



Legacy Business Registry Staff Report

Hearing Date: August 24, 2020

SAN FRANCISCO NATURAL MEDICINE

Application No.: LBR-2020-21-003
Business Name: San Francisco Natural Medicine
Business Address: 1615 20th Street
District: District 10
Applicant: Carl Hangee-Bauer, Owner
Nomination Date: July 20, 2020
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

San Francisco Naturopathic Medicine Corp. (dba *San Francisco Natural Medicine*, also referred to as *SFNM*) was founded in 1989 by Dr. Carl Hangee-Bauer. The business's original location was at 862 Folsom Street in the South of Market (SoMa) neighborhood under the name "SOMA Acupuncture and Natural Health Clinic."

Having completed his doctorate in Naturopathic Medicine, becoming licensed in acupuncture, and learning the art of massage, Eastern Medicine, and related therapies, Dr. Hangee-Bauer saw a need in the San Francisco community for alternative medicinal practices. During the 1990s, the AIDS epidemic was strongly impacting San Francisco's LGBTQ community. Acupuncture services were one of the few alleviating treatments available, and Dr. Hangee-Bauer was one of the first health practitioners to be credentialed under the City Health Plan to use acupuncture on AIDS patients. After nine years of service in the SoMa neighborhood, the business was growing significantly and needed more clinic space. In 1998, the clinic moved to a larger space in the Potrero Hill neighborhood, where it remains today, at 1615 20th Street. The larger and more easily accessible location on Potrero Hill allowed the clinic to expand its staff and offerings, hiring as many as five licensed NDs (naturopathic doctors), a variety of nutritionists, Feldenkrais practitioners, massage therapists and acupuncturists. In addition to the location change, the licensure and growth of naturopathic medicine in California prompted the decision to change the clinic's name to its current title, San Francisco Natural Medicine, to better describe the type of health care services provided. Naturopathic medicine is health care that concentrated on whole-patient wellness while emphasizing prevention and the process of self-healing through the use of natural therapies.

In 2010, SFNM was credentialed as a residency site for Naturopathic Medical Education and to date, has had six residents complete their training at SFNM. Dr. Hangee-Bauer has remained an active owner at his clinic, while also going on to help found and promote the naturopathic industry at large. He cofounded the *California Naturopathic Doctors Association* in 1985, served on the board and as the president of the *American Association of Naturopathic Association of Naturopathic Physicians* (1984 and 2010-2011), and was appointed as chairperson by Governor Schwarzenegger to the *California Bureau of Naturopathic Medicine Advisory Council*. For several years Dr. Hangee-Bauer also served on the board of the *Immune Enhancement Project*, which provided low-cost care to patients with HIV or other chronic conditions. In 2003, when Naturopathic licensing was authored and passed into California legislature, Dr. Hangee-Bauer was issued the license in the state (License #2). SFNM has had a 30-year reputation as a premium pioneer and advocate of naturopathic medicine in San Francisco and California at large. The business draws clients from all over San Francisco, the state of California, and nationally.

Legacy Business Program

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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, San Francisco Natural Medicine has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

862 Folsom Street from 1989 to 1998 (9 years)
1615 20th Street from 1998 to Present (22 years)

CRITERION 2

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

Yes, San Francisco Natural Medicine has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco's Naturopathic medical practice.

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:

- The business is associated with the naturopathic medical profession and related, integrated health therapies and treatments.
- The business's location has a Planning Department Historic Resource status codes of "B" (Unknown / Not Age Eligible) because the location is age-eligible but has not been evaluated.
- The business has been cited in several publications including the Potrero View and the Los Angeles Times.

CRITERION 3

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

Yes, San Francisco Natural Medicine committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that San Francisco Natural Medicine 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:

- Naturopathic medical practice (focusing on a blend of modern medical diagnosis and treatments with traditional, time-tested and evidence-based therapies to manage symptoms and find treatments to the causes of health issues).
- Welcoming, well-lit, respectful, clean, and inviting environment.
- Education and training in naturopathic medicine, including medical residencies.

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.

- Practitioners of naturopathic medicine and acupuncture.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include San Francisco Natural Medicine currently located at 1615 20th Street 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. _____

August 24, 2020

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Adopting findings approving the Legacy Business Registry application for San Francisco Natural Medicine, currently located at 1615 20th 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 August 24, 2020, 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 San Francisco Natural Medicine 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 San Francisco Natural Medicine.

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Physical Features or Traditions that Define the Business:

- Naturopathic medical practice (focusing on a blend of modern medical diagnosis and treatments with traditional, time-tested and evidence-based therapies to manage symptoms and find treatments to the causes of health issues).
- Welcoming, well-lit, respectful, clean, and inviting environment.
- Education and training in naturopathic medicine, including medical residencies.

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

- Practitioners of naturopathic medicine and acupuncture.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 24, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-003
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District: District 10
Applicant: Carl Hangee-Bauer, Owner
Nomination Date: July 20, 2020
Nominated By: Supervisor Shamann Walton

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

862 Folsom Street from 1989 to 1998 (9 years)
1615 20th Street from 1998 to Present (22 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: July 21, 2020

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

華頌善

July 20, 2020

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

San Francisco Natural Medicine
Attn: Michele Hangee- Bauer
1615 20th Street
San Francisco, California 94107

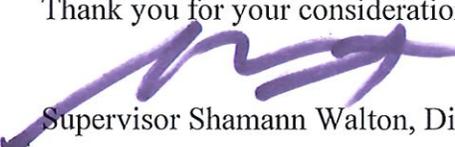
Re: Legacy Business Nomination for San Francisco Natural Medicine

To Whom It May Concern:

I am writing to express my support for Michele Hangee-Bauer's application to recognize San Francisco Natural Medicine as a Legacy Business.

San Francisco Natural Medicine is a local, owner-run business with deep roots in Potrero Hill community. San Francisco Natural Medicine was founded on August 15, 1989, by Carl Hangee-Bauer, ND, LAc, sole proprietor, doing business as SOMA Acupuncture and Natural Health Clinic at 862 Folsom Street in San Francisco. In 1998 the move from SOMA to Potrero Hill came when a medical group which had occupied the building for many years moved across town to be closer to their hospital. The building has had medical occupants since its beginning circa 1960. The larger and more easily accessible location at 1615 20th Street on Potrero Hill allowed the clinic to expand. Another acupuncturist joined the practice, and various treatment rooms were rented to a variety of health practitioners including massage therapists, nutritionists, Feldenkrais practitioners, and other acupuncturists. Dr. Hangee-Bauer and his wife Michele Hangee-Bauer, the clinic's administrator, live in the neighborhood and are active community members. San Francisco Natural Medicine celebrated its 30-year anniversary on August 15, 2019.

Thank you for your consideration.


Supervisor Shamann Walton, District 10

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Fax (415) 554-7674 • TDD/TTY (415) 554-5227 • E-mail: Shamann.Walton@sfgov.org

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
San Francisco Naturopathic Medicine Corp. dba San Francisco Natural Medicine		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Carl S. Hangee-Bauer		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1615 20th Street		(415) 643-6600
		EMAIL:
		Michele@SFnatmed.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.SFnatmed.com	@sfnatmed	https://www.yelp.com/biz/san-francisco-natural-medicine-san-francisco

APPLICANT'S NAME	
Carl S. Hangee-Bauer	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
[REDACTED]	
TELEPHONE:	
[REDACTED]	
EMAIL:	
Carl@SFnatmed.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0428343	C30937518

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

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
862 Folsom Street	94107	8/89
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	8/89 - 3/98	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1615 20th Street	94107	Start: 3/98
		End: ongoing

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 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.

Carl S. Hangee-Bauer

10/25/19

Carl Hangee-Bauer, ND, LAc

Name (Print):

Date:

Signature:

SAN FRANCISCO NATURAL MEDICINE

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.

San Francisco Natural Medicine was founded on August 15, 1989, by Carl Hangee-Bauer, ND, LAc, sole proprietor, doing business as SOMA Acupuncture and Natural Health Clinic at 862 Folsom Street in San Francisco.

In 1985, after completing his doctorate in Naturopathic Medicine at Bastyr University in Seattle followed by a one-year general residency, Dr. Hangee-Bauer and his wife Michele moved to San Francisco. In those days, naturopathic medicine was not licensed in California, so Dr. Hangee-Bauer spent the next few years teaching at several local massage schools while he did additional training in Acupuncture and Oriental Medicine. In 1989, after he completed his acupuncture board exams, Dr. Hangee-Bauer received his license to practice acupuncture and related therapies and promptly founded SOMA Acupuncture and Natural Medicine Clinic as part of an integrative health center in San Francisco's South of Market district.

In 1991, Dr. Hangee-Bauer's wife Michele, after finishing a job with a corporate communications company, joined the clinic as Clinic Administrator.

During the nine years at this location, the clinic offered acupuncture and natural health services. The 1990s were a time where the AIDS epidemic was strongly impacting San Francisco's LGBTQ community, and community activists convinced the Board of Supervisors to allow acupuncture services under the City Health Plan as there were few effective treatment options available in those days. Dr. Hangee-Bauer was one of the first health practitioners to be credentialed under the City Health Plan and treated many AIDS patients during this time period. The clinic grew significantly during this period.

In 1998, with the practice growing significantly, Dr. Hangee-Bauer became aware of a larger clinic space near his home on Potrero Hill that was being vacated: 1615 20th Street. The space had housed medical tenants since the early 1960s, and the medical group that had been in the space for many years had decided to relocate closer to CPMC where the doctors had hospital privileges. A deal was struck, and SOMA Acupuncture and Natural Health Clinic relocated to Potrero Hill in March 1998.

The larger and more easily accessible location on Potrero Hill allowed the clinic to expand. Another acupuncturist joined the practice, and various treatment rooms were rented to a

variety of health practitioners including massage therapists, nutritionists, Feldenkrais practitioners and other acupuncturists.

With the licensure and growth of naturopathic medicine in California, the decision was made to change the clinic name to San Francisco Natural Medicine to better describe the type of health care offered. In 2008 the business was incorporated as San Francisco Naturopathic Medicine Corporation doing business as San Francisco Natural Medicine (SFNM).

The clinic grew to where it employed a number of naturopathic doctors, at times reaching five licensed NDs in addition to Dr. Carl Hangee-Bauer, one nutritionist and three administrative staff.

As of today, the business has served the San Francisco community for over 30 years and has been a presence on Potrero Hill for 22 years. The business currently offers care from two naturopathic doctors (NDs) including Dr. Hangee-Bauer, Clinic Director, and has two administrative staff including Michele Hangee-Bauer who is Clinic Administrator.

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

Not Applicable

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

Because SFNM is incorporated as a Naturopathic Corporation under California law, only licensed naturopathic doctors can be corporate owners. Thus, Dr. Hangee-Bauer is sole owner and president of the corporation with 100% of shares. While technically not a family-owned business, Michele Hangee-Bauer plays a key role in SFNM's day-to-day business operation and the business is co-managed by both.

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

Carl Hangee-Bauer has been the sole owner since its inception in 1989 to present.

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 1615 20th Street 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.

San Francisco Natural Medicine is a local, owner-run business with deep roots in Potrero Hill community.

Generally speaking, by the late 1990s most local medical doctors and practices had left Potrero Hill to join larger medical groups or to be closer to hospitals and other health professionals. This lack of local, easily-accessible health care choices limited access for some patients or created longer times for medical care due to travel to and from appointments.

With SFNM's move to Potrero Hill in 1998 followed by naturopathic licensing in 2005 which greatly expanded the clinic's scope of practice and health care options, the clinic became a greater center serving the Potrero Hill community as well as the greater Bay Area with affordable primary care natural medicine. With the departure of the medical group from Potrero Hill in the space currently occupied by SFNM, the clinic filled the gap with naturopathic services, with many Potrero Hill residents becoming patients. To this day, many of SFNM's patients are locals who enjoy the convenience of having trusted doctors in the neighborhood.

Dr. Hangee-Bauer and his wife Michele Hangee-Bauer, the clinic's administrator, live in the neighborhood and are active community members. For nine years, Michele served on the board and as treasurer of the Potrero Hill Association of Merchants and Businesses (now called the Potrero-Dogpatch Merchant Association). Both are also members of the Potrero Boosters Association. SFNM is actively engaged in many aspects of Potrero Hill's business and residential functions and activities.

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

SFNM is located on 20th Street, the location where the annual Potrero Hill Festival has been held for the past decade or so. The business opened its doors to the public during these events and in 2019 participated in the festival with its own booth.

In July 2011, SFNM was proud to be the starting point for The Run, a cross-country run by naturopathic doctor Dennis Godby and supporters of naturopathic medicine from San

Francisco, California to Bridgeport, Connecticut to educate Americans across the United States on the benefits of a healthy lifestyle and the use of natural medicine. SFNM was selected as the beginning of The Run because of its status and reputation in the naturopathic community.

There is another synchronicity with The Run and Potrero Hill. Dr. Godby in the 1980s was very active with the sanctuary efforts of St. Teresa of Avila Church. He ran cross country in 1986 and began that run at St. Teresa's Church.

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

In 2003, the Naturopathic Doctors Licensing Act, SB907, authored by Senator John Burton, was passed by the California legislature and signed by Governor Gray Davis. Dr. Hangee-Bauer was one of the leaders of this successful legislative campaign and spent many days in Sacramento informing and educating the State Legislature on the benefits of naturopathic medicine and the arguments for licensure. He was a key figure in this successful campaign, which brought access to licensed naturopathic care to all Californians. The first licenses were issued in January 2005, and Dr. Hangee-Bauer received License #2.

Dr. Hangee-Bauer was appointed by Gov. Schwarzenegger to the California Bureau of Naturopathic Medicine Advisory Council to the Department of Consumer Affairs where he served as chairperson from March 2005 to June 2008.

When licensing for California NDs occurred in 2005, a main article in the Los Angeles Times *With Stethoscopes and Nature's Remedies* was published. Dr. Hangee-Bauer was one of the doctors featured in the article including pictures of him and the clinic. There was also an article in *The Potrero View Hill Naturopathic Doctors Among First Licensed in State*.

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

In 1985, Dr. Carl Hangee-Bauer cofounded the California Naturopathic Doctors Association (CNDA). During the next two decades, he was a leader of the CNDA, serving as president and other various roles and leading the efforts to educate the public as well as the California legislature as to the benefits of naturopathic medicine. He has also served on the founding board of the American Association of Naturopathic Physicians in 1984, and served as its president in 2010-2011.

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

SFNM serves two distinct communities — geographically, the local Potrero Hill and San Francisco community and professionally, the naturopathic community.

SFNM is always focused on the local community. Both owners are members of the local business and community associations. Over the years, SFNM has generously donated to other local groups—schools, organizations and charities.

In 2010, SFNM was credentialed as a residency site through the federal Council for Naturopathic Medical Education (CNME) under the Department of Education and began offering a residency position for naturopathic graduates in collaboration with Bastyr University and Naturopathic Education and Research Consortium (NERC), and to date has had six residents complete this training. A large part of the residency is mentoring a new doctor who will then go on to either start a practice or join an existing practice having gained valuable experience from an established doctor.

Because of Dr. Hangee-Bauer's status in the naturopathic community and his longevity as a practitioner, he has often mentored naturopathic doctors new to San Francisco and the greater Bay Area. In the 1990s, Dr. Hangee-Bauer was for some time the only naturopathic doctor in practice in San Francisco. As more doctors moved to the Bay Area, a common stop was a visit to San Francisco Natural Medicine to discuss their ambitions, dreams and vision of future practices as well as "the lay of the land," with the goal of helping new doctors to the area be successful and bring naturopathic medical care to a greater segment of the population.

For several years Dr. Hangee-Bauer served on the board of the Immune Enhancement Project, which provided low-cost care for patients with HIV and other chronic conditions.

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

Due to its location, SFNM serves many Potrero Hill residents who are seeking integrative solutions for their health issues. Additionally, and because SFNM has long been known as San Francisco's premier naturopathic medical clinic and Dr. Hangee-Bauer has been in clinical practice for over 30 years, the business also draws patients/customers from throughout San Francisco, the Bay Area, nationally and at times internationally. These patients may be seeking advice or treatment for a specific condition, adding integrative approaches to their current treatment plans, having periodic health examinations or testing, or seeking individualized approaches to health enhancement and disease prevention.

Patient demographics are quite diverse due to SFNM's general approach to health care. The most common patient population are women and men from their 20s through their 60s, more female than male patients. The patients reflect the diversity that San Francisco is known for.

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

Not Applicable

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

The closure or relocation of SFNM would have a significant impact on the Potrero Hill community. First, SFNM is one of the most vital businesses on the 20th Street business corridor. Patients of San Francisco Natural Medicine utilize services of neighbor businesses. Further, many of local Potrero Hill patients would lose the convenience of having a medical clinic in the neighborhood.

CRITERION 3

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

Dr. Hangee-Bauer is trained as a naturopathic doctor. Naturopathic medicine is a distinct system of primary health care that concentrates on whole-patient wellness while emphasizing prevention and the process of self-healing through the use of natural therapies. Naturopathic medicine attempts to find the underlying cause of the patient's condition rather than focusing solely on symptomatic treatment.

Naturopathic doctors are clinically-trained primary care doctors who have graduated from a four-year naturopathic medical school. They work with patients in all aspects of family health to identify the underlying causes of disease and provide evidence-based informed therapies to help facilitate the body's ability to restore and maintain optimal health.

SFNM is a primary care naturopathic medical clinic and as such serves a diverse community of people with a wide variety of acute and chronic health conditions. While the doctors emphasize natural medicine approaches to health including the use of diet and nutrition, botanical medicines, acupuncture, IV nutrient therapy, regenerative medicine therapies and so forth, they also prescribe some prescription medications and refer to other clinicians for specialty care and prescription needs. They do physical examinations, order appropriate lab and imaging tests and in many ways practice similarly to other medical doctor colleagues. SFNM doctors blend modern medical diagnosis and treatment with traditional time-tested and evidence-based therapies to manage symptoms and to find and treat the causes of health issues.

Similar to the Hippocratic Oath, naturopathic medicine has six basis principles that define and guide their care:

1. **The Healing Power of Nature.** Trust in the body's inherent wisdom to heal itself.
2. **Identify and Treat the Causes.** Look beyond the symptoms to the underlying cause.
3. **First Do No Harm.** Utilize the most natural, least invasive and least toxic therapies.
4. **Doctor as Teacher.** Educate patients in the steps to achieving and maintaining health.
5. **Treat the Whole Person.** View the body as an integrated whole in all its physical and spiritual dimensions.
6. **Prevention.** Focus on overall health, wellness and disease prevention.

At SFNM, these principles are integrated into the care of every one of its patients. Doctors take the time to get to know their patients; they spend much more face-to-face time with patients than in ordinary doctors' offices. While SFNM stays up to date with current medical trends, they retain a warm and friendly vibe that makes patients feel welcome and respected.

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)

SFNM strives to always represent the best that naturopathic medicine has to offer.

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.).

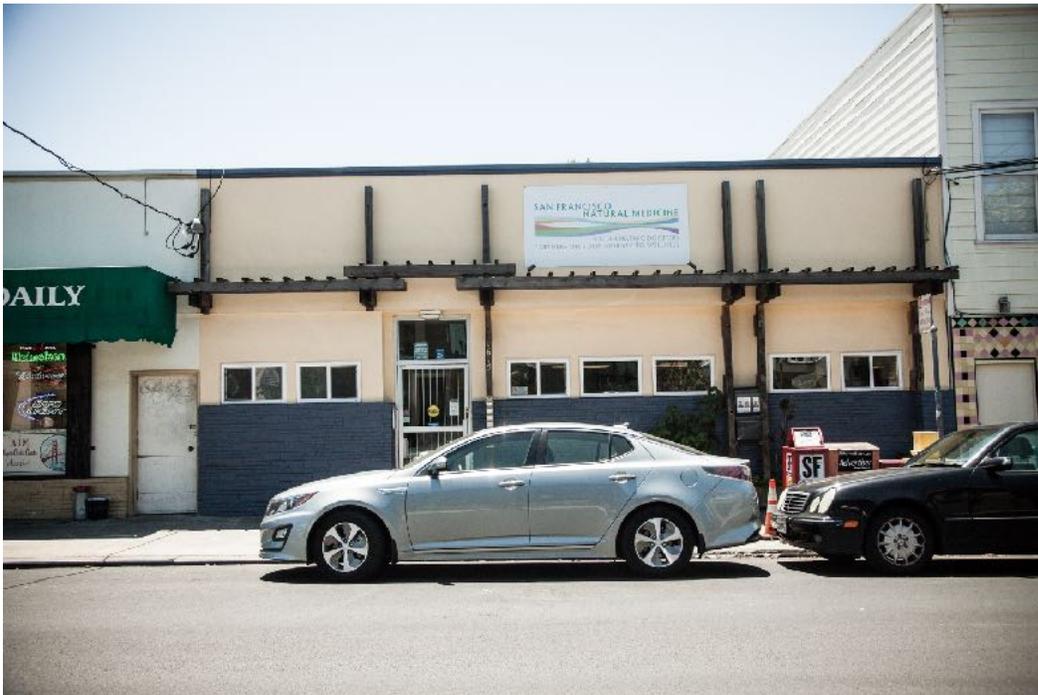
After moving to the Potrero Hill location in 1998, SFNM installed signage and exterior lighting on the building and at the front entrance. They also filled the neglected planter boxes in the front of the building and continue to maintain a clean, well-lit exterior and inviting flowers and foliage. (The Hangee-Bauers are long time members of the Potrero Hill Garden Club.)

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.

Not Applicable

Legacy Business Registry Application Supplemental Historical Documents and Photographs

Building exterior, current and former



Interior of location, traditions and practices



Botanical tincture bottles, traditions and practices



Community Involvement, Potrero Hill Festival Oct. 2019
Celebrating our 30-year anniversary; giving back to the community



Historical Event

The cross-country run for naturopathic medicine started at our clinic

the run starts here

sunday
july 17. 2011



PROUD SPONSOR
SAN FRANCISCO
NATUROPATHIC MEDICINE
THE NATUROPATHIC DOCTORS
PARTNERS ON YOUR JOURNEY TO WELLNESS

the run
3,200 MILES
IN 48 MONTHS FROM
SF TO BRIDGEPORT, CT
MOVING NATURAL
MEDICINE FORWARD



Dr. Hangee-Bauer lobbying for naturopathic medicine in Washington, DC.



Postcard showing name change

Same fabulous location. Same caring doctors. New name.



Michele Hangee-Bauer, Dr. Carl Hangee-Bauer, Dr. Erika Horowitz, Dr. Amy Day, Shannon Fitzsimons

You've known us for years as SOMA Acupuncture & Natural Health Clinic

**SOMA
ACUPUNCTURE &
NATURAL
HEALTH
CLINIC**

Now we're

**SAN FRANCISCO
NATURAL MEDICINE**

NATUROPATHIC DOCTORS
PARTNERS ON YOUR JOURNEY TO WELLNESS

We're changing our name to reflect who we are... the premier naturopathic medical clinic in San Francisco.

At San Francisco Natural Medicine, we are committed to providing you with the best health care that natural medicine has to offer. Our naturopathic doctors are licensed primary care providers who use integrative medicine to treat the whole person.

Whether you are looking for preventive medicine or treatment of acute or chronic illnesses, our goal is to help you optimize your health.

For more information about our clinic, please see our web site at www.SFnatmed.com.

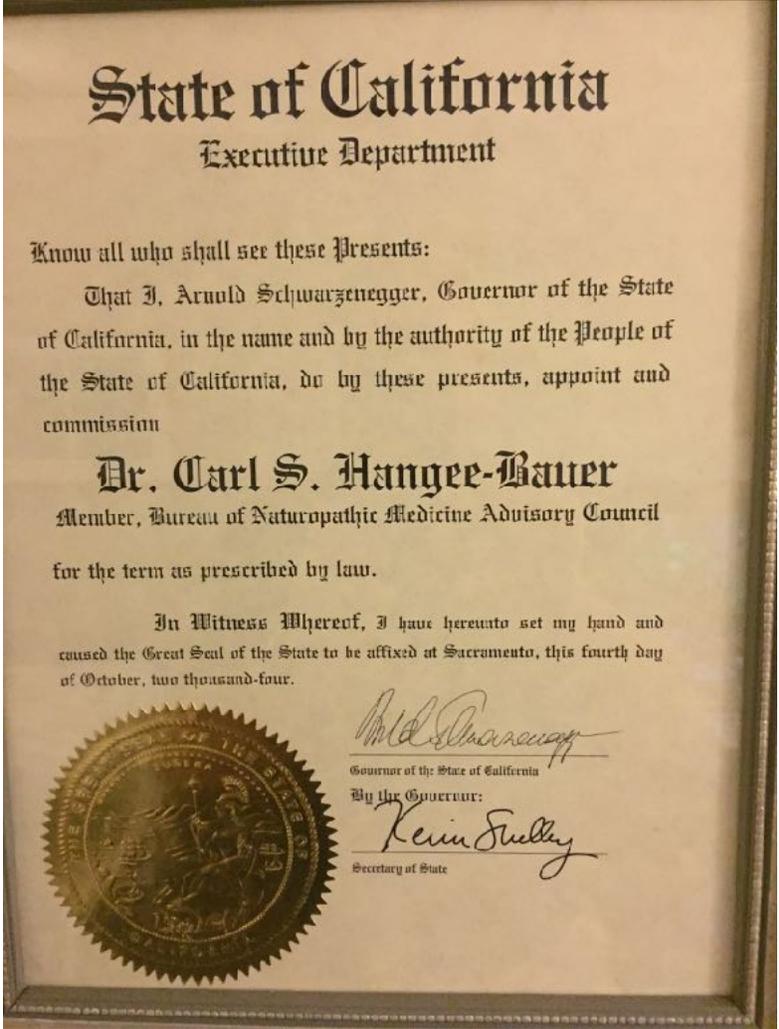
Call today to begin your journey to wellness or schedule a free 15-minute phone consult with one of our doctors.

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NATURAL MEDICINE**
NATUROPATHIC DOCTORS
PARTNERS ON YOUR JOURNEY TO WELLNESS

1615 20th Street, San Francisco CA 94107
415-643-6600 www.SFnatmed.com

Carl Hangee-Bauer, ND, LAc
Amy Day, ND
Erika Horowitz, ND

Dr. Hangee-Bauer issued second naturopathic license in the State, followed by appointment by Gov. Schwarzenegger to the Naturopathic Medicine Advisory Council.



The Los Angeles Times, January 17, 2005

Dr. Hangee-Bauer mentioned in the article as well as pictures of him and a patient; however, the copy of the clipping is too old to include.

<https://www.latimes.com/archives/la-xpm-2005-jan-17-he-naturopath17-story.html>



Los Angeles Times

HEALTH

Monday, January 17, 2005

latimes

With stethoscopes and nature's remedies

Now licensed in California, naturopaths hope to win some respect.

By HILARY E. MACGREGOR
Times Staff Writer

WHEN George Taraviras sprained his thumb six years ago, the primary care physician he picked from his health plan's booklet turned out to be a naturopathic doctor. W. Bruce Milliman treated Taraviras' thumb that day, and during a thorough exam found Taraviras had high blood pressure, high cholesterol and Type II diabetes. Milliman put Taraviras on garlic tablets, vitamins and minerals. He encouraged Taraviras to watch his diet and exercise more.

"Triglycerides, cholesterol, my blood sugar, he helped me get all those in line without any drugs," said Taraviras, 40, a private investigator in Seattle.

Under Milliman's care, Taraviras has

drunk astragalus tea to help his body fight a cold, let an unsightly rash run its course rather than take steroids and had an injured ankle checked for a possible break with a tuning fork — a device once commonly used by orthopedists to check for bone fractures. He hasn't felt the need to see a traditional medical doctor, and he likes the fact that he's been able to largely avoid prescription drugs — and their potential side effects — for his various ailments.

"When I see these news articles, about the side effects that the medical establishment considers acceptable," said Taraviras, "and I know that I can lower my cholesterol, my blood pressure, and I can do it all without drugs, with a knowledgeable naturopath, I don't understand why you would do anything else."

For most Californians, going to a naturopathic doctor [See Naturopathy, Page F8]



Left to right: Michele Hangee-Bauer, office manager; Carl Hangee-Bauer, ND, LAc; and Amy Day, ND, of the SOMA Acupuncture and Natural Health Clinic.
Jonathan Ingeroll photo

Hill Naturopathic Doctors Among First Licensed in State

By Michele Hangee-Bauer

Pioneering the effort to get naturopathic doctors licensed in California, Dr. Carl Hangee-Bauer of Potrero Hill's SOMA Acupuncture & Natural Health Clinic has just received his naturopathic doctor's license—one of the first licenses issued and the culmination of a 15-year struggle for legitimization. He was also recently appointed by Gov. Schwarzenegger to serve on the Advisory Council to the Bureau of Naturopathic Medicine.

The clinic will be celebrating this victory and introducing their new naturopathic doctor, Dr. Amy Day, at an open house February 11, from 5 to 8 pm at their clinic, 1615 20th Street (across from the library). Fellow Potrero Hill residents are invited to drop by to network with friends and neighbors, while meeting the other practitioners who work at SOMA Acupuncture.

So what is a naturopathic doctor? Basically, NDs have 4-year postgraduate training similar to an MD studying anatomy, physiology, biochemistry, pathology, oncology and other medical sciences. Where naturopathic doctors are unique is that they are also trained in natural therapies like nutrition and herbal medicine, homeopathy, counseling, physical medicine, and other natural therapies that standard medical schools simply don't teach. Some NDs choose to specialize, which is why Dr. Hangee-Bauer became a licensed acupuncturist and combines Chinese medicine with his naturopathic practice.

Dr. Amy Day, recently from Portland, will be offering full GYN services, such as annual exams, Pap tests, and infertility workups in addition to her general naturopathic practice. "When women experience GYN services from a naturopathic doctor, they'll feel listened to, and they'll learn so much about their health compared to typical annual exams. We're very excited to be the first in San Francisco to offer this," says Dr. Day.

California is only the 13th state to license naturopathic doctors, and according to the January 17, 2005 L.A. Times, "Because of its population, influence and openness to alternative therapies, the naturopathic profession considers California's action an important step to legitimizing this little-known field."

What is a typical visit like? The biggest differences between a visit to a naturopathic doctor and a conventional medical doctor is the amount of time spent and the emphasis on treating the cause of the problem rather than just the symptoms. NDs typically spend more than an hour with each new patient, taking a complete

health history and family history. NDs get to know other aspects of a patient's life, like diet, exercise, sleep, home life, social life and emotional well-being. This enables them to recommend a comprehensive treatment plan that addresses the patient's health concerns in the context of the whole person. Patients often report that they feel listened to for the first time and that their healthcare issues are effectively addressed.

With the new licensure, SOMA Acupuncture and Natural Health Clinic can now expand services to include gynecology, vitamin B12 shots and other injectables like intravenous vitamins. Lab tests such as bloodwork, salivary hormone tests, food allergy tests, digestive function and cardiovascular testing will all become common services as patients realize that they can now utilize a naturopathic doctor for primary care, but with an emphasis on natural medicine and prevention.

Schedule a free consultation. If you can't come to the open house, you are invited to stop by another time or call 415-643-6600 to schedule a free 15-minute telephone consultation with either doctor. You can also go to www.SOMAacupuncture.com for more information or sign up for their free newsletter full of healthy naturopathic tips.

Six Principles of Naturopathic Medicine

Naturopathic medicine is defined not by its therapies, but by its philosophy which is guided by:

- **Trust the Vis Medicatrix Naturae**
Trust in the healing power of nature and the body's inherent wisdom to heal itself.
- **First Do No Harm**
Utilize the most natural, least invasive and least toxic therapies first.
- **Treat the Whole Person**
View the body as an integrated whole in all its physical and spiritual dimensions.
- **Identify and Treat the Causes**
Look beyond the symptoms to effectively address the underlying cause(s) of illness.
- **Doctor as Teacher**
Educate patients in the steps to achieving and maintaining optimal health.
- **Prevention**

The doctor says:
"It's time to party!"

SOMA Acupuncture & Natural Health Clinic is having an open house to celebrate:

- Licensing of naturopathic doctors in Calif.
- Dr. Amy Day joins the practice
- 15+ years in business - 7 years on the hill

Come and meet the doctors and other great practitioners, share our success, socialize with your neighbors, and have some fun.



Friday, Feb. 11
5 pm - 8 pm
Wine and refreshments

SOMA
ACUPUNCTURE &
NATURAL
HEALTH
CLINIC



1615 20th Street

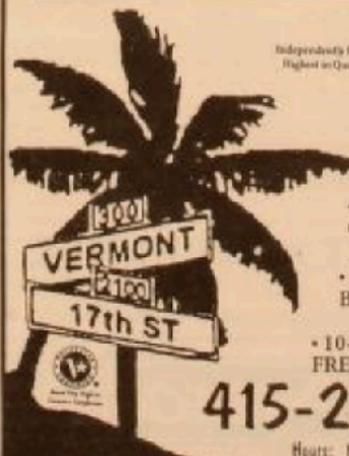
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Hours: Mon-Fri 8am-5:30pm VISA/MC

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health history and family history, NDs get to know other aspects of a patient's life, like diet, exercise, sleep, home life, social life and emotional well-being. This enables them to recommend a comprehensive treatment plan that addresses the patient's health concerns in the context of the whole person. Patients often report that they feel listened to for the first time and that their healthcare issues are effectively addressed.

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• Identify and Treat the Causes

Look beyond the symptoms to effectively address the underlying cause(s) of illness.

• Doctor as Teacher

Educate patients in the steps to achieving and maintaining optimal health.

• Prevention

Focus on promoting health and wellness and preventing disease.

Ephemera and Memorabilia

Print advertising, brochures, postcards

About Naturopathic Medicine

Naturopathic doctors (NDs) are trained and licensed as primary care doctors who are experts in the prevention, diagnosis, management, and treatment of both acute and chronic health conditions.

Blending the art and science of natural medicine, we specialize in identifying the underlying cause of disease rather than just treating your symptoms.

Principles of Naturopathic Medicine:

- Trust in the Healing Power of Nature
- Identify and Treat Causes
- First Do No Harm
- Doctor as Teacher
- Treat the Whole Person
- Emphasize Prevention

What to Expect at Your First Visit

You can expect quality face-to-face time with a doctor who really listens. A 60-90 minute visit allows for a comprehensive history and evaluation, an initial treatment plan and the opportunity to have your questions answered. If acupuncture is indicated, this is often begun at this visit.

Wondering If a Naturopathic Approach is Right For You?

Call the clinic today at 415-643-6600 for a **free 15-minute phone consult.**



Natural Medicine You Can Trust
... since 1989



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415-643-6600

Visit us at www.SFnatmed.com for complete information about our clinic and a wealth of information on natural medicine.

Licensed Naturopathic Doctor Integrating Naturopathic Medicine and Acupuncture



Carl Hangee-Bauer, ND, LAC



Areas of Expertise

I have a general medical practice and treat a wide range of health conditions. Here are a few of the more common conditions I see in my practice:

- Acute and chronic pain and injury
- Immune system problems such as allergy and asthma, frequent or chronic viral infections, and cancer support
- Digestive problems such as IBS
- Stress, anxiety, and depression
- Chronic inflammatory disorders such as arthritis
- Fatigue and insomnia

About My Practice

Are you seeking a doctor who will...

- listen to you?
- know how to balance natural treatments with medications?
- partner with you, educate you, and guide you to better health and vitality?

These are my goals as I work with you.

In over 25 years of clinical practice, I have helped thousands of people find better health and new strategies to effectively meet their health goals. With a thorough history and appropriate tests, I will develop a treatment plan to help you meet your goals, reduce your symptoms, manage your chronic health problems and improve your vitality.

My practice focuses on using the best that nature has to offer including lifestyle changes, diet and nutrition, and stress reduction supported by acupuncture, herbal medicine, IV nutrient therapy and therapeutic use of nutrients.

Your Journey to Wellness

All of us want to enjoy good health.

We want to have good energy and vitality, sleep well, have a strong immune system, and feel balanced physically, mentally, emotionally and spiritually. Unfortunately injuries, chronic health conditions, poor health habits, aging, illnesses and other causes lead us into disease and imbalance.

We seek medical care, sometimes resorting to heroic therapies in an attempt to restore our health. We read books or surf the internet looking for answers, but sometimes we need individualized guidance to find the most appropriate solutions to address our health challenges.

My studies and years of clinical experience have taught me that all of us can improve our health with simple, noninvasive and safe alternatives.

If you need to be on medications to manage a chronic problem, I will help you find supportive strategies so you can keep your meds and other interventions to a minimum. If you have symptoms that are more amenable to management with diet and lifestyle alone, I will help you find that path. And if you want to improve and monitor your overall health, looking ahead to support healthy aging, I will guide you, educate you and help you develop your plan.

I believe that naturopathic medicine is common sense medicine. It is about finding our balance in a world out of balance. My goal is to help you find your path so you can lead a healthful and balanced life.

"It's great to see patients who have been struggling with a health problem realize that they have the power to improve their health."

Carl Hangee-Bauer, ND, LAC

Credentials and Memberships

- Doctorate of Naturopathic Medicine, Bastyr University, 1984; California Naturopathic Doctor License #2
- Graduate, San Francisco College of Acupuncture, 1988; California Acupuncture License #AC3595
- Board Member of the American Association of Naturopathic Physicians; President 2010-2011
- Founding Member and Past President of the California Naturopathic Doctors Association
- Jade Circle Member of the California State Oriental Medicine Association
- Member, American Association of Acupuncture and Oriental Medicine
- Certified AcuQuit™ Smoking Cessation Practitioner
- Certified Biopuncture Practitioner
- Expert in acupuncture sports medicine



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- ▶ Athletic Support
- ▶ Detoxification
- ▶ Reduced Side Effects from Chemotherapy & Radiation

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How does IV Therapy work?



- 1 CALL** 415-643-6600
To set up an appointment or free 15-minute telephone consult.
- 2 CUSTOMIZE** Our experienced doctors will choose the safest and most effective formula to meet your goals.
- 3 DRIP** The IV lounge is a warm and inviting space with comfortable reclining chairs. Most drips last 30-90 minutes. Free wifi.

It's as easy as 1·2·3

"In my experience and in the experience of hundreds of other practitioners, the Myers' is a safe and effective treatment for a wide range of clinical conditions."

- Alan R. Gaby M.D.



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Postcard on Vitamin Injections



B Vitamin Injections

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Immune Support	Migraines
Weight Loss	Mental Clarity
Anxiety	Infertility
Depression	Thyroid/Adrenal Health
Insomnia	Especially important for vegetarians and vegans
PMS	
Nerve Pain	

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Enjoy Optimal Health...Naturally!

"Up to 40% of the population has a B12 deficiency."
— Dr. Oz

Why see a naturopathic doctor?

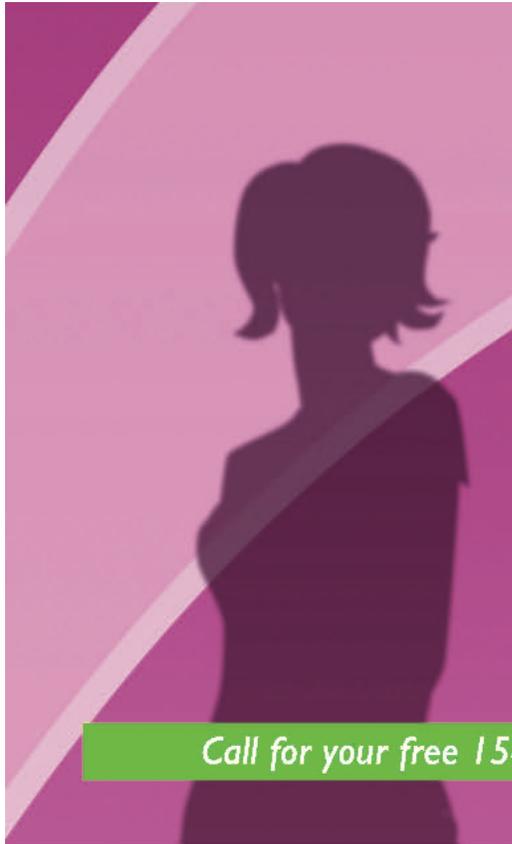
- ▶ Integrative Primary Care Doctors
- ▶ Experts in Natural Medicine
- ▶ Quality face-to-face time with a doctor who really listens
- ▶ Individualized health solutions tailored to your goals and needs

▶ Call today to schedule a free 15-minute consult with one of our doctors **415-643-6600**

▶ www.SFnatmed.com 1615 20th Street Potrero Hill



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Have you had an abnormal Pap? HPV?

Seeking an option other than surgery?

- ▶ We offer a natural solution for mild to severe cervical dysplasia.

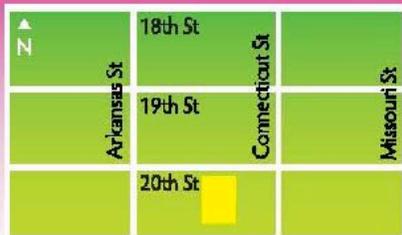


Call for your free 15-minute consult ▶ 415-643-6600

Have you had an abnormal Pap? HPV?

Seeking an option other than surgery?

Escharotic treatments are a nonsurgical option for the management of abnormal Pap's and HPV. Combining the use of herbs, nutritional supplements, diet and stress management, we can help boost your immune system, reduce the effects of the HPV virus and restore health to your cervix.



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Potrero Hill 415-643-6600 www.SFnatmed.com



▶ Find out more **Now!** 415-643-6600 www.sfnatmed.com/abnormalpap.html

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- Hyperpigmentation
- Sun damage/sun spots
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Heal joint pain with your body's own nutrients using **Prolotherapy** and **Platelet Rich Plasma** (PRP)



- Prolotherapy injections include a custom solution that includes B vitamins and dextrose producing an inflammatory response to begin your healing
- PRP uses plasma from your own blood injected near joints and tendons which yields growth factors and stimulates stem cells to restore healthy tissue function

.....
USED BY RENOWNED ATHLETES KOBE BRYANT AND TIGER WOODS
.....

CALL TODAY to get more information and to set up free telephone consult to find out if you're a candidate for this cutting edge therapy!

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SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Executive Summary

HEARING DATE: AUGUST 19, 2020

Filing Date: July 22, 2020
Case No.: 2020-006847LBR
Business Name: San Francisco Natural Medicine
Business Address: 1615 20th Street
Zoning: NC-2 (Neighborhood Commercial, Small) Zoning District
40-X Height and Bulk District
Block/Lot: 4099/059
Applicant: Carl Hangee-Bauer, Owner
1615 20th Street
San Francisco, CA 94107
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Katie Wilborn – (415) 575-9114
katherine.wilborn@sfgov.org
Recommendation: Adopt a Resolution to Recommend Approval

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

San Francisco Naturopathic Medicine Corp. (dba *San Francisco Natural Medicine*, also referred to as *SFNM*) was founded in 1989 by Dr. Carl Hangee-Bauer. The business's original location was at 862 Folsom Street in the South of Market (SoMa) neighborhood under the name "SOMA Acupuncture and Natural Health Clinic." Having completed his doctorate in Naturopathic Medicine, becoming licensed in acupuncture, and learning the art of massage, Eastern Medicine, and related therapies, Dr. Hangee-Bauer saw a need in the San Francisco community for alternative medicinal practices. During the 1990s, the AIDS epidemic was strongly impacting San Francisco's LGBTQ community. Acupuncture services were one of the few alleviating treatments available, and Dr. Hangee-Bauer was one of the first health practitioners to be credentialed under the City Health Plan to use acupuncture on AIDS patients. After nine years of service in the SoMa neighborhood, the business was growing significantly and needed more clinic space. In 1998, the clinic moved to a larger space in the Potrero Hill neighborhood, where it remains today, at 1615 20th Street. The larger and more easily accessible location on Potrero Hill allowed the clinic to expand its staff and offerings, hiring as many as five (5) licensed NDs (naturopathic doctors), a variety of nutritionists, Feldenkrais practitioners, massage therapists and acupuncturists. In addition to the location change, the licensure and growth of naturopathic medicine in California prompted the decision to change the clinic's name to its current title, San Francisco Natural Medicine (SFNM), to better describe the type of health care services provided. Naturopathic medicine is health care that concentrated on whole-patient wellness while emphasizing prevention and the process of self-healing through the use of natural therapies.

In 2010, SFNM was credentialed as a residency site for Naturopathic Medical Education and to date, has

had six residents complete their training at SFNM. Dr. Hangee-Bauer has remained an active owner at his clinic, while also going on to help found and promote the naturopathic industry at large. He cofounded the *California Naturopathic Doctors Association* in 1985, served on the board and as the president of the *American Association of Naturopathic Association of Naturopathic Physicians* (1984 and 2010-2011), and was appointed as chairperson by Governor Schwarzenegger to the *California Bureau of Naturopathic Medicine Advisory Council*. For several years Dr. Hangee-Bauer also served on the board of the *Immune Enhancement Project*, which provided low-cost care to patients with HIV or other chronic conditions. In 2003, when Naturopathic licensing was authored and passed into California legislature, Dr. Hangee-Bauer was issued the license in the state (License #2). SFNM has had a 30-year reputation as a premium pioneer and advocate of naturopathic medicine in San Francisco and California at large. The business draws clients from all over San Francisco, the state of California, and nationally.

The business is located in a Category B (Unknown / Age Eligible) structure on the south side of 20th Street between Connecticut and Arkansas Street in the in the Potrero Hill neighborhood. It is within the Divisadero Street NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1989

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

Yes. San Francisco Natural Medicine (SFNM) qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. SFNM has operated continuously in San Francisco for 31 years.
- ii. SFNM has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco's Naturopathic medical practice.
- iii. SFNM is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the naturopathic medical profession and related, integrated health therapies and treatments.

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. The business's location has a Planning Department Historic Resource status codes of "B" (Unknown / Not Age Eligible) because the location is age-eligible but has not been evaluated. A

historic resource evaluation exceeds the scope of this Legacy Business Application.

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.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 1615 20th Street from 1998-Present (22 years)

Previous Location:

- 862 Folsom Street from 1989-1998 (9 years)

Recommended by Applicant

- Naturopathic medical practice (focusing on a blend of modern medical diagnosis and treatments with traditional, time-tested and evidence-based therapies to manage symptoms and find treatments to the causes of health issues)
- Welcoming, well-lit, respectful, clean, and inviting environment
- Education and training in naturopathic medicine, including medical residencies

Additional Recommended by Staff

- None

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



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.1129

HEARING DATE: AUGUST 19, 2020

Case No.: 2020-006847LBR
Business Name: San Francisco Natural Medicine (SFNM)
Business Address: 1615 20th Street
Zoning: NC-2 (Neighborhood Commercial, Small) Zoning District
40-X Height and Bulk District
Block/Lot: 4099/059
Applicant: Carl Hangee-Bauer, Owner
1615 20th Street
San Francisco, CA 94107
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Katie Wilborn – (415) 575-9114
katherine.wilborn@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO NATURAL MEDICINE CURRENTLY LOCATED AT 1615 20TH STREET, BLOCK/LOT 4099/059.

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 August 19, 2020, 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 San Francisco Natural Medicine 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 San Francisco Natural Medicine.

Location(s):

Current Location:

- 1615 20th Street (1998-Present, 22 years)

Previous Location:

- 862 Folsom Street (1989-1998, 9 years)

Physical Features or Traditions that Define the Business:

- *Naturopathic medical practice (focusing on a blend of modern medical diagnosis and treatments with traditional, time-tested and evidence-based therapies to manage symptoms and find treatments to the causes of health issues)*
- *Welcoming, well-lit, respectful, clean, and inviting environment*
- *Education and training in naturopathic medicine, including medical residencies*

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 2020-006847LBR to the Office of Small Business August 19, 2020.

Jonas P. Ionin

Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: Recommendation for Approval