



Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 14, 2016

PAPENHAUSEN HARDWARE

Application No.: LBR-2015-16-049
Business Name: Papenhausen Hardware
Business Address: 32 West Portal Avenue
District: District 7
Applicant: Matthew Rogers, Owner/President
Nomination Date: May 26, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Papenhausen Hardware is a neighborhood-serving hardware store founded in 1938. Located in the West Portal neighborhood on West Portal Avenue between Portola Drive and Ulloa Street, Papenhausen Hardware has provided desired hardware and household items to area residents for 78 years. In addition to selling products specifically tailored to West Portal residents, Papenhausen Hardware places a strong emphasis on customer service and its knowledgeable and trusted staff regularly assists customers in finding solutions to life's everyday problems. Before the age of large, corporate retail stores and Internet shopping, neighborhood hardware stores were the norm. Despite such shopping trends, Papenhausen has managed to attract and build relationships with dedicated customers. The business has had three owners throughout its existence: Henry Papenhausen, Maurice Landsberg, and Matt Rogers. Rogers, the current owner, was a part-time staff member and a student of small business management when he purchased Papenhausen Hardware in 1988. His passion for the business saw it through some of the business' more difficult times; including the year Papenhausen was forced to close due to fire damage. Papenhausen Hardware is active within its community, donating to local nonprofits and supporting charity fundraisers. It also serves as a drop-off point for various hazardous materials recycling. Its current leadership is involved with the local merchants' association group, West Portal Merchants Association.

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:

32 West Portal Avenue from 1938-Present (78 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 West Portal neighborhood's history and identity.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

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:

- Papenhausen Hardware has contributed to the West Portal community's history and identity by serving as a neighborhood hardware and household store, offering merchandise and knowledgeable advice to help fix everyday problems.
- As large, major retailers began proliferating during the 1990s, Papenhausen Hardware remained a viable business by focusing on customer service and adjusting its product offerings to accommodate the needs of West Portal residents. Its neighborhood location provides a convenient option for area residents.
- The property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publications:
 - Hoodline, July 5, 2016, "Inside Papenhausen Hardware, Serving West Portal Since 1936," by Stephen Jackson
 - West Portal Monthly, March 2012, "Mr. Rogers' neighborhood: Papenhausen Hardware proprietor Matt Rogers maintains close local ties," by Rae Doyle

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Papenhausen Hardware 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:

- Knowledgeable and friendly staff who can serve as a resource for local residents about household products and uses
- Household products tailored to the needs of local residents

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Papenhausen Hardware currently located at 32 West Portal Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 14, 2016

PAPENHAUSEN HARDWARE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2015-16-049
<i>Business Name:</i>	Papenhausen Hardware
<i>Business Address:</i>	32 West Portal Avenue
<i>District:</i>	District 7
<i>Applicant:</i>	Matthew Rogers, Owner/President
<i>Nomination Date:</i>	May 26, 2016
<i>Nominated By:</i>	Supervisor Norman Yee
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PAPENHAUSEN HARDWARE, CURRENTLY LOCATED AT 32 WEST PORTAL AVENUE.

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 November 14, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Papenhausen Hardware 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 Papenhausen Hardware:

Physical Features or Traditions that Define the Business:

- Knowledgeable and friendly staff who can serve as a resource for local residents about household products and uses
- Household products tailored to the needs of local residents

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2015-16-049
Business Name: Papenhausen Hardware
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District: District 7
Applicant: Matthew Rogers, Owner/President
Nomination Date: May 26, 2016
Nominated By: Supervisor Norman Yee

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

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: NA

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 7



City and County of San Francisco

NORMAN YEE

May 26, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate the Legacy Business Registry—Papenhausen Hardware.

Founded in 1938, Papenhausen Hardware has served the hardware needs of the community for decades. Matt Rogers purchased the store in 1988. With the onset of big box retailers in the 1990's Papenhausen has focused on customer experience and regularly updating their product offerings. This winning combination has allowed their business to grow. In 1998, unfortunately a neighboring fire impacted their business and Mr. Rogers had to rebuild the business. The store has continued to maintain the core values of providing needed and desired products and excellent personal service.

I am proud to nominate Papenhausen Hardware to the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Papenhausen Hardware		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Matthew & Valerie Rogers		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
32 West Portal Ave San Francisco, CA 94127		(415) 681-6717
		EMAIL:
		matt@papenhausen.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.papenhausen.com	facebook.com/papenhausenhardware/	yelp.com/biz/papenhausen-hardware-san-fr

APPLICANT'S NAME	
Matthew Rogers	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
Owner/President	
APPLICANT'S ADDRESS:	
32 West Portal Ave San Francisco, CA 94127	
TELEPHONE:	
(415) 681-6717	
EMAIL:	
matt@papenhausen.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0170812	C1113867

BACKGROUND INFORMATION	
Founding Location: 32 West Portal Ave, SF CA	
Current Headquarters Location: 32 West Portal Ave, SF CA	
Operating in San Francisco since: 1936	

NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Norman Yee	

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
32 West Portal Ave, SF CA	94127	1938 - Present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

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

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

3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

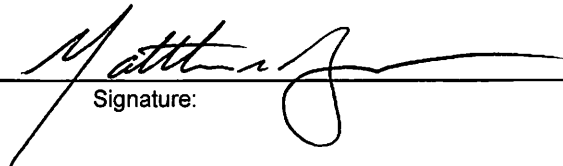
Matthew Rogers

5/10/2016

Name (Print):

Date:

Signature:



Papenhausen Hardware Historical Narrative

Criterion 1

A Short History from 1936 to the Present

Before the Internet, local hardware stores were the source for diagnosing and curing the minor ills and disruptions of home life. Instead of watching a short video on YouTube locals would visit, get reliable advice and service along with their purchase. And while the retail landscape has changed dramatically the core value of providing outstanding customer service and valuable insight has been a key factor in the ongoing success of Papenhausen Hardware.

In 1936, twenty years after the Twin Peaks Tunnel opened, which joined downtown with the Westside, Henry Papenhausen, a local contractor opened a hardware store at 32 West Portal Avenue. Taking over the site of an old grocery store, he would join two other hardware stores on the three block stretch of this relatively new shopping district. The business grew, prospered and was renamed Papenhausen and Sons hardware.

In the 1950's, Mr. Papenhausen sold the store to a young Navy Veteran, Maurice Landsberg. It was Mr. Landsberg who would become the fixture, "Mr. Papenhausen." Generations of customers passed through the doors seeing a trusted and knowledgeable face behind the counter ready to help, nearly every day for over thirty years. In 1987, in his seventies and not prepared to meet the challenges of competing with a new Home Depot, "Mr. Papenhausen" decided to put the store up for sale and retire.

Working part time at the hardware store, and pursuing a Small Business Management degree from San Francisco State, Matt Rogers was learning a lot about hardware and about business. The store was used as an example for any and every assignment that was appropriate. There were marketing studies, industry analyses and even a full-fledged business plan. It wasn't until Mr. Landsberg expressed his desire to sell the store that Mr. Rogers thought of these as anything more than exercises. He purchased the business in April of 1988 several months before receiving his degree.

Aided by a strong and growing economy, business flourished and Mr. Rogers expanded quickly, purchasing another local hardware store, Manor Hardware, on Ocean Avenue in 1990. This new store would close within the year as the effects of a weaker economy and approaching recession took hold. Despite historical data showing hardware stores being highly resistant to the effects of economic downturns, sales had decreased to levels that were not sustainable. Costs were cut, staff was reduced and Mr. Rogers and his wife Valerie worked daily to keep afloat. Slowly, the customers came back and week by week the store was able to regain its footing.

In the 1990s, big box retailers were in their infancy but there was no denying they were changing the way people shopped. Papenhausen, like other successful shops at the time had to adapt. Focusing on customer experience, the weakest link of the big box stores, and changing product mix to better reflect the needs of the neighborhood proved to be a winning formula. Not just surviving the business was growing.

On a warm October evening in 1998 everything changed. A small fire from a neighbor's yard spread to Papenhausen and caused a significant amount of damage. Overnight, the business ceased to exist. Instead of running a business, Mr. Rogers had to focus on rebuilding a business. During the rebuilding, many calls and letters were received with well wishes and offers to help. It took over nine months but the doors opened again in May of 1999 to delight of many enthusiastic and patient customers.

In 2000, taking advantage of a nearby vacancy the business expanded again. This time not as a hardware store but an offshoot focusing on housewares and home accessories. Always a strong category in the hardware store, the hopes were a dedicated store could showcase products that didn't fit in well to a hardware store environment. This proved to be challenging and while the store, Hausen Home, was very well received and complimented it wasn't financially successful. The store closed after the lease expired in late 2004.

In the past decade, the store has continued to prosper, maintaining the core values of providing needed and desired products along with outstanding personalized service. The customers have continued their patronage and support year after year. In a time when it is estimated that between 30% and 50% of households are members of Amazon Prime, a service that provides free fast shipping, that is a huge vote of confidence.

Criterion 2

Commitment to Community

The community that supports Papenhausen is primarily contained within about a two mile radius of the store but it is not unusual to see shoppers from all over the city. The primary market includes a wide variety of neighborhoods. St. Francis Wood, Forest Hill, Ingleside, Inner Sunset, West of Twin Peaks, Mt. Davidson, Ingleside Terrace, Monterey Heights, Parkside, Balboa Terrace, Sunnyside, Miraloma Park, Lakeshore, Park Merced, Stonestown, Midtown Terrace, and Merced Manor are all neighborhoods served by Papenhausen.

Being active in the community has always been part of doing business. Any local nonprofit that asks for a donation in person is given a gift card or in kind donation on the spot. Through the years, thousands of dollars in gift cards and merchandise have been auctioned at fundraisers, used to improve spaces, or lessen the financial burden for these institutions.

The store is a local drop off point for various types of hazardous materials recycling in partnership with the City and Recology. Currently batteries, used propane cylinders, and fluorescent light bulbs can be dropped off. There is no cost nor any type of compensation for this service. It is a true community service.

Matthew Rogers, the owner of Papenhausen has always been very active with the local merchants group, West Portal Merchants Association serving on its board for the last twenty years. He is a past President, Vice President and current Treasurer. He also was the primary force in an attempt to form a Community Benefit District along West Portal.

The business philosophy at Papenhausen has never been about making a sale. Instead it is about forming a lasting relationship. With a great percentage of customers being home owners this long view has worked in building a strong and lasting trust. A no hassle liberal return policy is another hallmark of the business. Customers never feel pressure to purchase and may even be discouraged if it is unlikely a product will meet the current needs of the customer.

Criterion 3

Commitment to Maintaining the Traditions that Define the Business

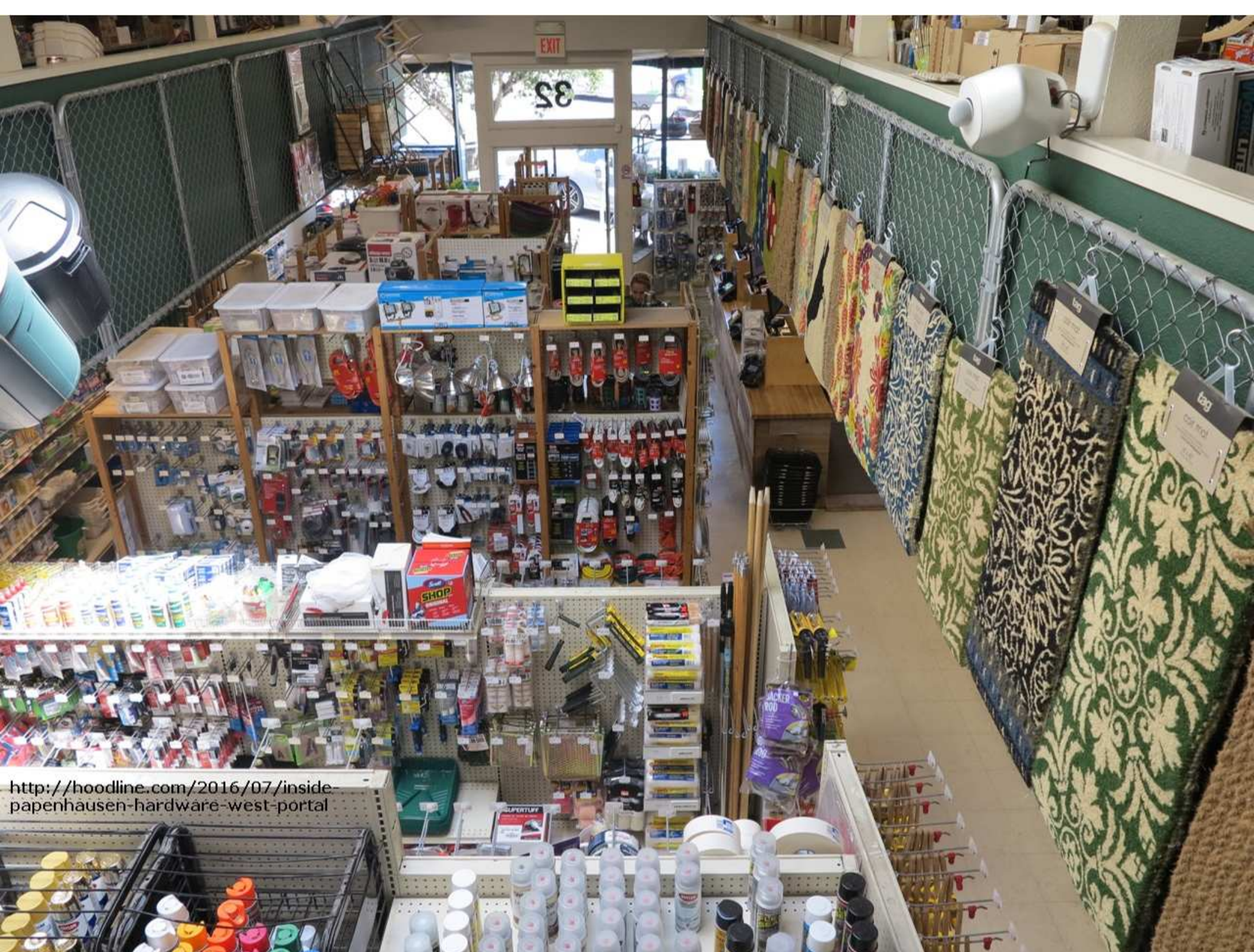
Should Papenhausen close its doors, it would leave a void in the community. There would no longer be a convenient place to seek out solutions to the many little problems life throws at you. Missing also would be a resource of the knowledge and products used in local homes. Whether it is disposing of dead batteries or making a key, Amazon can't touch the value Papenhausen provides to the neighborhood. West Portal, as a commercial business district, would also suffer as the store is currently a major draw bringing customers to the street where they can do additional shopping. In 1998 a fire forced the closure of the business for nearly a year. During that time many letters and phone calls came in to offer support and even volunteer time to help get the store open again. A few samples of which are included in this application.

Through the years, the role of Papenhausen Hardware has not changed. And even though specific challenges are different from those faced ten, twenty or even fifty years ago, Papenhausen will continue to be strong and survive because of its legacy of providing personal world class service to its customers and community.

PAPENHAUSEN HARDWARE



<http://hoodline.com/2016/07/inside-papenhausen-hardware-west-portal>



<http://hoodline.com/2016/07/inside-papenhausen-hardware-west-portal>



Papenhausen exterior in the 1940's
photo: outsidelands.org



Papenhausen Hardware exterior in the early 1970's



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of
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& SONS
BASEBALL CLUB**

Winners of 1942-1943 Class A San Francisco
Recreation Department Winter League
RAY LAND, Mgr.



We are proud of the members of our Baseball Club
who are now in the Armed Forces of our country

Bill Collins

Jake Bogdanoff

George Carey

Darrell Reinke

Bob Lemp

Paul Kurpinsky

Bob Farrell

Bob Plambeck



Hoodline wordmark The "Hoodline" wordmark or logo, spelled out in a bold font.

News

Events



Inside Papenhausen Hardware, Serving West Portal Since 1936

PAPENHAUSEN HARDWARE

32

Photos: Stephen Jackson/Hoodline

Tue. July 5, 2016, 1:35pm



by Stephen Jackson
@thecorridorsf
website



neighborhoods
West Portal



location
32 W Portal Ave San
Francisco, CA 94127

When [Papenhausen Hardware](#) owner Matt Rogers was a kid, he probably didn't think he'd grow up to own the neighborhood hardware store a few blocks from his house.

But that's precisely what happened when he took over the business while he was an employee during his college years.

As a student at San Francisco State, Rogers—a native of the West Portal neighborhood—was studying Small Business Management while earning some extra cash at Papenhausen. He also used the store as a case study for many of his projects for his classes.



Store manager Karl Aguilar (left) and owner Matt Rogers.

In fact, he even wrote a business plan for the store his senior year, something that came in handy when, with some financial backing from his parents, Rogers bought the business in 1988—when he was just 23 years old.

However, the history of Papenhausen Hardware goes back much further than that. The store was originally opened in 1936 by Henry Papenhausen. Not much is remembered

about his tenure as owner at this point, but an old picture (see below) of a Papenhauser Hardware-sponsored baseball team has been uncovered by the website goodoldsandlotdays.com.



Photo Courtesy of Papenhausen Hardware.

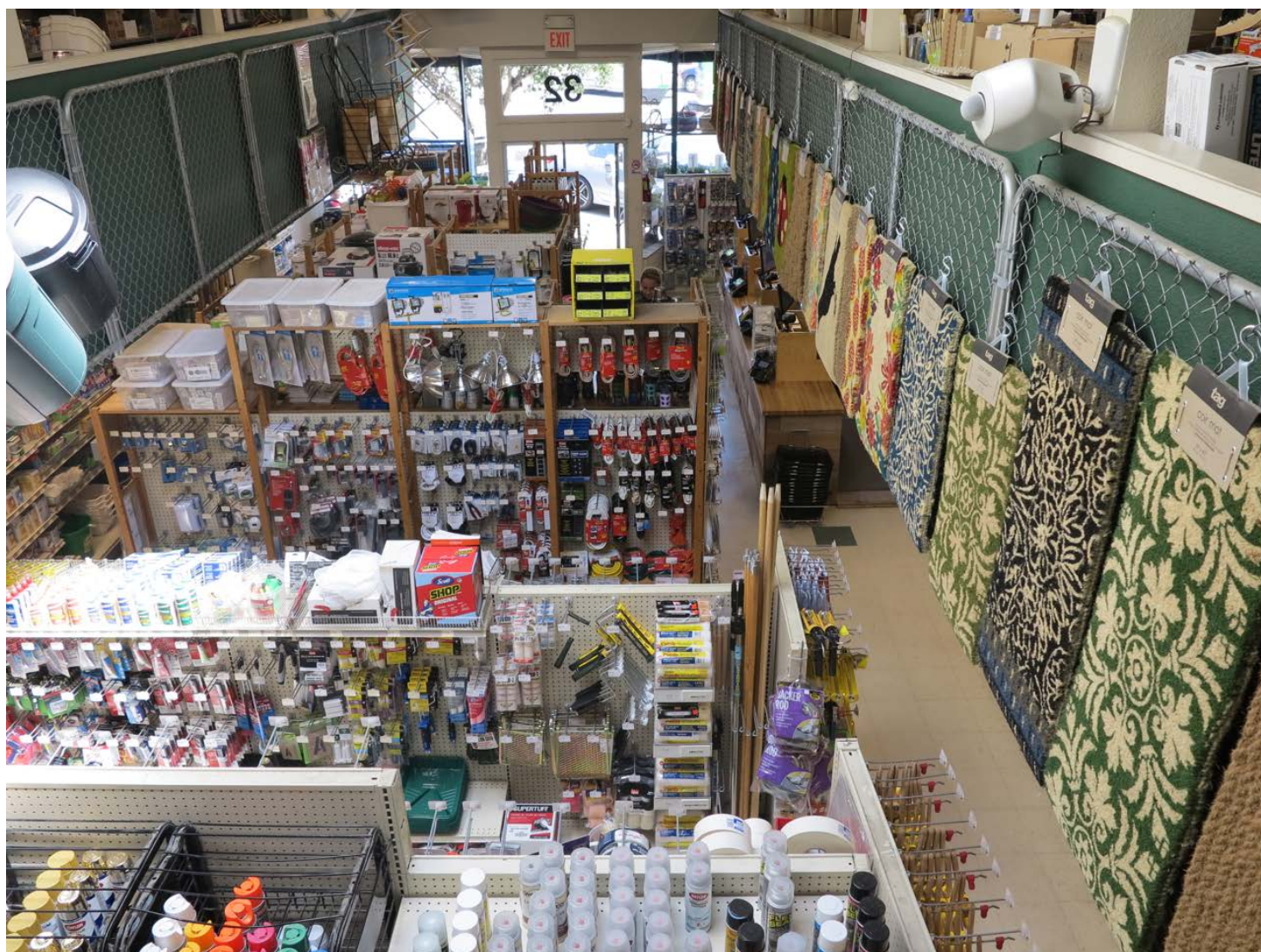
According to Rogers, the real legacy of Papenhausen Hardware belongs to Maury Landsberg, who purchased the shop from Papenhausen in the early '50s. Rogers and the surrounding community have fond memories of Landsberg, a World War II Navy vet, at the helm of the store for decades before he eventually sold the business to Rogers.

Things got off to a great start in the early '90s, but Rogers reports that he nearly went out of business when the market changed suddenly, right after he had expanded to another location. "I was very close to not being here, and I learned from that," he told us.

He said that experience taught him to be more conservative in his business practices, and

with the exception of a short run with a homeware store down the street in the early 2000s (aptly named "Hausen Home"), Rogers has focused on keeping a singular, lean operation at the original location.

Rogers attributes his success to customer service and the fact that Papenhausen is somewhat of a "hometown hero" hardware store in West Portal. "San Francisco is unique in that each neighborhood has its own hardware store. There's also a big push these days toward a 'walkable city.' In tight metropolitan cities, people need nearby staple things like a local market, and, of course, a hardware store," Rogers told us.



On the customer service end, Rogers seems run a business where people enjoy the work. Store manager Karl Aguilar has been at Papenhausen for 23 years, and is still happy showing up each day. "Matt's always been an enjoyable person to work for. I actually like the work, even though it's essentially 23 years of the same day," he told us. "Each day I get to help local people fix problems and come up with solutions."

Both Rogers and Aguilar feel that hardware stores like Papenhausen are particularly valuable because of their specific knowledge of homes in the area. "In a city like ours, where houses are older, it helps to have a store and a staff that's familiar and well-versed in the specifics about certain kinds of houses. There's value in that because if you don't want things to be disposable, then they will eventually need to be fixed," said Aguilar. "There might, for example, be a particular toilet that's common in this area, and we'll be sure to have the parts for it."

Although Rogers cites the rising the cost of living in San Francisco as an obstacle when it comes to pricing and hiring talented employees, he reports that he and his 12-person staff are comfortable, and hopes to continue running Papenhausen Hardware well into the future. In fact, he's applied to register the store as a [Legacy Business](#) and is currently waiting on its approval.



From left: Employees Alexis Soden, Vicente Rodriguez, Matt Rogers (owner), and Martha

Wasserman.

"I love this business, and that's partly because I've been here for such a long time. It's like working with an extended group of friends and family. You feel like you're giving something back, and you feel good about the work you do," said Rogers.

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KEEP READING ABOUT WEST PORTAL

Inner Sunset Crime: Car Break-Ins, Hot Prowls, GGP Robbery



Multiple thefts from occupied residences occurred around the district in recent weeks.

GOLDEN GATE PARK

INNER SUNSET

WEST PORTAL

Twin Peaks Tunnel Construction Cometh; Staging Areas Established

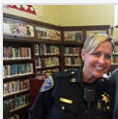


According to SFMTA's latest update, tunnel construction will kick off in the fall. Construction staging areas have already been established in West...

CASTRO

WEST PORTAL

Taraval Station Captain's Meeting: Policing Changes, Body Cameras Issued, National Night Out, More



Recent changes to law enforcement practices, crime stats and updates from Supervisor Norman Yee were all discussed at the Taraval Station...

FOREST HILL

INNER SUNSET

OUTER SUNSET

WEST PORTAL



West Portal MONTHLY

West Portal Monthly
March 2012

Member of the San Francisco Neighborhood Newspaper Association (415) 731-6397 sftimes@mac.com



Local Profile

Mr. Rogers' neighborhood *Papenhausen Hardware proprietor Matt Rogers maintains close local ties*

by Rae Doyle

Like other "local boys" who grew up close to West Portal Avenue, Matt Rogers went to matinees at the Empire Theatre, frequented Baskin Robbins and visited the fish and birds on sale at Woolworths. He now has a well-established career on West Portal – as past-president of the West Portal Avenue Association and owner of Papenhausen Hardware for the past two decades. Recently, he has been spearheading the effort to establish a Community Benefit District on West Portal.

Born in 1965, Matt was destined to be a "man on the move" – even while staying close to home. He moved from St. Joseph's Hospital Maternity Ward into his home on the 300 block of Ulloa Street. The Rogers family later moved to another house on the 600 block of Ulloa Street.

First, he attended West Portal Elementary School – a block from home – and then was caught up in the city-wide busing program. He went to Le Conte Elementary School on

Army Street for six months and then enrolled in Diamond Heights, a bilingual school. Soon thereafter, that school was condemned for not being earthquake safe. He was then bused to Jedediah Smith Elementary School in Hunters Point.

After his chaotic elementary school experiences, he attended nearby Hoover Middle School and Lowell High School. As a teenager, he started a part-time DJ business with neighborhood friend Chris Damir. He also worked at a couple local restaurants, including a two-year stint at Cafe for All Seasons.

While enrolled in the Small Business Administration program at SF State University, he worked part time at Papenhausen Hardware. For his academic assignments, he used the store as a model. By the time he graduated in 1988, he had formulated a business plan and had compiled stacks of information about that business.

At about the time Matt earned his degree, his boss Maury Landsberg decided to retire and the store went on the market. Matt had just turned 23. His parents had sold their house on Ulloa Street and had some equity left over, which they loaned him for a down payment. Landsberg agreed to take part of the purchase price back on a loan.

Matt is the third owner of Papenhausen Hardware. It was established in 1938 by Henry Papenhausen, who incredibly took on a new business in the midst of the Great Depression. In the mid-1950s, according to Henry Papenhausen's

– continued on page 5

Rogers ... from page 1

descendents, he became involved in a religious cult that required its followers to rid themselves of their earthly possessions.

Papenhausen's sons intervened and sold Papenhausen Hardware to Maury Landsberg – before their father could completely wipe out their inheritance.

Landsberg came to be known as Mr. Papenhausen – and never corrected the notion that he was the founder.

Matt originally intended to keep the business for five years and move onto other projects. His plan would unfold differently, however.

In May 1990, Matt married Valerie Pitcock, who is now also his bookkeeper and business partner. They live in Oakland with their two sons, 11-year-old Dean and 16-year-old Nolan.

In 1990, he also bought Manor Hardware on Ocean Avenue and kept it for a year.

In 1998, Papenhausen Hardware suffered a major fire. Repairs that were supposed to take three to four months took almost a year.

Then in 2000, he expanded again, opening Hausen Homes on West Portal Avenue. It did not work out but he has no regrets.

“That was an interesting experiment, but it was turning into a gift store and that was not what I wanted,” explained Matt.

Right now Matt doesn't intend to follow his original plan to move to other ventures. Things have worked out quite well – even if they weren't “according to plan.”

Dear Papenhausen Hardware Store,
We are so sorry that your store
caught on fire. We were there
last night when it happened,
and we were both crying and
sad. We hope you can try
to replace what burned so
we can buy more stuff.

Yours truly,

Sarah and Isaac
Goodman.



Dear Matt.

OCT 5 '98

We extend all best wishes to you, family, and staff when we heard of the fire.

I was shocked and saddened this has happened to you all.

I would also, very seriously, like to volunteer sometime doing clean-up work. It will take many hands, many hours and I'd like to save you that time. The sooner you're ready, the sooner you will open again.

My home cleaning supplies (mostly bought from you) are ready for action.

Just give me a day or two's notice, and I'll be there. If you have supplies you want to store, have clean, and kept until you are ready - that is also possible.

Please consider this offer. I've been coming there since 1970.

Abby Borders

Slide - 4180

Filing Date: September 19, 2016
Case No.: 2016-012273LBR
Business Name: Papenhausen Hardware
Business Address: 32 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial)
26-X Height and Bulk District
Block/Lot: 2931/004
Applicant: Matthew Rogers, Owner/President
32 West Portal Ave.
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Desiree Smith – (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Papenhausen Hardware is a neighborhood-serving hardware store founded in 1938. Located in the West Portal neighborhood on West Portal Avenue between Portola Drive and Ulloa Street, Papenhausen Hardware has provided desired hardware and household items to area residents for 78 years. In addition to selling products specifically tailored to West Portal residents, Papenhausen Hardware places a strong emphasis on customer service and its knowledgeable and trusted staff regularly assists customers in finding solutions to life's everyday problems. Before the age of large, corporate retail stores and Internet shopping, neighborhood hardware stores were the norm. Despite such shopping trends, Papenhausen has managed to attract and build relationships with dedicated customers. The business has had three owners throughout its existence: Henry Papenhausen, Maurice Landsberg, and Matt Rogers. Rogers, the current owner, was a part-time staff member and a student of small business management when he purchased Papenhausen Hardware in 1988. His passion for the business saw it through some of the business' more difficult times; including the year Papenhausen was forced to close due to fire damage. Papenhausen Hardware is active within its community, donating to local nonprofits and supporting charity fundraisers. It also serves as a drop-off point for various hazardous materials recycling. Its current leadership is involved with the local merchants' association group, West Portal Merchants Association.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1938

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

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

- i. Papenhausen Hardware has operated for 78 years.

- ii. Papenhausen Hardware has contributed to the West Portal community's history and identity by serving as a neighborhood hardware and household store, offering merchandise and knowledgeable advice to help fix everyday problems.
 - iii. Papenhausen Hardware is committed to maintaining the physical features or traditions that define its tradition of serving the hardware needs of West Portal residents and providing knowledge of how to fix everyday household problems.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
- As large, major retailers began proliferating during the 1990s, Papenhausen Hardware remained a viable business by focusing on customer service and adjusting its product offerings to accommodate the needs of West Portal residents. Its neighborhood location provides a convenient option for area residents.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*
- No. The property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*
- No.
6. *Is the business mentioned in a local historic context statement?*
- No.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*
- Yes. Hoodline, July 5, 2016, "Inside Papenhausen Hardware, Serving West Portal Since 1936," by Stephen Jackson; West Portal Monthly, March 2012, "Mr. Rogers' neighborhood: Papenhausen Hardware proprietor Matt Rogers maintains close local ties," by Rae Doyle.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 32 West Portal Avenue

Recommended by Applicant

- Knowledgeable and friendly staff who can serve as a resource for local residents about household products and uses
- Household products tailored to the needs of local residents

Additional Recommended by Staff

- Exterior "HARDWARE" sign on front exterior



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 802 HEARING DATE OCTOBER 19, 2016

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San Francisco,
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Case No.: 2016-012273LBR
Business Name: Papenhausen Hardware
Business Address: 32 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial)
26-X Height and Bulk District
Block/Lot: 2931/004
Applicant: Matthew Rogers, Owner/President
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PAPENHAUSEN HARDWARE, CURRENTLY LOCATED AT 32 WEST PORTAL AVENUE (BLOCK/LOT 2931/004).

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 West Portal community'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 October 19, 2016, 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 Papenhausen Hardware 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 Papenhausen Hardware

Location (if applicable)

- 32 West Portal


Physical Features or Traditions that Define the Business

- Knowledgeable and friendly staff who can serve as a resource for local residents about household products and uses
- Household products tailored to the needs of local residents

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 2016-012273LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 19, 2016.


Jonas P. Ionin
Commission Secretary

AYES: Hasz, Johnck, Johns, Pearlman

NOES: None

ABSENT: Hyland, Matsuda, Wolfram

ADOPTED: October 19, 2016