surface parking lot. With the Planning Commission's final approval, 93 percent of the Eastern Neighborhood Impact Fee generated from this project would go toward funding the plaza. The remaining $520,000 to develop the plaza will be contributed by Build Inc., grants and community fundraisers held during the planning process.
Based on two years of planning with the surrounding community, current plans for the plaza include a shared way for pedestrians, bicyclists and cars, as well as the ability to reconfigure furnishings to close the street to vehicles during events — and possibly permanently, if the community desires.

The Leather Pride Flag will reside in the center of plaza, and Lex Montiel, co-owner of The Eagle, said the space will serve as a hub for events hosted by The Eagle and local nonprofits supporting the LGBTQ and leather community.
During his brief presentation last night, Build Inc. Principal Michael Yarne said that in current renderings, much of the plaza is paved to accommodate activities like outdoor film nights and tether ball. Based on feedback from the city, however, they're working on new designs to incorporate even more green space.

Yarne also noted that the plaza accomplishes the city's goals of calming traffic and greening 12th Street, and using the urban landscape to celebrate the city's history.
While ENCAC members were impressed by the plans, many were concerned with how maintenance and programming would be managed and funded. While the plaza will become a permanent open space owned indefinitely by the city through the Pavement to Parks (http://pavementtoparks.sfplanning.org/plazas.html) program, Yarne explained that Build Inc. and Panoramic Interests (which plans to develop the nearby lot at 333 12th St. (http://www.panoramic.com/cityspaces-location/cityspaces-333-12th-st/)) have agreed that the owners of both properties will pay into a Community Facilities District (http://www.eagleplaza.org/maintenancefunding/), which will cover the cost of maintenance for at least 50 years. The nonprofit Friends of Eagle Plaza has already been formed to help program the space.

Another major concern for committee members was budget constraints. Of its $42.5 million budget for recreation and open-space through 2021, ENCAC had $4.9 million of unappropriated funds that could be granted to open-space projects.

Prior to the Eagle Plaza presentation, the director of Rec and Parks' Capital & Planning Division, Dawn Kamalanathan, presented a progress report on other green spaces the agency is improving with funds ENCAC granted. During her presentation, Kamalanathan informed the committee that Rec & Parks is negotiating to acquire lots at 161 11th St. and 1133 Mission St. for future 6,000- to 20,000-square-foot green spaces. However, the agency does not have funds to redevelop the spaces, she said.

While the committee worried that their $4.9 million would quickly disappear, to the detriment of those potential parks and future open space projects, they ultimately voted to approve the full $1.5 million based on the developer's long-term maintenance plan, 2017 delivery date, positive feedback from community members in attendance and the existence of a separate $8.8 million budget the committee has earmarked for new SoMa parks.

With the development of Eagle Plaza now fully funded, Build Inc. will present it, along with the full 1532 Harrison St. development plan, to the Planning Commission for final approval in early October.
BUSINESS DESCRIPTION

San Francisco Eagle Bar, “The Eagle,” is a local bar and community gathering space in the South of Market neighborhood with significant ties to San Francisco’s LGBTQ community and history and the AIDS epidemic. Founded in 1981, shortly before the AIDS crisis began in San Francisco, The Eagle quickly became a cornerstone of the SOMA leather community. Original founders Bob Damron and Jay Levine created a large, open-space, leather-themed bar for those in the surrounding community to gather and socialize that would soon become embedded in San Francisco’s gay culture, serving a wide spectrum of people including: leather enthusiasts, bikers, drag queens, and the transgender community.

Between 1981 and 1998, during the height of the AIDS crisis, The Eagle lost at least 22 employees and countless family and friends to the disease. This significant loss led bar manager Terry Thompson to raise funds to help the rapidly growing number of AIDS patients. Over an 11 year period, Thompson raised over $5 million for various AIDS charities and named it the AIDS Emergency Fund (AEF). In 1998, the bar was sold to John Gardiner and Joe Banks, owners of the Hole in the Wall Saloon on 8th Street at Folsom. The sale included the condition that the bar continue to have the name “Eagle” in it, and so it was renamed “The Eagle Tavern.” The Eagle was briefly closed between June 2011 and March 2013 because owners John Gardiner and Joe Banks directed their attention to the Hole in the Wall Saloon. In August 2012, the business was taken over by Alex Montiel and Mike Leon, who were able to rebuild the main bar and upgrade the property entirely to be brought up to code. The Eagle reopened for business in March 2013 and the new owners have kept the spirit of the bar alive and have carried on the community work that has been the legacy of the bar for over 35 years.

Some of the events that The Eagle hosts include the Sunday Beer Bust benefitting nonprofits, Thursday Night Live, featuring live local, national and international bands, and various benefits for the SF AIDS Foundation among others that have become classic fundraisers in the SOMA bar scene. The Eagle continues to be a popular venue to host events raising money for AIDS charities and other organizations as well as provide a welcoming place for the San Francisco LGBTQ community to gather. The Eagle has become a fixture in the SOMA community and remains a community-oriented bar.
STAFF ANALYSIS

Review Criteria

1. When was business founded?
   1981

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?
   Yes, The Eagle qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:
   i. The Eagle has operated for 36 years.
   ii. The Eagle has contributed to the South of Market community’s history and identity through its deeply rooted history in the LGBTQ and SOMA communities, through its presence as a supporter for those who have lost their lives to or are struggling with AIDS, and through its physical space as a welcoming and comforting place for members of the community to gather.
   iii. The Eagle is committed to maintaining the physical features or traditions that define its role as an important place in the history of the LGBTQ and Leather communities within the South of Market neighborhood.

3. Is the business associated with a culturally significant art/craft/cuisine/tradition?
   The business is associated with the leather culture of the SOMA neighborhood and with the tradition of hosting and providing space for community events and gatherings to benefit and promote LGBTQ history and other community and neighborhood organizations and causes.

4. Is the business or its building associated with significant events, persons, and/or architecture?
   The 1906 property is located within the identified-eligible Western SOMA Light Industrial and Residential Historic district. Additionally, the property has been previously evaluated through the South of Market Area Historic Resource Survey and was determined to be “Category a – Historic Resource Present.”

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?
   The property is within the identified-eligible Western SOMA Light Industrial and Residential 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.?
Physical Features or Traditions that Define the Business

Location(s) associated with the business:
- 398 12th Street

Recommended by Applicant
- Location at the corner of 12th Street and Harrison
- Large open space format
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red)
- Large outdoor patio
- Vaulted wood ceiling
- 28-foot long bar (with 2 additional bars on the patio and back bar)
- Interior and exterior performance stages
- Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust
- Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community
ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO EAGLE BAR ("THE EAGLE"), CURRENTLY LOCATED AT 398 12TH STREET (BLOCK/LOT 3522/014).

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 South of Market neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on April 5, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.
THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that The Eagle qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for The Eagle

Location (if applicable)
- 398 12th Street

Physical Features or Traditions that Define the Business
- Location at the corner of 12th Street and Harrison
- Large open space format
- Leather theme with colors reflecting those of the leather community (black, blue, white, and red)
- Large outdoor patio
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- 28-foot long bar (with 2 additional bars on the patio and back bar)
- Interior and exterior performance stages
- Community-oriented business model, providing affordable prices and maintaining a variety of community events such as Thursday Night Live and Sunday Beer Bust
- Tradition of hosting meetings for local organizations in the back bar and of continually being involved in and hosting various events throughout and for the community

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

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-002879LBR to the Office of Small Business.

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

Jonas P. Ionin  
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: April 5, 2017