



Legacy Business Registry Staff Report

Hearing Date: June 14, 2021

THE DELICATE DAISY - HOUSE OF FLOWERS

Application No.: LBR-2020-21-031
Business Name: The Delicate Daisy – House of Flowers
Business Address: 6040 Geary Boulevard
District: District 1
Applicant: Roxane Rockwell, Owner/Designer
Nomination Letter Date: January 6, 2021
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Delicate Daisy – House of Flowers is a retail flower and gift shop located at 6040 Geary Boulevard selling flowers, flower arrangements, and gift baskets. The Delicate Daisy – House of Flowers has roots in two different San Francisco flower shops: House of Flowers and The Delicate Daisy.

House of Flowers was founded in 1939 by Simon Israel in the Richmond neighborhood at 6040 Geary Boulevard, where it remains today. Simon's daughter Ruth and her husband Ron Miguel took over the business in 1966.

The Delicate Daisy was founded in 1982 by Roxane Rockwell as a cottage operation and subsequently moved to a shop in the Laurel Heights neighborhood in 1984 at 512 Presidio Avenue.

The two stores merged to become what is known today as The Delicate Daisy – House of Flowers in 1991 after Roxane Rockwell and Bert Bomersine, Roxane's business partner and husband, purchased House of Flowers from the Miguel Family. In 1992, the newly merged business moved its operations to the 6040 Geary Boulevard location and closed the original location of The Delicate Daisy at 512 Presidio Avenue.

The Delicate Daisy – House of Flowers maintains a hand-selected, locally-sourced, fresh inventory of flowers for sale in addition to their custom and ready-made floral arrangements and gift baskets for all occasions. Distinctive features of the store include the store's large and carefully arranged and themed window displays and a bright neon sign at the interior reading "the delicate daisy." The Delicate Daisy – House of Flowers' main interior retail area reflects its exterior: brightly-colored, inviting, and familiar.

The Delicate Daisy – House of Flowers has remained a recognized local flower shop and staple in the Richmond neighborhood since 1939. The Delicate Daisy – House of Flowers' customer base primarily hails from San Francisco, but its patrons are still wide-ranging in background, from individual buyers to large companies to other neighborhood stores and restaurants. The Delicate Daisy – House of Flowers maintains a constant stock of fresh, locally-sourced flowers that are hand-selected weekly from the wholesale San Francisco Flower Mart by its staff of professional florists. The Delicate Daisy – House of Flowers also offers custom floral arrangements, gift basket-making, and corsage/boutonniere-making services for any event or occasion including birthdays, graduations, proms, weddings, baby showers, funerals, parties, and large events. The Delicate Daisy – House of Flowers is committed to helping everyone find the flowers and gifts they need, offering highly personalized and customer service and guidance as well as floral expertise.

Legacy Business Program

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San Francisco, CA 94102
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The Delicate Daisy – House of Flowers has continuously given back to the Richmond community. The store frequently donates flowers and plants to Richmond schools, churches, and businesses. The Delicate Daisy – House of Flowers works closely with the Richmond District Neighborhood Center and Family House organizations, providing flowers and decors for both organization's large events. The Delicate Daisy – House of Flowers is also an active member of the Greater Geary Boulevard 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 Delicate Daisy – House of Flowers has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

6040 Geary Boulevard from 1939 to Present (82 years)
512 Presidio Avenue from 1984 to 1992 (8 years)

CRITERION 2

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

Yes, The Delicate Daisy – House of Flowers has contributed to the history and identity of the Richmond neighborhood and San Francisco.

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:

- 6040 Geary Boulevard is within an area that is currently being surveyed for cultural, social and/or architectural significance related to the Neighborhood Commercial Corridors Historic Resource Survey. This process is ongoing.
- The Delicate Daisy – House of Flowers has been recognized by several local and national organizations, including the Greater Geary Boulevard Merchants Association, the Master Florists Association, the American Cancer Society, and has received the FTD (Florists' Transworld Delivery) Top 1000 Award.

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 Delicate Daisy – House of Flowers is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that The Delicate Daisy – House of Flowers 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:

- Flower and gift shop.
- Storefront window display.
- Original interior cedar wood panels.
- Stock of locally-sourced fresh flowers.
- Floral and gift-basket arrangement service.

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- Interior neon “the delicate daisy” sign.
- Engagement with surrounding Richmond community.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Florist.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include The Delicate Daisy – House of Flowers currently located at 6040 Geary Boulevard in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

June 14, 2021

THE DELICATE DAISY - HOUSE OF FLOWERS

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Nomination Letter Date: January 6, 2021
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Adopting findings approving the Legacy Business Registry application for The Delicate Daisy - House of Flowers, currently located at 6040 Geary Boulevard.

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 June 14, 2021, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes The Delicate Daisy – House of Flowers 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 The Delicate Daisy – House of Flowers.

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Physical Features or Traditions that Define the Business:

- Flower and gift shop.
- Storefront window display.
- Original interior cedar wood panels.
- Stock of locally-sourced fresh flowers.
- Floral and gift-basket arrangement service.
- Interior neon “the delicate daisy” sign.
- Engagement with surrounding Richmond community.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Delicate Daisy – House of Flowers on the Legacy Business Registry:

- Florist.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 14, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-031
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Nomination Letter Date: January 6, 2021
Nominated By: Supervisor Sandra Lee Fewer

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

6040 Geary Boulevard from 1939 to Present (82 years)
512 Presidio Avenue from 1984 to 1992 (8 years)

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

☒ Yes ☐ No

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

☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: April 21, 2021

Richard Kurylo
Program Manager, Legacy Business Program

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Member, Board of Supervisors
District 1



City and County of San Francisco

**SANDRA LEE
FEWER**
李麗嫦 市參事

January 6, 2021

Dear Director Regina Dick-Endrizzi,

I am writing to nominate The Delicate Daisy House of Flowers, located at 6040 Geary Boulevard, to be included in the Legacy Business Registry. In the 81 years since Simon Israel founded the House of Flowers in 1939, it has served the Richmond district and become an influential neighborhood presence.

The House of Flowers has served many generations of Richmond district residents, and in doing so, shaped the history and traits of the neighborhood and its residents. The House of Flowers has become the go-to location for every type of celebration held by Richmond residents, whether it be marriages, graduations, baby showers, parties, proms, bar mitzvahs, or homecoming dances. Aside from helping individual clients and their events be at their best, their loyal customers also number among commercial entities that continue to solicit weekly deliveries. House of Flowers has also shown a penchant for the generosity encapsulated by their fundraisers and donations for schools in the neighborhood.

Throughout their history, and through the many types of events, clients, and occasions for which they provide flowers, the House of Flowers has kept up the practice of using only the freshest handpicked flowers to provide to their local customers. Their commitment to their respective craft is only superseded by their commitment to the people and tradition that make up the Richmond District. It is my honor to nominate The Delicate Daisy House of Flowers to be included in the San Francisco Legacy Business Registry.

Sincerely,

Sandra Lee Fewer

Sandra Lee Fewer

Section One:

Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	
The Delicate Daisy - House of Flowers	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Roxane Rockwell	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
6040 Geary Blvd. San Francisco, CA 94121	(415) 752-2480
	EMAIL ADDRESS:
	houseofflowers6040@att.net
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.sf-houseofflowers.com	
FACEBOOK PAGE:	
www.business.facebook.com/HouseOfFlowersSF	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Roxane Rockwell	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner/Designer	houseofflowers6040@att.net
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0153019	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

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
6040 Geary Boulevard	94121	1939
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATION
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		1939 to Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
512 Presidio Avenue	94115	Start: 1984
		End: 1992

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

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

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

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

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

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Roxane Rockwell

Name (Print):

7.20.2020

Date:

Signature:

THE DELICATE DAISY – HOUSE OF FLOWERS

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The Delicate Daisy – House of Flowers (“House of Flowers”), located at 6040 Geary Boulevard. in the Richmond District, was founded by Simon Israel as House of Flowers in 1939. Simon purchased the building, lived upstairs where he raised his family, and built a successful flower business. He converted the downstairs garage area into what is still the shop today.

Simon’s daughter Ruth and her husband Ron Miguel took over the business in 1966. Like her parents, Ruth and Ron raised their family upstairs and devoted themselves to the shop and betterment of the community. They were the local “go to” florist shop in the Richmond district.

After 25 years, the Miguels were ready to retire, so they sold the shop to Roxane and Bert Bomersine, who owned “The Delicate Daisy” on Presidio Avenue in San Francisco. On November 1, 1991, the ownership of the House of Flowers changed out of the Israel-Miguel family for the first time in 52 years.

Roxane had created The Delicate Daisy in 1982 as a cottage industry in her home in Danville, CA. She had been employed in the property management industry for quite some time and had several business contacts. After a few telephone calls, a very steady weekly business came alive. She would come to the SF Flower Mart every Monday morning to pick up flowers, then design her creative style arrangements in the back of her car, then deliver them to the offices in the San Francisco financial district that had contracted for a weekly floral service. She also designed for weddings, parties, and events out of her home. After a couple of years, it was time to find a small retail location to work out of in San Francisco. In 1984, The Delicate Daisy became an official retail flower shop on Presidio Avenue in the city. Also at that time, her husband Bert Bomersine became her business partner.

For the first six months after purchasing the House of Flowers, Roxane and Bert operated the two retail shops. She was at one shop and he the other. It became evident that the House of Flowers was a very busy store, and both of them needed to be there to maintain the efficiency and excellence for which the store was known. It was then that the decision was made to close the shop on Presidio Avenue after 8 years and blend the two businesses together as one at the Geary Boulevard location.

Together, the Bomersines continued to build the business and excel in all aspects of the floral industry. In 2006, Bert passed away suddenly and Roxane has been continuing to maintain the stellar reputation the House of Flowers has earned since 1939.

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

The Delicate Daisy – House of Flowers has never ceased operations for any period of time in San Francisco.

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

The Delicate Daisy – House of Flowers is a family-owned business. House of Flowers was founded by Simon Israel in 1939 and taken over by his daughter and her husband Ruth and Ron Miguel in 1966. In 1991, the business was sold to spouses Roxane and Bert Bomersine. Roxane is currently the sole owner of the business.

The Delicate Daisy was founded by Roxane Rockwell in 1982. In 1984, her husband Bert Bomersine became her partner until his death in 2006. Roxane is currently the sole owner of the business.

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

The ownership history of The Delicate Daisy – House of Flowers is as follows:

House of Flowers

1939 to 1966:	Simon Israel
1966 to 1991:	Ruth Miguel and Ron Miguel

The Delicate Daisy

1982 to 1984:	Roxane Rockwell
1984 to 1992:	Roxane and Bert Bomersine

The Delicate Daisy – House of Flowers

1991 to 2006:	Roxane and Bert Bomersine
2006 to Present:	Roxane Rockwell

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

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 6040 Geary Blvd. is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

The House of Flowers has been an integral part of the Richmond district since 1939. The shop has been supportive of all the schools in the area, donating to many of their fundraisers and providing flowers when needed.

Over the years, The Delicate Daisy – House of Flowers has also established an excellent portfolio of corporate clients. The House of Flowers has provided weekly flowers to the Cliff House for over 45 years. As demonstrated by the closure of the Cliff House on December 31, 2020, the community within the Richmond district is an ever changing one. House of Flowers has customers that have been loyal to the business for 40+ years and those who have recently moved into the neighborhood and just discovered the company.

The Delicate Daisy – House of Flowers takes pride in their customer service and personal attention to detail. Customers love and appreciate the fact that the business goes above and beyond for them. The House of Flowers is so honored to be associated with the late Ron Miguel. He set the standards high for the business and was always the perfect role model. Ron was very active on many advisory committees and neighborhood groups throughout the years. He was a member of the Planning Association for the Richmond District and was head of the San Francisco Planning Commission for five years, just to name a few of his accomplishments. San Francisco has lost a great advocate for the betterment of our local communities, and the House of Flowers has lost a very dear friend.

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

Prom season is a big time at the House of Flowers, as the business creates beautiful corsages and boutonnieres for the students going to the dances. When Roxane and Bert Bomersine first bought the shop in 1991, several longtime customers brought in their “preserved” corsages and boutonnieres in the original boxes to show the new owners.

In addition to prom flowers, many generations of families have come through the doors for their, birthdays, graduations, bar/bat mitzvahs, weddings, baby showers, sympathy, parties, and events, as well as “just because” flowers just because of the joy they bring to people’s lives.

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

The Delicate Daisy – House of Flowers has been recognized by:

- The Greater Geary Boulevard Merchants Association
- Master Florists Association
- American Cancer Society
- FTD Top 1000 Award

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

Significant or historical people associated with the business include:

- Ron Miguel, previous owner of House of Flowers
- Pam and Larry Baer, CEO San Francisco Giants
- Mary and Dan Hountalas, previous owners of the Cliff House
- Steve Hearst, The Hearst Corporation
- Russell Lyman, President of Niantic Corporation
- Helgi Tomasson, San Francisco Ballet
- The Zellerbach Family

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

Roxane gives back to the local community on a regular basis. Donations of flowers, plants, and money are given to all the local schools and churches in the neighborhood when asked for. She also works with the Richmond District Neighborhood Center, providing flowers or plants for events and raffles. She has worked closely with Family House for 35+ years, providing the floral decor for their annual gala event and other activities they sponsor. She was the Coordinator of Florists for Daffodil Days, sponsored by the American Cancer Society for many years.

The Delicate Daisy – House of Flowers is a member of the Greater Geary Boulevard Merchants Association. Roxane attends the merchant meetings and always donates flowers to be given to the honorees.

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

The community of customers at The Delicate Daisy – House of Flowers is a melting pot of people throughout San Francisco and beyond. Customers are young and old, including generations from many families that have been customers for 50+ years. While the majority of customers are in San Francisco, there are many that live out of town or even out of state. They patronize The Delicate Daisy – House of Flowers because of its stellar reputation.

Roxane has also worked very hard over the years to maintain a prestigious portfolio of corporate clients. The Delicate Daisy – House of Flowers has worked with Cushman Wakefield, Hudson Pacific Properties, The Hearst Corporation, Jamestown Urban Management at Levi's Plaza and the Waterfront Property, Jones Lang LaSalle, The Shorenstein Company, and the San Francisco Ballet just to name a few. House of Flowers has also worked extensively with the San Francisco Giants, The Golden State Warriors, and the Oakland A's.

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

The building that has been home for the House of Flowers is the same exact design today as it was in 1939. There have been no architectural changes, just a few coats of paint over the years. A quaint Victorian style building on Geary Blvd. at 25th Avenue will hopefully forever be recognized as the House of Flowers.

The building that has been home for the House of Flowers is the same exact design today as it was in 1939. There have been no architectural changes, just a few coats of paint over the years. Upon entering the shop, customers walk into an oasis of color and fragrance. It is a true retreat from all the commotion going on outside. The color pallet of watermelon pink, Caribbean blue, outrageous orange, and citrus chartreuse keep customers coming in just to “feel good.” The original cedar wood panels are still on the walls and ceiling of the shop. The front windows are always decorated to the hilt representing whatever holiday or season it is. The local neighbors love the display windows! Unfortunately, the sign on the side of the building has been damaged from weather and age and will need replacing. Despite that, the quirky and quaint Victorian-style building on Geary Boulevard at 25th Avenue will hopefully forever be recognized as the House of Flowers.

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

The House of Flowers is a landmark in the Richmond district. It is a fixture in the neighborhood that so many people have come to take for granted and assume will always be there. The business got telephone calls from local customers just checking in on the business during the challenging pandemic year, wanting to be sure the business is still here. The Richmond district without The Delicate Daisy – House of Flowers would be like a piece of pie without the ala mode!

CRITERION 3

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

The Delicate Daisy – House of Flowers offers customers more than just great flowers. They also back that offer up with decades of experience and a reputation for delivering exquisite and fresh floral arrangements for any occasion.

When you visit The Delicate Daisy – House of Flowers, you are choosing a locally-owned establishment that cares about quality flowers. The business sources its flowers from the flower market and selects new ones three times a week. By choosing handpicked flowers in San Francisco, they ensure they are always fresh and fragrant. In addition to their wide assortment of flowers, they also carry lovely gift baskets that are perfect for any occasion.

Customers choose The Delicate Daisy – House of Flowers as their number one florist in San Francisco because:

- They carry a wide array of beautiful flowers
- They are skilled and experienced in building arrangements for any occasion
- They bring decades of experience to the business
- They serve both individuals as well as commercial clients
- They are locally owned and operated

House of Flowers is a proud member of the Society of American Florists, and all of their florists are skilled professionals.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The Delicate Daisy – House of Flowers is committed to maintaining its historical tradition as a florist.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The building that has been home for the House of Flowers is the same exact design today as it was in 1939. There have been no architectural changes, just a few coats of paint. The original cedar wood panels on the walls and ceiling of the shop have been maintained through the years. The front windows are kept up with beautiful seasonal decor to the delight of the neighbors.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a florist for 30+ years is included in this Legacy Business Registry application.





6040

NO SMOKING
The Delicate Daisy
HOUSE OF FLOWERS

OPEN
Please call us at
415-752-2880
We are open 7 days a week
(10:00am - 6:00pm)

MEMBER
PG&E
MERCHANT

PG&E

PG&E

















No 4256

SAN FRANCISCO

DEPARTMENT OF ELECTRICITY

205 City Hall

Phone HEmlack 2121. Local 101-102-103

PERMIT

Installation by

Street and No.

On

Side

ft.

of

Owner

Tenant

Architect

St.

Ave.

St.

Ave.

Date

1937

PERMIT COVERS

Offices, Dwelling, Store,
Garage, Factory, Loft,
Apartments

Building: Class A—B—C. Stories

RECORD OF INSPECTION

ROUGH			CONCEALING		
Inspector	Date	Floor	Inspector	Date	Floor

No.

DEPARTMENT OF ELECTRICITY

Room 205

CITY HALL

Phone HEmlack 2121
Local 101-102-103

San Francisco

PERMISSION TO BUILDER

ALL CONCERNED:—Permission to inspection of the electrical installation
is hereby granted to COVER IN AND CONCEAL

PERMIT

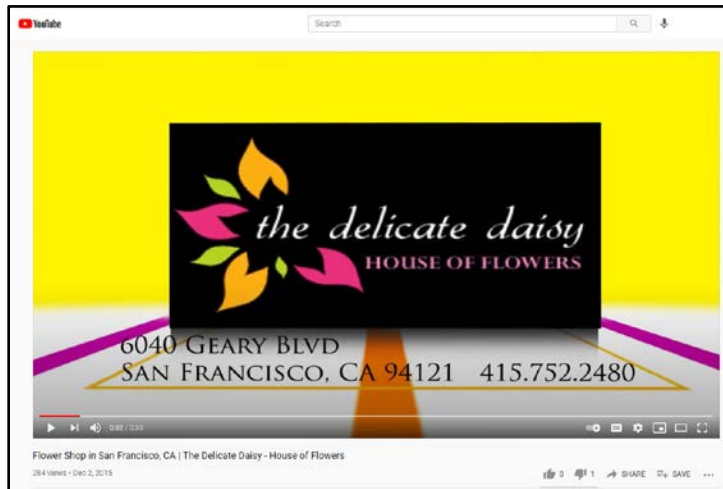
TO INSTALL ELECTRIC WORK.

Permission is hereby granted to install electric work in or on the building specified in this permit. This permit is void unless all work complies with the laws and requirements of the Board of Supervisors. Warning is hereby given that it is unlawful to supply electric current to this installation until a final certificate of approval has been issued by the Department of Electricity. THIS PERMIT MUST BE KEPT POSTED ON METER BOARD, AND SHALL NOT BE OBFACED OR ALTERED.

RALPH W. WILEY

RALPH W. WILEY

VIDEOS



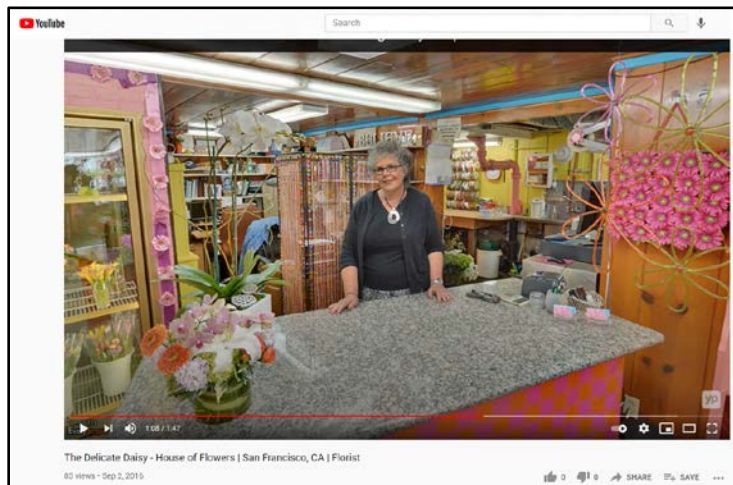
Flower Shop in San Francisco, CA | The Delicate Daisy - House of Flowers

<https://youtu.be/TZaEtthDf40>

Published on Dec 2, 2015

Posted by [The Delicate Daisy - House of Flowers](#)

“<http://sf-houseofflowers.com/> Since 1939, The Delicate Daisy - House of Flowers has been San Francisco's premier locally owned and operated floral destination.”



The Delicate Daisy - House of Flowers | San Francisco, CA | Florist

<https://www.youtube.com/watch?v=BEII6WlatVU>

Published on Sep 2, 2016

Posted by [yellowpages](#)

“At The Delicate Daisy - House of Flowers of San Francisco, CA, we bring decades of experience to creating flower arrangements. To interact with this ypVideo 360 Virtual Tour click here -

<https://www.yellowpages.com/san-francisco-ca/mip/house-of-flowers-the-delicate-daisy-22923941?lid=1001283161440>.”



AWARD

Presented to

House of Flowers

For the dedication and contributions
made to merchants of Geary Boulevard

July 30, 1996



David Heller, President

The Greater Geary Boulevard
Merchants Association, Inc.

HOBART PRESERVATION FOUNDATION

582 Market Street, Suite 412
San Francisco, California 94104-5306

(415) 421-4100
(415) 421-4101 Fax

July 29, 2020

Historic Preservation Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103

Re: House of Flowers legacy application

Commissioners:

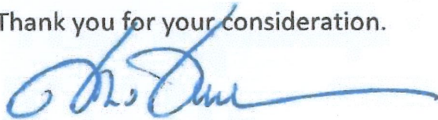
I am honored to be able to write a letter of support for legacy status for House of Flowers.

For over 30 years I have trusted House of Flowers without disappointment. On every occasion results exceeded expectation. Their design, delivery, clearance and overall execution has never missed while being on budget, with integrity, which is their hallmark of business.

San Francisco history recalls pioneers who took risk, relied on trust with their colleagues, survived economic cycles, and built reputations based upon results and not empty words.

There can be no doubt that whether the flower arrangement is for a home or commercial building, whether the occasion calls for a simple statement or creative interpretation, House of Flowers walks their talk and reflects the best of what San Francisco history and integrity represent.

Thank you for your consideration.



John W. Zellerbach, President



Dear Historic Preservation Commission-

I am writing to you about our amazing neighborhood florist... HOUSE of Flowers. Being in business for years - since 1939 - this florist has become an institution in the Richmond district of San Francisco. They are certainly a landmark in our city. Supporting and servicing for special community events, family events from weddings, bar mitzvahs, birthdays and funerals. An institution to our lives in the neighborhood and even the larger city - doing pro-bono work when charities could not afford flowers for their events.

I want to continue to have House of Flowers in our community to share their creativity, love of the neighborhood and love of family celebrations. We support and will continue to support them. Thanks -

Sam Baer

Baerpc@gmail.com



July 26th, 2020

To whom it may concern,

This letter of recommendation for Roxanne Rockwell and her business The House of Flowers is both an easy task and a pleasure to write. Throughout our long business history (over forty years) Roxanne and her business have unselfishly helped us on numerous occasions for a wide range of charity events.

The Cliff House is very engaged with the community at large and as such we are inundated with requests for donations. In fact, we receive far more than is possible to respond to. However, once it has been determined which cause would be of the greatest benefit to the community, we reach out to Roxanne for donations to enhance the event. Roxanne has immediately and every time offered to donate her services. This would include not only the larger charities like the Aids foundation, The American Cancer Society, and other mainstream charities but also the small ones closer to home. If it serves the community, Roxanne does not hesitate to say yes. I bring this up to point out that with a large event, such as the Symphony opening and other high end events there is a hope on the part of the donating business that the "good PR" will help earn business in the future. Roxanne freely helps when there is little chance of earning future business in such events as the Hospitality House Group whose outreach is helping those homeless in need in the Tenderloin to events here in the neighborhoods. The events can be as small as raising money for childcare centers, individual schools, or a fundraiser to raise money for seniors in the Sunset and Richmond districts. All receive a helping hand from Roxanne. Small businesses make up the very fiber of character in a city and Roxanne has constantly and selflessly worked to help build up our community and city. In short, anything that I can do to help her continue her work to help is a pleasure for me. If you have any further questions or need any other information, please do not hesitate to contact me.

Thank you for your time. Be safe and be well

Kevin J Weber

Executive Chef

The Cliff House

1090 POINT LOBOS
SAN FRANCISCO CA
94121
FAX: (415) 387-7837
WWW.CLIFFHOUSE.COM
TEL: (415) 386-3330

The Richmond

NEIGHBORHOOD CENTER

July 30, 2020

Dear Legacy Business Selection Team,

As the Richmond Neighborhood Center, an organization that serves the community and our public schools, we seek to do business with places that share our values and love for the Richmond District. The Delicate Daisy/House of Flowers is a neighborhood business that has been our "go-to" flower shop for the 40 years we have been in existence. Roxanne Rockwell, owner and designer, has been serving the community with beautiful flower arrangements through everything we've been through including the current pandemic.

I have been working for the Richmond Neighborhood Center since 1999, starting out as a youth worker serving our local schools. Our Executive Director at the time, Patricia Kaussen, would send me flowers and words of encouragement from House of Flowers throughout my career for my birthday or even as encouragement as I grew within the organization. I always remember how special I felt that I received such a meaningful gesture from my employer and that she chose a business so local, not just a generic flower retail corporation.

When I became Executive Director one of the first things I inherited from Patricia was her "rolodex". Under "F" for flowers, is a handwritten card with the phone number and contact of House of Flowers. I pull out that card and call up Roxanne whenever I have a need to send someone a token of appreciation or cheer. With just a few words about what I'm looking for, Roxanne creates beautiful arrangements and delivers them with care and timeliness.

As I sit in my office now, I quickly found the card from the "rolodex" and snapped a picture, attached here. I believe a criteria of a legacy business should be how many "rolodexes" you can find them in! Here's one for sure!

Through all of life's milestones and challenges that it brings to us, House of Flowers, has been there for us, through births, deaths, holidays, celebrations, fundraisers, promotions and much more. I wholeheartedly recommend them as a Legacy Business in San Francisco.

Sincerely,



Michelle Cusano
Executive Director

The Richmond
NEIGHBORHOOD CENTER

House of Flowers

752-2480

6040 Geary Blvd.
94121

July 11/14

Roxanne Rackwell-owner

til 5pm Saturdays

Terry.



SAINT MONICA SCHOOL

Where Students Are Loved and Challenged

August 3rd 2020

Roxane Rockwell
The Delicate Daisy House of Flowers
6040 Geary Blvd.
San Francisco, CA 94121

Dear Roxane,

I am writing to offer support to The Delicate Daisy House of Flowers as an important and unique neighborhood institution in the Richmond District of San Francisco. Personally, I have counted upon the excellent service of The Delicate Daisy House of Flowers during all of my time as principal of Saint Monica School, over these past 15 years.

Not only for me, however, The Delicate Daisy House of Flowers, has indeed served the needs of both Saint Monica School and Parish for decades. For countless important events, we have counted upon the service of The Delicate Daisy House of Flowers to provide flower arrangements for family special occasions.

The special touch of having quality flower arrangements be a part of our events has brought joy and comfort to many of our community. Thank you for your consistent great service to our school and parish.

Sincerely,

Vincent M. Sweeters
Principal
sweeters@stmonicasf.org



Legacy Business Registry Executive Summary

HEARING DATE: May 19, 2021

Filing Date: April 21, 2021
Case No.: **2021-004011LBR**
Business Name: The Delicate Daisy – House of Flowers
Business Address: 6040 Geary Boulevard
Zoning: Geary Boulevard Neighborhood Commercial (NCD) Zoning District
40-X Height and Bulk District
Block/Lot: 1456/022
Applicant: Roxane Rockwell
6040 Geary Boulevard
Nominated By: Former Supervisor Sandra Lee Fewer
Located In: District 1
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

The Delicate Daisy – House of Flowers is a retail flower and gift shop selling flowers, flower arrangements, and gift baskets located at 6040 Geary Boulevard. The Delicate Daisy – House of Flowers has roots in two different San Francisco flower shops, House of Flowers, and The Delicate Daisy. House of Flowers was founded in 1939 by Simon Israel and The Delicate Daisy in 1982 by Roxane Rockwell. The two stores merged to become what is known today as The Delicate Daisy – House of Flowers in 1991, after House of Flowers was purchased by Roxane Rockwell from the Miguel Family, Simon Israel's daughter and son-in-law. The Delicate Daisy – House of Flowers maintains a hand-selected, locally-sourced, fresh inventory of flowers for sale in addition to their custom and ready-made floral arrangements and gift baskets for all occasions. The Delicate Daisy – House of Flowers has been owned and operated by Roxane Rockwell since 1991.

The Delicate Daisy first began as a cottage operation run by Roxane Rockwell in 1982 and subsequently moved to a shop in the Laurel Heights neighborhood at 512 Presidio Avenue in 1984, where it remained until 1992. House of Flowers was founded in 1939 by Simon Israel in the Richmond neighborhood at 6040 Geary Boulevard, where

is remains today. In 1991, House of Flowers was purchased by Roxane Rockwell and Bert Bomersine, Roxane's business partner and husband, from Simon Israel's daughter and son-in-law, Ruth and Ron Miguel. In 1992 the newly merged business, The Delicate Daisy – House of Flowers, consolidated its operations to the 6040 Geary Boulevard location and closed the original location of The Delicate Daisy at 512 Presidio Avenue. Distinctive features of The Delicate Daisy – House of Flowers' store include the store's large and carefully arranged and themed window displays, and a bright neon sign at the interior reading "the delicate daisy". The Delicate Daisy – House of Flowers' main interior retail area reflects its exterior: brightly-colored, inviting, and familiar.

The Delicate Daisy – House of Flowers has remained a recognized local flower shop and staple in the Richmond neighborhood since 1939. The Delicate Daisy – House of Flowers' customer base primarily hails from San Francisco, but its patrons are still wide-ranging in background, from individual buyers to large companies to other neighborhood stores and restaurants. The Delicate Daisy – House of Flowers maintains a constant stock of fresh, locally-sourced flowers that are hand-selected weekly from the wholesale San Francisco Flower Mart by its staff of professional florists. The Delicate Daisy – House of Flowers also offers custom floral arrangement, gift basket- making, and corsage/boutonniere-making services for any event or occasion including birthdays, graduations, proms, weddings, baby showers, funerals, parties, and large events. The Delicate Daisy – House of Flowers is committed to helping everyone find the flowers and gifts they need, offering highly personalized and customer service and guidance as well as floral expertise.

The Delicate Daisy – House of Flowers has continuously given back to the Richmond community. The store frequently donates flowers and plants to Richmond schools, churches, and businesses. The Delicate Daisy – House of Flowers works closely with the Richmond District Neighborhood Center and Family House organizations, providing flowers and decors for both organization's large events. The Delicate Daisy – House of Flowers is also an active member of the Greater Geary Boulevard Merchants Association.

The business's primary location, 6040 Geary Boulevard, is a Category B (Unknown / Age Eligible) structure on the north side of Geary Boulevard between 24th and 25th Avenues in the Richmond. It is within the Geary Boulevard Neighborhood Commercial (NCD) Zoning District and a 40-X Height and Bulk District. It is also within the Geary Boulevard Formula Retail Pet Supply Store and Formula Retail Eating and Drinking Subdistrict Special Use District. 6040 Geary Boulevard is also within the Richmond Invest in Neighborhoods Initiative Area.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1939.

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

Yes. The Delicate Daisy – House of Flowers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. The Delicate Daisy – House of Flowers has operated continuously in San Francisco for 82 years.

- b. The Delicate Daisy – House of Flowers has contributed to the history and identity of the Richmond neighborhood and San Francisco.
- c. The Delicate Daisy – House of Flowers is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

No.

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?*

6040 Geary Boulevard is within an area that is currently being surveyed for cultural, social and/or architectural significance related to the Neighborhood Commercial Corridors Historic Resource Survey. This process is ongoing as of the time of this Executive Summary.

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

Yes. The Delicate Daisy – House of Flowers has been recognized by several local and national organizations, including the Greater Geary Boulevard Merchants Association, the Master Florists Association, the American Cancer Society, and has received the FTD (Florists' Transworld Delivery) Top 1000 Award.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 6040 Geary Boulevard (1939 – Present)

Previous (No Longer Extant) Locations:

- 512 Presidio Avenue (1984 – 1992)

Recommended by Applicant

- Flower and gift shop.
- Storefront window display.
- Original interior cedar wood panels.
- Stock of locally-sourced fresh flowers.

- Floral and gift-basket arrangement service.

Additional Recommended by Staff

- Interior neon “the delicate daisy” sign.
- Engagement with surrounding Richmond community.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1186

HEARING DATE: MAY 19, 2021

Case No.: **2021-004011LBR**
Business Name: The Delicate Daisy – House of Flowers
Business Address: 6040 Geary Boulevard
Zoning: Geary Boulevard Neighborhood Commercial (NCD) Zoning District
40-X Height and Bulk District
Block/Lot: 1456/022
Applicant: Roxane Rockwell
6040 Geary Boulevard
Nominated By: Former Supervisor Sandra Lee Fewer
Located In: District 1
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE DELICATE DAISY – HOUSE OF FLOWERS CURRENTLY LOCATED AT 6040 GEARY BOULEVARD, BLOCK/LOT 1456/022.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on May 19, 2021, 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 The Delicate Daisy – House of Flowers 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 The Delicate Daisy – House of Flowers.

Location(s):

Current Locations:

- 6040 Geary Boulevard (1939 – Present)

Previous (No Longer Extant) Locations:

- 512 Presidio Avenue (1984 – 1992)

Physical Features or Traditions that Define the Business:

- Flower and gift shop.
- Interior neon “the delicate daisy” sign.
- Storefront window display.
- Original interior cedar wood panels.
- Stock of locally-sourced fresh flowers.
- Floral and gift-basket arrangement service.
- Engagement with surrounding Richmond community.

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 2021-004011LBR to the Office of Small Business on May 19, 2021.



Jonas P. Ionin
Commission Secretary

AYES: Nageswaran, Black, Foley, Johns, Pearlman, So, Matsuda

NOES: None

ABSENT: None

ADOPTED: May 19, 2021