

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

JEFFREY'S TOYS

Application No.: LBR-2016-17-090
Business Name: Jeffrey's Toys
Business Address: 45 Kearny Street
District: District 3
Applicant: Mark Luhn, President/Owner
Nomination Date: May 12, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Jeffrey's Toys is a family-owned and operated toy store serving San Francisco since 1972. Emmanuel "Mannie" Luhn opened the first Jeffrey's Toys store in Daly City in 1966 (Mannie's parents had also owned a toy store in San Leandro called Birdie's). Mannie and his son, Mark Luhn, opened Jeffrey's Toys' first San Francisco location in 1972 in Ghirardelli Square, eventually expanding to Union Square and the Embarcadero Center. The business enjoyed much success and grew to become the city's largest toy-store chain. Following the 1989 Loma Prieta Earthquake and the economic downturn of the early 1990s, however, the business suffered and Jeffrey's Toys was forced to close two of its three San Francisco locations. The store moved several times more in subsequent years until in 2015 the toy store was evicted from its last remaining location in San Francisco, resulting in its temporary closure and an eventual relocation to Berkeley. Now two years later, Jeffrey's Toys has decided to reopen a store in San Francisco and has been able to secure a lease in the Financial District.

For four decades, Jeffrey's Toys offered residents and visitors of San Francisco an expansive selection of unique children's toys, reading books, arts and crafts supplies, baby and preschool toys, comic books, stuffed animals, games, and hobbies. The store's large glass cases contain collector's items and boutique lines that are hard to find elsewhere; much of the store's unique merchandise was hand-selected by Mark during travels to Europe and Japan. The business claims to have been the first toy store in the United States to sell Japanese metal robots and Transformers, and also the first to sell LEGOS. In addition, Jeffrey's Toys has received awards and accolades for its selection of comics. Both Mannie and Mark have received the Toy Store Person Award from the Western Toy and Hobby Representatives Association – the highest award a toy store owner can receive in the western U.S.

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:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Ghirardelli Square, 900 North Point Street from 1972 to 1993 (21 years).
445 Sutter Street from 1975 to 1990 (15 years).
Two Embarcadero Center from 1978 to 1986 (8 years)
Three Embarcadero Center from 1986 to 1994 (8 years).
7 Third Street from 1994 to 2003 (9 years).
685 Market Street from 2003 to 2015 (12 years).
45 Kearny Street from 2017 to Present (0 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 Financial District 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:

- Jeffrey's Toys is associated with the tradition of owning and operating a children's toy store; it is also associated with the tradition of selling and promoting comic books.
- Jeffrey's Toys has contributed to the city's history and identity by serving as San Francisco's largest toy store chain for almost a decade and by offering residents and visitors a unique shopping experience focused on children's toys and comic books.
- The 1907 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and is a contributory building to the Kearny-Mason-Mason-Sutter Street Article 11 Conservation District.
- The business has been cited in the following publications:
 - SFist, 3/26/2015, "45-Year-Old Downtown Toy Store Jeffrey's To Close in April, Still Might Relocate," by Jay Barmann.
 - Racked San Francisco, 12/22/2016, "Jeffrey's Is Closing Because It Can't Afford Eye-Popping \$40,000 Rent," by Esther Hahn.
- In 2008, the business was featured in a publication of the San Francisco Chamber of Commerce called the Northern California Experience Profiles of Excellence. The San Francisco Bay Guardian has named Jeffrey's Toys "Best Toy Store" and "Best Place to Spend Your Allowance" in its Best of the Bay awards.

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

Yes, Jeffrey's Toys is committed to maintaining the physical features and traditions that define its role as a unique toy store.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Jeffrey's Toys 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.





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Physical Features or Traditions that Define the Business:

- Commitment to selling classic and new toys.
- Commitment to employing a diverse work staff.
- Creating a delightful experience for its guests.

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.

- Retail toy sales.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Jeffrey's Toys currently located at 45 Kearny 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

JEFFREY'S TOYS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-090
Business Name: Jeffrey's Toys
Business Address: 45 Kearny Street
District: District 3
Applicant: Mark Luhn, President/Owner
Nomination Date: May 12, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR JEFFREY'S TOYS, CURRENTLY LOCATED AT 45 KEARNY 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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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 Jeffrey's Toys 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 Jeffrey's Toys:

Physical Features or Traditions that Define the Business:

- Commitment to selling classic and new toys.
• Commitment to employing a diverse work staff.
• Creating a delightful experience for its guests.

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

- Retail toy sales.

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-2016-17-090
Business Name: Jeffrey's Toys
Business Address: 45 Kearny Street
District: District 3
Applicant: Mark Luhn, President/Owner
Nomination Date: May 12, 2017
Nominated By: Mayor Edwin Lee

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

Ghirardelli Square, 900 North Point Street from 1972 to 1993 (21 years).
445 Sutter Street from 1975 to 1990 (15 years).
Two Embarcadero Center from 1978 to 1986 (8 years)
Three Embarcadero Center from 1986 to 1994 (8 years).
7 Third Street from 1994 to 2003 (9 years).
685 Market Street from 2003 to 2015 (12 years).
45 Kearny Street from 2017 to Present (0 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: The applicant has a signed and delivered lease for 45 Kearny Street that will commence as soon as the current tenant vacates the location. The lease guarantees keys will be handed over no later than September 1, 2017. The applicant has provided the Legacy Business Program with a copy of the payment receipt from the Treasurer/Tax Collector dated 1/23/17 for renewal of their San Francisco business license. Per Legacy Business Program policy, no "break in San Francisco operations exceeding two years" means no break in the existence of the business as evidenced through the business registration with no break in physical operations exceeding four years. Jeffrey's Toys is compliant with this policy.

DELIVERY DATE TO HPC: July 6, 2017

Richard Kurylo
Manager, Legacy Business Program





May 12, 2017

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

Dear Director Regina Dick-Endrizzi,

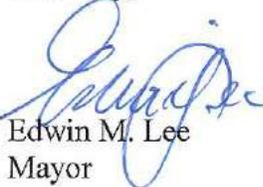
I am writing to nominate Jeffrey's Toys for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

First established in 1966 at the Serramonte Center in Daly City, the second Bay Area location for Jeffrey's Toys opened in San Francisco's Ghirardelli Square in 1972. With the success of that location, the father and son team of Emmanuel "Mannie" and Mark Luhn were able to open up a third store at 445 Sutter Street in 1975. In 1978, the fourth Jeffrey's Toys opened in The Embarcadero Two Center. Due to tumultuous economic times as a result of the Loma Prieta earthquake in 1989, the recession of the early 1990s, and a challenging real estate environment, Jeffrey's Toys ceased operations, despite the success in new locations at 7 Third Street and 685 Market Street. However, Mark Luhn determined that he still needed to continue "making the world a better place by selling one toy at a time" and reestablished Jeffrey's Toys in Berkeley and now again in San Francisco through a newly secured lease at 45 Kearny Street. Jeffrey's Toys will once again become one of San Francisco's most beloved toy stores serving the children and families of our city.

It is an honor to recognize the legacy, resiliency and determination of Jeffrey's Toys and their contributions to our great city of San Francisco.

Sincerely,



Edwin M. Lee
Mayor

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:		
Jeffrey's Toys		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mark Luhn		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
45 Kearny Street San Francisco, CA 94108		()
		EMAIL:
		markluhn@pacbell.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
	https://www.facebook.com/Jeffreys-Toys-107469709290832/	

APPLICANT'S NAME		
Mark Luhn	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
President/Owner		
APPLICANT'S ADDRESS:		TELEPHONE:
Jeffrey's Toys 1810 Fourth Street Berkeley, CA 94710		(510) 898-1507
		EMAIL:
		markluhn@pacbell.net
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
1064292		

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

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
Ghirardelli Square, 900 North Point Street	94109	1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1972-1993	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
445 Sutter Street	94108	Start: 1975
		End: 1990

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Two Embarcadero Center	94111	Start: 1978
		End: 1986

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Three Embarcadero Center	94111	Start: 1986
		End: 1994

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
7 Third Street	94103	Start: 1994
		End: 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
685 Market Street	94103	Start: 2003
		End: 2015

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
45 Kearny Street	94108	Start: 2017
		End: Present

JEFFREY'S TOYS

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.

On October 1, 1966, Emmanuel "Mannie" Luhn opened the very first Jeffrey's Toys store at the Serramonte Center in Daly City. Mannie had worked for his grandparents, Birdie and Morton Luhn, who owned a small variety store. Mannie saw that the toy counter was doing very well and ultimately turned the family business into toy stores.

By 1972, Mannie opened a second Jeffrey's Toys at Ghirardelli Square in San Francisco, and his son, Mark, just back from the Vietnam War, became the General Manager. Mark's duties expanded quickly, as he became a 'partner' in the business by signing over half of the corporation stock certificates and running the day-to-day operations at the Ghirardelli Square store. With the success of Ghirardelli Square, Mannie and Mark were able to open a third store at 445 Sutter Street in 1975. It was an excellent location. In 1978, the fourth Jeffrey's Toys opened in Two Embarcadero Center, making Jeffrey's the largest chain of toy stores in San Francisco!

In 1986, the store at Serramonte Center in Daly City closed, and the store at Two Embarcadero Center moved to Three Embarcadero Center.

In 1990, Mannie retired, leaving the toy stores to his son. Mark took over full ownership of the toy stores at this time. But, tough times lay ahead for the city of San Francisco and Jeffrey's Toys as they both suffered from the city's financial downturn due to the Loma Prieta Earthquake in 1989 along with the recession of the early 1990s. With a heavy heart, Mark had to close the 445 Sutter Street store along with The Ghirardelli store. By 1993, the Three Embarcadero Center store was the last Jeffrey's Toys store in San Francisco.

But in 1994, limping out of the recession, Mark moved Jeffrey's Toys to 7 Third Street, where the toy store would be headquartered for the next 10 years. The Third Street location put Jeffrey's Toys back on the map!

In 2003, Jeffrey's Toys was relocated to 685 Market Street and continued to thrive.

Due to escalating rents in San Francisco, Mark was evicted in May 2015. The toy store employees all lost their jobs, and San Francisco was left with a toy-shaped hole in the heart of their city.

Jeffrey's Toys, a family owned and operated business in San Francisco for over 4 decades, and voted the best toy store in San Francisco year after year, was kicked out of their home. Many small, family-owned businesses in San Francisco have experienced the same scenario, eroding the unique character of this wonderful city, and erasing much of what makes San Francisco a special place.

Broken hearted, Mark retired. But, after traveling the world, he quickly realized that he couldn't just quit, he needed to continue 'making the world a better place by selling one toy at a time.'

So, Mark came out of retirement and opened a new Jeffrey's Toys at 1810 Fourth Street in Berkeley in September 2015. When Jeffrey's Toys moved to Berkeley, there was still no toy store in the Financial District of San Francisco where tourists and locals could shop for children's reading books, crafts or find an assortment of baby and preschool toys. While there are a handful of small boutique shops in the city carrying a few toys, there was still no full-line toy store.

While still located in Berkeley, Jeffrey's Toys still longed to return to San Francisco, providing a fun experience where locals and tourists love to buy toys. Jeffrey's Toys has the capital and the energy to continue their legacy operating their stores with traditional and innovative offerings, and once again becoming the most beloved toy store in San Francisco.

In 2017, Mark secured a lease at 45 Kearny Street, dedicated to reopening Jeffrey's Toys once again in San Francisco and maintaining the store's legacy. Jeffrey's Toys will receive the keys to the space on September 1, 2017, and is expected to open before October 15, 2017. The Berkeley location will remain open at least through 2020 when the current lease expires.

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

Jeffrey's Toys ceased operations in San Francisco for more than six months following their eviction from their 685 Market Street address. Their absence with regard to their business registration was less than two years, and their absence with regard to their physical presence was less than four years (i.e., two-and-a-half years), which is consistent the Legacy Business Program's policy of having "no break in San Francisco operations exceeding two years."

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

Jeffrey's Toys is a family-owned business. It started with Mannie Luhn, his mother and father Birdie and Morton, and his brother Joel who opened toy shops throughout the Bay Area (Hayward, San Leandro, Berkeley, Walnut Creek & San Lorenzo). In 1966, Mannie Luhn incorporated Jeffrey's Toys, Inc. opening his first independent toy store. One year later, his son Mark came home from Vietnam and joined his father in business. During the next 20 years, their partnership was one of father and son. During the 90s, Mark and his wife Femmegiena ran

the stores. That came to an end in 2008 when Femmegiena passed away of cancer. In 2010, Mark re-married to Rosario Coronado and they continue work together to re-open a store in San Francisco.

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

Not applicable.

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

Not applicable.

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

The building at 45-47 Kearny Street, the Oscar Luning Building, was constructed in 1907 and is a contributing building to the Kearny-Market-Mason-Sutter Conservation District.

CRITERION 2

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

Jeffrey's Toys contributes to the history and identity of the Financial District. With the millions of tourists that visit San Francisco every year, Jeffrey's Toys is a well-known retail attraction in the downtown area. Jeffrey's Toys received annual awards from the Bay Guardian and the Bay City Guide for best toy store in the Bay Area. When Jeffrey's extended their hours of operation, their neighboring businesses stayed open longer, too. Almost all of the employees were hired from the diverse population of the San Francisco peninsula.

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

Throughout the years, Jeffrey's Toys has continued to pave the way as a leader in innovation and diversity in the business place. From being the first toy store to carry LEGOs in the United States, which Mark discovered while stationed in Germany, to discovering a small metal space toy on an Asian grocery store shelf which led to him being the first store in San Francisco to import and sell these Japanese metal robots and Transformers (8 years before Hasbro discovered them).

Smurfs were all first sold at Jeffrey's Toys, along with dozens of other toys that are now household names.

After relocating to 685 Market Street, Jeffrey's Toys also expanded their comic book department and became one of the top ten sellers of comics on the West Coast. The store had over 300 weekly comic subscribers. They even received a nomination for an Eisner Award. The Will Eisner Comic Industry Awards are prizes given for creative achievement in American comic books, sometimes referred to as the Comics Industry's equivalent of the Oscar Awards.

Along with their innovative spirit in the toy industry, Jeffrey's Toys has continued to staff a diverse group of employees from multiple ethnic backgrounds and lifestyles. The only requirement for working at Jeffrey's Toys is a love for toys, making customers happy, and having fun.

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

Jeffrey's Toys was highlighted in the "Northern California Experience" by the San Francisco Chamber of Commerce in 2008.

In 2016, The McDonald's fast food restaurant chain paid homage to Jeffrey's Toys, by highlighting the toy store in a Christmas commercial.

www.youtube.com/watch?v=WIPV3gBwqz0

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

In 2007, Mannie received the prestigious Toy Store Person Award from the WSTH (Western Toy and Hobby Representatives Association). This is the highest award a toy store owner can receive in the Western United States. In 2014, Mark received the same Toy Store Person Award.

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

The Jeffrey's Toy's mission and commitment to the community has been unchanged for over 7 decades. From their humble beginning as a small variety store opened in 1938 by Mark Luhn's grandparents, Birdie and Morton Luhn, to the most loved toy store chain in the San Francisco Bay Area since 1966, Jeffrey's Toys has also been committed to owning and running the most unique, diverse, and creative toy shop in San Francisco that reflects and celebrates the same unique, diverse, and creative spirit of San Francisco.

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

The community is a combination between tourists and residents of San Franciscans working and living in the Financial District, a wonderful place for guests to shop for toys, books, games, comics, and hobbies.

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

Dedicated to reopening in San Francisco to maintain the store's legacy in the city and make toys available in the Financial District, Mark secured a lease at 45 Kearny Street in 2017, a historic building from 1907.

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

Like so many small family-owned businesses in San Francisco that have been priced out or shut down, the removal of Jeffrey's Toys would continue to erode what makes the city such a unique and special place to live in and visit.

CRITERION 3

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

For 45 years, Jeffrey's Toys has believed in selling classic and new toys, employing a diverse work staff, and creating a delightful experience for millions of guests that visit San Francisco.

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)

Jeffrey's Toys will continue to keep their commitment to selling classic and new toys, employing a diverse work staff, and creating a delightful experience for millions of guest who visit San Francisco.

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.).

Jeffrey's Toys is committed to maintaining the historic features of the building in their new space at 45 Kearny Street.

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

10/1/1969 SR BH 20-608860

JEFFREY'S TOYS INC.
685 MARKET ST
SAN FRANCISCO, CA 94105-4200

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.

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

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS, OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

Not valid at any other address

FOR GENERAL TAX QUESTIONS, PLEASE TELEPHONE OUR INFORMATION CENTER AT 1-800-400-7115.

BOE-442-R REV. 13 (6-00)

CITY AND COUNTY OF SAN FRANCISCO - OFFICE OF THE TREASURER & TAX COLLECTOR

BUSINESS REGISTRATION CERTIFICATE FY 2011-12

RENEW THIS CERTIFICATE BY

THIS CERTIFICATE EXPIRES ON

05-31-2012

06-30-2012

CERTIFICATE NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION
061872	002	08	RETAIL SALES
BUSINESS NAME			BUSINESS LOCATION
JEFFREY'S TOYS			685 MARKET ST

TAXPAYER'S SIGNATURE: _____

OWNERSHIP

DBA

MAILING ADDRESS

CITY - STATE

JEFFREY'S TOYS INC
JEFFREY'S TOYS
685 MARKET ST
SAN FRANCISCO CA 94105-4200

DATE ISSUED: 04-29-2011

GEORGE W. PUTRIS
TAX ADMINISTRATOR

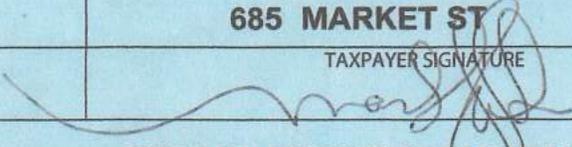
MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE 05-31-2014	EXPIRATION DATE 06-30-2014
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FY 2013-14

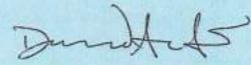
CERTIFICATE 061892	LOC. 002	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME (DBA) JEFFREY'S TOYS			BUSINESS LOCATION 685 MARKET ST
OWNERSHIP JEFFREY'S TOYS INC			TAXPAYER SIGNATURE 

JEFFREY'S TOYS INC
685 MARKET ST

SAN FRANCISCO CA 94105-4200

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

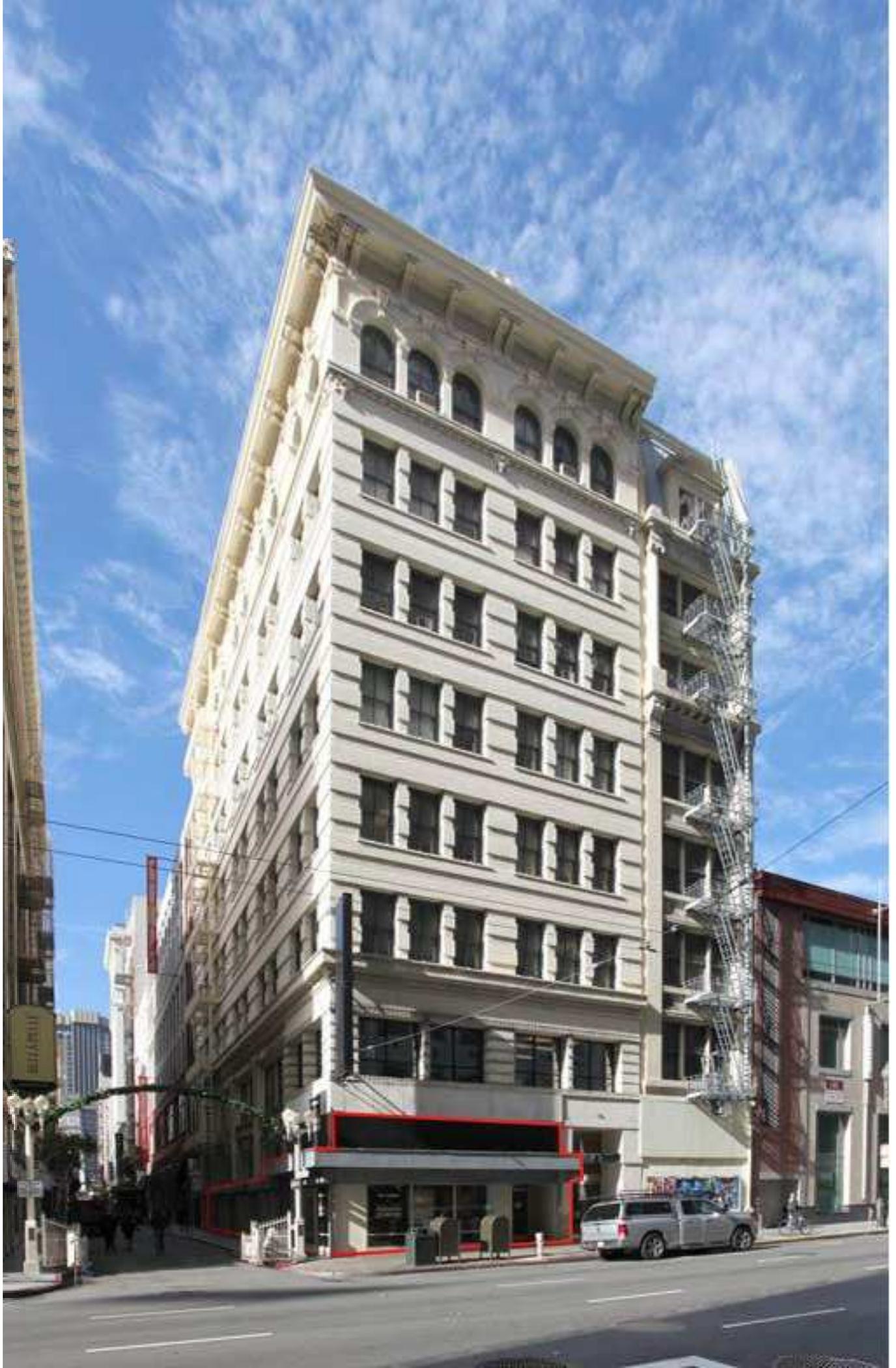
Read reverse side. To update addresses or to close a business, notify the Tax Collector online at <https://etaxstatement.sfgov.org/AccountUpdate/>

PICTURES OF 45 KEARNY STREET



This is the current outside and inside photos. We have a signed & delivered lease that will commence as soon as the current tenant vacates the location. Our lease guarantees keys will be handed over no later than Sept. 1st.









R
A

PICTURE
YOUR
NAME
HERE

RESTRICTED
STREET
VEHICLES PROHIBITED
11AM TO 6PM

MAIDEN LANE
ONE WAY

NO PARKING





Small informational text on a red wall panel.

PICTURES OF 685 MARKET STREET



COLLECTIBLES ITEM ARE FINAL SALE
NOT RETURNABLE OR EXCHANGEABLE



C O M I C S



yocup



BARBIE BASICS

Barbie















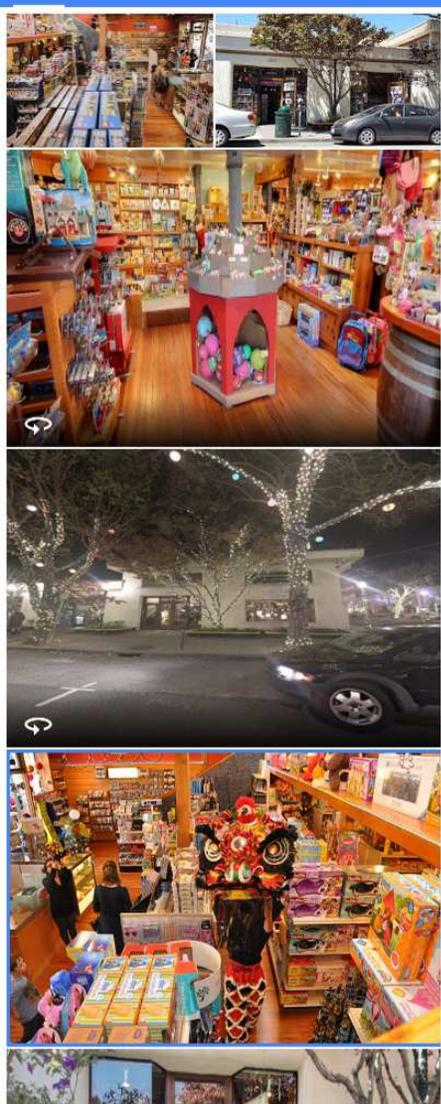


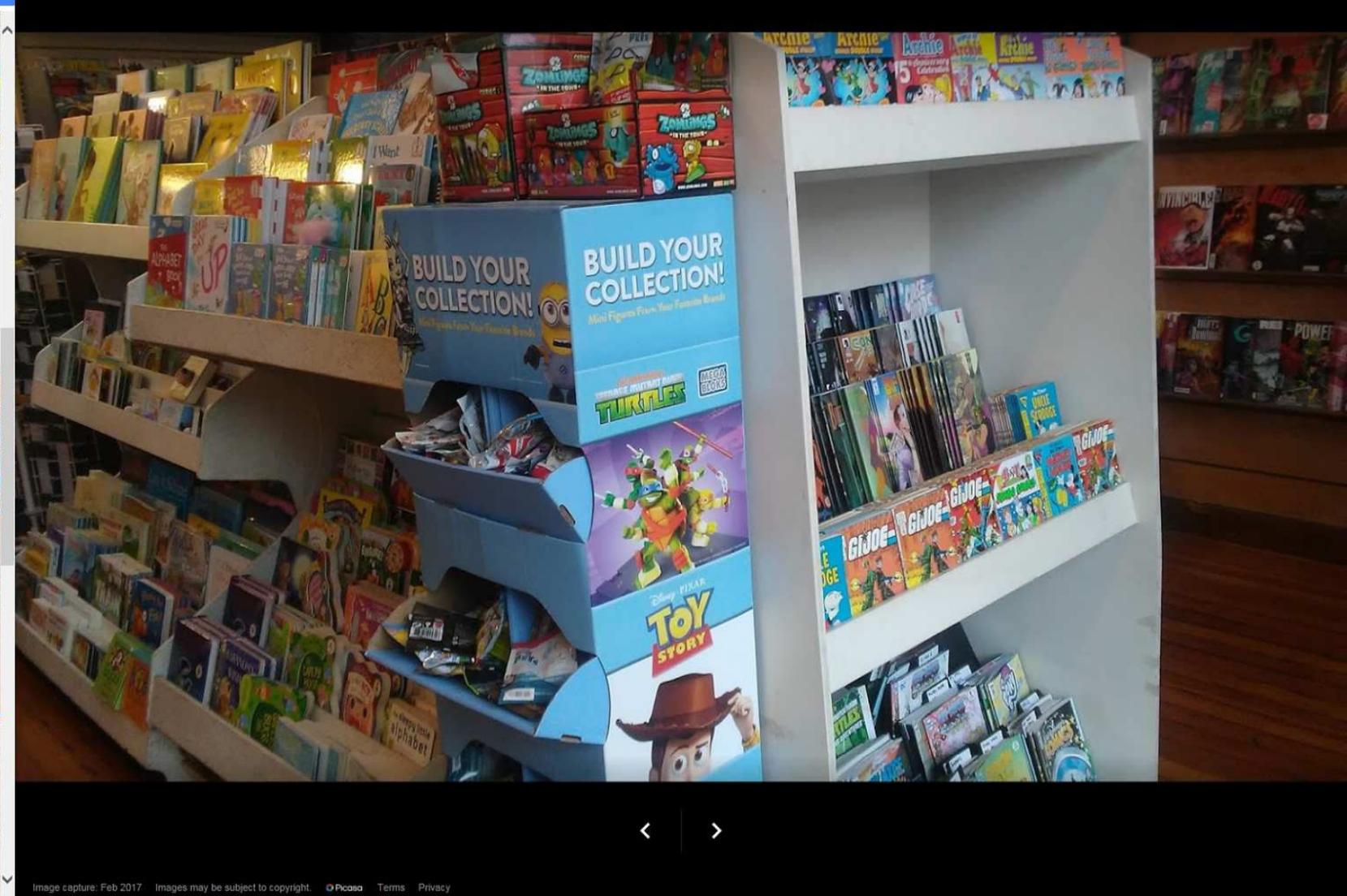


PICTURES OF 1810 FOURTH STREET, BERKELEY



Jeffrey's Toys
ALL BY OWNER 360° VIEW



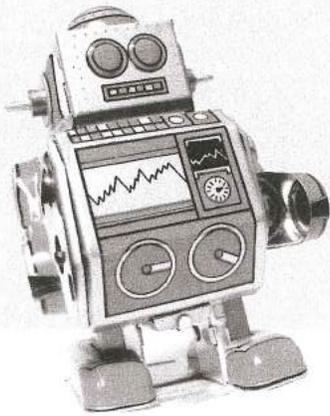


STORE BUSINESS CARD



STORE LOGO





Jeffrey's Toys

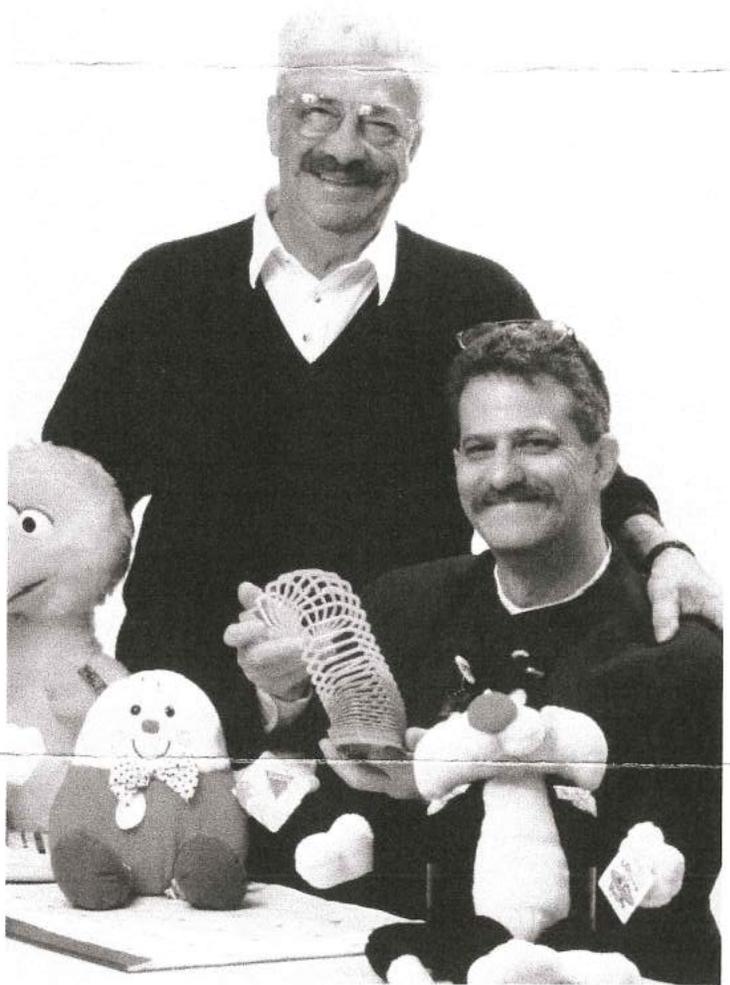
Some of the most charming attractions in San

Francisco are the independent shops and businesses that line city streets and neighborhoods. Jeffrey's Toys is one of these institutions, owned today by Mark Luhn, whose father Mannie opened the store in the 1960s. Mark's grandfather, Morton Luhn opened the family's very first toy store in San Leandro called Birdie's, after Mark's grandmother, when Mark was just a toddler. All in all, the Luhn family encompasses over fifty years of service in the toy industry and their community.

One of the last true toys stores in the city, Jeffrey's caters to everyone from the kid next door to the child in all of us. Housing aisles of toys from around the world and around the corner, this toy store is anything but conventional. During the 1970s and 80s, Mark frequently traveled throughout Europe and Japan to acquire toys, games and such that were unlike anything seen before and years ahead of the competition; new and exciting items that sparked the imagination of a man who had toys in his blood and wanted nothing more than for everyone else to come along and play. Today Jeffrey's still reflects his ingenuity, clearly present in the many varieties of merchandise and companies it stocks. Glass cases full of collector's pieces, porcelain figurines and rare finds greet you at the entrance and only hint at the treasures stowed away inside. Everyday knick-knaeks line the aisles alongside nostalgic toys and curious oddities, complimented by boutique lines that you won't find outside a specialty shop like this one.

A specialty shop it is indeed. "Jeffrey's Toys & Comics" is the proclamation of the sign along Market Street that stands above the entrance. Mark made the decision to bring his love of comics to work with him and for him, literally, and in 1994 he introduced comic books to the venue. Nominated for the Will Eisner Spirit of Comics Retailer Award, Jeffrey's is a San Francisco hot spot for comic books, graphic novels and trade paperbacks of all kinds. Comic book lovers bask in the presence of resin statues and action figures of comic book heroes and villains as they flip through the pages of the latest and greatest reads on the shelf. A popular slogan for the store is "Come for the toys, stay for the comics," and stay they do. More often than not, shoppers arrive in search of toys and end up leaving with comic books as well.

Jeffrey's Toys has always been a neighborhood store. Unfortunately, with the rise of mass-market retail chains, many independent businesses are forced to close their doors, depriving their



neighborhoods and communities of the simple pleasure of knowing where to turn for special and everyday needs and who exactly to turn to. Mark has watched many of his patrons grow from youth into adulthood and today introduce their own children to the same toys and games that shaped their childhood. Long-time bay area residents grew up always knowing there would be a visit to one of the Jeffrey's stores to look forward to, where you would find friendly faces and the owner knows your name. While there have been as many as eighteen locations in the store's history, there remains today the sole location at 685 Market

Jeffrey's Toys

THE SAN FRANCISCO BAY

JULY 28 - AUG. 3, 2004 • VOL. 38, NO. 44 • FREE

PHOTOGRAPH BY JIMMY HARRIS

GUARDIAN

30TH
ANNIVERSARY

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OF THE
BAY



THE NATION'S ORIGINAL!

Carroll

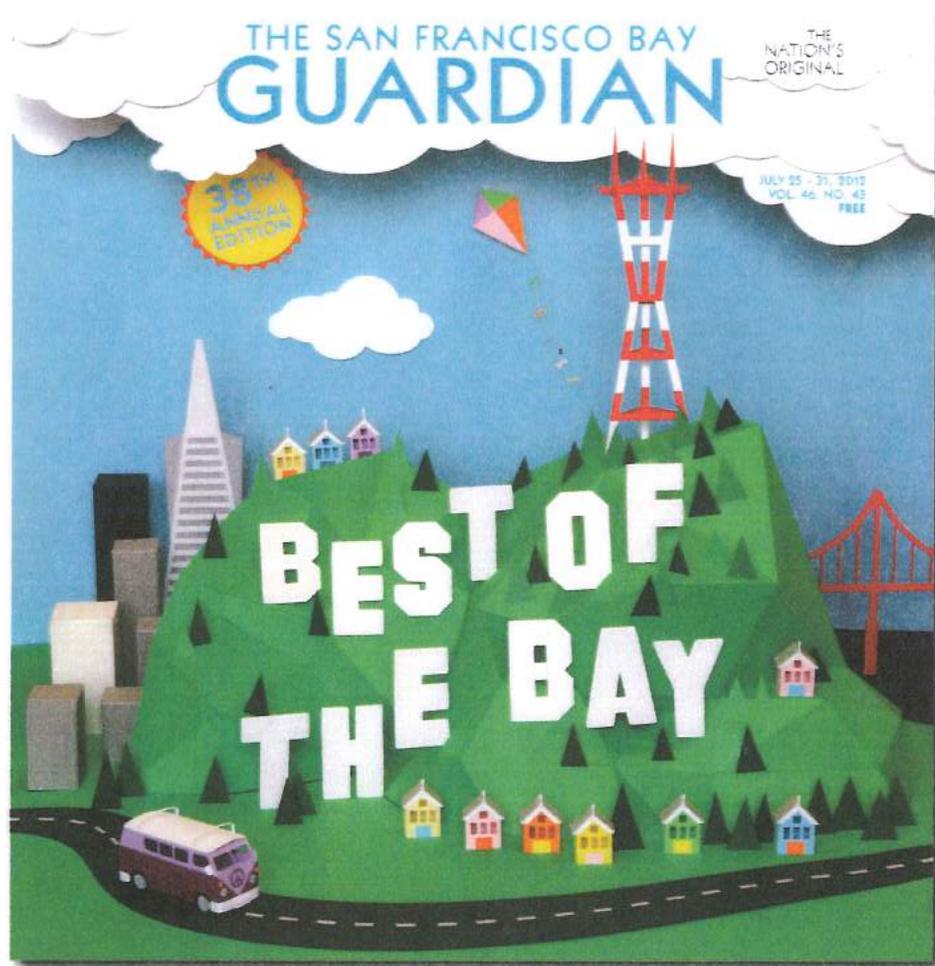
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JEFFREY'S TOYS

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45-Year-Old Downtown Toy Store Jeffrey's To Close In April, Still Might Relocate

by [Jay Barmann](#) in [News](#) on Mar 26, 2015 12:00 pm



Photo: [Alex L./Yelp](#)

A beloved, iconic downtown toy shop — one of the last independently owned toy stores in the city — is being forced to close next month after a steep rent hike. Used as an inspiration by Pixar illustrators when they were first drafting *Toy Story* in the early 1990s, and thought to be the first store in the U.S. to carry Legos in 1973, Jeffrey's has held a special place for downtown SF shoppers for five decades, but now the landlord is

looking for a five-fold rent increase. As [CBS 5's Mike Sugarman](#) says, "Rent could go up five times to \$40,000 a month. It's an old story in San Francisco."

As of last month, owner Mark Luhn, 66, whose family has been in the toy business for over 60 years, was seeing the writing on the wall [according to the Chronicle](#), however the new landlord at the time had verbally agreed to keep Jeffrey's at its current rent, despite an expiring lease. He also said at the time that he was contemplating other locations, and saying he had no intention of retiring, even though Market and Third was by far superior. "It's the best location, there's nothing like it," Luhn said.

Still offering a wide selection of stuffed animals, Legos, comics board games, and collectible figurines, Jeffrey's is now doing a clearance sale in anticipation of closing in April.

Yesterday, apparently, was the last day of new shipments for comics. It remains to be seen if Jeffrey's will manage to relocate, but stay tuned.

Below, some Twitter reactions from local fans of Jeffrey's.



Jordan Staniscia ⚡

@jordanstaniscia

Follow

Last pull day at Jeffrey's Toys & Comics 🙄

8:35 PM - 25 Mar 2015 · Jeffrey's Toys & Comics

2

RACKED
SAN FRANCISCO

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DISCONTINUED

Jeffrey's Is Closing Because It Can't Afford Eye-Popping \$40,000 Rent

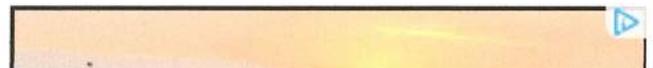
It's a sad end for the mom and pop toy store

BY ESTHER HAHN | MAR 25, 2015, 2:30PM PDT

TWEET

SHARE

PIN





Jeffrey's Toys; photo by Justin Sullivan via Getty Images



One of the last toy stores standing in the city will close come May. Jeffrey's Toys worked hard to keep its location last year, but while it won that battle, it lost the war.

According to CBS, the toy store's landlord wants \$40,000 per month for rent, which will allegedly be fulfilled by an incoming restaurant. That's five-times the rent the toy store had been paying.

RACKED

SAN FRANCISCO

TWEET

SHARE

you're just learning about the shop, you still have a few weeks to visit the Market Street store before closes on May 8th. And if a Lego set or game strikes your fancy, everything is 20% off to prepare for the big move out date.



FOURSQUARE

Jeffrey's Toys & Comics

Filing Date: August 2, 2017
Case No.: 2017-008669LBR
Business Name: Jeffrey's Toys
Business Address: 45 Kearny Street
Zoning: C-3-O (Downtown-Office)/
80-130-F Height and Bulk District
Block/Lot: 0310/003
Applicant: Mark Luhn, Owner
1810 Fourth Street
Berkeley, CA 94710
Nominated By: Mayor Edwin M. Lee
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Jeffrey's Toys is a family-owned and operated toy store serving San Francisco since 1972. The business was evicted from its Market Street location in 2015, which forced the store to leave the city for Berkeley. The owners, however, have decided to reopen a San Francisco store in October of 2017 and have successfully secured a lease for a space on the west side of Kearny Street between Post and O'Farrell Streets.

Emmanuel "Mannie" Luhn opened the first Jeffrey's Toys store in Daly City in 1966 (Mannie's parents had also owned a toy store in San Leandro called Birdie's). Mannie and his son, Mark Luhn, opened Jeffrey's Toys' first San Francisco location in 1972 in Ghirardelli Square, eventually expanding to Union Square and the Embarcadero Center. The business enjoyed much success and grew to become the city's largest toy-store chain. Following the 1989 Loma Prieta Earthquake and the economic downturn of the early 1990s, however, the business suffered and Jeffrey's Toys was forced to close two of its three San Francisco locations. The store moved several times more in subsequent years until in 2015 the toy store was evicted from its last remaining location in San Francisco, resulting in its temporary closure and an eventual relocation to Berkeley. Now two years later, Jeffrey's Toys has decided to reopen a store in San Francisco and has been able to secure a lease in the Financial District.

For four decades, Jeffrey's Toys offered residents and visitors of San Francisco an expansive selection of unique children's toys, reading books, arts and crafts supplies, baby and preschool toys, comic books, stuffed animals, games, and hobbies. The store's large glass cases contain collector's items and boutique lines that are hard to find elsewhere; much of the store's unique merchandise was hand-selected by Mark during travels to Europe and Japan. The business claims to have been the first toy store in the United States to sell Japanese metal robots and Transformers, and also the first to sell LEGOS.

In addition, Jeffrey's Toys has received awards and accolades for its selection of comics. Both Mannie and Mark have received the Toy Store Person Award from the Western Toy and Hobby Representatives Association – the highest award a toy store owner can receive in the western U.S.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1972

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

Yes, Jeffrey's Toys qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Jeffrey's Toys has operated in San Francisco for over 43 years.
- ii. Jeffrey's Toys has contributed to the city's history and identity by serving as San Francisco's largest toy store chain for almost a decade and by offering residents and visitors a unique shopping experience focused on children's toys and comic books.
- iii. Jeffrey's Toys is committed to maintaining the physical features and traditions that define its role as a unique toy store.

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

The business is associated with the tradition of owning and operating a children's toy store; it is also associated with the tradition of selling and promoting comic books.

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

Yes. The 1907 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and is a contributory building to the Kearny-Mason-Mason-Sutter Street Article 11 Conservation District.

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

Yes. The property is a contributory building to the Kearny-Mason-Mason-Sutter Street Article 11 Conservation District.

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

No.

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

Yes, including but not limited to: SFist, 3/26/2015, "45-Year-Old Downtown Toy Store Jeffrey's To Close in April, Still Might Relocate," by Jay Barmann; Racked San Francisco, 12/22/2016, "Jeffrey's Is Closing Because It Can't Afford Eye-Popping \$40,000 Rent," by Esther Hahn.

In 2008, the business was featured in a publication of the San Francisco Chamber of Commerce called the *Northern California Experience Profiles of Excellence*. The San Francisco Bay Guardian has named Jeffrey's Toys "Best Toy Store" and "Best Place to Spend Your Allowance" in its Best of

the Bay awards.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 45 Kearny

Recommended by Applicant

- Commitment to selling classic and new toys
- Commitment to employing a diverse work staff
- Creating a delightful experience for its guests

Additional Recommended by Staff

No additional recommendations.



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE AUGUST 2, 2017

Filing Date: August 2, 2017
Case No.: 2017-008669LBR
Business Name: Jeffrey's Toys
Business Address: 45 Kearny Street
Zoning: C-3-O (Downtown-Office)/
80-130-F Height and Bulk District
Block/Lot: 0310/003
Applicant: Mark Luhn, Owner
1810 Fourth Street
Berkeley, CA 94710
Nominated By: Mayor Edwin M. Lee
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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Planning
Information:
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JEFFREY'S TOYS, CURRENTLY LOCATED AT 45 KEARNY STREET (BLOCK/LOT 0310/003).

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 history and identity of the Financial District and Union Square neighborhoods; 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 August 2, 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 Jeffrey's Toys 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 Jeffrey's Toys:

Location (if applicable)

- 45 Kearny

Physical Features or Traditions that Define the Business

- Commitment to selling classic and new toys
- Commitment to employing a diverse work staff
- Creating a delightful experience for its guests

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 2017-008669LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 2, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: