

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

DNA LOUNGE

Application No.: LBR-2017-18-007
Business Name: DNA Lounge
Business Address: 375 11th Street
District: District 6
Applicant: Jamie Zawinski and Barry Synoground
Nomination Date: August 1, 2017
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

DNA Lounge is located on the north side of 11th Street between Folsom and Harrison Streets and is comprised of two buildings constructed in 1906 and 1923, respectively. Opened on November 22, 1985, DNA Lounge is an all-ages nightclub, concert venue, and 24-hour restaurant and café containing four different performance spaces. It has been a South of Market institution for over three decades and is well-known within San Francisco's nightlife industry. As described in its application, DNA Lounge is a "political project: an attempt to move the needle of culture in this city." The all-ages venue features 21+, 18+, and all-ages dance parties and musical performances featuring diverse bands, D.J.s, and genres. In addition, DNA Lounge hosts comedy nights, lecture series, circuses, robotic exhibitions, dance performances, hair shows, charity events, and provides meeting space for community groups.

Historically, it is known for its role in the development of House and Psytrance musical genres and continues to serve as a home for other music and performance-based subcultures, such as Deep House, Swing, Metal, Indie Rock, Mash-ups, Dubstep, Goth, burlesque and circus arts, as well as the growing Synthwave scene. Famous musicians ranging from Prince to Green Day to Run-D.M.C. have performed at DNA Lounge. DNA Lounge was voted "Best Dance Club" six times and as "Best Bar Staff" by the SF Bay Guardian's "Best of the Bay" readers' poll.

DNA Lounge was a significant, unwilling participant in what was commonly referred to as the "War on Fun." At a time when businesses were struggling in the 1990s and 2000s, the California Department of Alcoholic Beverage Control stepped up harassment of bars, clubs, dance halls and live entertainment venues of all types. DNA Lounge was among the clubs targeted. The business survived some notable conflicts with state and local regulatory agencies due to the DNA Lounge's management team's devotion to the arts and their willingness to stand up for what truly makes San Francisco great rather than backing down to bureaucratic bullying. The battle for DNA Lounge was one of the contributing factors in the creation of the San Francisco Entertainment Commission, which stripped the San Francisco Police Department of their strangle-hold on nightlife permitting.

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:

375 11th Street from 1985 to Present (32 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 South of Market 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:

- DNA Lounge is associated with the tradition of hosting genre-specific performances and dance parties by both live bands and DJs. It was particularly important to the development and continuance of San Francisco's House and Psytrance scenes, and continues to serve as a hub for ever-evolving dance and music subcultures.
- DNA Lounge has contributed to the identity of the South of Market neighborhood and to the history of several music scenes in San Francisco including House and Psytrance. It has done this by serving as a venue for musical performances, DJs, and dance parties for over three decades.
- DNA Lounge consists of two buildings. Neither property has been evaluated by the Planning Department for potential historical significance. They are both considered "Category B" properties that require further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in numerous publications, many of which are listed on page 23 of the attached application.

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

Yes, DNA Lounge is committed to maintaining the physical features and traditions that define its role in providing nightlife entertainment to diverse audiences of all ages, serving as a safe and welcoming place, and offering a space for the cultivation of community around music, dance parties, and art.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that DNA Lounge 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:

South of Market location

- All-ages nightclub.
- Concert venue.
- 24-hour restaurant and café.
- Diversity and mix of entertainment options.
- Presence of performance spaces.





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.

- Entertainment venue.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include DNA Lounge currently located at 375 11th 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 SEPTEMBER 25, 2017

DNA LOUNGE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2017-18-007
<i>Business Name:</i>	DNA Lounge
<i>Business Address:</i>	375 11 th Street
<i>District:</i>	District 6
<i>Applicant:</i>	Jamie Zawinski and Barry Synoground
<i>Nomination Date:</i>	August 1, 2017
<i>Nominated By:</i>	Supervisor Jane Kim
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR DNA LOUNGE, CURRENTLY LOCATED AT 375 11TH STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 25, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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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 DNA Lounge 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 DNA Lounge:

Physical Features or Traditions that Define the Business:

- All-ages nightclub.
- Concert venue.
- 24-hour restaurant and café.
- Diversity and mix of entertainment options.
- Presence of performance spaces.

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

- Entertainment venue.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 25, 2017.

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-2017-18-007
Business Name: DNA Lounge
Business Address: 375 11th Street
District: District 6
Applicant: Jamie Zawinski and Barry Synoground
Nomination Date: August 1, 2017
Nominated By: Supervisor Jane Kim

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

375 11th Street from 1985 to Present (32 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: August 21, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

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August 1, 2017

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

Dear Regina:

I would like to formally nominate DNA Lounge as a candidate for San Francisco Legacy Business Registry. It is a lively music venue that has been in the South of Market neighborhood for over 30 years.

DNA Lounge opened November 22, 1985. Jim English, Jeff Mason, and Brian Raffi owned the original club and entertainment venue. Over the years it has gone through several changes in ownership during which it was purchased by Tim Dale and John and Rob Schneider, of Saturday Night Live fame, in 1994. It was then bought by computer programmer James Zawinski in 1999 and closed for renovation until July 13, 2001.

Since reopening, DNA Lounge has been awarded "Best Dance Club" six times by the San Francisco Bay Guardian's "Best of the Bay" readers' poll as well as "Best Bar Staff". In 2012, Zawinski combined DNA Lounge with the pizza restaurant next door, reopening it again as a café, restaurant, and nightclub for all ages. It was also honored by the City on its 25-year anniversary with a resolution proclaiming November 22, 2010 to be "DNA Lounge Day" and was presented with a Certificate of Honor by Mayor Gavin Newsom.

DNA Lounge has become known for hosting genre-specific performances by both live bands and DJs on different nights. It has hosted performances by a myriad of artists ranging from punk band Green Day, rap group Run-D.M.C., rock singer Chris Isaac, and pop star Prince, along with many other well-known musicians. Its practice of inviting musicians from all different genres makes DNA Lounge a gathering place for diverse fans of all kinds of music from San Francisco and the Bay Area, making it a valuable venue for the City and our music scene.

Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

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Given its commitment to providing an exceptional music venue for the South of Market neighborhood and contributions to the music scene of San Francisco, I am proud to nominate DNA Lounge as a candidate for the San Francisco Legacy Businesses Registry.

Thank you,

A handwritten signature in black ink, consisting of a stylized 'J' followed by a dot and a flourish.

Jane Kim

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:		
DNA Lounge		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jamie Zawinski Barry Synoground		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
375 11th Street San Francisco, CA 94103	(415) 626-2532	
	EMAIL:	
	barry@dnalounge.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.dnalounge.com	facebook.com/dnalounge/	yelp.com/biz/dna-lounge-san-francisco

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0343971	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
375 11th Street	94103	Nov 22 1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Nov 22 1985 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
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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.

Barry Synoground

7/28/2017

Name (Print):

Date:

Signature:



DNA LOUNGE

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.

The building housing DNA Lounge was constructed in 1920. It went through many years as a manufacturing site for early automobile parts, a foundry, a warehouse, and various other incarnations. It first became a nightclub in 1983 as the leather bar "Chaps."

On November 22, 1985, DNA Lounge was born. Jim English, Jeff Mason and Brian Raffi bought the club and reopened it as DNA Lounge. The original doorman was recruited from a New York club called Area, and maintained very strict door control; you had to look very cool to get in. It was the hottest club in the city for quite some time. Some nights there'd be more people outside trying to get in than there were inside.

DNA's first regular DJs were Ted Cousens, Adam Fisher and Brian Raffi. Spencer Coppins was the first manager. One of the early doormen was Doc Martin, who went on to be a famous house DJ.

Much of the House and Psytrance scene in San Francisco found its birth at DNA during this period. This is also when Prince started showing up after playing arenas to wind down by playing more, but for hipper people.

In 1994, DNA Lounge was sold to Tim Dale and John and Rob Schneider (of Saturday Night Live fame). They had a very popular disco cover band every Friday night for several years, but the place pretty much fell into disrepair and off of the radar.

The current owner, Jamie Zawinski, bought the club in 1999, leaving his career in the software industry. He had been one of the founders of Netscape, and an early pioneer of open source.

Since then, DNA Lounge has been a constant home for both dance parties and live music, regularly hosting all ages concerts, as well as a mixture popular of 21+, 18+ and all ages dance parties.

In 2011, DNA Lounge expanded by purchasing the adjacent pizza restaurant next door. After some extensive remodeling, during which time the club was able to remain open, DNA Lounge annexed the second floor of the building next door, expanding from a two room club to either a four room club or a pair of two-room clubs able to operate independently and side by side.

Because of that, it's not uncommon to witness evenings where one door opens into a kandy rave, and the other opens into a black metal show. It is this kind of extreme diversity of our entertainment offerings that brings us the most pride.

On November 22, 2010, on the occasion of DNA Lounge's 25th anniversary, The San Francisco Board of Supervisors issued a proclamation declaring the date to be DNA Lounge Day, "to convey the City's sincere respect for their ability to successfully run an entertainment business for the last 25 years."

On the same day, Mayor Gavin Newsom presented DNA Lounge with a Certificate of Honor: "With your atmosphere of safe and lively entertainment by internationally recognized artists, your tributary entertainment lounge greatly contributes to the rich cultural history of San Francisco's entertainment scene and our beloved historic South of Market District. Thank you for your committed excellence to all things great that continue to make San Francisco unique and dynamic."

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

A remodeling project in 2001 took 14 months during which time DNA Lounge was closed.

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

No, Jamie Zawinski is the owner and Barry Synoground is the general manager, both since 1999. Technically, both are partners in the controlling LLC.

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

1985 through 1994: Partnership between Jim English, Jeff Mason and Brian Raffi.

1994 to 1999: Partnership between Tim Dale, John Schneider and Rob Schneider.

1999 to Present: Jamie Zawinski, owner, and Barry Synoground, general manager..

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.

Documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years is provided in this application.

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 at 375 11th Street is considered a “Category B Property” for the purposes of the California Environmental Quality Act (CEQA).

CRITERION 2

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

DNA Lounge has been a San Francisco nightlife institution for 32 years. There is a constant flow of live music from local to national touring acts. It is intricately intertwined with San Francisco's rich entertainment history and has provided a home for innumerable subcultures from Deep House, Psytrance, Swing, Metal, Indie Rock, Mash-ups, Dubstep and Goth, through the recent revivals of burlesque and circus arts, and most recently the growing Synthwave scene. Much of the House and Psytrance scene in San Francisco found its birth at DNA Lounge.

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

UNIQUE EVENTS

DNA Lounge is known for several notable repeating events of significance in the nightlife industry:

- Bootie SF, occurring every Saturday, is the longest-running and most popular mash-up party in the world and is possibly San Francisco's most popular weekly party.
- Death Guild is the longest-running weekly Goth club in the country.
- Hubba Hubba Revue is a world famous monthly show at the heart of the modern burlesque movement.
- Trannyshack, the world famous drag event, made its monthly home at DNA Lounge from 2009 through 2014 (when Heklina bought The Oasis).

WAR ON FUN

DNA Lounge was a significant, unwilling participant in what was commonly referred to as the “War on Fun.” At a time when businesses were struggling in the 1990s and 2000s, the California Department of Alcoholic Beverage Control stepped up harassment of bars, clubs, dance halls and live entertainment venues of all types. DNA Lounge was among the clubs targeted. The business survived some notable conflicts with state and local regulatory agencies due to the DNA Lounge’s management team's devotion to the arts and their willingness to stand up for what truly makes San Francisco great rather than backing down to bureaucratic bullying.

When Jamie Zawinski bought DNA Lounge in 1999, the San Francisco Police Department was in full control of nightclub permitting and were extremely hostile to nightlife. They attempted to use the change of ownership to deny operating permits to the new owner, despite the fact that the business was not materially changing in any way. This resulted in an extremely long and expensive legal battle. One result was the City demanded extensive soundproofing, which basically meant replacing the whole front wall of the building, among other things. That massive project resulted in the club being closed for 16 months, from March 2000 through July 2001.

After many years of successful operation as a 21-and-over nightclub and concert venue, DNA Lounge added a kitchen and converted its liquor license to all ages, the better to serve the local live music community. The San Francisco Police Department and California Department of Alcoholic Beverage Control tried to deny that change, with no legal basis. When their denial was overturned on appeal, they immediately sought to permanently revoke DNA Lounge's liquor license in an apparent act of revenge, calling the club a "Disorderly House Injurious to the Public Welfare and Morals." The claim? Lewd behavior by customers, surreptitiously witnessed by undercover officers at a gay dance party. The long and expensive legal battle resulting from that eventually resulted in a 30 day suspension in January 2001.

Much of the local press referred to the several years surrounding this dark period of San Francisco's history as the "War on Fun." These clubs weren't accused of serving alcohol to minors. Nor were they accused of attracting crime or violence. They were just attempting to present entertainment to all-ages audiences. Some examples of citations included the following:

- Bottom of the Hill was cited for not serving enough Mexican food.
- Café du Nord was cited for serving food at 8 p.m. instead of 5 p.m.
- Glas Kat was cited for not being open for lunch.
- Great American Music Hall was cited for not serving enough food.
- Red Devil Lounge was cited for noise, with ABC disregarding local noise ordinances.
- Slim's was cited for not serving enough food.

The battle for DNA Lounge was arguably one of the major contributors to the creation of the San Francisco Entertainment Commission, which stripped the San Francisco Police Department of their strangle-hold on nightlife permitting.

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

Yes, lots. We have documented many awards and press mentions at <https://www.dnalounge.com/backstage/press/>, with the information included in this application. Among other things, DNA Lounge has been recognized as "Best Dance Club" in various local publications every year for the last decade.

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

We have hosted concerts by a vast number of significant and sometimes historical musical acts, including but not limited to:

- Prince
- Afrika Bambaataa
- Alien Sex Fiend
- Incredibly Strange Wrestling
- Chris Isaak
- Cypress Hill (the "Insane in the Brain" music video was shot here in 1993)
- Digable Planets
- Digital Underground
- Fishbone
- Front 242
- Goldie
- GWAR
- Henry Rollins
- Lydia Lunch
- Invisibl Skratch Piklz
- Jello Biafra
- Mark Farina
- Nina Hagen
- Pigface
- The Prodigy
- VNV Nation
- Amanda Palmer
- Pertubator

Prince performed at DNA Lounge several times over the decades. SF Weekly reported on Prince's show in April 2013¹:

"Prince is, of course, a consummate showman. But the best part of last night's performance at DNA Lounge was the show on his own face. Watching him appreciate his exquisitely talented bandmates, make orgasmic expressions at his own fire-throwing guitar work, or giggle while punching the silly percussion effects on his keyboard, it was clear that a Prince show like this isn't about him trying to make the crowd happy. It's about him making himself happy. Your joy, as an audience member, comes from watching Prince use everything at hand to give Prince pleasure. [...]"

¹ SF Weekly; Prince Delights Himself (And a Small Crowd) at DNA Lounge, 4/23/13; By Ian S. Port; April 24, 2013; <https://archives.sfweekly.com/shookdown/2013/04/24/prince-delights-himself-and-a-small-crowd-at-dna-lounge-42313>

“No performance from The Artist would be complete without a demonstration of his funk credentials, and we got plenty of nasty grooves in the two-hour set. Prince bounced around instruments, from guitar, to vocals-only, to keyboard, even at times demanding the five-string bass from Ida Nielsen to show his own considerable skill at slapping. ‘Funk is in my DNA,’ he insisted at one point, and we were in no position to argue. [...]”

Twenty years earlier in 1993, Paste Magazine reported on Prince’s show at DNA Lounge²:

“Prince and his band would occasionally play unannounced aftershow parties at local nightclubs, often into the wee hours of the night. These aftershows were the hippest place to be and provided Prince and the New Power Generation musicians had the ability to intimately connect with a small audience of hardcore fans. These performances also allowed Prince to experiment with his music, performing new, unreleased and cover material as suited his spontaneous whims. These performances often took on an even wilder abandon than the official concert dates and those lucky enough to attend experienced something not soon forgotten.

“The Act 1 Tour hit San Francisco on April 10, 1993 and San Jose the following night. One of the most memorable aftershows occurred after the San Jose date, when Prince and the New Power Generation returned to San Francisco and partied into the wee hours at San Francisco's DNA Lounge. Taking the stage at 3:30am, they proceed to tear it up for another two sets before a highly enthusiastic small club audience. Taped by the Bill Graham Presents crew, who provided sound reinforcement for this late night appearance, this remarkable recording faithfully captures Prince and the New Power Generation in high spirits, laughing and joking their way through two sets jam packed with the undeniably danceable, sex-fueled style of music that made Prince such a phenomenon. [...]”

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

We pride ourselves on being one of the safest and most diverse spaces in the city. DNA Lounge is host to countless vibrant communities and thousands of regulars. We've had many years of the most diverse, weird, interesting calendar of any venue. A typical month here include bands and DJs, comedy, lecture series, circuses, robotic exhibitions, dance performances and hair shows. We strive to provide a home for a whole lot of truly amazing art.

DNA Lounge has always been a political project: an attempt to move the needle of culture in this city. To provide a forum for a wide variety of art that makes this city a better place. DNA Lounge is putatively a business, but it is also activism.

² Paste; Listen to Two Prince Sets at the DNA Lounge from 1993; By Alan Bershaw; April 22, 2016; <https://www.pastemagazine.com/articles/2016/04/listen-to-two-prince-sets-at-the-dna-lounge-from-1.html>

A political, cultural and artistic project like this does not come cheap. While we consider DNA Lounge to be monumentally successful in all the ways that truly matter, monetarily, the club has always operated at a significant loss.

We frequently host events for charities, community organizations, and political causes such as the AIDS Emergency Fund, Red Cross, Breast Cancer Emergency Fund, California Music and Culture Association and the St. James Infirmary. We have also provided community meeting space for a number of local organizations like the SoMa Leader Council, SoMa Bend Neighborhood Association, SFPD Southern Station, Eleventh Street merchants and various community outreach meetings to address potential developments in the neighborhood.

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

We take pride on being one of the safest and most diverse spaces in the city.

DNA Lounge is host to countless vibrant communities and thousands of regulars. We've had many years of the most diverse, weird, interesting calendar of any venue. A typical month here doesn't include just bands and DJs, but comedy, lecture series, circuses, robotic exhibitions, dance performances and hair shows. We always strive to provide a home for a whole lot of truly amazing art.

Our wide variety of events also means a wide variety of age ranges. At some of our all-ages dance parties, two thirds of our guests will be under 21, while at our burlesque shows, most of the customers will be in their 40s or 50s. At rock concerts, the guests tend to be 18 to 30 years old.

Our customers come from within San Francisco and all over the Bay Area. For some events, we have to take into account the fact that BART stops operating at midnight.

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

DNA Lounge consists of two adjacent buildings.

The main building is a large peaked-roof warehouse constructed in 1920. The main room is roughly 3,000 square feet and consists of a large dance floor and stage. Circling the room is an open second-story balcony that provides a view of the stage and main floor from above. Two distinctive stairways flank the stage, leading up to a second 1,200 square foot room with its own dance floor and sound system.

The attached building next door, constructed some time before 1950, houses our restaurant, DNA Pizza, on the ground floor. The restaurant can be accessed both from the street and from inside the club. Patrons are welcome to bring their food into the dance club, or head out to the restaurant for a slightly quieter place for conversations. Since our restaurant operates 24 hours

a day, it's also a great place for our guests to have some food while sobering up at the end of the night.

Above the restaurant are two more rooms: "Above DNA" is a 1,200 square foot room with its own stage and dance floor. Behind it, down a short hallway, is the "Dazzle Room," a 600-square-foot dance space named for its dazzle camouflage-themed paint scheme.

Since Above DNA has its own entrance to the street, we often have two unrelated events happening in Above DNA and in the Main Room, but we also have the capability to combine the whole compound into one massive four-room event, as we do every Saturday at Bootie.

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

Because we take chances on such a wide variety of events, losing DNA Lounge would mean that those events would have a difficult time finding new homes. Some of them would probably end up in underground, unlicensed and unsafe spaces. Some might not happen at all.

Many different subcultures have made their home here over the years, and would find it tragic to have to scatter to multiple less-welcoming places.

Due to the concentration of entertainment businesses on Eleventh Street, all of the businesses benefit from each others' presence. For example, DNA Lounge's restaurant always gets more business when Slim's has a show, and Butter gets a lot of business from folks who begin their evening there before heading across the street to DNA Lounge. If DNA Lounge were not here, it would significantly reduce the number of people patronizing our part of SOMA. The fact that our block is bright and loud and active is part of what makes it safe.

CRITERION 3

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

DNA Lounge is an all-ages nightclub, concert venue, and 24 hour restaurant and cafe. We have four different performance spaces, including two stages.

The thing that most defines the character of DNA Lounge is the diversity of entertainment we host here. Whereas most venues specialize on either live concerts or dance parties, we have always regularly done a mixture of both, as well as other kinds of stage performances, lecture series, circuses, robotic exhibitions, dance performances, hair shows. We always strive to provide a home for a whole lot of truly amazing art.

We've had many years of the most diverse, weird, interesting calendar of any venue anywhere.

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)

Though Zawinski and Synoground have been running DNA Lounge for "only" 18 of the club's 32 year history, we are always gratified when Brian Raffi -- one of the people who first opened the club in 1985 -- stops by to DJ here because he always tells us how happy he is that we have continued to deliver on the mission that he and his partners began so many years before: to provide an inclusive home for a wide variety of art and music, and to always try out new things.

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.).

Throughout the various remodels, DNA Lounge has always retained its basic character as a cavernous, industrial dance club, its aesthetic defined by its origins as a literal factory and warehouse.

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.

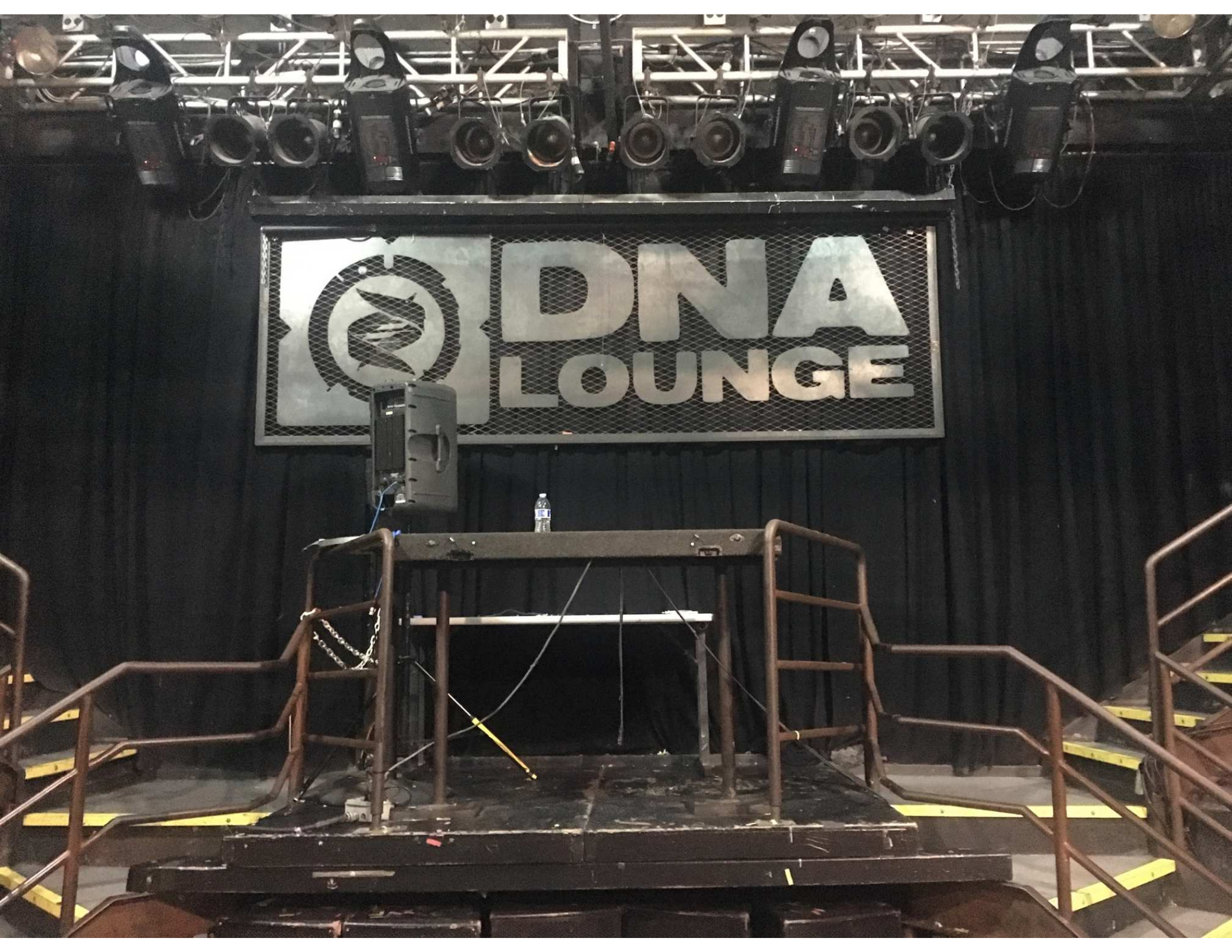
The owners of DNA have maintained, and are committed to maintaining the space as a bar and entertainment venue. And more recently, also as a 24 hour restaurant and cafe.





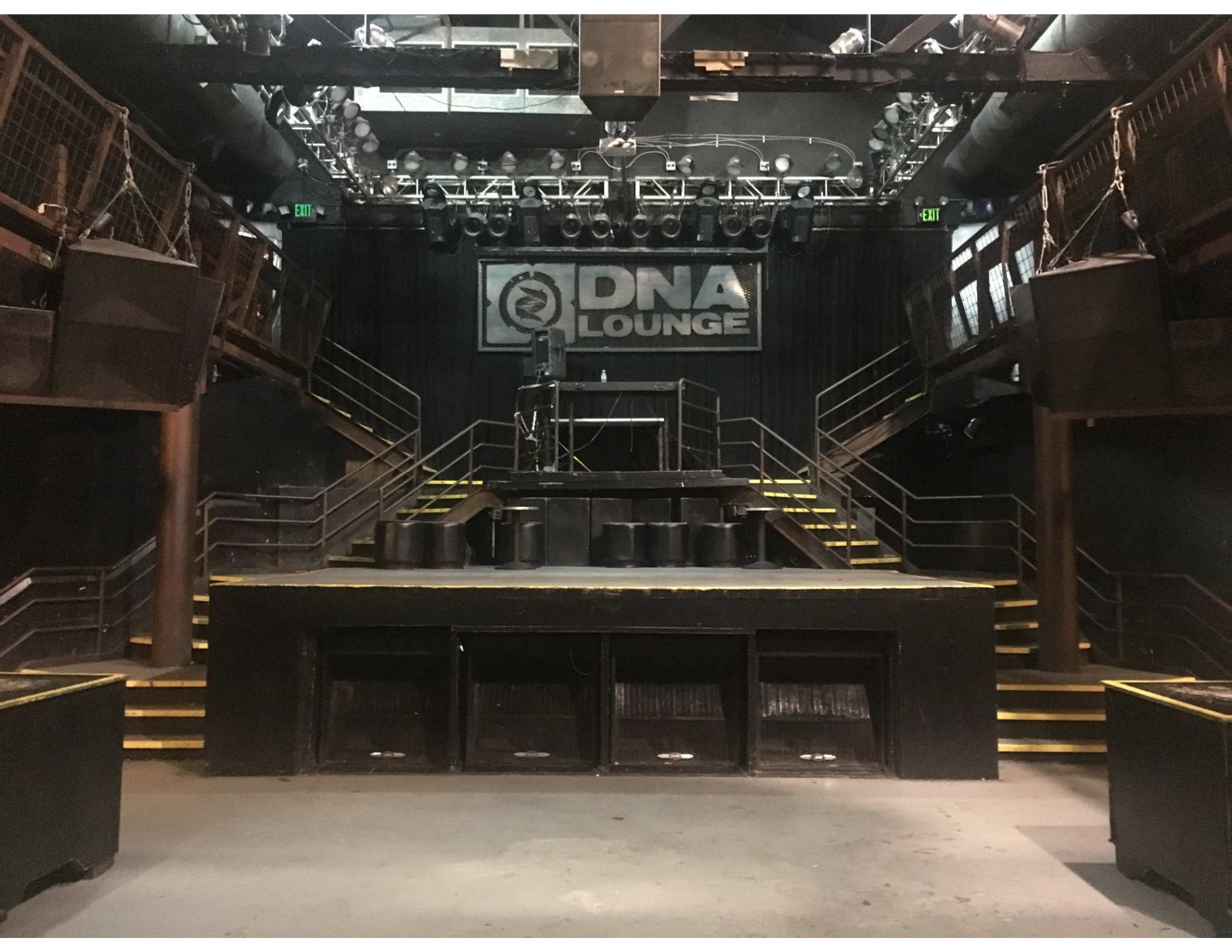






 **DNA**
LOUNGE





EXIT



EXIT

 **DNA**
LOUNGE

ONE
1900

JUNE CALENDAR

NEW SUMMER HOURS - NOW OPEN 9 PM TUESDAY THROUGH SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
C ¹	 ²	D.J. ADAM FISHER NO COVER ³	NOTHING SPECIAL 9 PM - 4 AM \$3.00 ⁴	\$3.00 ⁵ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ⁶ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ⁷ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
L ⁸	C ⁹	D.J. ADAM FISHER NO COVER ¹⁰	From 11 New York TORTURE CHORUS 9 PM ¹¹	\$3.00 ¹² Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ¹³ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ¹⁴ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
O ¹⁵	L ¹⁶	D.J. ADAM FISHER NO COVER ¹⁷	ZULU ¹⁸ NATION'S EQUINOX CELEBRATION 9 PM	\$3.00 ¹⁹ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ²⁰ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ²¹ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
S ²²	O ²³	D.J. ADAM FISHER NO COVER ²⁴	EXTREME EXPOSURE UP ON THE ROOF 9 PM ²⁵	\$3.00 ²⁶ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ²⁷ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ²⁸ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
E ²⁹	S ³⁰					
US GIRLS GAY PARADE DANCE PARTY 4 PM - 2 AM	D					



SAN FRANCISCO

ONE LOUNGE 375 11TH ST.

DNA LOUNGE AWARDS AND PRESS

Awards

- [2017 Best of SF](#), Weekly: "Best Dance Club", DNA Lounge
- [2017 Best of SF](#), Weekly: "Best Live Music Venue", DNA Lounge
- [2016 Best of SF](#), Weekly: "Best New Club", Codeword
- [2016 Best of the Bay](#), [Guardian](#), "Best Overall Nightlife Venue", DNA Lounge
- [2016 Best of the Bay](#), [Guardian](#), "Best Overall Dance Party", Bootie
- [2016 Best of the Bay](#), [Guardian](#), "Best Burlesque", Hubba Hubba Revue
- [2015 Best of SF](#), Weekly: "Best Club for Those Who Love Costumes", DNA Lounge
- [2015 Nighty Awards](#), "Best Large Dance Club", DNA Lounge
- [2014 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
- [2014 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
- [2014 Best of the Bay](#), [Guardian](#): "Best Drag Show", Trannyshack
- [2014 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2014 Best of SF](#), Weekly: "Best Futuristic Nightclub", DNA Lounge
- [2014 Best of the Gays](#), Bay Area Reporter: "Best Party", Trannyshack
- [2013 Best of SF](#), Weekly: "Best Event Producers", Bootie
- [2013 Best of SF](#), Weekly: "Best Place to Dance if You Take a Wi-Fi Enabled Bus to Work", DNA Lounge
- [2013 Best of SF](#), Weekly: "Best Bartender", Chupa
- [2013 Best of SF](#), Weekly: "Best MC", Kingfish
- [2012 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
- [2012 Best of the Bay](#), [Guardian](#): "Best Bar Staff", DNA Lounge
- [2012 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
- [2012 Best of the Bay](#), [Guardian](#): "Best Drag Show", Trannyshack
- [2012 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2012 Best of SF](#), 7x7 Magazine: "Best Drag Show", Trannyshack
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- [2012 Best of SF](#), Weekly: "Best Bartender", Chupa
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- [2011 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
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- [2011 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
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- [2011 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2011 Best of the Bay](#), [Guardian](#): "Best Queer Party", Bearracuda
- [2011 Best of SF](#), Weekly: "Best Dance Club", DNA Lounge
- [2011 Best of SF](#), Weekly: "Best Club Night", Bootie
- [2011 Best of SF](#), Weekly: "Best Bartender", Chupa
- [2011 Best of the Bay](#), San Francisco Magazine: "Best Dancing Action", DNA Lounge
- [2010 SF Board of Supervisors Proclamation: "DNA Lounge Day"](#)
- [2010 Certificate of Honor](#) from Mayor Gavin Newsom
- [2010 Best of the Bay](#), [Guardian](#): "Best Dance Club", DNA Lounge
- [2010 Best of SF](#), Weekly: "Best Club Night", Bootie
- [2010 Best of SF](#), 7x7 Magazine: "Best Burlesque", Hubba Hubba Revue
- [2010 Best of the Bay](#), [Guardian](#): "Best Club for Queer Men", Bearracuda

- [2010 Best of the Bay](#), Guardian: "Best Drag Show", Trannyshack
- [2010 URB Magazine](#): "Best Party", Blow Up
- [2010 Best of the Bay](#), Guardian: "Best Burlesque Act", Twilight Vixen Revue
- [2010 Best of the Bay](#), Guardian: "Best Fighters for our Right to Party", California Music and Culture Association
- [2010 Best of the Bay](#), Guardian: "Best Whore for Satan", Whore for Satan
- [2009 Best of the Bay](#), Guardian: "Best Dance Club", DNA Lounge
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- [2009 Best of SF](#), Weekly: "Best DJs", Bootie
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- [2009 Best of the Bay](#), Guardian: "Best Club for Queer Men", Bearracuda
- [2008 Best of the Bay](#), Guardian: "Best Dance Club", DNA Lounge
- [2008 Best of the Bay](#), Guardian: "Best Party Producers", Bootie
- [2008 Best of the Bay](#), Guardian: "Best Variety Show", Hubba Hubba Revue
- [2008 Best of the Bay](#), Guardian: "Best Club for Queer Men", Bearracuda
- [2008 Best of the Bay](#), Guardian: "Best Circus Troupe", Vau de Vire Society
- [2008 Best of the Bay](#), Guardian: "Best Body Slams", Fog City Wrestling
- [2008 Best of the Bay](#), Guardian: "Best DJ", Smoove
- [2008 Best of the Bay](#), Guardian: "Best Creep-Show Chanteuse", Jill Tracy
- [2008 Best of the Bay](#), Guardian: "Best Dance Company", Hot Pink Feathers
- [2008 Best of the Bay](#), Guardian: "Best Drag Act", Katya Ludmilla Smirnoff-Skyy
- [2008 Best of the Bay](#), Guardian: "Best Indie Band", Ex-Boyfriends
- [2007 Best of the Bay](#), Guardian: "Best Club Night", Bootie
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- [2003 Best of the Bay](#), Guardian: "Best Place to See an Electronic Duo Score *My Dinner with Andre*,"
CODE

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San Francisco Nightclub Beats the War on Fun

ABC drops its complaint against the Great American Music Hall

By Sajid Farooq



Theramina on Flickr

The Great American Music Hall is the first to beat the ABC's wrap in the ongoing War on Fun.

The War on Fun's attack on the [Great American Music Hall](#) has come to an end.

The [Department of Alcoholic Beverage Control](#) was seeking disciplinary action against the [San Francisco](#) music hall because it was "operating more like a nightclub than a restaurant."

The complaint was part of [a wider ABC campaign against clubs in the City](#), such as the DNA Lounge, Cafe du Nord and the Bottom of the Hill, for violating terms of their license like the Great American Music Hall.

The crackdown [has been dubbed by some the "War on Fun"](#) and it has been considered by [one former ABC official to be "out of proportion."](#)

But Monday the ABC dismissed its complaint against the Great American Music Hall after an administrative law judge recommended the charges be dropped because "the regulation relied upon by the ABC was ambiguous."

ABC officials said the decision does not affect any other pending cases and it plans to have the regulation clarified by the [State Office of Administrative Law](#).

Published at 12:42 PM PDT on Sep 29, 2009 | Updated at 1:00 PM PDT on Sep 29, 2009

<http://reason.com/blog/2010/03/24/san-franciscos-war-on-fun>



reason.com

San Francisco's War on Fun

Brian Doherty

Mar. 24, 2010 7:47 pm

This *San Francisco Bay Guardian* feature on the city's seeming "[war on fun](#)" is an interesting object lesson in how the concerns, obsessions, and plain obnoxious orneriness of just a couple of cops can shape a whole city's approach to policing.

The heart of the matter:

Two undercover enforcers have been at the center of just about every recent case of nightclubs or private parties being raided without warrants and aggressively shut down, their patrons roughed up (see "Fun under siege," 4/21/09) and their money, booze, and equipment punitively seized "as evidence" (see "Police seize DJs laptops," 11/24/09) even though few of these raids result in charges being filed in court.

Officer Larry Bertrand of the San Francisco Police Department's Southern Station and Michelle Ott, an agent with the California Department of Alcoholic Beverage Control, are plainclothes partners who spend their weekends undercover, crashing parties, harassing disfavored nightclubs, brutalizing party-goers, and trying to send the unmistakable message that they're in charge of San Francisco nightlife. Neither responded to our interview requests.

Isolated incidents of intolerant cops and NIMBY citizens who repeatedly complain about certain clubs or festivals has been a problem for years (see "Death of fun," 5/24/06 and "Death of fun, the sequel," 4/24/07)....

But the personal War of Fun by Bertrand and Ott seems to have galvanized and united the nightlife and festival community like never before, leading to the creation of a new California Music and Culture Association and prompting threats of a federal lawsuit alleging the ABC-SFPD collaboration is a racketeering scheme designed to harass, disrupt, and extort people engaged in otherwise lawful activity.

The myriad horror stories associated with Bertrand and Ott have also finally begun to draw attention from the Mayor's Office, which has quietly pushed the SFPD to rein in Bertrand and change its policies on raiding parties and seizing property.

[Brian Doherty](#) is a senior editor at *Reason* magazine and author of [*Ron Paul's Revolution: The Man and the Movement He Inspired*](#) (Broadside Books).

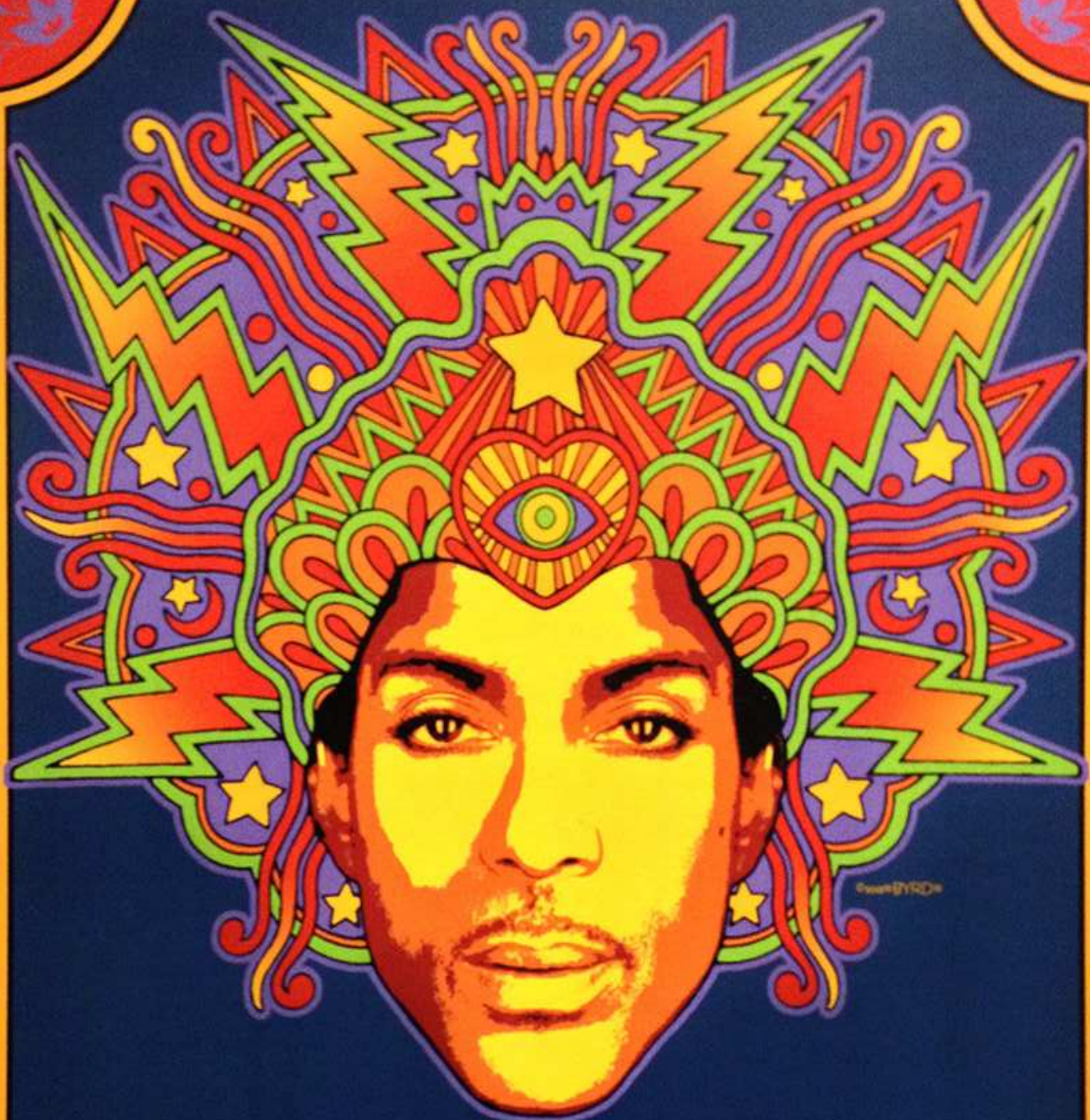
Bootie

A woman with long, wavy blonde hair is the central focus of the poster. She is looking directly at the camera with a neutral expression. The background is a solid light pink color.

SF'S
MONTHLY
MASHUP
BOOTLEG
PARTY

SATURDAY JUNE 9
DNA
LOUNGE

375 11th at HARRISON
SAN FRANCISCO
www.BootieSF.com



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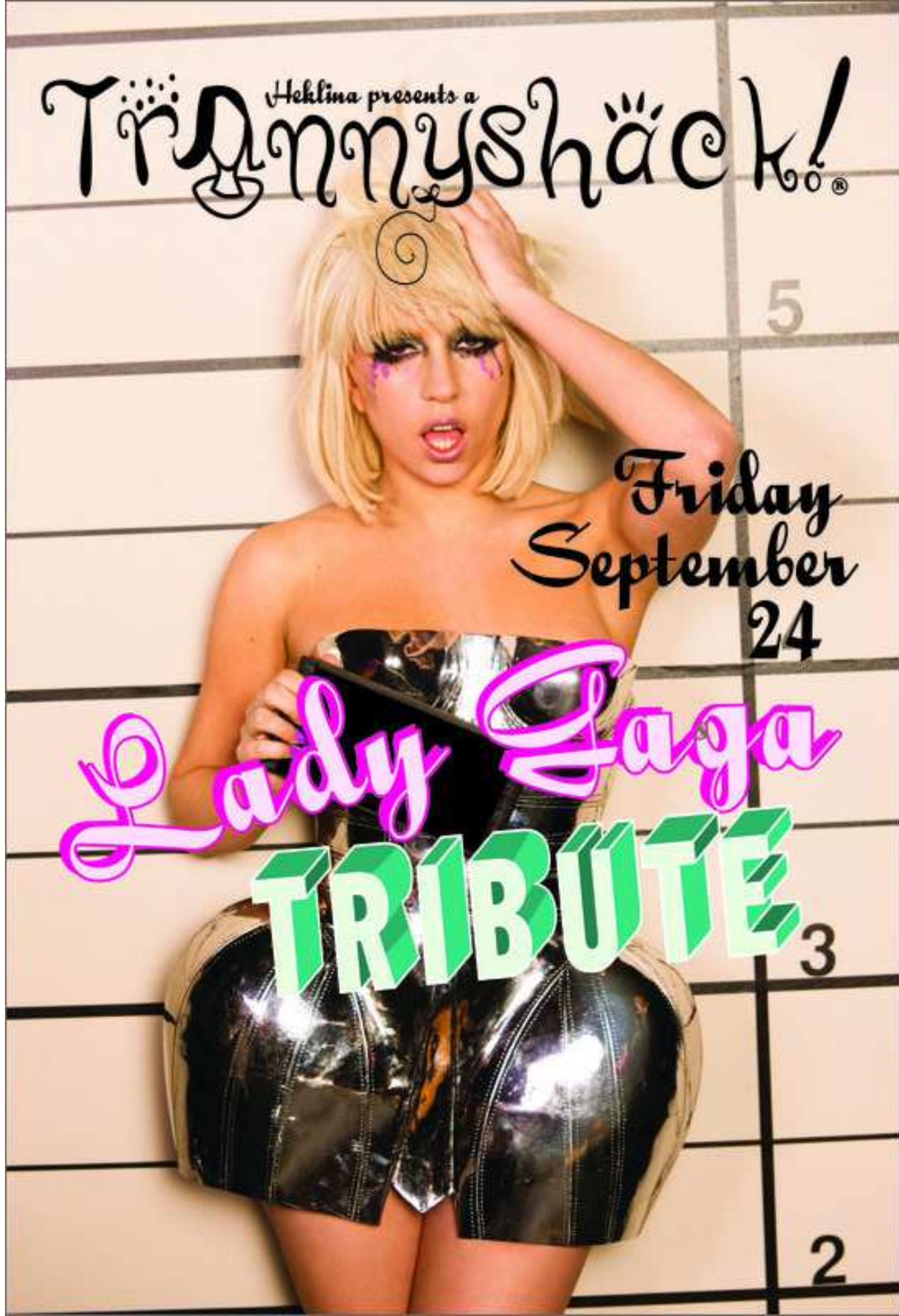
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The City and County of San Francisco

Certificate of Honor

Presented To

DNA LOUNGE

NOVEMBER 22, 2010

WHEREAS, on behalf of the City and County of San Francisco, I am pleased to recognize and honor DNA Lounge on your 25th Anniversary Celebration. With your atmosphere of safe and lively entertainment by internationally recognized artists, your tributary entertainment lounge greatly contributes to the rich cultural history of San Francisco's entertainment scene and our beloved historic South of Market (SOMA) District. Thank you for your committed excellence to all things great that continue to make San Francisco unique and dynamic. Best wishes on all your future endeavors!



THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Gavin Newsom", written over a horizontal line.

Gavin Newsom
Mayor



The City and County of San Francisco

Proclamation

DNA Lounge Day

November 22nd, 2010

WHEREAS, Jim English, Jeff Mason, and Brian Raffi purchased the DNA Lounge, rumored to be an acronym for "dancing, not art" on November 22, 1985; and

WHEREAS, Cypress Hill's music video for "Insane in the Brain" was filmed at DNA Lounge in 1993; and

WHEREAS, In 1994, the club was purchased by Tim Dale, John Schneider, and comedian/actor Rob Schneider, from 1995 to 1998, the DNA was a popular late-night destination, featuring unpublicized shows by such top pop musicians as Prince and Metallica, and weekend dance parties headlined by retro bands Boogie Nights and the M-80s; and

WHEREAS, The DNA Lounge was also one of the few bars in San Francisco that would serve the Flaming Dr Pepper, an ignited drink and enjoyed by patrons from all over the world; and

WHEREAS, Every Monday, The DNA Lounge hosts "Death Guild", the longest-running weekly gothic/industrial dance night in the country; and

WHEREAS, The DNA Lounge has also hosted several notable tech-industry events, such as CODECON and IGNITE, just to name a few; and

WHEREAS, Many awards such as "Best of the Bay" "Best Dance Club" and have been given in recognition of their public approval and iconic status from San Francisco; and

WHEREAS, When it was purchased by Jamie Zawinski in 1999, The DNA club was closed for extensive remodeling and soundproofing from April 1999 until it re-opened on Friday, July 13, 2001; now

THEREFORE BE IT RESOLVED, that I, Bevan Dufty, Member of the Board of Supervisors of the City and County of San Francisco, do hereby proclaim November 22, 2010 as DNA Lounge Day in San Francisco to convey the City's sincere respect for their ability to successfully run an entertainment business for the past 25 years.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Bevan Dufty
BEVAN DUFTY
Member, Board of Supervisors, District 8

Filing Date: August 21, 2017
Case No.: 2017-011507LBR
Business Name: DNA Lounge
Business Address: 375 11th Street
Zoning: WMUO (WSOMA Mixed-Use Office)/
55-X Height and Bulk District
Block/Lot: 3520/131
Applicant: Jamie Zawinski, Owner
357 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Opened on November 22, 1985, DNA Lounge is an all-ages nightclub, concert venue, and 24-hour restaurant and café containing four different performance spaces. It has been a South of Market institution for over three decades and is well-known within San Francisco's nightlife industry. As described in its application, DNA Lounge is a "political project: an attempt to move the needle of culture in this city." The all-ages venue features 21+, 18+, and all-ages dance parties and musical performances featuring diverse bands, D.J.s, and genres. In addition, DNA Lounge hosts comedy nights, lecture series, circuses, robotic exhibitions, dance performances, hair shows, charity events, and provides meeting space for community groups.

Historically, it is known for its role in the development of House and Psytrance musical genres and continues to serve as a home for other music and performance-based subcultures, such as Deep House, Swing, Metal, Indie Rock, Mash-ups, Dubstep, Goth, burlesque and circus arts, as well as the growing Synthwave scene. Famous musicians ranging from Prince to Green Day to Run-D.M.C. have performed at DNA Lounge. DNA Lounge was voted "Best Dance Club" six times and as "Best Bar Staff" by the SF Bay Guardian's "Best of the Bay" readers' poll.

DNA Lounge is located on the north side of 11th Street between Folsom and Harrison Streets and is comprised of two buildings constructed in 1906 and 1923, respectively. The subject business is within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1985

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

Yes, DNA Lounge qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. It has operated for 32 years.
- ii. DNA Lounge has contributed to the identity of the South of Market neighborhood and to the history of several music scenes in San Francisco including House and Psytrance. It has done this by serving as a venue for musical performances, DJs, and dance parties for over three decades.
- iii. DNA Lounge is committed to maintaining the physical features and traditions that define its role in providing nightlife entertainment to diverse audiences of all ages, serving as a safe and welcoming place, and offering a space for the cultivation of community around music, dance parties, and art.

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

The business is associated with the tradition of hosting genre-specific performances and dance parties by both live bands and DJs. It was particularly important to the development and continuance of San Francisco's House and Psytrance scenes, and continues to serve as a hub for ever-evolving dance and music subcultures.

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

DNA Lounge consists of two buildings. Neither property has been evaluated by the Planning Department for potential historical significance. They are both considered "Category B" properties that require further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes, the business has been cited in numerous publications, many of which are listed on page 23 of the attached application.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 375 11th Avenue

Recommended by Applicant

- South of Market location
- All-ages nightclub
- Concert venue

- 24-hour restaurant and café
- Diversity and mix of entertainment options
- Presence of performance spaces

Additional Recommended by Staff

No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 20, 2017

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

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Planning
Information:
415.558.6377

Case No.: 2017-011507LBR
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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 DNA LOUNGE, CURRENTLY LOCATED AT 375 11TH STREET (BLOCK/LOT 3520/131).

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 September 20, 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 DNA Lounge 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 DNA Lounge

Location (if applicable)

- 375 11th Avenue

Physical Features or Traditions that Define the Business

- South of Market location
- All-ages nightclub
- Concert venue
- 24-hour restaurant and café
- Diversity and mix of entertainment options
- Presence of performance spaces

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 2017-011507LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 20, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: September 20, 2017