

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 24, 2018

IXIA

Application No.: LBR-2018-19-002
Business Name: IXIA
Business Address: 2331 Market Street
District: District 8
Applicant: Cheri Mims, Owner
Nomination Date: July 31, 2018
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Gary Weiss opened IXIA as a florist shop in November 1983 at 2331 Market Street providing arrangements with a tailored, masculine aesthetic. The business began as a flower stand named Plant Life in Stonestown Galleria shopping mall, and it flourished in its new location in the Castro district. IXIA creates sculptural arrangements that reflect the wonder of the natural world, from small arrangements to large semi-permanent art pieces. IXIA blends tradition with innovation in designs. The business is especially known for its unique and nature-inspired window displays. Over the years, the windows have displayed theme floral sculptures focusing on the political, environmental, theatrical and graceful nature of the Castro.

IXIA created a unique aesthetic that became the template and inspiration for many floral designers in the Bay Area. It continues to provide quality, unique flowers and floral arrangements, plants and dried botanicals. In 2017, IXIA changed hands. Cheri Mims, previously the Head Floral Designer for Taste Catering and owner of Lilybelle, continues the tradition of off-the-path floral arrangements. Cheri has added weddings and special events to the list of what IXIA offers.

The business is located on the south side of Market Street between Noe and 17th streets in the Castro/Upper Market neighborhood.

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

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

2331 Market Street from 1983 to Present (35 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?





SAN FRANCISCO
OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has contributed to the Castro 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:

- IXIA is associated with the art of botanical arrangement.
- IXIA has contributed to the history and identity of San Francisco by serving as a florist.
- The property, constructed in 1910, is associated with the initial commercial development of the Upper Market district, sparked by the advent of public transportation routes in the area. The property has a Planning Department Historic Resource status of "A" (Historical Resource) as a contributor to the Upper Market Street Commercial Historic District Extension, which was identified in a survey adopted by the Historic Preservation Commission. The historic themes of the Upper Market Street Historic District significance are derived from the historic trends that influenced the development of the surrounding neighborhoods. The most influential trend, which sparked the initial development period in the Upper Market area, was the advent of public transportation routes into the area, providing a connection with the city's downtown core and encouraging residential development in the outlying neighborhoods such as Duboce Triangle and Eureka Valley. This, in turn, influenced the establishment of businesses along Upper Market Street, which echoed the commercial development further east on Market Street, and served the surrounding residential neighborhoods.
- The building that the IXIA storefront is located within is noted in the City wide Historic Context Statement for LGBTQ History in San Francisco on page 264 for housing the Walt Whitman Bookstore at the 2319 Market Street storefront. The bookstore was the first gay antiquarian bookstore in the US, founded in 1978. It moved in 1982 from 1415 Sutter Street and remained open until 1987.
- IXIA has been referenced by a number of publications including the Bold Italic, the San Francisco Chronicle, SF Weekly, SF Focus, 7x7 and Hoodline.

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that IXIA 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:

- Storefront window displays.
- Use of rare botanical materials and flowers.
- Sculptural botanical arrangements.
- Variety of floral and delivery options.
- Storefront components, including transom, door, and large windows.





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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.

- Florist featuring sculptural arrangements.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include IXIA currently located at 2331 Market Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 24, 2018

IXIA

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-002
Business Name: IXIA
Business Address: 2331 Market Street
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR IXIA, CURRENTLY LOCATED AT 2331 MARKET STREET.

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

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

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

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

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

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





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OFFICE OF SMALL BUSINESS
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BE IT RESOLVED that the Small Business Commission hereby includes IXIA 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 IXIA:

Physical Features or Traditions that Define the Business:

- Storefront window displays.
• Use of rare botanical materials and flowers.
• Sculptural botanical arrangements.
• Variety of floral and delivery options.
• Storefront components, including transom, door, and large windows.

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

- Florist featuring sculptural arrangements.

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

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

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LONDON N. BREED, MAYOR

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REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-002
Business Name: IXIA
Business Address: 2331 Market Street
District: District 8
Applicant: Cheri Mims, Owner
Nomination Date: July 31, 2018
Nominated By: Supervisor Rafael Mandelman

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

2331 Market Street from 1983 to Present (35 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: August 22, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

July 31, 2018

Re: Nomination of IXIA to the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate IXIA for the Legacy Business Registry. IXIA has been operating in the Castro at 2331 Market Street since 1983, providing unique sculptural floral arrangements to residents and visitors for 35 years and maintaining one the neighborhood's most artistic and innovative storefront window displays. Founded during the height of the AIDS crisis, IXIA has a long history of supporting the community by donating floral arrangements to organizations like the San Francisco AIDS Foundation, Meals on Wheels, ODC Dance Company and San Francisco Housing Development Corporation.

IXIA is a successful long-time small business on a stretch of Market Street that has seen a large number of neighborhood businesses come and go. Supporting businesses like these along our vital neighborhood commercial corridors is of great importance to our city and I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

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

Rafael Mandelman
Member, San Francisco Board of Supervisors

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:		
IXIA		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Cheri MIMS, sole proprietor		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2331 Market Street San Francisco, CA 94114		(415) 431-3134
		EMAIL:
		info@ixiasf.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
ixiasf.com	IXIA	IXIA
APPLICANT'S NAME		
Cheri MIMS		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:		TELEPHONE:
[REDACTED]		[REDACTED]
		EMAIL:
		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
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
2331 Market Street	94114	11/1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		11/1983- 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:
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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.

Cheri MIMS 7/31/2018 Cheryl Sims

Name (Print): Date: Signature:

IXIA

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.

IXIA opened doors in November 1983 at 2331 Market Street between Noe and Castro streets. What began as a flower stand named Plant Life in Stonestown Galleria shopping mall flourished and became a staple in the Castro district when it reborn as IXIA. For 35 years, IXIA has been creating sculptural arrangements that reflect the wonder of the natural world. Passion is evident in everything created, from the smallest arrangement to the largest installation, and in art pieces that last an evening or a decade.

Walk into IXIA and branches, tree trunks and driftwood surround you. Mosses, stones, succulents, pods and other forms borrowed from nature create a palette of texture. And wherever you look, you see tradition blend with innovation in designs that range from fresh takes on the familiar to the artfully exotic. The business is especially known for its unique and nature-inspired windows. Speak to anyone who's passed the windows over the last 35 years and the response will range from the beautiful to the sublime.

Gary Weiss, the founder and previous owner of IXIA, opened the shop and maintained exquisite design in the original space since 1983. Cheri Mims, previously the Head Floral Designer for Taste Catering and owner of Lilybelle, was honored to continue the tradition of off-the-path floral arrangements.

IXIA has had the privilege to be in the community at the same location for 35 years. In November 1983, Gary Weiss opened IXIA's doors to a growing community wanting graceful floral arrangements with a tailored, masculine aesthetic. At the time of opening, the Castro community was plagued with AIDS and AIDS-related disease. The storefront windows, what IXIA is most notable for, provided a place of comfort from what was, at the time, the most devastating experience for all in the community. It is through art and the expression of the human condition where we find our collective definitions of humanity. Throughout the years, IXIA has provided this space as well as donating floral arrangements for the AIDS Foundation, ODC Dance Company and the San Francisco Housing Development Corporation. IXIA created an untapped aesthetic that became the template and inspiration for many floral designers in the Bay Area. In so doing, it has fostered the truest expression of humanness by giving to the community and investing in our workforce.

IXIA continues to operate in the same location it began 35 years ago. It continues to provide quality, unique flowers and floral arrangements, plants and dried botanicals. In 2017, IXIA changed

hands and inspired by the current owner's experience, has added weddings and special events to the list of what IXIA offers.

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

IXIA has continued its operation at the same location since 1983.

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

Currently, IXIA is not a family-owned business. It is owned by sole proprietor Cheri Mims.

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

Following is an ownership timeline of IXIA:

1983 – 2017:	Gary Weiss
2017 – Present:	Cheri Mims

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.

A number of documents are included in the Legacy application to document the existence of the business prior to the current ownership.

SUPPORTING DOCUMENTS AND ATTACHMENTS

- San Francisco Seller's Permit – October 3, 1983
- \$2 bill dated November 18, 1983
- San Francisco Fictitious Business Name Statement – October 3, 1983
- Newspaper Article – 1985
- Newspaper Article – San Francisco Examiner, Sunday, January 29, 1995
- San Francisco Chronicle Magazine – Sunday, October 7, 2001
- San Francisco Chronicle Home – Sunday, August 28, 2001
- San Francisco Chronicle Datebook – Thursday, February 13, 2014

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 2317-2335 Market Street is listed by the Planning Department as "Category A" (Historic Resource Present) with regard to the California Environmental Quality Act. This property

had been identified for its association with LGBT history. It housed the Walt Whitman Bookstore at 2319 Market Street. “The Walt Whitman Bookstore has been described as one of San Francisco’s first gay literary bookstores and as the first gay antiquarian bookstore in the U.S. Founded in 1978 by Charles Gilman, it moved from its first location at 1415 Sutter Street to a new location at 2319 Market Street (extant) in the Castro in 1982, where it remained in operation until Gilman’s death in 1987. In its Castro location, the store offered new, used, and antiquarian books, as well as exhibitions and frequent author events that featured such writers as Armistead Maupin and Samuel Steward.”¹

CRITERION 2

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

Our goal has always been to provide breathtaking arrangements to inspire the heart, mind and spirit to the neighborhoods we serve. Over the years, IXIA has provided exquisite flowers, floral and botanical arrangements for a myriad of occasions like birthdays, receptions and weddings.

What makes our arrangements unique is our craftsmanship. Through our technique we create sculptural arrangements with curved redwood bark, spheres of willow branches, meticulously placed dried mushrooms and lichen while suspended either in our window, at an event or a client’s home. Our ability to create layered textures of botanicals and flowers sets us apart from traditional floral arrangements.

Community members within the Castro have reveled in the beauty and wonder of IXIA’s storefront windows. The windows originally were intended to showcase floral arrangements mostly for special dinners and parties. It soon became evident that the windows could express so much more. Over the years, the windows have displayed theme floral sculptures focusing on the political, environmental, theatrical and graceful nature of the Castro. Several times a day, customers from around the world, mostly from Europe, come into the shop to talk about the windows.

IXIA’s distinct design has been an inspiration for upcoming floral designers throughout the Bay Area. Floral operations like Hunt Littlefield and Nigella have cited IXIA as an inspiration for what flowers can do and bring to one’s life.

“I wasn’t aware of what could be done with flowers until I saw IXIA.” – Hunt Littlefield

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

¹ CITYWIDE HISTORIC CONTEXT STATEMENT FOR LGBTQ HISTORY IN SAN FRANCISCO, Donna J. Graves & Shayne E. Watson, page 266.

Since it was established in 1983, IXIA has provided floral arrangements for countless weddings and events.

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

IXIA has been referenced by a number of publications including the Bold Italic, the San Francisco Chronicle, SF Weekly, SF Focus, 7x7 and Hoodline.

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

American actress and political activist Ashley Judd is a client of IXIA.

"A place that gave me a lot of pleasure in San Francisco is called IXIA -- Every single week they sent over arrangements that were perfectly suited to my style and taste." - Ashley Judd

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

Community involvement is very important to IXIA. We engage in creating partnerships with schools, charitable organizations and other organizations surrounding the store to promote art and grace and expression through our donation of floral arrangements, design consultations and volunteer work for various events and galas for non-profit organizations.

Gary Weiss was on the board of directors of the Castro/Upper Market Community Benefit District. Cheri Mims is a member of the Castro Merchants association.

IXIA has had a long tradition of working with non-profits to provide joy and splendor to their clients. It has had the pleasure of donating flowers and floral arrangements to the following organizations over the years:

AIDS Foundation
DIFFA Dining By Design
LINES Ballet
Meals on Wheels
ODC Dance Company
Kronos Quartet
Zen Center of Castro
San Francisco Housing Development Corporation
San Francisco Symphony
San Francisco Ballet

IXIA has also made donations to Meadows-Livingstone School.

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

IXIA serves the Bay Area and is located at the heart of the Castro in San Francisco. It has provided a place for serenity and wonder through flowers and is an immediate consolation when getting out to nature presents a challenge. Our long history in the Castro has given us the opportunity to reflect community through our flowers in our windows. From our “No On 8,” to our Pink Flamingos and Bondage Bear, IXIA has represented the community, gracefully, through floral art.

Specifically, IXIA clients include the following:

1. Weekly accounts, which are mostly downtown law offices, doctor’s offices and consulting firms.
2. Online and walk-in orders from people in the neighborhood.
3. Weddings and events.

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

IXIA is known for its unique and nature-inspired storefront windows.

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

A loss of the shop IXIA on Market Street would mean an empty storefront with bare windows and no life. There is no other place like it in San Francisco. There wouldn’t be a place that reflected a community’s beauty back to itself. Beauty reflects not only what can be seen but permeates the soul, bringing forth love, respect, humanity and community.

CRITERION 3

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

IXIA found its voice through its consistent expression of the human condition in our windows. Anyone can walk in and experience natural wonder on their way to get coffee, to work or just strolling through the neighborhood for inspiration. We specialize in working with rare botanical materials and flowers crafting sculptural arrangements ranging in size from small epiphytes to large, 12-foot-tall creations. We cater to the needs of our clients with many floral and delivery options, ensuring the best expression of any sentiment. In designing events, we work closely with our clients to create the most memorable experience.

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)

We take great care to create a floral sculpture that speaks to the moment of what’s happening in the community. For our 2018 Pride window, we decided to highlight an organization that was critical in educating the world about the AIDS epidemic. In line with the Pride Parade’s Theme “Generations of Strength,” we wanted to highlight the work of ACT UP and also the personal

implications of a pink triangle and the rainbow flag. In our smaller window, we highlight a gathering place for many in the community – the dance floor! In the midst of the struggle, we must not forget to come together in community. Our windows are what we're known for; to not have them would be losing a part of our identity.

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.).

We have a few of our window arrangements in the shop. Most notably, the pink flamingos, the rooster from Chinese New Year and the pink triangle to name a few. Often times, people will come into the shop to get a closer look at the floral arrangement or sculpture and take photos. Most of the sculptures hang on our walls, others are placed on a rock, a piece of wood or table.



CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

4-75

SR BH 19--637878

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

Ixia
Gary Weiss
2331 Market Street
San Francisco, CA 94114

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

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE
Not valid at any other address

BT-442-R REV. 9 (1-63)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

All papers will be mailed to address you designate in this box.

Mail certified copies to: Business
(Attorney, Bank, Residence or Business)

Phone: 552-3348
(During business hours)

COUNTY CLERK'S OFFICE
**ENDORSED
FILED**
San Francisco County Superior Court

OCT 3 1983

DONALD W. DICKINSON, Clerk
BY: R. de Luna
Deputy Clerk

FICTITIOUS BUSINESS NAME STATEMENT

File No. _____

The following person(s) is (are) doing business as:

IKIA

* Fictitious business name(s)

2331 Market St., San Francisco, CA 94114

** Business address

Gary Weiss

815 Duboce Av. #2, San Francisco, CA 94117

*** Full name and residence address of registrant. (If a corporation show state of incorporation)

*** Full name and residence address of registrant. (If a corporation show state of incorporation)

*** Full name and residence address of registrant. (If a corporation show state of incorporation)

*** Full name and residence address of registrant. (If a corporation show state of incorporation)

This business is conducted by: **Individual**

If registrant is a corporation sign below

**** An individual: Individuals (husband and wife); Co-partners: A general partnership;
A limited partnership: An unincorporated association other than a partnership;
A corporation; A business trust

Corporation Name _____

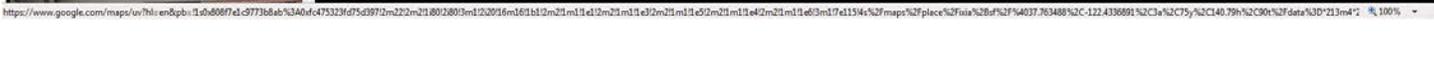
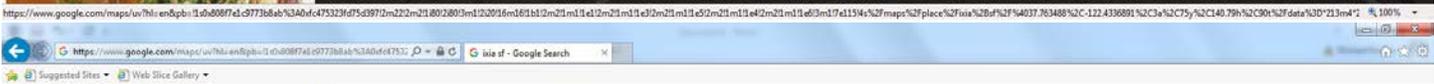
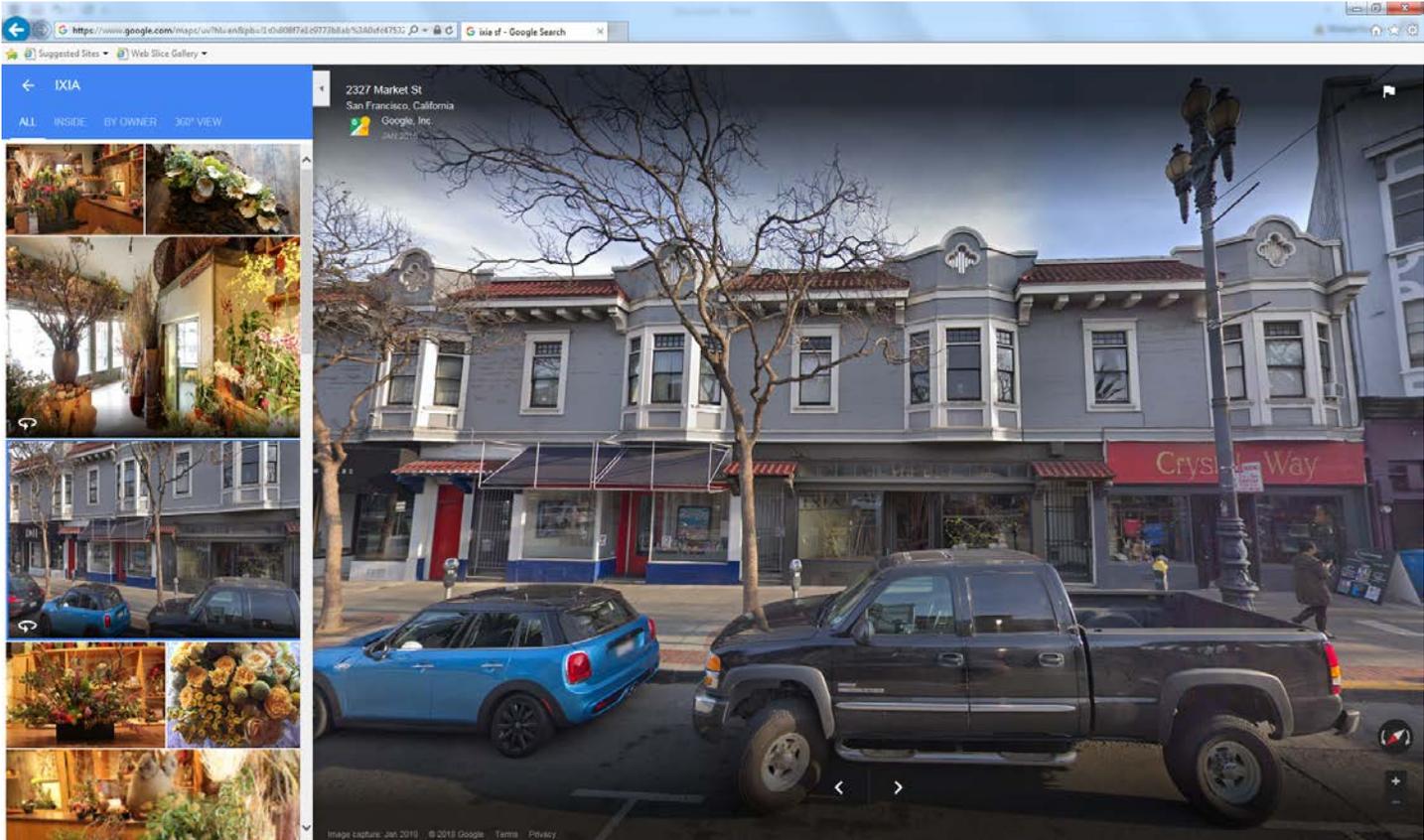
Signature and Title _____
(Must be corporate officer)

Type or print officer's name and title _____

Signed Gary Weiss
GARY WEISS

Type or print name of signer

This statement was filed with the County Clerk of the City and County of San Francisco, California, on the date indicated by file stamp above.











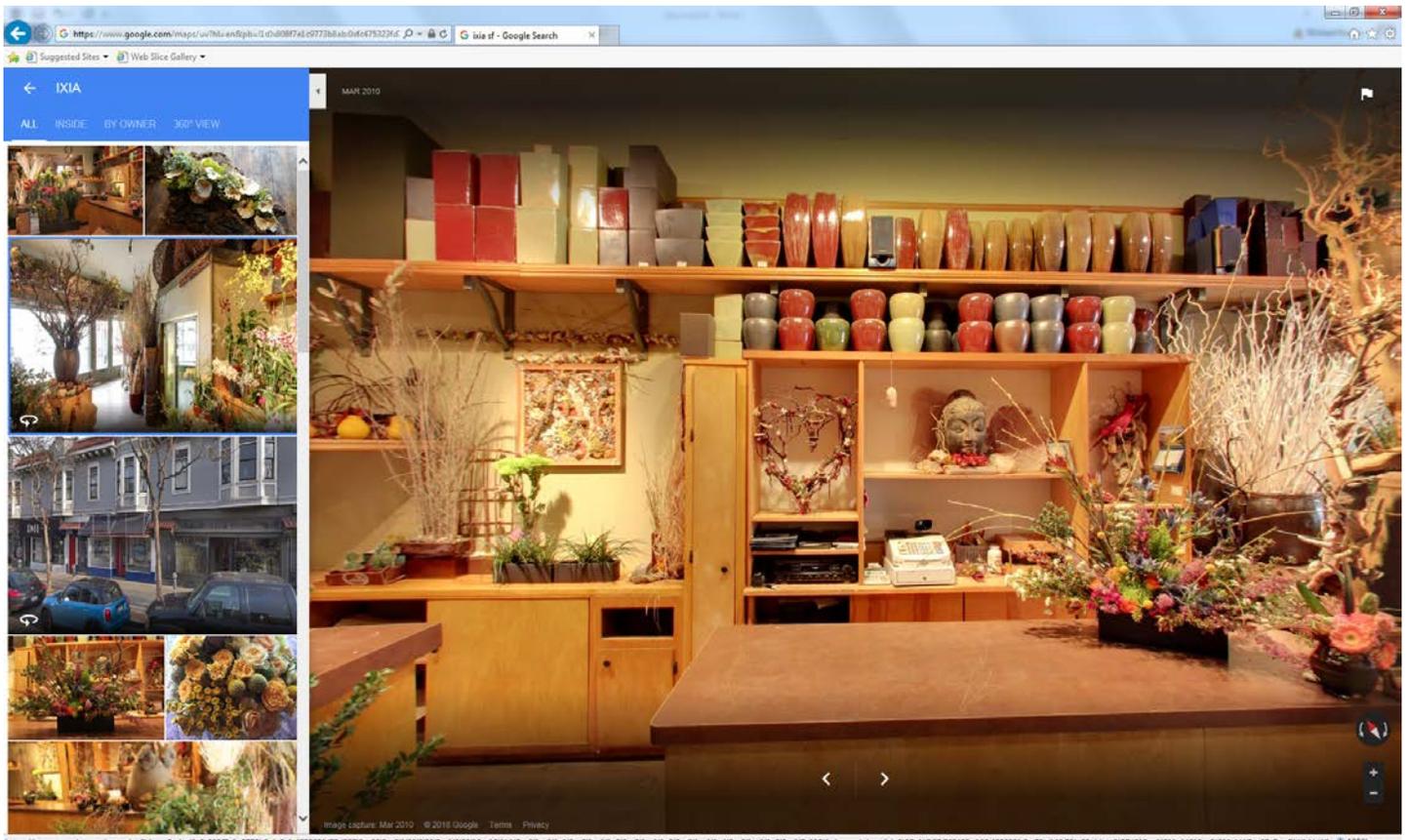












<https://www.google.com/maps/...>





opened three years ago. This is the place to come for truly individual, one-of-a-kind outfits. For example, a high-style cashmere bomber jacket by Michael Green for men or women goes for \$600. The store also stocks a particularly good selection of contemporary jewelry in all price ranges. Next door is **La Pizzeta** (2337 Market, 861-6130), whose specialty, Argentinian pizza, has garnered raves from local reviewers. Next to it, **The Store** (2335 Market, 626-1995) sells a little bit of everything, including toy replicas of classic Caddys and Buicks from the '50s for \$40, reproductions of gar-goyles from Notre Dame and rice paper window shades and lanterns. Gary Weiss's **Ixia** (2331 Market, 431-3134) may be the most innovative flower shop in the city (it also gets my vote for best window displays in the area). Weiss, who was a groundskeeper for the Zen Green Gulch Farm in Marin, named the store after his favorite flower.

er. He concentrates on really unusual blossoms, including lilies from Africa and exotics like leucadendron, black birds of paradise, pineapple bromeliads and heliconia from Hawaii. Ixia's arrangements are stark, Japanese and very contemporary. You can also see them at Neiman-Marcus — the shop does its arrangements. Ixia also carries a well-chosen selection of ceramic, glass and basket containers and vases. In the same block are two shops owned by Omar Hampton: **Amenities** (2327 Market, 861-1981) sells cushions and futons, while **Earthtones** (2323 Market, 626-1460) sells contemporary accessories for the home — lamps, shoji lanterns, china and barware, some reproduction chairs and tables. All are priced much lower than you'd expect.

The Walt Whitman Bookstore (2319 Market, 861-3078) is a real find. In addition to the new, used and out-of-print scholarly, historical and self-help sections, owner Charles Gil-

man thinks he's got the best selection of gay (primarily male) fiction in San Francisco. Recent readings and book signings have included such guests as Dotson Rader, Christopher Isherwood, Quentin Crisp, Edmund White and William Burroughs. Past the Crocker Bank at the corner of Market and Noe is **The Vibrant Health Center** (2301 Market, 863-6369). The well-informed staff people here advise neighborhood gym members who strive for better performance with such products as Free Form Amino Acids and various bee pollen formulas. The store also carries its own vitamins.

Angling in at this corner is 16th Street, and midway down the block is a store worth a quick detour. **Par Interval** (3516 16th Street, 552-1825), owned by Veronique Lievre and Pascal Vaquette, sells '50s furniture and accessories. Look here for chrome cocktail shakers, Saarinen womb chairs and Bertoia wire grid chairs, as

well as the occasional art deco piece.

The vacant lot at the corner of Market and Noe is where the Trinity United Methodist Church once stood. It burned down two years ago, but will soon be redeveloped by the congregation into a residential and commercial complex that will include space for the church.

Heading down Market past the now-defunct New York City Deli toward Sanchez, you come to the Eureka Valley Market, home of **Affolter Bros. Butchers** (2283 Market, 621-4100). Established in 1908 and in this location since 1930, Affolter's is evidence of the neighborhood's Scandinavian heritage. This is where you go for authentic Swedish ham at Christmas, Norwegian smoked leg of lamb and Danish smoked eel. Tony and William Affolter still preside. Next door, the **Castro Marketplace** (2275 Market) has had lots of tenant turnover, but the recent arrival of **Pier 1 Imports** (431-

THE LESSON OF

Tomarctus.

A low-slung, short-eared, long-tailed, ancient meat-eating animal—the great grand sire of all canines.

WHAT DID HE TEACH US?

Nature gave Tomarctus, the meat-eater, a simple stomach and short intestines. It was a digestive system that could extract nourishment from concentrated protein sources such as meat.

As the canines descended the family tree to widen the hunt for food, they maintained the same simple, efficient digestive system. That system remains much the same in modern dogs. *Your dog.*

YOUR DOG NEEDS PROTEIN. SO YOU GIVE HIM PROTEIN.

We learned from Tomarctus that canines need protein from meat. Unfortunately, many dog foods today use soy, vegetables, or grains as a major source of protein. Herbivores, such as cows and horses, have complex stomachs, long intestines and can make good use of the protein found in grains, grasses and plants. But dogs, which are primarily carnivores, cannot effectively utilize such protein.

NOT JUST MEAT-EATERS ... COMPLETE-EATERS.

The canine was not just just a meat-eater, but a complete-eater. He consumed nearly all of what he caught. And the diet provided by his prey gave him protein, calcium, fiber, fats, carbohydrates, vitamins and minerals. He had a digestive system that could effectively assimilate the protein found in meat. His captured prey also gave him

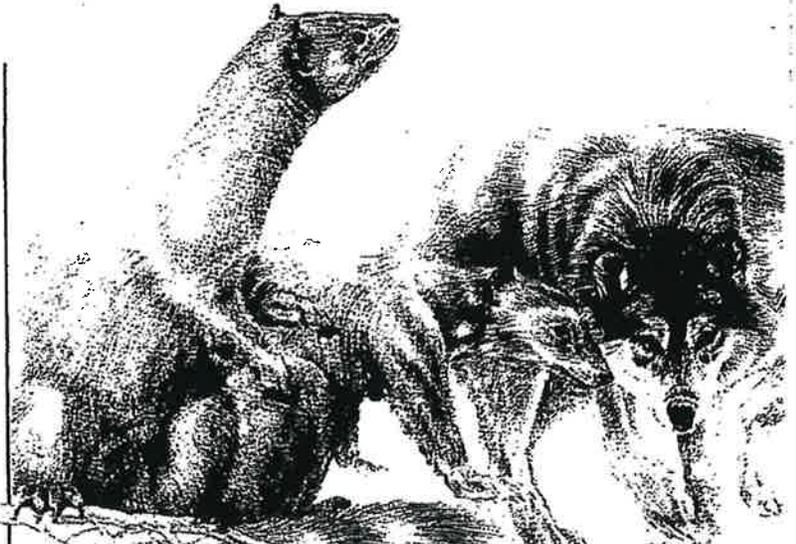
the other essential nutrients he needed for a balanced diet.

Your dog's digestive system has not changed

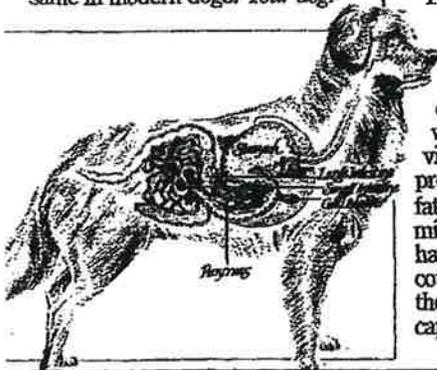
much since the time of Tomarctus. Nor has his nutritional needs.

BECOMING DOG'S BEST FRIEND.

Paul Iams, a life-long animal nutritionist, took up the development of the perfect dog food. At the time, the prevailing attitude was...



Tomarctus, once-dwelling distant ancestor of the dog, lived 45 million years ago. Tomarctus will-like



1985

HOME

STYLEMAKER SPOTLIGHT:
MARK NEWMAN

Tailored, livable, contemporary

By Anh-Minh Le
SPECIAL TO THE CHRONICLE

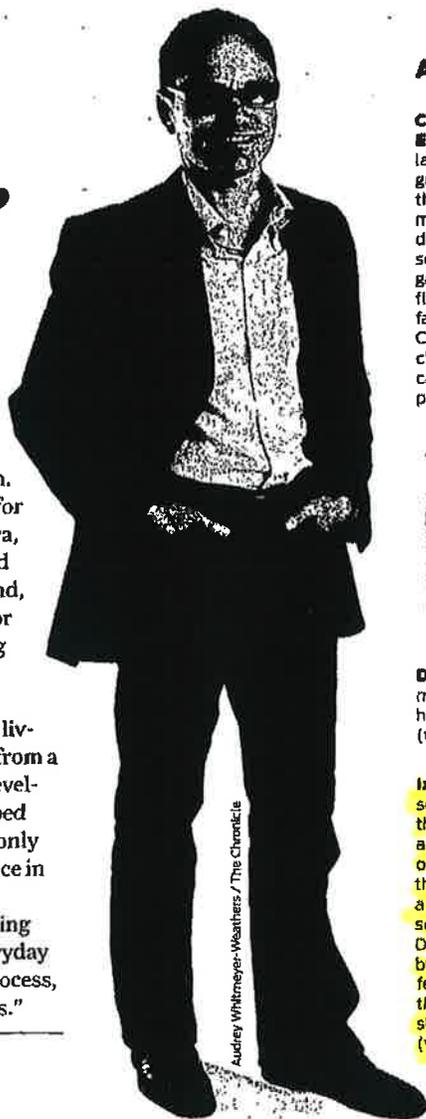
"Designing furniture and composing music seem related to me, in that you're so completely engaged in the creative process," says Mark Newman of his seemingly disparate careers — first in music and now in interior design.

After studying vocal performance and working in music for a decade — including singing with the Houston Grand Opera, Opera Colorado and San Francisco Opera — Newman joined Ralph Lauren Home. He was hired while living in Denver and, upon moving to San Francisco in 1997, continued working for the company. Eight years later, having furthered his training with stints at a pair of local interior design firms, he branched out on his own (www.marknewmandesign.com).

Newman — whose style can best be described as tailored, livable and contemporary — is involved in a range of projects, from a Victorian residence to a sleek VIP lounge. He is also busy developing a furniture collection and recently launched a revamped buying service for the San Francisco Design Center's trade-only showrooms. Earlier this year, he designed his inaugural space in the prestigious San Francisco Decorator Showcase.

"I love the relationships that are built with clients and seeing how design can make such a positive difference in their everyday experiences," he says of his work. "I also love the creative process, finding great resources and working with unusual materials."

E-mail comments to home@sfgchronicle.com.



Audrey Whitmeyer-Weathers / The Chronicle

A few favorites

Christopher Elbow: "Chocolate is one of my great loves, and these beautiful morsels are so delicious. The soft caramel ganache with fleur de sel is my favorite, with Crale Coffee a close second. I can't pass by the Hayes Valley shop without stopping." (www.elbowchocolates.com)



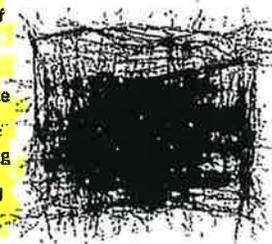
Anh-Minh Le



Donald Kaufman

Donald Kaufman paint colors: "The subtle palette makes it a pleasure to choose colors, and the paints have a depth and luminosity that is remarkable." (www.donaldkaufmancolor.com)

Ixia Florist: "The sculptural aspect of their work is always a delight. I collaborated with one of their artists to create a vertical hanging sculpture for the SF Design Center Dining by Design table a few years back, and the piece was a showstopper." (www.ixia.com)



Ixia

The Newman cheat sheet

Let there be light: "It really is all about the lighting. You don't need a ceiling full of gallery spots to present your furniture and art at their best; just some imagination and willingness to incorporate a variety of lighting sources. And every light in the house should be on a dimmer."

On picking paint colors: "Choosing the perfect paint color can be challenging. In new construction or a remodel, I ask clients to wait until the walls are fully constructed and the flooring installed before we begin working with colors. What will seem like the perfect color in the paint store or in someone else's home will look completely different depending on the bounce of light against hard surfaces. For clients adding color to existing spaces, we buy quarts of the top three options and put up large samples — at least 4 by 4 feet — on a couple of walls."

Mixing high and low: "It's a cliché, but entirely true. A few well-chosen quality pieces — whether furniture, accessories or art — can elevate an entire room. If there is a tight budget, I recommend finding one item you absolutely love and want to live with, paying the price for it, and then completing with less costly pieces."

Shop locally: "I love the Perish Trust, a small quirky shop in NoPa, where browsing is an adventure. I'm especially drawn to their collection of restored and working antique typewriters — the tactile pleasure of physically pressing the keys and hearing that clack is a refreshing antidote to my iPhone. Their collection of Warby Parker eyeglass frames is really fun as well." (www.theperishtrust.com)

Picture perfect: "I collect black-and-white photography, and Rayko Photo Center is a wonderful resource. Their exhibitions rotate frequently, and the archives are easy to peruse. You can also try your hand at fine art photography with their darkroom and lab rentals." (www.raykophoto.com)

MORE OR LESS By Chantal Lamers

Comfy chairs that don't take a backseat

There are plenty of areas around the house that call for neutral furnishings, the sorts of pieces that will outlast the comings and goings of trends. The predicament with that approach is that it's easy to end up too bland. There are all sorts of classic pieces that also happen to be bold and bright. Incorporating a really comfortable upholstered chair with a striking print is a simple way to break up the monotony.

Avoid playing it safe with the Posy Astrid Chair, \$1,698, from Anthropologie. A melange of

feminine peonies turned graphic in shades of dove gray to yellow and red scream statement. Yet the frame, with high back and richly stained, curvy-turned legs, ensures that this piece will endure all kinds of trends. Made with cotton upholstery, eight-way hand-tied seat construction and a laminated hardwood and maple solid frame, it measures 38 inches high, 29 inches wide and 35 inches deep. The seat is 14 inches high.

The Birkin Chair, \$649 from Home Decorators Collection,

offers the same combination of gentle silhouette and audacious pattern. The turned, black-stained legs complement a variety of prints, including bird, branch, floral, dot and script motifs. A bit more petite than the Astrid Chair, this version measures 34 inches high by 28 inches wide and 33 inches deep.

If your abode screams for a little something loud, either of these plush, nook-worthy chairs will cheerily comply.

E-mail comments to home@sfgchronicle.com.



Anthropologie

\$1,698.

Posy Astrid Chair from Anthropologie (anthropologie.com)



Home Decorators

\$649

Birkin Chair from Home Decorators Collection (homedecorators.com)

<https://www.sfgate.com/entertainment/article/Ixia-owner-Gary-Weiss-branches-out-beyond-the-vase-5229358.php>

San Francisco Chronicle

Ixia owner Gary Weiss branches out beyond the vase

By **Sam Whiting**

Updated 4:27 pm PST, Wednesday, February 12, 2014



Image 1 of 10

Ixia founder and owner Gary Weiss, who named his shop after a tiny South African bulb, is known for adding a "tweak" to floral creations.

Photo: Lacy Atkins, The Chronicle

There are floral arrangements and then there are the arrangements at Ixia, which can feature a tree limb held in place by river rock. Emerging from a bed of moss, the limb rises 10 feet and takes two men to deliver, one at each end like a long ice chest.

That's an extreme example of what Gary Weiss does at Ixia, but even the common arrangement is constructed in a process that lies somewhere between architecture and sculpture.

"We do everything a normal flower shop does except that we're not what a normal flower shop is," explains Weiss. "It has to have a tweak to it."

The "Ixia tweak," as he calls it, is "to do something dramatic or romantic, or just something they've never seen before."

The Ixia window display is one thing they've never seen before. It rotates twice monthly, and on Saturdays it can draw a crowd the way kittens and puppies do in the windows at Macy's. Just now the picture window is taken up by a display built on huge chunks of driftwood.



Image 2 of 10

Ixia owner Gary Weiss, left, thinks outside the box when it comes to his art, using river rock or branches with traditional roses, above, resulting in pieces requiring two deliverymen.

Photo: Lacy Atkins, The Chronicle

The interior beyond that looks like someone is getting ready to build a bonfire. There are tubs of bamboo branches in a variety of widths, and along a high shelf are stumps and branches of honeysuckle, curly willow, birch, monkey ladder and manzanita.

Weiss builds a landscape within the confines of a tray that is 12 inches long and 4 inches wide and looks like a miniature planter box. The process can take 30 minutes or 90 minutes and Weiss presides over it with a Zen-like mindfulness.

For this, he got on-the-job training during the six years he spent at the San Francisco Zen Center, after moving west from Brooklyn. He was a self-described "young hippie," sympathetic to the neglected plants on the roof garden. His dedication to them outlasted his dedication to Zen Buddhism, and in 1975 he opened a flower stand near the Stonestown Shopping Center.

He took space on Market Street, between Castro and Noe, in 1983, and the first thing he did to make a name for himself was to choose a name. Back then every name had "flower shop" on the end of a first name, like Betty or Herb.

So he chose the singular word Ixia from a tiny South African bulb. Now there are any number of shops named after a flower - Magnolia, Xinia, Foxglove and so on.

The second thing he did for himself was to radicalize the citywide orchid show at Fort Mason. "It came to my mind, 'How about sinking the whole thing upside down in a vase of clear water?' " he says. "It was the talk of the show." The next week he noticed the flower arranger for Gump's nosing around his shop for ideas to steal. The word was out.

Now in his 31st year, Weiss, 63, still works six days a week. Tuesday is his day off so he treats himself to a visit to the acupuncturist to treat the lifelong allergies that would have steered most sufferers to a different career. Then he hikes six hours by himself on Mount Tam.

Then he starts another week at 3 a.m. Wednesday, at the San Francisco Flower Mart.

An arrangement in the Ixia Signature Design can cost anywhere from \$75 to \$250. There is always room for bigger and more. Maybe a potted landscape that takes two men to carry is not enough.

"For Valentine's Day, it has never happened yet that we have had three people carry an arrangement," he says, "as much as I would love to do that."



Image 3 of 10

Founder and owner Gary Weiss puts the finishing touches on an elegant flower arraignment made of ornamental kale, quince, and hydrangeas, Wednesday February 5, 2014, at the Ixia floral boutique in San Francisco, Calif. Weiss opened the shop in more than twenty years ago and is still known for its creative displays made of flowers, plants and other natural resources.

Photo: Lacy Atkins, The Chronicle



Image 4 of 10

David Mulkey uses leucadendron, rice flowers, woolly bush, and curly willow as he makes boutineers at the Ixia floral boutique in the Castro, Wednesday February 5, 2014, in San Francisco, Calif.

Photo: Lacy Atkins, The Chronicle



Image 5 of 10

David Mulkey uses some of his landscaping design talent in making a flower arrangement of usual flowers at the Ixia floral boutique in the Castro, Wednesday February 5, 2014, in San Francisco, Calif.

Photo: Lacy Atkins, The Chronicle



Image 6 of 10

Julio Salgado goes through the flowers that the staff from Ixia floral boutique bought at the San Francisco Flower Mart, Wednesday February 5, 2014, in San Francisco, Calif. Wednesday's are their biggest day at the market where they pick up diverse and elegant flowers such as parrot tulips to New Zealand callas and pincushion proteas to standard roses.

Photo: Lacy Atkins, The Chronicle



Image 7 of 10

Founder and owner Gary Weiss laughs as he works with his staff after returning from the flower market, Wednesday February 5, 2014, at the Ixia floral boutique in San Francisco, Calif. Since 1983, Ixia has become practically synonymous with eye-catching visuals with the Castro community.

Photo: Lacy Atkins, The Chronicle



Image 8 of 10

Julio Salgado goes through the flowers that the staff from Ixia floral boutique bought at the San Francisco Flower Mart, Wednesday February 5, 2014, in San Francisco, Calif. Wednesday's are their biggest day at the market where they pick up diverse and elegant flowers such as parrot tulips to New Zealand callas and pincushion proteas to standard red roses.

Photo: Lacy Atkins, The Chronicle



Image 9 of 10

An elegant flower arraignment made of ornamental kale, quince, and hydrangeas by Gary Weiss lies on the table, Wednesday February 5, 2014, at the Ixia floral boutique in San Francisco, Calif. Weiss opened the shop in more than twenty years ago and is still known for it's creative displays made of flowers, plants and other natural resources.

Photo: Lacy Atkins, The Chronicle



Image 10 of 10

An elegant flower arraignment made of miniature calla lilies, quince, protea and anthuriums, made by the staff at Ixia floral boutique, Wednesday February 5, 2014, in San Francisco, Calif. Gary Weiss, owner and founder the shop opened more than twenty years ago and is still known for it's creative displays made of flowers, plants and other natural resources.

Photo: Lacy Atkins, The Chronicle

Ixia: 2331 Market St., S.F. (415) 431-3134. www.ixia.com.

Sam Whiting is a San Francisco Chronicle staff writer. E-mail: swhiting@sfchronicle.com Twitter: [@samwhitingsf](https://twitter.com/samwhitingsf)

<https://hoodline.com/2017/11/castro-florist-ixia-finds-a-new-owner>



Discover & engage with the world around you

Castro Florist 'IXIA' Finds A New Owner

by Alisa Scerrato

November 21, 2017, 1:10pm



Photo: Via [IXIA](#)

After 34 years of business—and more than a year on the market—Castro flower shop IXIA is changing hands. Its new owner is Cheri Mims, a floral designer who also owns Civic Center's [Lilybelle Flowers](#).

Founder Gary Weiss said he'll stay on board to help Mims with the transition after taking some time off before the holiday season.

"I'm happy to be avoiding the madness for the first time in 34 years," he said, adding that he's not close to retirement.

A resident of Corbett Heights, Weiss is president of [Corbett Heights Neighbors](#), Land Use Committee Chair for both the [Eureka Valley](#) and [Duboce Triangle](#) Neighborhood Associations, and Vice President of the San Francisco Hiking Club.



Gary Weiss. **Photo: Alisa Scerrato/Hoodline**

Weiss said he's also looking forward to spending more time working in his multi-tiered garden that's been neglected.

"Retiring to me means golf and reruns of Oprah, so that's not me," he said.

Having run IXIA out of the same location for more than three decades, Weiss said his landlords have been “remarkably generous” and “have cared more about having good businesses flourishing on their sites” than making money.

“There are far too many vacancies along Market,” he said. “This building has five stores and five apartments above, and they are always leased.”

Weiss said handing off the store was bittersweet, “but knowing it’s in good hands and will continue as IXIA softens the impact,” he said.

While Mims will mostly maintain IXIA's name, design concepts and its small staff, Weiss said she'll undoubtedly make some changes of her own.

IXIA (415-431-3134) is located at 2331 Market St. (between Noe and Castro) and is open from 9 to 6 on weekdays and 11 to 5 on Saturday, closed Sundays.



6 Downright Wild Flower and Plant Shops in the Bay Area

By Jen Woo
Feb 13, 2018

There's a magnetic pull to leafy nooks—they clear our air, soothe anxiety, and help keep us focused and productive. In other words, plants make us feel better.

Luckily, there's no shortage of beautiful [places to score a wicked succulent](#) in the Bay Area, and lord knows we've whiled away many a Sunday at Flora Grubb. But just as coming upon an unexpectedly lush interior delights us every time, and as an exotic bloom on an otherwise minimalist desk can brighten a dreary workday, finding new jungle-licious moments restores our energy and give us something fresh to Instagram about. And when we need something truly unique—a rare hybrid orchid, a deftly nurtured Japanese bonsai, or a sculptural arrangement—these local shops provide an ever curious plant-buying experience.



(Courtesy of Ixia)

Ixia

It began as a flower stand near Stonestown, but since it opened on Upper Market in 1983, **Ixia** has been well known to dwellers of the Castro and beyond for its dramatically earthy windows, dressed with organic sculptures of floating branches, driftwood, soft mosses, and reeds of bamboo. After 32 years in business, founder Gary Weiss sold the business in 2016 but its tradition remains—this is still the place for naturalists who find inspiration in curious arrangements. Of course you will also find the usual pretty blooms and tropicals—bromeliads, orchids, and anemones—as well as more modern artful takes on smaller bouquets for special occasions. // *2331 Market St. (Upper Market)*, ixiasf.com

Filing Date: August 22, 2018
Case No.: 2018-011980LBR
Business Name: IXIA
Business Address: 2331 Market Street
Zoning: NCT (Upper Market Neighborhood Commercial Transit)
50-X Height and Bulk District
Block/Lot: 3563/030
Applicant: Cheri Mims, Owner
2331 Market Street
San Francisco, CA 94114
Nominated By: Supervisor Rafael Mandelman, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Gary Weiss opened IXIA as a florist shop in November 1983 at 2331 Market Street providing arrangements with a tailored, masculine aesthetic. The business began as a flower stand named Plant Life in Stonestown Galleria shopping mall, and it flourished in its new location in the Castro district. IXIA creates sculptural arrangements that reflect the wonder of the natural world, from small arrangements to large semi-permanent art pieces. IXIA blends tradition with innovation in designs. The business is especially known for its unique and nature-inspired window displays. Over the years, the windows have displayed theme floral sculptures focusing on the political, environmental, theatrical and graceful nature of the Castro.

IXIA created a unique aesthetic that became the template and inspiration for many floral designers in the Bay Area. It continues to provide quality, unique flowers and floral arrangements, plants and dried botanicals. In 2017, IXIA changed hands. Cheri Mims, previously the Head Floral Designer for Taste Catering and owner of Lilybelle, continues the tradition of off-the-path floral arrangements. Cheri has added weddings and special events to the list of what IXIA offers.

The business is located on the south side of Market Street between Noe and 17th streets in the Castro/Upper Market neighborhood. It is within a NCT (Upper Market Neighborhood Commercial Transit) Zoning District and a 50-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1983.

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

Yes. IXIA qualifies for listing on the Legacy Business Registry because it meets all of the eligibility

Criteria:

- i. IXIA has operated continuously in San Francisco for 35 years.
 - ii. IXIA has contributed to the history and identity of San Francisco by serving as a florist.
 - iii. IXIA is committed to maintaining the physical features and traditions that define the organization.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
Yes. The business is associated with the art of botanical arrangement.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Events

Yes. The property, constructed in 1910, is associated with the initial commercial development of the Upper Market district, sparked by the advent of public transportation routes in the area.

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

Yes. The property has a Planning Department Historic Resource status of "A" (Historical Resource) as a contributor to the Upper Market Street Commercial Historic District Extension, which was identified in a survey adopted by the Historic Preservation Commission. The historic themes of the Upper Market Street Historic District significance are derived from the historic trends that influenced the development of the surrounding neighborhoods. The most influential trend, which sparked the initial development period in the Upper Market area, was the advent of public transportation routes into the area, providing a connection with the city's downtown core and encouraging residential development in the outlying neighborhoods such as Duboce Triangle and Eureka Valley. This, in turn, influenced the establishment of businesses along Upper Market Street, which echoed the commercial development further east on Market Street, and served the surrounding residential neighborhoods.

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

Yes. The building that the IXIA storefront is located within is noted in the City wide Historic Context Statement for LGBTQ History in San Francisco on page 264 for housing the Walt Whitman Bookstore at the 2319 Market Street storefront. The bookstore was the first gay antiquarian bookstore in the US, founded in 1978. It moved in 1982 from 1415 Sutter Street and remained open until 1987.

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

Yes. IXIA has been referenced by a number of publications including the Bold Italic, the San Francisco Chronicle, SF Weekly, SF Focus, 7x7 and Hoodline.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2331 Market Street

Recommended by Applicant

- Storefront window displays
- Use of rare botanical materials and flowers
- Sculptural botanical arrangements
- Variety of floral and delivery options

Additional Recommended by Staff

- Storefront components, including transom, door, and large windows



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 19, 2018

Case No.: 2018-011980LBR
Business Name: IXIA
Business Address: 2331 Market Street
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR IXIA CURRENTLY LOCATED AT 2331 MARKET STREET, (BLOCK/LOT 3563/030).

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

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

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

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

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

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that IXIA 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 IXIA.

Location(s):

- 2331 Market Street

Physical Features or Traditions that Define the Business:

- Storefront window displays
- Use of rare botanical materials and flowers
- Sculptural botanical arrangements
- Variety of floral and delivery options
- Storefront components, including transom, door, and large windows

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-011980LBR to the Office of Small Business.

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

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: