

# Legacy Business Registry Staff Report

HEARING DATE JUNE 26, 2017

## SPECTACLES OF UNION SQUARE

*Application No.:* LBR-2016-17-082  
*Business Name:* Spectacles of Union Square  
*Business Address:* 177 Maiden Lane  
*District:* District 3  
*Applicant:* Kevin Hershey, Owner  
*Nomination Date:* April 17, 2017  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Old-fashioned optical store, Spectacles of Union Square, opened on Maiden Lane in San Francisco's high-end shopping district in 1972. The business offers highly skilled eyewear repair and prescription services, as well as an eclectic collection of high-end eyeglasses for sale, including its signature eyewear line that is manufactured onsite. The business' original owners, Milton and Dorothy Rhine, came from a family of opticians with Milton's father and two brothers operating their own optical stores in the city. Milton and Dorothy ran another optical store on Geary Street called Milton Optical Company prior to relocating to Union Square. The Rhines handed over the reins to Spectacles of Union Square in 1977 to their apprentice and European-trained lab technician, Horst Goos. After two decades with the business, Goos' own apprentice, Kevin Hershey, assumed ownership of the business in 1997. Hershey remains the owner to the present day.

Over the course of its 45 years in existence, Spectacles of Union Square has gained a reputation for its fine artisan craftsmanship and a capacity to handle difficult eyewear repair jobs that other shops cannot. Eyewear stores and doctors throughout the city often refer customers with such challenging jobs to the store, as do the city's high-end hotels including the Fairmont, Ritz Carlton, Four Seasons, Mark Hopkins, and Campton Place, which has resulted in the store acquiring a large international customer-base. One of the business' defining traditions is the presence of its owner/operator most days of the week. The specialized knowledge of its staff, as well as its onsite laboratory, enables Spectacles of Union Square to carry out repairs and adjustments within a short timeframe and fill prescriptions in an hour, including those for legally blind persons.

The store also sells a wide variety of high-end eyewear ranging from the latest fashion offered by designer brands, to vintage frames, to unique, hand-made pieces through its in-house brand, Archie Brower. Spectacles' current owner, Kevin Hershey, travels regularly to Europe to collect vintage frames from local shops to add to his boutique back home. Finally, Spectacles of Union Square is a fixture of Maiden Lane, which has historically functioned as a popular shopping destination comprised of high-end boutiques.

**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:

177 Maiden Lane from 1972 to Present (45 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 Union Square 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:

- Spectacles of Union Square is associated with the craft of manufacturing eyewear and the skilled tradition of providing regular and specialized optical services in a boutique environment.
- Spectacles of Union Square has contributed to the history and identity of San Francisco's Union Square by serving as an eyewear destination in the city's high-end shopping district. It has consistently provided highly skilled eyewear repair and prescription services and offers a unique collection of eyeglasses for retail, including its in-house brand of eyewear that is manufactured onsite.
- The property at 177 Maiden Lane is considered a "Category A Property" as a contributor to the Kearny-Market-Mason-Sutter Conservation District. It has also been identified as potentially eligible for the National Register of Historic Places as an individual property.
- The business has been cited in the following publications:
  - The San Francisco Appeal News, 9/27/2012, "Spectacles' Vintage-Inspired Line Delights," by Babe Scanlon.

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

Yes, Spectacles of Union Square is committed to maintaining the physical features or traditions that define its tradition of serving as an old-fashioned optical store.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Spectacles of Union Square 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:

- Function as an eyeglass repair store specializing in highly skilled repair jobs.
- One-hour prescription glasses service.
- Onsite optical laboratory.
- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge.
- In-house brand of eyewear.
- Eclectic collection of vintage and high end eyewear.
- Union Square location.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **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.

- Eyewear retail sales and prescription lab.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Spectacles of Union Square currently located at 177 Maiden Lane 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 JUNE 26, 2017

SPECTACLES OF UNION SQUARE

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

<i>Application No.:</i>	LBR-2016-17-082
<i>Business Name:</i>	Spectacles of Union Square
<i>Business Address:</i>	177 Maiden Lane
<i>District:</i>	District 3
<i>Applicant:</i>	Kevin Hershey, Owner
<i>Nomination Date:</i>	April 17, 2017
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SPECTACLES OF UNION SQUARE, CURRENTLY LOCATED AT 177 MAIDEN LANE.

**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 June 26, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore







SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Spectacles of Union Square 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 Spectacles of Union Square:

Physical Features or Traditions that Define the Business:

- Function as an eyeglass repair store specializing in highly skilled repair jobs.
- One-hour prescription glasses service.
- Onsite optical laboratory.
- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge.
- In-house brand of eyewear.
- Eclectic collection of vintage and high end eyewear.
- Union Square location.

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

- Eyewear retail sales and prescription lab.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 26, 2017.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-082  
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*Nomination Date:* April 17, 2017  
*Nominated By:* Supervisor Aaron Peskin

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

177 Maiden Lane from 1972 to Present (45 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:** May 10, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**

佩斯金 市參事

April 17, 2017

Director Regina Dick-Endrizzi  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

It is my honor and privilege to nominate Spectacles of Union Square for inclusion on the Legacy Business Registry.

Spectacles of Union Square is a San Francisco institution, renowned throughout the United States and Europe. It is located on historic Maiden Lane and has been in business at its current location, 177 Maiden Lane, since 1972. A true "mom and pop shop," it is a family-run business that specializes in fine craftsmanship; an old fashioned optical store that manufactures everything on-site.

Spectacles of Union Square would benefit greatly from being added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

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

Aaron Peskin

## Section One:

### Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
SPECTACLES OF UNION SQUARE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
KEVIN HERSHEY		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
177 MAIDEN LANE	(415) 781-8576	
SAN FRANCISCO CA 94108	EMAIL:	
	SPESOFUNIONSQUARE@ATT.NET	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
SPECTACLES-SF.COM	Spectacles of Union Sq.	Spectacles of Union Square

APPLICANT'S NAME	
KEVIN HERSHEY	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
177 MAIDEN LN	(370) 467-1606
SAN FRANCISCO CA 94108	EMAIL:
	KHERSHEY@SBGLOBAL.NET

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0385715	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	4-21-17

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
177 Maiden Lane	94108	1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1972 to Present	

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

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

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

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

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

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



## Section Three:

### Disclosure Statement.

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

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

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

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

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

KEVIN HERSHEY

Name (Print):

12-27-16

Date:



Signature:

## SPECTACLES OF UNION SQUARE

### 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.**

Spectacles of Union Square a San Francisco institution. It is renowned throughout the entire city and performs eyeglass repairs for guest at some of the city's finest hotels. (i.e. The Fairmont, The Ritz Carlton, The Four Seasons, The Mark Hopkins, Campton Place, etc. ) It is located on historic Maiden Lane and has been in business at its current location, 177 Maiden Lane, since 1972.

Before moving to Maiden Lane, Spectacles of Union Square was The Milton Optical Company. It was owned by Milton and Dorothy "Dor" Rhine and was located at 133 Geary #330. Upon its relocation to the Lane, Milton changed the storefront's name to Spectacles of Union Square, no doubt taking inspiration from The Union Square Lounge which formerly occupied 177 Maiden Lane.

Spectacles has had three owners in its long history, the first being Milton Rhine, who was an eye doctor and one of three Rhine brothers to have practices in the Bay Area. Milton's brother Ernie had a store on Market Street and his other brother, name unknown, had a store in Berkeley. The brothers' father was also in the industry and owned Shane Michael Eyewear. The second owner was Horst Goos, who previously worked as Rhine's lab technician through the 1970s. He became the owner in 1977. I, Kevin Hershey, am the third and current owner of the business since 1997. Like Horst Goos, prior to owning the business I was the lab technician.

Over the years I have become a sort of unofficial captain of the Lane, knowing its history and answering questions for tourists. Many of the questions I have answered are "Which building is the Frank Lloyd Wright building?" or "Where was the pet store from The Birds?" I've entertained many people from around the world that met at the Iron Horse or had a drink there when they were docked during WWII. I even had a woman from England bring me a matchbook from The Union Square Lounge, finding me from the address. She even shed a tear of joy because the reason for her pilgrimage was to visit the address where her grandparents met just after the war.

My store is an old fashioned optical store that manufactures everything on-site. We are known as THE place to have hard/tricky jobs done. We are a mom-and-pop store and among the last of a bygone era of artisan craftsmanship. We have a great loyal following that literally spans the



globe. Unfortunately, being a mom-and-pop store, business cannot grow as fast as rents in San Francisco have.

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

None.

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

Spectacles is currently family owned by the owner, Kevin Hershey. He is the sole proprietor and lives in Oakland, California. It is the only location and the business have never been a chain. It was first owned by Milton Rhine, then Horst Goos, and now Kevin Hershey.

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

The business was originally owned by Milton Rhine. He opened Spectacles of Union Square on Maiden Lane in 1972. Prior to opening Spectacles, he owned and ran the Milton Optical Company on Geary St. Horst Goos owned the store from the 1977 to 1997. Kevin Hershey took over ownership in 1997.

**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.**

In the application "packet" I have enclosed some Maiden Lane Association documents from 1979 and 1982 and an invoice for a piece of lab equipment from 1979. Unfortunately, when the building was earthquake retrofitted I threw away boxes of the stores history. I was fortunate to find the little documentation that I did.

**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 a pre-earthquake common brick building that was once a brothel. The original first floor is now the basement level. The whole original first floor was backfilled after the 1906 earthquake. The building is on the state registry as a historic building and is a category 1 historic landmark.

Prior to being an optical store, the address 177 Maiden Lane was home to The Union Square Lounge. It was featured in the 1962 movie Days of Wine and Roses starring Jack Lemmon and

Lee Remick. In the movie, there is a scene where Jack Lemmon strolls up the lane, looks at his reflection in the window of the lounge and sees a drunk. That is when he decides to get sober and attend Alcoholics Anonymous.

## **CRITERION 2**

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

Spectacles is known nationwide to all industry old timers as "that store on Maiden Lane." It is the oldest optical store in San Francisco and definitely one the oldest in the country. We've filled prescriptions for many professional athletes that have visited the Bay Area. We've provided services for actors, musicians, comedians, and politicians. We are in a premiere location and sell the high end goods they desire. We repair or fill their lenses in a time frame that works for their busy lifestyles. Iconic images of men and their glasses, weather its Wilkes Bashford's blue lenses (a Spectacles creation) or Elvis Costello's personal favorite frame over the last 10 years, (Spectacles house brand, Archie Brower) I'd say that we've made contributions to our industry both locally and internationally.

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

If you strolled down Maiden lane in the 1970's, you'd first pass by Spectacles and then you'd pass by two former businesses of major historical importance. First you would walk by the pet store from Alfred Hitchcock's 1963 thriller The Birds. This movie was filmed primarily in the Petaluma and Bodega Bay areas but the movie opens with happy shoppers on Maiden Lane! The next business that you'd stroll passed would be the Iron Horse. In the 50's, 60's, and 1970's The Iron Horse was the place to be seen in San Francisco. Joe DiMaggio often occupied the corner booth and on many nights Sinatra, Sammy Davis, and Dean Martin could be seen late into the night.

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

Enclosed in our information "packet" you will notice the SF Chronicle image of Elvis Costello wearing his signature Archie Brower Alden frame (manufactured by Spectacles) at the Hardly Strictly Bluegrass festival and Billionaire Jim Clark, one of the founders of Netscape, on the cover of Fortune magazine wearing Fred eyewear made by current owner Kevin Hershey only months before the picture was taken.

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

Elvis Costello (known for his glasses), Malcolm McDowell, Charlotte Schultz, Nancy Pelosi, Clint Reilly, Author Joel Selvin, Danielle Steel, Jeanette Etheridge, and Wilkes Bashford (deceased)

are some of Spectacles regular customers. Dame Edna, Steve Miller, Billy Gibbons, Joe Montana, Barry Zito, Diana Krall, Peter Magowan, Courtney Love, Molly Ringwald, and countless professional athletes are some of the people that I've sold glasses to since I took over in 1997.

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

Our commitment to the community would be, simply, that we are here every day to service the Bay Area and Northern California. Our loyal customers come from surrounding areas as far as Fresno and Redding. Over the years many people have switched to cheaper alternatives such as Lens Crafters or Costco, but they still come to Kevin to have everything filled or repaired properly. Spectacles is the "international" repair facility to which many of the hotels in Union Square and surrounding areas send its customers with optical emergencies to us. Spectacles also does all repairs for Cartier and other Union Square boutiques that sell eyewear. The store has also been involved in many neighborhood associations such as the now defunct Maiden Lane Association. Enclosed in our information "packet" you will find an association letter dated July 26, 1982 that talks about the installation of the gates of Maiden Lane. The gates have absolutely become part of the image of the lane.

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

Union Square is one of the highest end shopping districts in the country and Spectacles has been serving the customers who shop here since 1972. We also service the needs of patients all across Northern California. Because our shop can repair and provide a one hour lens service, we are recommended to many locals and tourists for these services.

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

The building is a pre-1906 earthquake common brick building. Its basement level was the original 1st floor levels of the street were backfilled after the earthquake. It was also a brothel.

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

If the community were to lose Spectacles, it would be losing a San Francisco institution that manufactures optical eyewear, has an on-site laboratory that can fill prescriptions up to a minus 9 (legally blind!) in an hour, and complicated repairs and adjustments. Kevin routinely does tasks for people that other stores say can't be done such as soldering metal frames, cutting lenses from a broken frame into a new frame or simply straightening a metal frame, that looks as though it's been tied in a knot, back to its proper shape and fit. Again, local doctors will send patients to us if they don't feel that their lab can do the job properly and local optical stores will send repairs and adjustments to us if it is beyond their skill level.



### **CRITERION 3**

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

Spectacles of Union Square is an old fashioned optical store that has its own laboratory on site and does one-hour prescription glasses. We are able to repair almost anything. The owner studied under master optician Horst Goos. For years we have been known as "the" place in Northern California for hard to fit prescriptions and custom lenses. We sell frames dating back to the 1800s. At Spectacles you can buy vintage eyewear, designer brands, frames made from wood, frames made from horn, and one of a kind hand-made pieces. But ultimately, our Lab and ability to do custom jobs and fill hard to fit prescriptions is what we hang our hat on.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

The business carries on its defining tradition by having the owner/operator in the office almost every day. The store is still a \$1,000,000 store, which is amazing for an optical boutique of its size. However, with rents being some of the highest in the country and suffering through four years of Union Square construction, it's been tough. Neighbors on both sides of us have left due to high rents. The occupancy on Maiden Lane is at its lowest in the 20 plus years that I've worked on the lane. The construction has absolutely devastated Union Square, that's a fact, but the world has also went through an "adjustment" if you will. E-tail has caught up with retail. Too many things are easily accessed on the internet and it has hurt many retail industries but Spectacles is different. We provide a service that has to be done in person. A trade cannot be done over the internet.

**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.).**

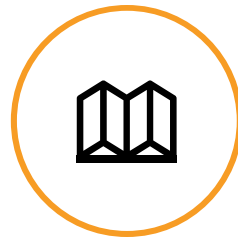
The only special features maintained would be the building's exterior. It is a common brick, two story building, and the facade has been relatively unchanged other than the windows.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

The building/business has been an optical store for over 30 years. The same craft has been curated for its duration.

san francisco's largest selection of **boutique brands & authentic vintage eyewear**

177 maiden lane, san francisco



DIRECTIONS

## spectacles of union square san francisco

Spectacles, located on San Francisco's historic Maiden Lane since 1959, has always been more concerned with precision and accuracy than the latest fads and gimmicks. Three generations ago, in 1932, the owners family opened their first wholesale lab in Detroit. Sisters Isabel and Rae were two of the first females in the optical industry. The family has continued to run prescription labs and manufacture eyeglass frames ever since. Owner Kevin Hershey studied under master optician Horst Goos until he took over the lab in 1996. For over 70 years their main concern has always been quality over quantity. Spectacles in-house lab specializes in custom rimless mountings and uses tried and true products such as Varilux and Carl Zeiss lenses. At Spectacles you can find everything from Cartier to unused vintage eyewear.



## san francisco eyeglass prescription lab

"I feel fortunate to have been trained by an old European optician/labman. Like myself, Horst had come out of the lab to eventually own the store. He taught me all that he knew about making prescription lenses on outdated antiquated equipment and consequently I had to master the trade and learn to manually perform task that one would never need to know when using modern equipment. In our industry, lens technology has become so over marketed that we lose sight of the fact that ultimately a human still has to take a measurement and in most cases, a completely different human has to take that information and process it accurately. At my store it is all done in-house. We've been making prescription glasses under this very same roof for almost 60 years. I've been hanging around Maiden Lane for over 20 years now and we've always been known as the San Francisco Prescription Eyewear Destination. I am honored to be able to keep these family owned traditions alive and sell what we feel are quality brands and more importantly, make a pair of glasses the right way. I am never more in my element than when knocking out a stack of jobs, repairing an old frame, and helping someone see better, all at the same time!"

-Kevin Hershey, Owner





OPTICIANS

spectacles  
177 Malden Lane

DIPTYQUE

GINA  
KHAN  
SALON

MIX

sale



# Spectacles

177 Maiden Lane

OPTICIANS



Spectacles

177 Malden Lane

OPTICIANS

















*Cartier*



*Cartier*









PLEASE SEATBELT WHEN  
BY AIRCRAFT FOR  
SAFETY AND  
COMFORT



# SPECTACLES

OF UNION SQUARE

san francisco's finest collection of unique eyewear  
we accept flex dollars

177 Maiden Lane  
[spectacles-sf.com](http://spectacles-sf.com)



**"WARNING"**  
YOUR PICTURE AND VOICE  
MAY BE RECORDED FOR THE WORLD

# SPECTACLES

of Union Square

177 Maiden Lane, San Francisco 94108





# Dalebook

'America's Got Talent' tour opens in Oakland **C2**

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Monday, October 4, 2010 | Section C ★★★★★

## MUSIC



Photos by Liz Hafalia / The Chronicle

**Elvis Costello caused major pedestrian gridlock during his set on the Star Stage at San Francisco's free annual bluegrass festival in Golden Gate Park.**



Trial

# FORTUNE

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#BXBCBHG\*\*\*\*\*CARR-RT-SORT\*\*C011  
#941086DSMI177H97#9 Y5 CA01M\*S\* NOV99  
HORST 800S 0104  
SPECTACLES OF UNION SQ #05484  
177 MAIDEN LN P00094  
SAN FRANCISCO ,CA 94108-5301

Netscape  
founder Jim Clark,  
atop his latest  
computing innovation,  
the 155-foot cutter *Hyperion*.

www.fortune.com SMALL BUSINESS EDITION





LAW OFFICES  
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CALVO INSURANCE BUILDING  
ROUTE 4 AND SAYLOR  
PHONE: 477-7192

POST OFFICE BOX ~~2853~~ 2853  
AGANA, GUAM USA 96910

July 20, 1982

Spectacles of Union Square  
177 Maiden Lane  
San Francisco, California 94108

Dear Sirs:

During my recent visit to San Francisco you made a beautiful pair of glasses for me. Unfortunately I cannot see out of these glasses. You very kindly checked the prescription against my broken glasses and found them to be different. An offer was made to replace the lens for an additional \$50.00. My plane for Guam was leaving the next day and I was unable to reach anyone there to advise me. Subsequently I have checked my extra glasses here and to my amazement they are all different!! Dr. Yamashita has left Guam for Honolulu permanently. The eye clinic that made the glasses will give me, hopefully, the correct prescription.

I plan to return to San Francisco on August 10th, within a day or two I will come in and leave my glasses and correct prescription for the agreed lens replacement.

Dr. Batoyon, a close personal friend, finds my frames absolutely smashing and she would like a pair exactly like mine. She will be in San Francisco in early August and it is permissible to let her have a pair of the same frames. I would ask that you extend to her the same excellent service and courtesy that I enjoyed.

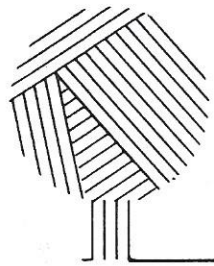
Thank you again.

Sincerely,



DONNA B. TANSEY

DBT:jmb



# MAIDEN LANE ASSOCIATION

---

July 26, 1982

Horst Goos  
Spectacles of Union Square  
177 Maiden Lane  
San Francisco, CA 94108

Dear Horst,

With this letter I wish to introduce you to the Maiden Lane Association, its Board of Directors, and invite you to join the Association and help us accomplish some of our goals.

The Maiden Lane Association is a tenant-owner group and we are responsible for maintaining and promoting Maiden Lane for the benefit of its members and the public. Since May 1982 the current Board has accomplished the following:

- \* The two blocks of Maiden Lane are swept and washed down three times a week by a maintenance crew hired by the Maiden Lane Association.
- \* Closure poles have been ordered and should be installed by August 15, 1982. These are attractive self-locking poles which shall be placed across all four intersections during the closure hours of 11:00 a.m. - 4:00 p.m. Monday thru Saturday.

Both of the above were NOT special assessment items. Further beautification projects, such as lighting fixtures and planters are being planned. However, in order to continue to provide these services and improvements on the Lane, we need to reach our membership goal of 50.

We notice that you did not join the Association during our recent Membership Drive. WE NEED YOUR SUPPORT! Won't you please send in your signed application today together with your check for your 1982-1983 membership dues?

We look forward to hearing from you.

Sincerely,

John Kukulica

JJK/pr

Enclosures



8 Mill Lane,  
Fulwood,  
Preston  
Lancashire  
England  
PR2 3HD

26th September 2009

Dear Kevin,

In August, I came from England to find Union Square Lounge that my father had visited during the 1950's whilst he was in the Royal Navy. I left you a packet of matches that my father had kept, which I came across when he passed away in May this year.

I want to say many, many thanks for the conversation we had regarding the history of Maiden Lane and your recommendation to watch - Days of Wine and Roses- where I saw the "kerb"!! and the window of Union Square Lounge. The film in itself was enjoyable, though rather sad and gave a very profound insight into the culture of alcoholism.

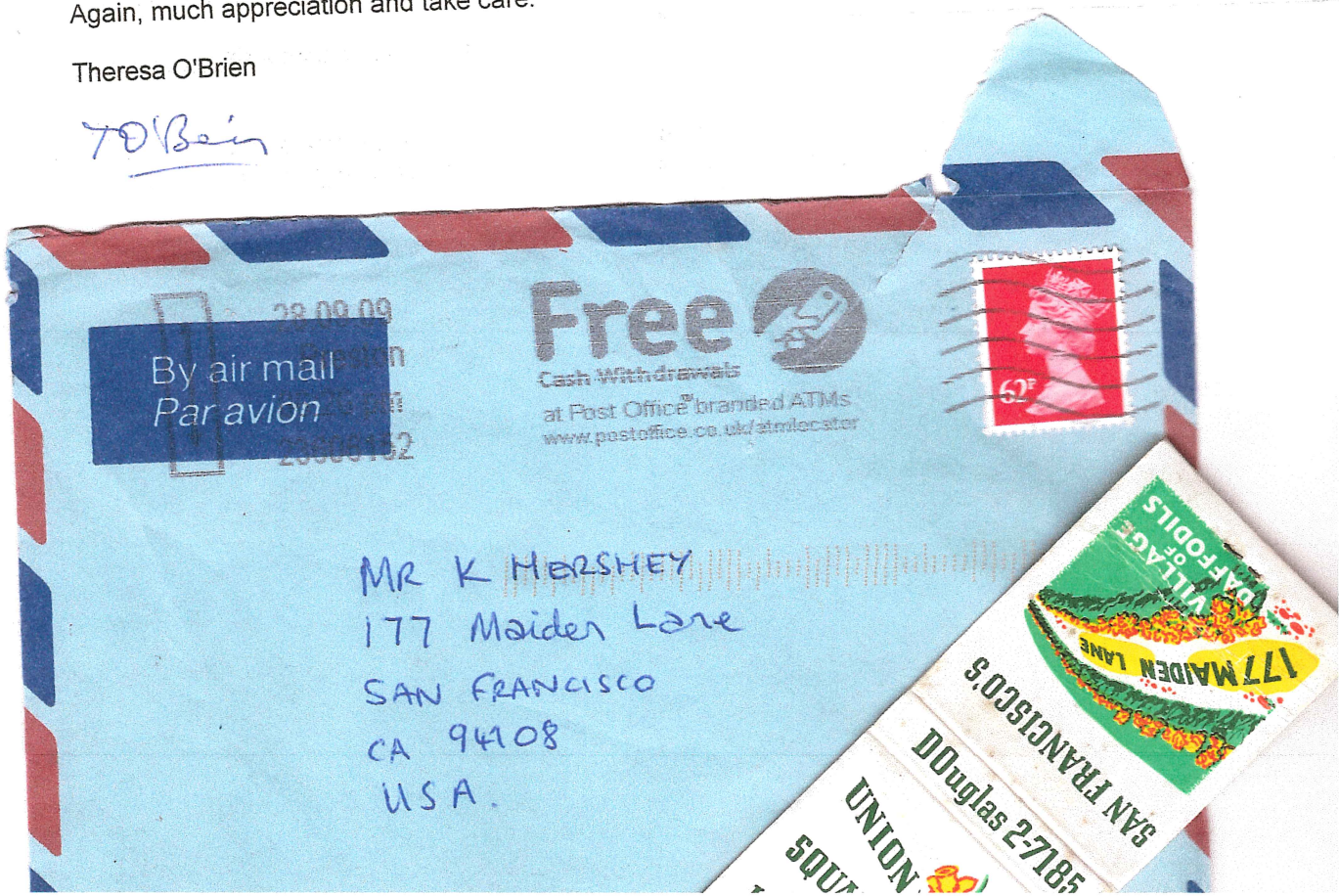
All this helped me tremendously throughout my grieving process and I cannot thank you enough for your kindness and patience in spending the time talking to me during your working hours.

By the way, I think SF is a fantastic place and I thoroughly enjoyed my month in California, however, I think I prefer the lush, green landscape of England but with more of your glorious sunshine!

Again, much appreciation and take care.

Theresa O'Brien

*TO Beir*





# SPECTACLES' VINTAGE-INSPIRED LINE DELIGHTS

by [Babe Scanlon](#) | September 27, 2012 10:30 am | in [Culture](#) | [0 Comments](#)



I've always known [Spectacles](#) on Maiden Lane in Union Square for their vintage glasses, but now I'm excited about their house brand [Archie Brower](#). The owner, Kevin Hershey, travels Europe every year searching out vintage stock from small glasses shops. Then he reworks his best finds into the Archie Brower line.

The latest style (shown above) comes in the most amazing colors: black, blue, green, pink, tortoiseshell, you name it (Andrea, also above, is wearing the green ones). Some of them even have rhinestones. And as far as high quality, beautiful glasses go, they're reasonably priced. The frames I'm going to buy are only \$275, now I just need to decide between blue, pink, or green. Archie Brower makes men's and women's frames (I got so overly excited about the woman's glasses that I forgot to take pictures of the men's, whoops).

In addition to Archie Brower and other high quality modern lines, Spectacles carries vintage frames from the 1930's through the 1970's. This results in the most interesting and varied selection of frames I've seen in the Bay Area. The staff at Spectacles makes trying on frames fun and they each have great style. They've picked out most of my favorite glasses for me, including the vintage, gold with pearls sunglasses I'm wearing in the picture above.

One vintage frame I'm obsessed with right now is a huge 70's men's frame that makes anyone look like they're about to land the space shuttle. They look hideous on me so Kevin won't let me buy them. I keep telling him that I'm not trying to look attractive but rather, unapproachably insane. Still though, it's obvious he just can't stomach anyone leaving Spectacles looking repellant.

*Filing Date:* May 10, 2017  
*Case No.:* 2017-006235LBR  
*Business Name:* Spectacles of Union Square  
*Business Address:* 177 Maiden Lane  
*Zoning:* C-3-R (Downtown-Retail)/  
80-130-F Height and Bulk District  
*Block/Lot:* 0309/012  
*Applicant:* Kevin Hershey  
177 Maiden Lane  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Old-fashioned optical store, Spectacles of Union Square, opened on Maiden Lane in San Francisco's high end shopping district in 1972. The business offers highly skilled eyewear repair and prescription services, as well as an eclectic collection of high-end eyeglasses for sale, including its signature eyewear line that is manufactured onsite. The business' original owners, Milton and Dorothy Rhine, came from a family of opticians with Milton's father and two brothers operating their own optical stores in the city. Milton and Dorothy ran another optical store on Geary Street called Milton Optical Company prior to relocating to Union Square. The Rhines handed over the reins to Spectacles of Union Square in 1977 to their apprentice and European-trained lab technician, Horst Goos. After two decades with the business, Goos' own apprentice, Kevin Hershey, assumed ownership of the business in 1997. Hershey remains the owner to the present day.

Over the course of its 45 years in existence, Spectacles of Union Square has gained a reputation for its fine artisan craftsmanship and a capacity to handle difficult eyewear repair jobs that other shops cannot. Eyewear stores and doctors throughout the city often refer customers with such challenging jobs to the store, as do the city's high-end hotels including the Fairmont, Ritz Carlton, Four Seasons, Mark Hopkins, and Campton Place, which has resulted in the store acquiring a large international customer-base. One of the business' defining traditions is the presence of its owner/operator most days of the week. The specialized knowledge of its staff, as well as its onsite laboratory, enables Spectacles of Union Square to carry out repairs and adjustments within a short timeframe and fill prescriptions in an hour, including those for legally blind persons.

The store also sells a wide variety of high-end eyewear ranging from the latest fashion offered by designer brands, to vintage frames, to unique, hand-made pieces through its in-house brand, Archie Brower. Spectacles' current owner, Kevin Hershey, travels regularly to Europe to collect vintage frames from local shops to add to his boutique back home. Finally, Spectacles of Union Square is a fixture of Maiden Lane, which has historically functioned as a popular shopping destination comprised of high-end boutiques.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1972.

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

Yes, Spectacles of Union Square qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Spectacles of Union Square has operated for 45 years.
- vi. Spectacles of Union Square has contributed to the history and identity of San Francisco's Union Square by serving as an eyewear destination in the city's high-end shopping district. It has consistently provided highly skilled eyewear repair and prescription services and offers a unique collection of eyeglasses for retail, including its in-house brand of eyewear that is manufactured onsite.
- vii. Spectacles of Union Square is committed to maintaining the physical features or traditions that define its tradition of serving as an old-fashioned optical store.

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

The business is associated with the craft of manufacturing eyewear and the skilled tradition of providing regular and specialized optical services in a boutique environment.

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

The property at 177 Maiden Lane is considered a "Category A Property" as a contributor to the Kearny-Market-Mason-Sutter Conservation District. It has also been identified as potentially eligible for the National Register of Historic Places as an individual property.

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

Yes. It is a contributor to the Kearny-Market-Mason-Sutter Conservation District.

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

No.

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

Yes. Spectacles of Union Square has been cited in the following publication (but not necessarily limited to): *The San Francisco Appeal News*, 9/27/2012, "Spectacles' Vintage-Inspired Line Delights," by Babe Scanlon.

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

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

- 177 Maiden Lane



**Recommended by Applicant**

- Function as an eyeglass repair store specializing in highly skilled repair jobs
- One-hour prescription glasses service
- Onsite optical laboratory

**Additional Recommended by Staff**

- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge
- In-house brand of eyewear
- Eclectic collection of vintage and high end eyewear
- Union Square location



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 6, 2017

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San Francisco,  
CA 94103-2479

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**415.558.6377**

*Case No.:* 2017-006235LBR  
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*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SPECTACLES OF UNION SQUARE, CURRENTLY LOCATED AT 177 MAIDEN LANE (BLOCK/LOT 0309/012).**

**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 identity of San Francisco's Union Square shopping district; 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 June 6, 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 Spectacles of Union Square 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 Spectacles of Union Square:

*Location (if applicable)*

- 177 Maiden Lane

*Physical Features or Traditions that Define the Business*

- Function as an eyeglass repair store specializing in highly skilled repair jobs
- One-hour prescription glasses service
- Onsite optical laboratory
- Commitment to training apprentices as a way of passing down specialized optical skills and knowledge
- In-house brand of eyewear
- Eclectic collection of vintage and high end eyewear
- Union Square location

**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 2017-006235LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 6, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED: