



# Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 28, 2016

## COLE HARDWARE

*Application No.:* LBR-2016-17-014  
*Business Name:* Cole Hardware  
*Business Address:* 956 Cole Street  
*District:* District 5  
*Applicant:* Rick Karp, President  
*Nomination Date:* September 7, 2016  
*Nominated By:* Supervisor London Breed  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Cole Hardware is a local hardware store located in the Cole Valley neighborhood on Cole Street between Parnassus Avenue and Carl Street. Purchased in 1961 by Dave Karp, the local hardware store was renamed Cole Hardware and continued the use of buying and selling home improvement supplies to the neighborhood. Karp initiated the business as a one-man operation, but began taking on "outside work" on top of his everyday tasks, which included fixing broken windows, repairing toilets and faucets, installing water heaters, and fixing doorbells and switches. Eventually, Cole Hardware became one of the busiest hardware stores in San Francisco and expanded into a total of five locations (one of which burned in a fire in 2016). Through what came to be named the "Repair Referral Service," Cole Hardware partnered with many independent businesspeople in order to provide customers with the very best in home and business repair, maintenance, and remodeling, thus bringing business to other local small businesses in San Francisco. Apart from the dedicated and personalized customer service offered by Cole Hardware, the business also donates thousands of dollars annually to local schools and community organizations through its Community Partners Assistance Program. In addition, Cole Hardware continues to provide employment to numerous local residents at each location.

### 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:

956 Cole Street from 1961 to Present (55 years)  
3312 Mission Street from 1984 to 2016 (32 years)  
70 Fourth Street from 1996 to Present (20 years)  
2254 Polk Street from 2003 to Present (13 years)  
Oakland: 5533 College Avenue from 2015 to Present (1 year)

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



## SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



## CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

Yes, the applicant has contributed to the Cole Valley 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:

- Cole Hardware is associated with the craft and tradition of home repair and remodeling items, tools and services.
- Cole Hardware has contributed to the Cole Valley/Haight-Ashbury community's history and identity by continuing to partner with other local small businesses to offer quality personalized hardware sales and home improvement services, continuing to provide jobs to local residents at each location, and giving back to the community through the Community Partners Assistance Program.
- The 1922 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:
  - Home Channel News, 4/18/2005, "Diverse products for a diverse community," by Andrew M. Carlo.
  - San Francisco Independent, 11/8/1989, "More than just the Nuts and Bolts," by Pat Christensen.
  - Urban Solutions Newsletter, 01/2007, "Small Business Owners Feted at 2006 Neighborhood Business 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, Cole Hardware is committed to maintaining the physical features or traditions that define its craft of quality home improvement services and its tradition of selling home repair and remodeling services and items that started in the 1920s and, with its purchase and renaming as Cole Hardware, has continued through the present.

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Cole 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:

- Restored original façade along Cole Street.
- Wood casement display windows.
- Interior display boxes.
- Original wall sconces (rebuilt and restored).
- Historic tile (restored and replaced) along bulkhead.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Cole Hardware currently located at 956 Cole Street 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 28, 2016

### COLE HARDWARE

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

*Application No.:* LBR-2016-17-014  
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legacybusiness@sfgov.org

#### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR COLE HARDWARE, CURRENTLY LOCATED AT 956 COLE 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 November 28, 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 Cole 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 Cole Hardware:

Physical Features or Traditions that Define the Business:

- Restored original façade along Cole Street.
- Wood casement display windows.
- Interior display boxes.
- Original wall sconces (rebuilt and restored).
- Historic tile (restored and replaced) along bulkhead.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 28, 2016.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
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-2016-17-014  
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*Applicant:* Rick Karp, President  
*Nomination Date:* September 7, 2016  
*Nominated By:* Supervisor London Breed

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

956 Cole Street from 1961 to Present (55 years)  
3312 Mission Street from 1984 to 2016 (32 years)  
70 Fourth Street from 1996 to Present (20 years)  
2254 Polk Street from 2003 to Present (13 years)  
Oakland: 5533 College Avenue from 2015 to Present (1 year)

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** October 3, 2016

Richard Kurylo  
Manager, Legacy Business Program



President, Board of Supervisor  
District 5



City and County of San Francisco

## LONDON N. BREED

September 7, 2016

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate Cole Hardware for the Legacy Business Registry Program. Purchased by Dave Karp in 1959, he took over the hardware store that had been located in Cole Valley since the 1920's. Starting out as small one-man hardware store and handyman service, Cole Hardware quickly flourished into a prominent San Francisco business. His son Rick began working alongside his father at age 13 and has since managed to spread the family business beyond Cole Valley into other local San Francisco neighborhoods including downtown and Polk Street. Sadly, the Mission location which opened in 1984 was lost in a fire in 2016.

Each year, Cole Hardware gives away over \$75,000 to local schools and community organizations through their Community Partners Assistance Program. They have partnered with hundreds of organizations and schools, providing discounts and direct contributions. In addition to their generous community giving, Cole Hardware provides employment to numerous local residents. In December 2006, they became the first hardware store in the United States to become green certified, making them a stellar example of environmental consciousness.

I am proud to nominate Cole Hardware for the Legacy Business Registry Program, and I know that they are excited about this opportunity as well. Rick Karp can be contacted at (415) 846-2004 or [rick@colevalleyhardware.com](mailto:rick@colevalleyhardware.com).

Should you have any further questions, please do not hesitate to reach out to my office at (415) 554-7630 or [BreedStaff@sfgov.org](mailto:BreedStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "London Breed".

President London Breed  
Board of Supervisors  
City & County of San Francisco

## 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.

<b>NAME OF BUSINESS:</b>		
Cole Hardware		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
Rick Karp, President & Keeper of the Karma 415-846-2004 rick@colehardware.com		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
956 Cole Street		(415) 753-2653
San Francisco CA 94117		<b>EMAIL:</b>
		service@colehardware.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
colehardware.com		

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

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## 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
956 Cole Street	94117	1961
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
70 Fourth Street (This location was started in the 1940s and Cole Hardware took over in 1996.)	94103	Start: 1940/1996 End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3312 Mission Street	94110	Start: 1984 End: 2016

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2254 Polk Street	94109	Start: 2003 End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5533 College Avenue	94618	Start: 2015 End:

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

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

## Section Three:

### Disclosure Statement.

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

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

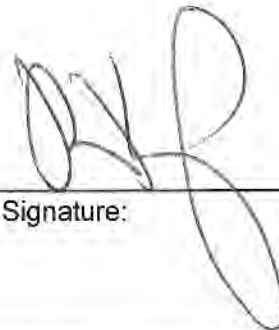
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

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

Rick Karp

8-31-16



Name (Print):

Date:

Signature:



## **Cole Hardware History**

In 1961, my father, Dave Karp, began Cole Hardware when he bought a hardware store (now our Cole Street warehouse space) that had been located in Cole Valley since the 1920s. Dave was a one-man band then: He ordered the merchandise, marked the merchandise, stocked the merchandise, helped the customers, rang up the sales, paid the bills, went to the bank, cleaned the bathroom—he did everything himself. Every morning before he opened the store, he would pick up merchandise at the supply houses, and after closing the store in the evening, he would catch up on all of the paper work.

Soon, his business began to grow, and his wife (my mother), Margie, started coming down to help out. She would cashier, make keys, and point out merchandise to customers while they waited for Dave. In order to earn extra dollars, my mother would watch the store while my father expanded into doing “outside” work. During quiet periods and in the evenings, Dave would fix broken windows, repair toilets and faucets, install water heaters, fix doorbells and switches—he would do anything that was relatively quick and profitable and that would help him sell some merchandise.

Eventually, Dave could no longer keep up with the outside work. Business, both inside and outside of the store, had grown to where he simply couldn’t handle it all. He had to hire someone to help him in the store, and he began contracting handymen for the outside work. Business continued to grow because Dave offered friendly and knowledgeable service and a complete inventory—he tried to have “one of everything made”—and he had a strong desire to succeed. He would do anything that he could to help a customer.

The success of Dave’s business can be summed up in the following motto that he had posted on a large sign over the register:

**“There Are No Strangers Here, Just Friends We Haven’t Met!”**

Using this as the guiding principle of his business, Dave went on to build Cole Street Hardware into one of the busiest hardware stores in San Francisco. All Cole Hardware locations operate under Dave’s philosophy in providing the best customer service available.

Our Cole Valley flagship location is vital to the neighborhood and part of the fabric of the vibrant Cole Street business corridor. The community would be hurt very much, should something drastic happen to our business. Unfortunately the devastating fire at our Mission Street location was a sad reminder how dependent the community was on that location. Besides being a convenient location for residents and businesses to pick up their home essentials, Cole Hardware is a leader in the community.

## **The Floor Sweeper**

In 1963, at the age of 13, I began working with my father in the family business as the official floor sweeper. Never in a million years would I have dreamed that, 10 years later, I would choose hardware as my career. Yet, after college graduation I became my father’s partner. At that same time, the opportunity arose to expand into our current Cole Street location. My first project, as partner, was to spearhead the development and move into 956 Cole Street. When we opened the doors, the Cole Hardware team grew from two and one-half people to a staff of seven. At the end of that first year in our new location, business had more than doubled, and our staff continued to grow.

## **Cole Hardware Reproduces**

Armed with our Triad computer, an alliance with Ace Hardware, a committed staff, and my father's guiding principles, we continued our dedication to the needs of our customers. Our reputation grew, as did our customer base and our sales volume. Our staff was at 25 people and our systems were in place, but we could no longer grow physically at our flagship Cole Street location. It was at this time that our first neighborhood branch was conceived.

While all of our stores and departments operate under the Cole Hardware umbrella of excellent customer service, Dave Karp's "No Strangers" guiding philosophy, and our goal of creating "positive dinnertime conversation" for our customers, each of our neighborhood stores has a personality of its own, allowing each to fit into its own unique neighborhood.

#### **Cole Hardware's Mission Street Location**

We opened Cole Hardware's second store in October 1984 at 3312 Mission Street, where we served the Mission neighborhood for more than 30 years before a devastating fire in June 2016 destroyed this location. We hope to be back in the Mission neighborhood soon.

#### **Cole Hardware's Cole Fox Location**

Cole Fox Hardware opened officially in February 1996, when we acquired Fox Hardware in downtown San Francisco at 70 Fourth Street. We were happy and proud to carry on the legacy of Frederick Fox, who opened Fox Hardware at that location in the 1940s. This location serves the many downtown businesses and the growing number of City dwellers who now live here.

#### **Cole Hardware's Polk Street Location**

We opened our Polk Street store in November 2003 at 2254 Polk Street after being approached by neighborhood and business groups in the Russian Hill neighborhood who asked us to open a store in an abandoned storefront. The store has since become an integral part of the neighborhood and serves the many renters, homeowners, and local businesses.

#### **Cole Hardware's Rockridge Location**

In January 2015, we ventured across the Bay and opened our newest store in the vibrant Rockridge district of Oakland, at 5533 College Avenue. The store has been well-received and is a welcome addition to the neighborhood.

#### **Repair Referral Service**

Cole Hardware's Repair Referral Service was created to introduce our customers to the finest contractors and tradespeople we know. We have formed alliances with independent businesspeople in order to provide our customers with the very best in home and business repair, maintenance, and remodeling. All of the tradespeople in our service have been screened and carefully selected, and we can provide referrals for a plethora of services.

#### **Green Certification**

While Cole Hardware has always been a leader in environmental efforts through public outreach and education and partnerships with various City agencies, in 2006 we formally began our green certification process with San Francisco's Department of the Environment's Green Business Program. We complied with the City's stringent regulations in the areas of recycling, composting and water reduction, energy and water conservation, and pollution prevention. In December 2006, our Cole Street location was awarded certification, with our Mission Street, Cole Fox, and Polk Street stores following in 2007—making us the first green-certified hardware stores in the nation.



In addition, in partnership with the Department of the Environment, all of our San Francisco stores serve as community recycling drop-off centers for a variety of hazardous materials: batteries, fluorescent tubes and bulbs, paint, and propane canisters. In 2015, Cole Hardware stores were responsible for 24% of all recycled materials in this program for the entire City.

Our terrific staff and our loyal customers have made Cole Hardware a success.

### **Community Partners Assistance Program**

Schools and nonprofit groups contribute tremendously to the well-being of our communities, but in order to thrive, money is sorely needed by these organizations. Every day, as far back as the 1980s, I received as many as 10 calls in a day from community groups requesting cash donations or donations of merchandise. The calls came from large school districts, tiny dance troupes, and everything in between. I felt guilty because I couldn't help them all. I understood their needs, but they weren't aware of my reality. In fact, due to the ultra-slim bottom lines of most small businesses, donation requests are still a dilemma for many. But guilt has a way of fostering creativity. How could I turn a "yes" to every request into a positive for Cole Hardware? The light bulb went off; cause marketing was born here. When the calls came, I started saying yes—but with a catch. The recipient organization had to join our Community Partners program. In addition to providing donations, I created a pretty good list of benefits that made joining compelling, including publishing the names of all of our partners in our *Hardware Hotline* newsletter, thus making it truly a win-win partnership.

The organizations received donations, discounts, freebies, and more. We asked them to share the news of our partnership within their community. And we sweetened the deal by donating 10% of all purchases made by that community back to the school or nonprofit group. Everybody was happy, and my guilt turned into pride by the success of our Community Partners program. It made giving both heartwarming and fun.

More than two decades later, our partnerships are still going strong. We have hundreds of schools and community groups partnering with us now—814, in fact!

We still donate to fund-raisers, give discounts for special programs, and donate a percentage of sales back to our partners. We also give away cases of our own Cutting Edge wines and Clearly Cole Hardware bottled water to sell or serve at fund-raising events. We spotlight individual groups in the *Hardware Hotline*, raise hundreds of dollars for selected groups with our Coins for the Community collections each month (with our total now approaching \$60,000!), and much, much more. And we're still having fun doing it!

Our Community Partners program is core to our culture. It fills us with pride, and it makes giving as rewarding for us as receiving is for our recipients!

### **The Third Generation**

My children, Adrianna and David, have both joined the business in the last few years, and they look forward to stewarding the legacy started by their grandfather, Dave.

Our terrific staff and our loyal customers have made Cole Hardware a success.

Rick Karp

## Our Flagship Store Facade Restoration

The goal with the Cole Street remodel was to restore the building's facade to its original glory. Our contractor Gina Centoni and her team, working with store manager Shel, rock star salesperson Mike Okiishi, and merchandising manager Noelle, accomplished this by leaving as much as possible in its original form, yet vastly improving functionality. One of the biggest bonuses for us is the new access to the display windows, which was added so that Noelle can more easily create her award-winning window displays. All materials were sourced locally (windows made right here in San Francisco!). Even the color of the paint on the trim was chosen to fit the era of the building.

We wanted to breathe a bit of fresh air into our flagship retail store. The Cole Street store, located in the heart of San Francisco's Cole Valley historic district, has been a hardworking provider of goods and services to San Franciscans since 1920. The original facade was covered up by a temporary structure to support a Volkswagen car commercial filmed there nearly 20 years ago. As a structure intended to be temporary, the facade suffered considerably from the effects of weather and the extensive use of the building. In addition to its aesthetics suffering, Cole Hardware was missing significant merchandizing opportunities due to the lack of access to display windows, along with not being able to demonstrate (with targeted lighting and signage) the vast array of merchandise and services it provides to the community. As a result of a significant demolition, we uncovered a spectacular historic facade. The design team then restored the facade and added new functionality for Cole Hardware. While this was a significant construction effort, we designed and built the entire project without any loss of business operations for Cole Hardware or its neighbors. The store remained open seven days a week during the entire project.

### Design Solutions:

- The building's original wall sconces, long out of service, were rebuilt and restored to make operational.
- Decorative custom-made wall sconces and energy-efficient lighting were added to the facade to add historic charm and to illuminate the sidewalk for evening shoppers.
- Pinpoint directional lights were added to illuminate architectural details of the facade: plaster columns and reliefs and roofline details.
- Signage was realigned or removed to clear the way for more modern company messaging.
- Historically styled and handcrafted wood casement windows were added to the facade for quick and easy access, from the exterior, to create window displays.
- Interior display boxes, with lighting, were custom built to provide a stable and contiguous aesthetic for the displays.
- Historically accurate tile replaced the original broken and dilapidated materials at the building's foundation.
- A paint color scheme was devised to reflect, as well as to highlight, the building's historic architectural details.

(Photo attached)









"There are no strangers here, just friends we haven't met!"  
-Dave Karp, founder







# Home Channel News

Vol. 31 No. 8

News & Analysis for the Home Channel

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\$5 per copy

April 18, 2005

## Diverse products for a diverse community

Four-unit Cole Hardware puts service and selection first for its Bay Area customers

By Andrew M. Carlo

SAN FRANCISCO — Trying to be all things to all people is one of life's toughest goals. Apparently, though, that's not the case for Cole Hardware. Operating four locations in San Francisco's diverse neighborhoods and meeting the needs of all walks of life have been key to Cole Hardware's success.

"The customer base in San Francisco is incredibly diverse. Every culture, race and lifestyle is represented here. Our clientele ranges from the homeless to CEOs," said Rick Karp, president and owner of Cole Hardware.

Ace Hardware is known as the "helpful hardware place," and Cole's motto, "the most helpful hardware store in the city," echoes that sentiment. How helpful? Cole is famous as the No. 1 home repair referral service in San Francisco.

Need a job done, from building a house to  
(See COLE HARDWARE, page 20)



**EXCITING EXTERIOR** Bright murals cover Cole Hardware's Cole Fox unit, an Ace Hardware store on 4th Street in downtown San Francisco.



## Cole Hardware

(Continued from page 1)

to hanging a curtain rod? Cole puts its customers in touch with a network of more than 100 tradespeople. From air conditioning and cabinetry to doorbell repairs and telephone wiring, Cole Hardware carefully screens service providers and monitors the contractors who carry out the jobs.

"That is a huge service to provide your customers with," Karp noted with pride.

Carrying paint, hardware and tools, housewares, and live goods, Cole's meets the unique needs of walk-in customers at its three stores in San Francisco's Russian Hill, Mission District and Haight-Ashbury neighborhoods.

For example, the population of the Mission District is 50 percent Hispanic. So the store there carries culture-specific items, such as tortilla warmers.

Cole's commercial business is equally diverse with accounts numbering in the hundreds, ranging from hotels and office buildings to property managers and even the Moscone Convention Center. At its downtown Cole Fox location, the dealer maintains two outside and three inside salespeople who are dedicated to drumming up sales and meeting the needs of commercial buyers.

According to assistant store manager David Schindler, nearby businesses such as Old Navy are frequent customers of the store. "They come in for paint all the time, and we match colors for them," he said.

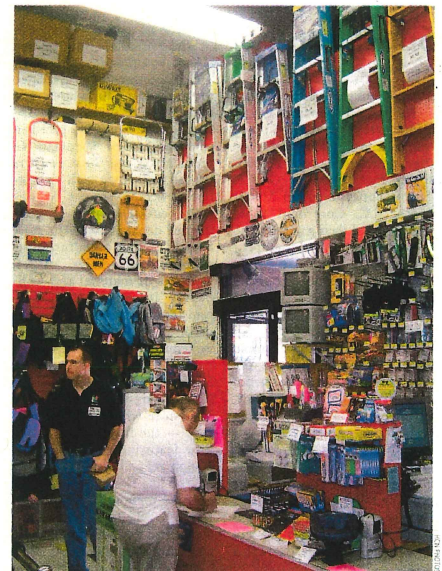
The Cole Fox store also maintains a "discount" aisle featuring an assortment of low-cost but often-needed items, along with impulse purchases. "Every good retailer has a discount area," Schindler said. "Those items make a bundle."

Three of Cole's four locations each cover about 4,000 square feet of retail selling space. The larger downtown Cole Fox location covers 6,500 square feet over two floors. Overall, Cole employs about 100 people.

Some of Cole Hardware's success can be attributed to big-box competition's failure to establish stores in San Francisco, unlike cities such as Boston, Chicago and New York, where they have been able to blossom. The nearest big box to Cole's is Home Depot, which operates two stores in Colma, Calif., about six miles outside San Francisco. But after accounting for convenience, quick service and cross-town traffic, those five miles might as well be 50 miles.

"People do travel to Colma to shop, but it's a hobby of mine to keep Home Depot out of San Francisco," Karp said. And he's had help thanks to tough city regulations that have made it difficult for big boxes like Home Depot and Wal-Mart to enter San Francisco proper.

Karp's father, Dave, purchased the original Cole Hardware in 1959. Karp began his career in the business in 1963 at the age of 13 as "the official floor sweeper." After graduating from college about 10 years later, he became his father's partner.



**OFF THE WALL** In addition to street signs, backpacks and lawn chairs (above), Cole Fox Hardware also offers a wide selection of power tools from brands like Black & Decker and DeWalt (left).



The tradition of being all things to all people stems largely from Dave Karp, who completed outside jobs — fixing windows, repairing toilets, fixing faucets — as his wife, Marge, watched the store.

Karp is a big proponent of Ace's Vision 21 urban format, which debuted in New York at the opening of a new AJO Lumber & Home Center location last

October. As a member of Ace's board of directors, and with four units that are Vision 21 compliant, Karp saw some of his own stores' elements integrated into the co-op's urban store footprint.

Like AJO, which offers product delivery in New York, so too does Cole on the West Coast.

"We will deliver anything that anyone wants," Karp said. ■

— [acarlo@homechannelnews.com](mailto:acarlo@homechannelnews.com)



## Neighborhood News

# More than just the Nuts and Bolts

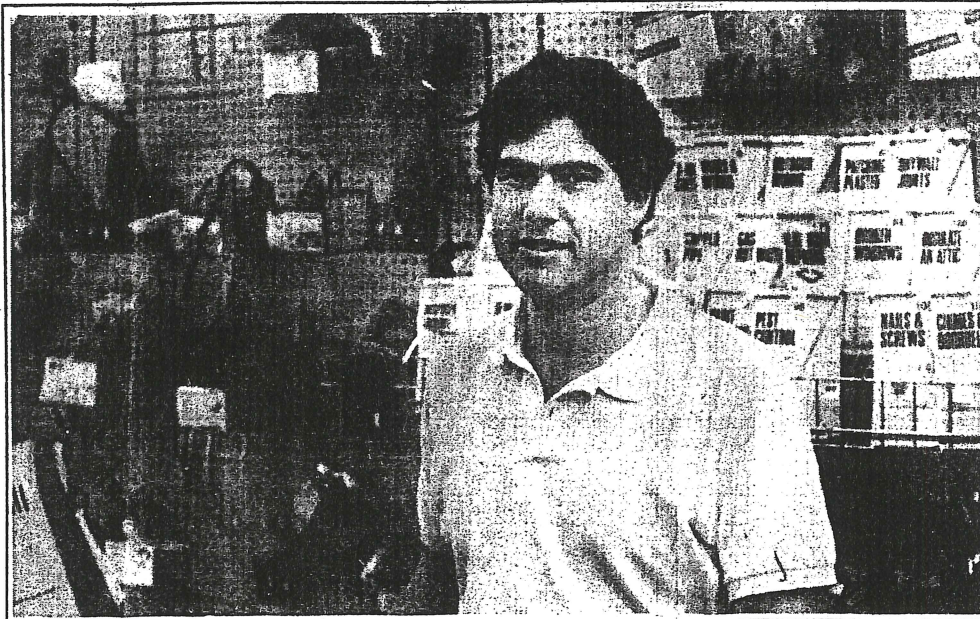
By Pat Christensen

Rick Karp grew up in his family's Cole Hardware store which is nestled in a valley just below UCSF near the Haight. He learned well the lessons his father had to teach him. "The customer is always right." "We sell service with hardware as an incidental." "There are no strangers here, just friends we haven't met."

Through the years, Rick has amplified these themes by continually adding new services and products to satisfy his customers' needs and keep them coming back.

"I started in the hardware business in 1946," recalled Dave Karp, Rick's semi-retired father. "My father-in-law owned Gilbert Electric and Radio on Mission and I worked for him. I was learning how to repair radios, but people would come in and ask if we made keys or sold nails. I talked my father-in-law into letting me bring in some hardware, but I really wanted a place of my own."

"In 1961 I found our space on Cole Street. The rent was \$85 a month which was cheap even in those days. I opened Cole Hardware."



A techno-progressive, Rick Karp, intends to keep one step ahead of the competition at all times.

According to Karp, the business was built on broken glass. "I hired off-duty firemen to replace windows. Eventually, we had a

full-service home repair business."

Today Rick Karp has computerized and expanded the business in a number of new

directions. In 1981 he was one of the first hardware store owners in the country to put his entire inventory on computer. Scanners

were recently installed at the check-out counters and telephone order-taking and free home delivery are brand new services. Five years ago, he opened a second store on Mission Street.

A computer buff, Karp went on line on Nov. 1 with the computer shopping club, Prodigy. "We are the only hardware store in the nation selling through Prodigy," Rick claimed. "We had someone call us today from Chicago asking how to get gum out of his zipper."

A University of California, Berkeley, psychology graduate, Rick believes that that training helps him in his relationships with his employees and customers.

"I hire good people and I want to keep them and also give them a way to grow. We have 45 employees and 12 of them volunteer on our Leadership Council. These people are empowered to speak for the company. They handle complaints, returned goods, make decisions on the floor. They know that whatever decision they make I will support them, even if I don't agree with it. This is how we learn."

"The Leadership Council meets after hours. They're not paid for meeting time, but I do bring in pizza and sodas. We talk about the business. They make suggestions for improvements or bring up problems. It's a great advantage

because it keeps them interested in the business and allows them to develop."

Years ago, Cole Hardware bought into the ACE buying cooperative. "With 5,000 member dealers, we can buy in volume at competitive prices," Rick said. "We can also take advantage of national advertising. When we joined ACE, I remember that we had an immediate 20-25 percent cost drop which was passed onto our customers."

It's Rick Karp's goal to keep technology on his side. A techno-progressive as well as a people-person, Karp intends to keep one step ahead of the competition at all times. "I've got to keep things interesting. One day I brought in a load of cookies. Everyone said 'Whoever heard of selling cookies in a hardware store?' We're still selling them. We have candy, toys, video rentals, film developing, and our nursery."

Part of Karp's reason for keeping his employees and customers a little off balance with non-traditional store offerings is as much to keep from getting bored as it is to provide people a reason to come in to shop.

"It's the karma of this place," said Karp. "If we keep our employees happy, then they keep our customers happy."

Cole Hardware is located at 956 Cole St., and at 3312 Mission St.

## Small Business Owners Feted at 2006 Neighborhood Business Awards

Neighborhood residents, the small business community and others came out in style on October 19 to honor top entrepreneurs from throughout San Francisco. Over 200 people attended this year's San Francisco Neighborhood Business Awards at 111 Minna Gallery, presented by Urban Solutions and The Examiner. Mayor Gavin Newsom was in attendance to celebrate the winners.

### 1<sup>st</sup> Place

#### Cole Hardware

Cole Valley, The Mission, Downtown, Russian Hill

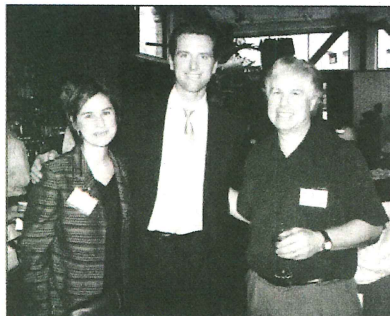
In 1959, when Dave Karp purchased a little nuts 'n' bolts shop in San Francisco's Cole Valley, he was a one-man band. A few years later, his son Rick came on board and became "Keeper of the Karma," steward of the business's four locations. Cole Hardware's name has become nearly synonymous with community involvement, and is a leader in charitable giving.

### 2<sup>nd</sup> Place

#### Balboa Theater

Outer Richmond

As true independent movie houses join the endangered species list, the Balboa Theater is thriving. Gary Meyer, recently



Executive Director Jenny McNulty with Mayor Gavin Newsom and Cole Hardware owner Rick Karp.

named Co-Director of the Telluride Film Festival, purchased the Balboa in 2001 and single-handedly revived a San Francisco asset. Gary's aim is to play the highest quality films and to offer people a community gathering place.

Continued on Page 5

## ePlant World - A Unique Nursery

A mid-week afternoon in Half Moon Bay might not be the typical time for a business to be booming, but Hee Seung Lee finds herself with a steady stream of customers. ePlant World ("eventually we'll have an internet business," say the owners) has just opened its nursery to retail customers while continuing to serve the business's wholesale clients. The sign



ePlant Co-Owner, Hee Seung Lee

above the greenhouse's entrance outlines in rich red letters "Orchid Sale." And that's exactly what shoppers can find at ePlant World - every manner of that tropical flower, in addition to hundreds of bonsai trees and other exotic indoor plants.

## SAVE THE DATE!

Urban Solutions & The Examiner present:

**The 2007 San Francisco**

**Neighborhood Business Awards**

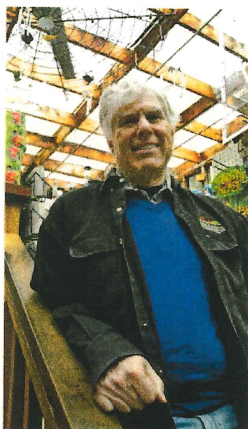
Wednesday October 17, 2007

When Hee Seung and her husband Jong Inn Jun came to the United States from Korea just a few years ago, they were already experts in the nursery business. Jong Inn's family had been in business in that country for at least two generations. So they knew their trade and they even knew the business of business (not a sure bet with every small business owner). American business and American culture, however, were all very new to Hee Seung and her husband. "We tried to get loans before, but it was hard because we're immigrants and we don't speak the language," Hee Seung explains.

Continued on Page 3



## Rick Karp Cole Hardware



*Top: Rick Karp has established his store as a community leader in recycling and encouraging residents to pursue a sustainable lifestyle.*

*Below: Batteries and printer cartridges are two of the many items customers can recycle at Cole Hardware. Karp quips that sometimes employees think they work in a recycling center more than a store.*

## LEADING THE WAY IN ECO-FRIENDLY RETAILING

**C**OLE HARDWARE STAYS ON the cutting edge of everything it touches. In 1981, it was one of the first hardware stores in the country to computerize its entire inventory. For many years, the store has been at the front of fundraising efforts for local schools and community based, non-profit organizations. In 2006, the city of San Francisco recognized Cole Hardware as a green certified business, among the first in the nation to get that official recognition. Today, this four-store chain is a destination for eco-minded consumers, where President Rick Karp offers them a place to recycle just about anything, and buy and learn about eco-friendly products.

Twelve years ago, Karp partnered with the city in a battery recycling program. Karp's idea was that the store would serve as the collection point, and the city would help with proper disposal. Today, the program has expanded to include latex paint and fluorescent bulbs. Holiday lights also quickly fill up landfills, so Karp collects them and sends them to a recycling company in Michigan.

In 2008, Karp partnered with Goodwill Industries to host "e-waste days" at Cole Hardware. Many residents, Karp reasoned, knew they shouldn't just throw away consumer electronic equipment, but they weren't sure how to recycle them. The first collection event gathered 3,500 pounds of equipment. Last year, the event yielded more than 18,600 pounds of electronic waste.

But Karp knows having a drop-off box isn't enough if he's going to maintain an effective recycling program. At each of his four locations, he's established one staff member as a Green Queen or Czar who takes responsibility for

keeping each store in compliance with the city's green certification requirements. That person can keep other staff updated on recycling news and help keep recycling top-of-mind in the store.

Karp also knows customers will look for those products that are environmentally friendly, so he's created his own "Cole Hardware Earth Friendly" logo. It goes on products he deems to be friendly to the environment and helps customers make wise purchasing decisions.

Residents of San Francisco may know Cole Hardware best because of its monthly newspaper, *The Hardware Hotline*. The paper reaches more than 50,000 residents, and a major focus of articles in the paper is raising awareness for ways consumers can sustain a more earth-friendly lifestyle.

Because of subsidies he's garnered from the city, Karp is also able to substantially discount the price of rain barrels, to encourage residents to repurpose water; and rakes, to encourage residents to keep leaves from clogging storm drains.

NRHA's Retail Innovator's award isn't the first time Karp has been recognized for his forward thinking. Cole Hardware was chosen for Acterra's 2009 Environmental and Sustainability Education Award, which recognizes education programs designed to heighten awareness about environmental issues and promote actions that lead toward sustainability. ➔



# Certificate of Appreciation

Awarded to



Cole Hardware

*Thank you!  
-Kathleen C.*

*"Your helpful hands and friendly smiles touched my heart very much.  
I will keep that in my memory for the rest of my life."  
-2012 Rebuilding Day Client*

*Thank you  
Cole Hardware!  
-Melissa R.*

Thank you for your generous contribution to our 23<sup>rd</sup> Annual National  
Rebuilding Day 2012.

*We love  
Cole Hardware - thank  
you for being such a  
great partner!  
-Valerie*

*Thank you  
Cole Hardware!  
-Ted*

RTSF Staff

*Thank you  
-John*



**Rebuilding  
Together**  
San Francisco





**Julia Strzesieski**  
*Executive Marketing Coordinator*  
2254 Polk Street  
San Francisco, CA 94109  
Phone: (415) 674-8913 x4  
Email: [julia@colehardware.com](mailto:julia@colehardware.com)

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**FOR IMMEDIATE RELEASE:**

Cole Hardware founder Dave Karp turns 99 years young on June 4  
All stores celebrate Saturday, June 6, 2015 with a 20% off storewide sale!

San Francisco, CA - Cole Hardware founder Dave Karp turns 99 years young on June 4, 2015. All five Cole Hardware locations will mark the occasion on Saturday, June 6 with a 20% off storewide sale and fundraiser for Oakland Children's Hospital and UCSF Benioff Children's Hospital. For a 99 cent donation to these two Children's Miracle Network hospitals, shoppers will receive a "bottomless" bucket and receive 20% off their entire purchase.

On Thursday, June 4 Dave will be celebrating with the crew members at the downtown Fourth Street and Mission Street stores. Dave will then be making appearances in the afternoon of Saturday, June 6 at the Cole Street, Polk Street, and new Rockridge locations. When asked what he most looked forward to about his birthday this year, Dave replied, "The cake of course."

In honor of Dave and his famous card trick, all stores will be selling a limited edition deck of Dave Karp playing cards.

#colehardware #davekarp99

**About Cole Hardware**

Locally owned and San Francisco based Cole Hardware was founded in 1961 when Dave Karp bought the flagship store that had been in Cole Valley since the 1920s. Expansions over the years include stores in downtown, the Mission, and Russian Hill neighborhoods of San Francisco, as well as a commercial supply and repair referral service divisions. The newest Rockridge Oakland location opened in January 2015.

Although Dave has slowed down slightly, he still serves as the figurehead of the company and visits the stores. All Cole Hardware locations operate under Dave's guiding premise: There are no strangers here, just friends we haven't met. Dave's son Rick Karp now serves as president and "Keeper of the the Karma" for the company, with Rick's children and third generation Adrianna and David Karp assisting in company operations.

- end of release

## San Francisco

### Cole Valley

956 Cole Street  
(between Carl & Parnassus)  
415/319-6705

### Mission/Bernal Heights

3312 Mission Street  
(at 29th near Safeway)  
415/200-3344

### Russian Hill

2254 Polk Street  
(at Green)  
415/200-3370

### Downtown

70 4th Street  
(between Mission & Market)  
415/200-3444

## Oakland

### Rockridge

5533 College Avenue  
(a few steps from Rockridge BART)  
510/230-0145

## How to Join

Simply send us a request to join our program on your school's or group's letterhead via mail or e-mail to:

Cole Hardware  
ATT: Community Partners Program  
2254 Polk Street  
San Francisco, CA 94109  
[service@colehardware.com](mailto:service@colehardware.com)

### Be sure to include:

1. Official name of the organization or school
2. Address, phone number, e-mail, website
3. Contact information: name, e-mail, phone number
4. Tax ID number (schools) or 501(c)3 number (nonprofits)

For further information or questions, please contact:  
[service@colehardware.com](mailto:service@colehardware.com)





# Partner with Us!

## Helping Our Community

Cole Hardware is sympathetic to the lack of government funding available to schools and worthwhile social causes, and at the same time we realize the importance of social responsibility of businesses of all sizes.

Every year, Cole Hardware gives away thousands of dollars in goods, gift cards, and Cutting Edge wine to our partner schools and nonprofit organizations in San Francisco, Rockridge, and south Berkeley.

Our Community Partners Program was established to aid the fund-raising efforts of local schools and community-based nonprofit organizations that work hard to make the Bay Area the unique place that it is.

We're thrilled that we now have more than 800 organizations and schools participating in our program. To see if your group or school is already a member, visit <http://colehardware.com/comm.htm> or e-mail [service@colehardware.com](mailto:service@colehardware.com).

We're happy to make a presentation at PTA or nonprofit meetings to share the program with your members, and we'll work with you to make the program as beneficial to your group as possible.

## Benefits

### Gift Card Rebate Program

Once a year, we send a gift card to partner schools and groups for 10% of all purchases posted to that account the previous year. Customers only need mention that they are part of your group's circle of friends when checking out, and the transaction is posted to your group's account.



### Membership Wallet Card Template

Upon request, we'll provide you with a template of membership cards for your group. The card can be kept in a wallet as a reminder for your group's members to take advantage of the gift card rebate program while shopping in our stores. (Some groups and schools get gift card rebates of over \$1,500 yearly, as they publicize and remind their members about the program.)

## But wait, there's more...

### Cutting Edge Wine Donation

We will donate one case of our signature Cutting Edge wine to serve at our partners' fund-raising events held locally.

### Clearly Cole Hardware Water

We will give you four cases of our Clearly Cole Hardware bottled water to serve at your events.

### Promote Your Event

With enough notice, we can feature your fund-raising event in our monthly *Hardware Hotline* or e-Hotline.

### Project Discount

Community Partners can receive a discount on supplies for community improvement projects (reviewed on a case-by-case basis).

### Partner Shopping Event

Plan a Partner Shopping Day with us. We will donate 20% of total purchases by your group during a specified in-store shopping event.

### Silent Auctions & Raffles

We're happy to donate Cole Hardware gift cards for silent auctions or raffles.



## Cole Hardware Has Four Convenient Locations

### San Francisco

**956 Cole Street**  
(between Carl & Parnassus)  
Phone: 415/319-6705

**70 Fourth Street**  
(between Mission & Market)  
Phone: 415/200-3444

**2254 Polk Street**  
(at Green on Russian Hill)  
Phone: 415/200-3370

### Oakland - Rockridge

**5533 College Avenue**  
(a few steps from Rockridge BART)  
Phone: 510/230-0145

**Serving you  
every single day  
of the year!**

E-mail: [service@colehardware.com](mailto:service@colehardware.com)

## The Not-So-Fine Print

- Rewards points are calculated daily and shown on your receipt.
- For every dollar spent, one point is earned.
- Points are converted to a dollar value on your Rewards card on the last day of each quarter.
- Points are converted in \$3 increments for every 100 points earned. Points balance is then reduced, and leftover points remain in place with no expiration.
- Rewards dollars are valid for three months once converted from points.
- For us to accurately track all of your purchases, you must identify yourself as a Rewards member each time you shop.
- In order to participate in our Rewards program, we must have your valid address.
- Lifetime warranties are not valid on water heaters, household appliances, special orders, or power tools. Everything else we stand behind for life.
- You will receive our monthly *Hardware Hotline* newsletter and will continue to receive it if you spend at least \$250 per year in our stores or inform us that you wish to receive it. Otherwise, pick up a free copy at any of our stores, or read it online.
- Free delivery is within San Francisco, North Oakland, and the neighborhoods of southeast Berkeley for purchases of \$100 or more. Delivery for outlying areas is on a case-by-case basis. Please ask about free delivery and tiered delivery charges.
- Rewards may not be applied as payment toward a charge account nor redeemed for cash.
- Corporate, institutional, and other charge accounts, or accounts receiving additional discounts, are not eligible for our Rewards program.

### NEW REWARDS CUSTOMER COUPON

**\$5.00** on a purchase of  
**OFF** \$25 or more on your  
next visit!

Coupon does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with other coupons or offers.



NFS



*Learn about all the  
great benefits inside!*

Visit us at [www.colehardware.com](http://www.colehardware.com)



## Welcome to Cole Hardware Rewards

Thank you for your interest in Cole Hardware's Rewards program. We urge you to join thousands of other shoppers who enjoy the many benefits that come with being a Cole Hardware Rewards member. Our mission is to provide you with top-notch service, while also making Cole Hardware a fun and friendly place to shop.

If you need additional information, please feel free to call me at 415/753-2653 ext. 5, or drop me an e-mail at [rick@colehardware.com](mailto:rick@colehardware.com).

Sincerely,  
**Rick Karp**  
*Keeper of the Karma*

## How Do I Join?

- Simply fill out this application and drop it off at any of our five stores.
- After your application is received, we'll mail you a Rewards card and custom key fob with your account number. When you shop, show your key fob or Rewards card at the register—the cashier can simply scan it, and your purchase points will automatically be applied to your Rewards account.
- When placing a phone order, be sure to provide your account number.
- If you forget your key fob or Rewards card, don't worry—the cashier will be able to find your Rewards account number using your name or phone number.

## What Are the Benefits?

- Membership is free.
- Receive a 5% instant discount on your first purchase on discountable merchandise.
- Receive a \$5 off coupon for your next purchase of \$25 or more.
- Every time you shop, receive points that will be converted to a dollar value posted to your Rewards card.
- Attach your Rewards key fob to your key ring—if you lose your keys, the finder can simply drop them into any mailbox, and they will be returned to us. We pay the postage and notify you that they have been returned.
- Lifetime warranty on most products purchased at Cole Hardware.
- Receive the *Hardware Hotline*, our monthly newsletter full of valuable information, promotions, and specials. Available in both digital and print versions.
- Free delivery in San Francisco, north Oakland, and the neighborhoods of southeast Berkeley with a \$100 purchase.
- On your birthday, receive a discount equal to the percentage of half your age, up to a \$100 discount.
- You'll receive Hardly Strictly Hardware, Flash Friday Deals, other unique e-mail offers, and new product announcements.
- We don't sell, loan, or rent our customer lists, and all information is kept confidential.
- Please see the not-so-fine print for further details.



## Sign Me Up Today

Office use only: Place account # sticker here.

Cole Hardware Rewards is for individuals only.<sup>†</sup> You must identify yourself as a Rewards member each time you make a purchase in order for our computer to track your purchases for conversion to Rewards points.

Name\* \_\_\_\_\_

Address\* \_\_\_\_\_

City\* \_\_\_\_\_

Phone\* \_\_\_\_\_

State\* \_\_\_\_\_

Zip Code\* \_\_\_\_\_

E-mail\* \_\_\_\_\_

Your Birthday (for Birthday Discount)\* \_\_\_\_\_

I want to receive the Hardware Hotline: ☐ Digital version ☐ Printed version ☐ Both

Cole Hardware location you frequent most: ☐ Cole Street ☐ 4th Street ☐ Polk Street ☐ Rockridge

\*Required field

<sup>†</sup>Corporate, institutional, and other charge accounts, or accounts receiving additional discounts, are not eligible for our Rewards program.

NRC





# Re-COLE-mend...

## Cole Hardware Repair Referral Service

Independent contractors and tradespeople for...

- home, business, and property repairs
- maintenance
- remodeling/room additions

Contact us at 415/753-2653 ext. 3 or email  
[homerepair@colehardware.com](mailto:homerepair@colehardware.com)



*All of the vendors and trades people in our Home Repair Referral Service have been pre-screened and carefully selected. Your satisfaction is 100% guaranteed. Period.*

**24/7 locksmith, plumbing and electrical**

# We provide referrals for:

Appliance Repair and Installation  
Air Conditioning  
Alarms/Security Systems/Access Control  
Antique Restoration  
Arborist  
Architectural Planning  
Asbestos Removal  
Bath Resurface  
Brick and Stone Masonry  
Cabinetmaking  
Carpentry  
Carpet & Linoleum Installation  
Carpet Cleaning  
Chimney Sweep and Repair  
Commercial Kitchen Installation  
Computer Data Cabling  
Computer Grounding  
Computer Repair & Tutoring  
Custom Closets, Pantries and Storage Solutions  
Decks/New/Stain  
**Design & Build**  
Disaster Clean-up & Restoration (Flood/Fire/Sewage)  
Door Refinishing  
Drain Cleaning  
Drywall/Lath  
Duct and Dryer Vent Cleaning  
**Electrical 24/7**  
Emergency Locksmith  
Emergency Power Restoration

Faucet Repair and Installation  
Fences  
Furnace Installation & Repair  
Furniture Refinishing and Repair  
Furniture Upholstering  
Garage Door Repair/Installation  
Gardening/Pruning/Tree Trimming  
**General Contractors**  
**Glass Installation**  
**Handyman Services**  
Hardwood Floors/New/Refinish  
Hauling  
Home and Office Organizing  
Home Entertainment Systems  
Insulation Installation  
Intercom Systems  
Interior Design, Staging and Color Consultation  
Interior Wood Refinishing and Restoration  
Iron & Metal Works/Gates  
Kitchen and Bath Remodeling  
Landscaping  
Lead Inspection and Abatement  
Leak Diagnosis/Waterproofing  
Lighting Consultant  
Lock Installation  
**Locksmith Service 24/7**  
Mold Remediation  
Moving  
New Construction  
Painting/Interior/Exterior

**Plumbing 24/7**  
Powerwashing, Commercial and Residential Cleaning  
Remodelling/Major Remodeling  
Roofs/New/Repair  
Room Additions  
Safes  
Security Evaluation/Consultation  
Seismic Upgrading  
Sheet Metal Work  
Shutter Installation  
Skylights  
Solar Energy Installation  
Stained Glass Creation and Repair  
Stucco Work  
Telephone System Installation  
Tile Installation  
Wallpaper Application  
Water Heater Installation  
Welding  
Windows & Doors  
Window Cleaning/Repair



San Francisco's Favorite Hardware Store!

**415/753-2653 ext. 3**

\*50% recycled, 30% PCW

RESIDENTIAL PROGRAMS

# WONDER

what to do with this stuff?

不知道如何處理這類物品？

¿Te has preguntado qué hacer con estas cosas?



Call 330-1300 or go to  
[SFEnvironment.org/recyclewhere](http://SFEnvironment.org/recyclewhere)

查詢請電330-1300 或瀏覽網站  
[SFEnvironment.org/recyclewhere](http://SFEnvironment.org/recyclewhere)

Llama al 330-1300 o visita  
[SFEnvironment.org/recyclewhere](http://SFEnvironment.org/recyclewhere)





# Free drop-off locations

for household batteries, fluorescent lights, latex paint, used motor oil and filters, and electronics.

家用電池, 日光燈, 乳膠漆, 廢機油和濾油器, 以及電器的免費回收站。

Lugares de entrega gratuita de pilas, focos o tubos fluorescentes, pintura látex, aceite y filtros de motor usado y aparatos eléctricos.

OIL AND FILTERS  
LATEX PAINT  
FLUORESCENT LIGHTS  
BATTERIES  
ELECTRONICS

## CITYWIDE

Goodwill	sfgoodwill.org
Walgreens	walgreens.com

## BAYVIEW / HUNTER'S POINT / VISITACION VALLEY

ABC Auto Parts	1650 Davidson @ Rankin	826-8676
California Paint Co.	1833 Egbert @ Phelps St	467-9483
G. Mazzei & Son Hardware	5166 3rd St @ Thomas	822-2655
O'Reilly Auto Parts	353 Bayshore @ Oakdale	695-0882
O'Reilly Auto Parts	2500 San Bruno @ Felton	656-0696
Recology San Francisco	501 Tunnel @ Recycle Road	330-1400



## CASTRO / NOE VALLEY

Cliff's Variety	479 Castro @ 18th St	431-5365
Handy Handyman Ace Hardware	2075 Market @ Church	934-9010
Castro Street Chevron	2399 Market St @ Castro	621-2570






## CHINATOWN / RUSSIAN HILL / NOB HILL / FISHERMAN'S WHARF

Alcatraz Cruises	Pier 33, Alcatraz Landing	438-8336
Batteries Plus	1450 Bush @ Van Ness	885-5500
Brownies Hardware	1563 Polk @ Sacramento	673-8900
Charity Cultural Services Center	747 Commercial @ Kearn	989-8224
* Cole Hardware	2254 Polk @ Green	674-8913
Fisherman's Wharf / Pier 47	End of Leavenworth @ Jefferson	274-0533
Golden City Building Supply	1279 Pacific @ Leavenworth	441-0941










	Jiffy Lube	2030 Van Ness @ Jackson	922-7258
	Firestone (Mark Morris Tires)	1200 Larkin @ Bush	673-3441




#### CIVIC CENTER / TENDERLOIN / FINANCIAL DISTRICT

	Financial District Ace Hardware	140 Pine @ Battery	362-7744
	Green Zebra @ Crocker Galleria	50 Post @ Kearny	346-2361
	Peerless General Supply Co.	156 Leavenworth @ Turk	673-2348
	San Francisco Honda	10 S. Van Ness @ Market	441-2000
	Golden Gate Jeep Inc.	1101 Sutter St. @ Larkin	567-6500

#### COLE VALLEY / HAIGHT / PANHANDLE

  *	Cole Hardware	956 Cole @ Parnassus	753-2653
 	Roberts Hardware	1629 Haight @ Clayton	431-3392
	SF Hardware	512 Divisadero @ Fell	552-1168
	Quality Tune-up	1175 Fell @ Divisadero	626-6446
	Whole Foods	690 Stanyan @ Haight	876-6740

#### EXCELSIOR / INGLESIDE

	J & J Hardware	929 Geneva @ Mission	239-8998
	Mission Auto Services	5897 Mission @ Acton	587-2815
	Aleman & Ocean 76 Auto Care	1798 Alemany @ Ocean	584-4719

#### GLEN PARK

	Canyon Market	2815 Diamond @ Wilder	586-9999
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#### LAUREL HEIGHTS / PACIFIC HEIGHTS / JAPANTOWN

	Pacific Heights Chevron	2500 California @ Steiner	567-1136
	Hardware Unlimited	3326 Sacramento @ Presidio	931-9133
	Standard 5&10 Ace	3545 California @ Spruce	751-5767
	Soko Hardware	1698 Post @ Buchanan	931-5510
	Whole Foods	1765 California @ Franklin	674-0500


#### MARINA / COW HOLLOW

	Fireside Camera	2117 Chestnut @ Steiner	567-8131
 	Fredericksen Hardware	3029 Fillmore @ Union	292-2950
	San Francisco Honda Marina Service Center	2098 Lombard @ Fillmore	346-7400
	San Francisco Marina Yacht Harbor	Marina Blvd @ Buchanan (City Yachts)	831-6322
	San Francisco Marina Yacht Harbor	Marina Blvd @ Buchanan (City Yachts)	831-6322

















**MISSION / POTRERO / BERNAL HEIGHTS**

	Calumet	2001 Bryant @ 18th St	643-9275
 	Center Hardware	999 Mariposa @ Pennsylvania	861-1800
 	Cole Hardware	3312 Mission @ 29th St	647-8700
	Discount Builder's Supply	1695 Mission @ 13th St	621-8511
	Kelly Moore	565 S Van Ness @ 17th St	558-8925
	O'Reilly Auto Parts	3146 Mission @ Precita	826-3773
	Last's Paint Clearance Center	2141 Mission @ 17th St	437-0633
	Oil Changer	198 Valencia @ Duboce	487-1740
	Rainbow Grocery	1745 Folsom @ 13th St	863-0620
	Sports Basement	1590 Bryant @ 15th St	575-3000
	Whole Foods	450 Rhode Island @ 17th St	552-1155
	San Francisco Auto Repair Center Inc	611 Florida @ 18th	285-8588
	AutoZone	1575 South Van Ness Ave @ Cesear Chavez	550-8630

**RICHMOND**

	Creative Paint	5435 Geary @ 18th Ave	666-3380
	Crown Hardware	3615 Balboa @ 37th Ave	221-9047
	Firestone	2800 Geary @ Wood	567-3311
	Jiffy Lube	6099 Geary @ 25th Ave	750-0233
	O'Reilly Auto Parts	3855 Geary @ 3rd Ave	668-5241
 	Standard Plumbing	1019 Clement @ 11th Ave	221-1888
 	Standard Plumbing	6122 Geary @ 25th Ave	752-1888
	Universal Electric	1551 Clement @ 17th Ave	386-5700

**SOUTH OF MARKET (SOMA)**

	Appliance Sales	840 Folsom @ 4th St	777-5144
	City Lights	1585 Folsom @ 12th St	863-2020
   *	Cole Hardware	70 4th St @ Mission	777-4400
	Glidden Professional Paint Center	548 7th @ Bryant	863-7235
	Firestone	1501 Mission @ 11th St	621-4650
 	Green Citizen (fees may apply)	590 Howard @ 2nd St	287-0000
	Kelly Moore	1020 Harrison @ Harriet	552-1143
	Oil Can Henry's	300 7th St @ Folsom	552-5400
	R.E.I.	840 Brannan @ 7th St	934-1938
 	Sherwin-Williams	320 4th @ Shinlev St	495-5720
 	Golden City Building Supply	1279 Pacific @ Leavenworth	441-0941



	Speedy's Hardware	1061 Folsom @ Sherman	699-5481
	Universal Electric Supply Co.	438 8th St @ Harrison	621-1888
	Whole Foods	399 4th St @ Harrison	618-0066
	BMW Motorcycles of San Francisco	489 6th St. @ Bryant	503-9942

#### SUNSET / WEST PORTAL

	Creative Paint	2526 Noriega @ 32nd Ave	753-0258
	Precise Auto (Precise Chevron)	1890 19th Ave @ Ortega	731-2733
	Great Wall Hardware	1821 Taraval @ 28th Ave	566-1511
	Grow Your Own	3401 Taraval @ 44th Ave	731-2115
	Kelly Moore	445 Taraval @ 15th Ave	242-3372
	O'Reilly Auto Parts	2150 Taraval @ 32nd Ave	682-9177
	Sunset 76	1700 Noriega @ 24th Ave	753-9635
	Other Avenues Food Store	3930 Judah @ 45th Ave	661-7475
	Papenhausen Hardware	32 West Portal @ Ulloa	681-6717
	Pennzoil 10 Minute Oil Change	1799 19th Ave @ Noriega	664-5823
	Progress Hardware	724 Irving @ 8th Ave	731-2038
	San Francisco Honda 9th Avenue Service Center	1259 9th Ave @ Irving	682-2900

#### TREASURE ISLAND

	Treasure Island Gymnasium	749 9th St @ Avenue M	765-9037
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For safety, lithium battery contacts must be taped. Look for "Lithium" or "Li".

為安全起見，鋰離子電池終端必須用膠帶纏好。請尋找 "Lithium" 或 "Li" 字樣。

\*Por seguridad, pon cinta adhesiva en los polos de pilas de litio. Busca "Litio" o "Li".



Maximum five lights per visit. 每次只限回收5個燈泡。

Un máximo de cinco focos o tubos fluorescentes por visita.



Maximum five gallons per visit. 每次只限回收5加侖。

Un máximo de cinco galones por visita.

List updated 5/1/13



**SF Environment**

Our home. Our city. Our planet.

A Department of the City and County of San Francisco

Always call the drop-off sites first to find out if there are any restrictions or special instructions for the items you want to bring in.

在回收前請致電回收站查明你要回收的物品是否有任何限制或特別指示。

Siempre llama a los lugares de entrega para asegurarte si hay instrucciones o restricciones especiales de entrega.





# RECYCLE HERE

回收地點在此

RECICLE AQUÍ

Small, empty gas cylinders only.  
Limit 5 per visit.  
僅限小型空煤氣罐。每次限收5隻。  
Solamente cilindros vacíos  
y pequeños. Límite de 5 por visita.



SF residents only. No business waste.  
限三藩市居民。不收商業廢棄物。  
Para los residentes de San Francisco solamente.  
Desechos de origen comercial prohibido.



**SF Environment**  
Our home. Our city. Our planet.  
A Department of the City and County of San Francisco



# RECYCLE HERE

回收地點在此

RECICLE AQUÍ



5 gallon limit. No oil-based paint.

限 5 加侖。不收油性塗料。

Límite de 5 galones. Pintura de aceite prohibido.



Please tape over lithium battery contacts. Look for "Li" or "Lithium."

鋰電池的兩端必須用膠紙貼蓋。找尋鋰 "Li" 或 "Lithium" 這兩個字。

Por favor pega con cinta adhesiva los polos externos de conexión de las pilas de litio (busca "Li" o "Lithium").



Limit 5 tubes/bulbs per visit.

每次限 5 隻燈管/燈泡。

Límite de 5 tubos/bombillas por visita.

**R**  
**Recology**  
Sunset Scavenger Company  
Golden Gate Disposal & Recycling Company  
WASTE ZERO

SF residents only. No business waste.  
限三藩市居民。不收商業廢棄物。  
Para los residentes de San Francisco solamente.  
Desechos de origen commercial prohibido.

  
**SF Environment**  
Our home. Our city. Our planet.  
A Department of the City and County of San Francisco



**SEE INSIDE FOR HARDWARE HOT DEALS!**



**Big Green Egg**  
The Ultimate Cooking Experience




**Demonstration**  
**Saturdays, June 6 and 13**  
*see page 6 for details*



**Men's Suits and  
Clothing Collection**

**Saturday and Sunday  
June 20 and 21**

*see page 2 for details*



**Pride  
Happy Hour**

**Wednesday, June 24**  
5:00 pm–8:00 pm  
*see page 2 for details*

COLE HARDWARE'S

# Hardware Hotline

June 2015

NEWS AND VIEWS FROM AROUND THE STORES

## Ninety-Nine and Feelin' Fine!

As each June approaches, you'll find everyone at COLE HARDWARE busy getting ready for one of our most festive events of the year. Fittingly



**Dave's 99th Birthday  
Bucket Sale!**

**Cake! Raffles! Prizes!**

Make a **99¢** donation  
to Children's Miracle Network  
for a "bottomless" 5-gallon bucket and receive



**100%**  
of your donation will  
benefit UCSF Benioff  
Children's Hospital



**SEE INSIDE FOR HARDWARE HOT DEALS!**

## Meet the Bugs!



**Rockridge Store**

**Saturday, August 13**

12:00 pm–3:00 pm

*see page 2 for details*



## Hardware Happy Hour

**Wednesday, August 24**

4:00 pm–8:00 pm

*see page 2 for details*

## COLE HARDWARE SIDEWALK SALE

*Saturday, Aug. 27*

*see page 2 for details*

# COLE HARDWARE'S *Hardware Hotline*

**August 2016**

NEWS AND VIEWS FROM AROUND THE STORES

## Mission Street Store Lost to Fire



## We Speak Hardware

**We're Hiring! Join Our Team and  
Come Speak Hardware with Us!**

Day in and day out, we speak hardware. We mix paint, grind keys, and cut glass. We educate our customers and each other in solving the myriad plumbing, cleaning, electrical, carpentry, cooking, and gardening challenges our customers present us with each day. We enjoy speaking about all of this usual hardware store stuff, but one of the coolest things that sets our stores apart is our culture. Just listen to the





**Underwear for  
the Underserved  
Collection**



see page 2 for details

**Big Green Egg**  
The Ultimate Cooking Experience



**Demonstration**  
**Saturdays, September 12 & 19**  
see page 7 for details

**Job Openings!**

Visit [ColeHardware.com/careers](http://ColeHardware.com/careers)  
for current employment opportunities.



# COLE HARDWARE'S *Hardware Hotline*

September 2015

NEWS AND VIEWS FROM AROUND THE STORES

## Awards Season!

We are proud to announce that COLE HARDWARE has recently won three awards! We are both honored and humbled to have been chosen as the recipient of the California Product Stewardship Council's Infinity Arrow Award, *San Francisco Magazine's* Best Hardware Store, and 7x7's Cause Local Effect Award™. Our recycling programs, packed aisles, knowledgeable and attentive staff, and Community Partners program all helped in our being selected for these honors. We love being part of the Bay Area community and are



Product Stewardship Council (CPSC) during the organization's 6th annual Arrow Awards ceremony held in Los Angeles in August at the California Resource Recovery Association's 39th annual conference and trade show.

COLE HARDWARE is the winner of the 2015 Infinity Arrow Award

## Shop Online— Anytime!

Even though our stores are open every day from 8:00 am to 8:00 pm, COLE HARDWARE is available for your shopping pleasure all hours of the day. There are so many convenient ways to shop with us online that we now have a dedicated e-commerce team to handle all Internet orders. Kick back with a glass of wine and let your fingers do the walking to peruse our online aisles. We'll generally have your order ready for you to pick up within one day, as long as it is in stock. And if the item is on sale in our monthly Hardware Hot Deals, you'll enjoy the savings, too.





**Enter to Win!  
Handcrafted  
Toolbox  
Gift Pack**

Enter by June 15

see page 2 for details



**Endless Summer  
Hardware  
Happy Hour**

Wednesday, June 22

4:00 pm–8:00 pm

see page 2 for details



**Men's Suits and  
Clothing Collection**

Saturday and Sunday  
June 18 and 19

see page 2 for details

# COLE HARDWARE'S Hardware Hotline

June 2016

NEWS AND VIEWS FROM AROUND THE STORES

## Missing Dave

As many of you know, my dad, Dave Karp, died last October. He lived 99 very, very happy years. On June 4, he would have been 100. He was, and continues to be, the inspiration and foundation of our commitment to our patrons. When he ran the small Cole Street Hardware in the '60s and '70s, his motto, "There are no strangers here, just friends we haven't met!" was prominently displayed over his service counter. We've kept that motto alive as we strive to walk in his shoes, greeting all as good friends. In fact, this



warm individual whose first priority was making others smile.

Every year, we've celebrated my dad's birthday with a huge 20% off bucket sale. I drove him to each store to greet customers, play his card trick, and eat lots of cake. What to do this year? Well, I give you one of my dad's favorite jokes:

A man is lying on his deathbed saying his final good-byes to his family.

"Joey, are you here?"

"Yes, Papa, I am."



In honor of the 100th anniversary of Dave's





## **Sewing Circle** **How to Hand Mend**

**Tuesday, July 12**  
Cole Street Store  
*see page 2 for details*



## **Big Green Egg** **Demonstration**



**Saturday, July 16**  
Polk Street Store  
*see page 7 for details*



## **Hawaiian** **Hardware** **Happy Hour**

**Wednesday, July 27**  
4:00 pm–8:00 pm  
*see page 2 for details*



# COLE HARDWARE'S *Hardware Hotline*

**July 2016**

NEWS AND VIEWS FROM AROUND THE STORES

## **Amy Howard at Home® Hands-On Workshop**

**Wednesday, July 20, 5:00 pm–7:00 pm**  
**All COLE HARDWARE Locations**

We've been raving about this paint for its ease of use and ability to transform furniture or cabinetry without stripping, sanding, or priming. Here's your chance to see for yourself at our hands-on demonstration! Amy Howard at Home One Step Paint™ is a water-based paint that adheres to most any surface. Paint directly on old wood finishes, concrete, iron,



*Taylor and Carla, with Amy Howard (center).*

*Filing Date:* October 3, 2016  
*Case No.:* 2016-013233LBR  
*Business Name:* Cole Hardware  
*Business Address:* 956 Cole Street  
*Zoning:* NCD (Neighborhood Commercial, Cluster)/  
40-X Height and Bulk District  
*Block/Lot:* 1271/024A  
*Applicant:* Rick Karp, President  
956 Cole Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor London Breed, District 5  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Cole Hardware is a local hardware store located in the Cole Valley/Haight-Ashbury neighborhood on Cole Street between Parnassus Avenue and Carl Street and housed within a one-story, 1922 Classical Revival commercial building. Purchased in 1961 by Dave Karp, the local hardware store was renamed Cole Hardware and continued the use of buying and selling home improvement supplies to the neighborhood. Karp initiated the business as a one-man show then, but soon the business grew he began taking on “outside work” on top of his every day tasks, which included fixing broken windows, repairing toilets and faucets, installing water heaters, and fixing doorbells and switches. Eventually, Cole Hardware became one of the busiest hardware stores in San Francisco and expanded into a total of five locations (one of which burned in a fire in 2016). Through what came to be named the “Repair Referral Service,” Cole Hardware partnered with many independent businesspeople in order to provide customers with the very best in home and business repair, maintenance, and remodeling, thus bringing business to other local small businesses in San Francisco. Apart from the dedicated and personalized customer service offered by Cole Hardware, the business also donates thousands of dollars annually to local schools and community organizations through its Community Partners Assistance Program. In addition, Cole Hardware continues to provide employment to numerous local residents at each location.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1961

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

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

- i. Cole Hardware has operated for 55 years.



- ii. Cole Hardware has contributed to the Cole Valley/Haight-Ashbury community's history and identity by continuing to partner with other local small businesses to offer quality personalized hardware sales and home improvement services, continuing to provide jobs to local residents at each location, and giving back to the community through the Community Partners Assistance Program.
  - iii. Cole Hardware is committed to maintaining the physical features or traditions that define its craft of quality home improvement services and its tradition of selling home repair and remodeling services and items that started in the 1920s and, with its purchase and renaming as Cole Hardware, has continued through the present.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
- The business is associated with the craft and tradition of home repair and remodeling items, tools and services.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*
- No. The 1922 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. Home Channel News, 4/18/2005, "Diverse products for a diverse community," by Andrew M. Carlo; San Francisco Independent, 11/8/1989, "More than just the Nuts and Bolts," by Pat Christensen; Urban Solutions Newsletter, 01/2007, "Small Business Owners Feted at 2006 Neighborhood Business Awards."

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

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

- 956 Cole Street – original location

#### **Recommended by Applicant**

- Restored original façade along Cole Street
- Wood casement display windows
- Interior display boxes
- Original wall sconces (rebuilt and restored)
- Historic tile (restored and replaced) along bulkhead

2016-013034LBR; 2016-013037LBR; 2016-013038LBR; 2016-013189LBR; 2016-013190LBR; 2016-013192LBR; 2016-013196LBR; 2016-013233LBR; 2016-013257LBR; 2016-013261LBR; 2016-013483LBR; 2016-013277LBR; 2016-013293LBR

**Additional Recommended by Staff**

- Entire storefront system including display windows, transoms, brick exterior, double recessed entries, bulkhead, original sconces, projecting cornice with brackets





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 814

HEARING DATE NOVEMBER 2, 2016

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6378**

*Case No.:* 2016-013233LBR  
*Business Name:* Cole Hardware  
*Business Address:* 956 Cole Street  
*Zoning:* NCD (Neighborhood Commercial, Cluster)/  
40-X Height and Bulk District  
*Block/Lot:* 1271/024A  
*Applicant:* Rick Karp, President  
956 Cole Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor London Breed, District 5  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION  
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR COLE HARDWARE,  
CURRENTLY LOCATED AT 956 COLE STREET (BLOCK/LOT 1271/024A).**

**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 Cole Valley/Haight-Ashbury 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 2, 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 Cole 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 Cole Hardware

*Location (if applicable)*

- 956 Cole Street

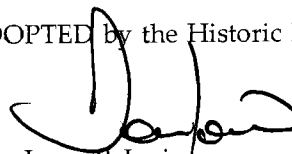
*Physical Features or Traditions that Define the Business*

- Restored original façade along Cole Street
- Wood casement display windows
- Interior display boxes
- Original wall sconces (rebuilt and restored)
- Historic tile (restored and replaced) along bulkhead
- Entire storefront system including display windows, transoms, brick exterior, double recessed entries, bulkhead, original sconces, projecting cornice with brackets

**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 2016-013233LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on November 2, 2016.

  
Jonas P. Iorin  
Commission Secretary

AYES: Johns, Hasz, Hyland, Johnck, Pearlman, Wolfram

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 814

HEARING DATE NOVEMBER 2, 2016

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6378**

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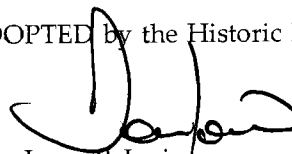
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Jonas P. Iorin  
Commission Secretary

AYES: Johns, Hasz, Hyland, Johnck, Pearlman, Wolfram

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016