



Legacy Business Registry Staff Report

HEARING DATE AUGUST 22, 2016

SF PARTY

Application No.: LBR-2015-16-008
Business Name: SF Party
Business Address: 939 Post Street
District: District 6
Applicant: Daniel Cerf, President
Nomination Date: February 11, 2016
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

SF Party is a retail novelty business offering party supplies, costumes, and party rentals to the Downtown/Civic Center neighborhood on Post Street between Hyde Street and Larkin Street. The business was started in 1901 when the original founders, Mr. Kindel and Mr. Graham, began a novelty company selling household items and domestic and imported novelty items door to door. The business has developed since its early beginnings and now focuses on selling party supplies ranging from balloons to costumes to popcorn machines.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

539 Mission Street from 1965-1983 (18 years)
1147 Howard Street from 1984-1998 (14 years)
939 Post Street from 1998-Present (18 years)

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

Yes, the applicant has contributed to the Downtown/Civic Center neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the crafts and arts that go into event planning.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- SF Party is unique to San Francisco because it is one of the longest running businesses in the city, having been established in 1901, and because it provides party supplies to other local businesses and organizations and members of the community for their event needs.
- The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a “Category A Property” as a contributor to the identified-eligible Lower Nob Hill Apartment Hotel historic district.
- The business has been cited in the following publications:
 - Hoodline, 5/19/2016, “Meet Dan Cerf of SF Party, Post Street’s Premier Party Proprietor,” by Stephen Jackson.

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that SF Party 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:

- Expanse of transom windows above storefront windows
- Projecting business sign
- Awning business sign across front of building
- Recessed entry doors
- Colorful interior walls
- Balloon display walls

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include SF Party currently located at 939 Post Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



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

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



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

Small Business Commission Draft Resolution

HEARING DATE AUGUST 22, 2016

SF PARTY

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-008
Business Name: SF Party
Business Address: 939 Post Street
District: District 6
Applicant: Daniel Cerf, President
Nomination Date: February 11, 2016
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SF PARTY, CURRENTLY LOCATED AT 939 POST 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; 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 22, 2016, 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 SF Party in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at SF Party:

Physical Features or Traditions that Define the Business:

- Expanse of transom windows above storefront windows
- Projecting business sign
- Awning business sign across front of building
- Recessed entry doors
- Colorful interior walls
- Balloon display walls

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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



**Legacy
Business
Registry**

Application Review Sheet

Applicant Name: SF Party

Nomination Date: February 11, 2016

Age of Business Confirmed: Yes

Application Deemed to Meet Minimum Qualifications: June 22, 2016

Application Referred to HPC Date: June 29, 2016

Notes:

The Nomination and historical narrative are covered by Supervisor Kim's nomination letter. The Office of Small Business is accepting this application and deems it officially nominated and the narrative submitted.

The business first started under the name Kindel and Graham and is now Kindel and Graham, Inc, dba SF Party.

Regina Dick-Endrizzi
Director, Office of Small Business, Small Business Commission



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

金貞妍

February 11, 2016

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

Dear Regina:

I would like to formally nominate SF Party as a candidate for the registry of Legacy Businesses in San Francisco.

Kindel and Graham dba SF Party was founded in San Francisco in the very early 1900's. The original founders, Mr. Kindel and Mr. Graham, started a novelty company selling door to door household items, including cigarette dispensers, lamps lighters, and other novelty items that were imported from around the globe. Their customers range from San Francisco City Hall to St. Peter's and Paul Church from the wealthy to the poor, and many schools.

Mr. ^{CERF}~~Graham~~ is currently the third owner of the company having purchased it from the estate of his partner Wynn Goldstein around 1982. For the last 20 years, they have been located in the Northern Tenderloin on Post Street between Larkin Street and Hyde Street. They have been a great neighbor and have done their part to keep the streets clean from drugs, needles, graffiti, street walkers, litter and much more.

When they moved to their location, it was a run down three address auto repair garage, auto parts store, and auto body shop. The building was in dilapidated condition. It was unpainted, filthy, and generally a blight on the neighborhood. They completely restored the interior and exterior of the building. They painted everything, cleaned everywhere, removed the filth and painted the outside. Today, the store is immaculate both inside and out and everybody in the neighborhood knows who they are and what they do.

Their business services the community greatly. Most of their customers come from the neighborhood, but many come from North Beach, Pacific Heights, Downtown, Hayes Valley and Inner Richmond. As they do both retail and wholesale, their customers range from other small business, mom and pops, to hotels bars restaurants and other businesses. In addition, they support Larkin Street Youth Organization, Glide Memorial Church, Goodwill, and many of the local schools.

Their business would be greatly missed by many if they were to go away. I am proud to nominate SF Party as a candidate for the San Francisco Legacy Businesses Registry.

Thank you,


Supervisor Jane Kim

APPLICATION FOR Legacy Business Registration

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

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
KINDEL AND GRAHAM INC. dba SF PARTY		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
DANIEL CERF, PRESIDENT AND OWNER		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
939 POST ST SAN FRANCISCO, CA 94109		(415) 205-2608
		EMAIL:
		Dancerf@sfparty.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.sfparty.com	SF PARTY	SF PARTY

APPLICANT'S NAME	
Daniel Cerf	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
PRESIDENT	
APPLICANT'S ADDRESS:	TELEPHONE:
3577 SACRAMENTO ST SAN FRANCISCO, CA 94118	(415) 205-2608
	EMAIL:
	Dancerf@sfparty.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
015582	

BACKGROUND INFORMATION
Founding Location: 539 Mission St, San Francisco
Current Headquarters Location: 939 Post St, San Francisco
Operating in San Francisco since: 1901

NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Jane Kim	Feb 11, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
539 Mission St	94101	1965-1983
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1147 Howard	94103	1984-1998

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
939 Post St	94109	1998-Current

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

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

3. Eligibility Criteria

Attach the business's historical narrative.

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

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

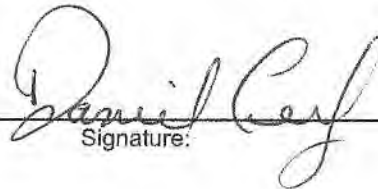
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

Daniel Cerf

11/10/2015

Name (Print):

Date:



Signature:



Wyn Goldstein second owner
and business partner of Dan
Cerf pre1982.



1981 when Dan Cerf Started
with the company.

SF PARTY – EXTERIOR







SF PARTY – INTERIOR



Filing Date: July 8, 2016
Case No.: 2016-008576LBR
Business Name: SF Party
Business Address: 939 Post Street
Zoning: RC-4 (Residential-Commercial, High Density)/
80-T Height and Bulk District
Block/Lot: 0302/025
Applicant: Daniel Cerf, President
939 Post Street
San Francisco, CA 94133
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

SF Party is a retail novelty business offering party supplies, costumes, and party rentals to the Downtown/Civic Center neighborhood on Post Street between Hyde Street and Larkin Street. The business is located in a one-story Italianate-style building that was previously used as an auto repair garage, according to the 1950 Sanborn map. The business was started in 1901 when the original founders, Mr. Kindel and Mr. Graham, began a novelty company selling household items and domestic and imported novelty items door to door. The business has developed since its early beginnings and now focuses on selling party supplies ranging from balloons to costumes to popcorn machines.

STAFF ANALYSIS

Review Criteria

10. *When was business founded?*

1901

11. *Is the business unique to San Francisco?*

Yes. SF Party is unique to San Francisco because it is one of the longest running businesses in the City, having been established in 1901, and because it provides party supplies to other local businesses and organizations and members of the community for their event needs.

12. *Is the business associated with culturally significant events?*

No.

13. *Is the business associated with culturally significant persons?*

No.

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

Yes. The business is associated with the crafts and arts that go into event planning.

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

Yes. The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as a contributor to the identified-eligible Lower Nob Hill Apartment Hotel historic district.

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

No.

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

No.

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

Yes. Hoodline, 5/19/2016, "Meet Dan Cerf of SF Party, Post Street's Premier Party Proprietor," by Stephen Jackson.

Physical Features or Traditions that Define the Business

Recommended by Staff

- Expanse of transom windows above storefront windows
- Projecting business sign
- Awning business sign across front of building
- Recessed entry doors
- Colorful interior walls
- Balloon display walls



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 783 HEARING DATE AUGUST 3, 2016

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-008576LBR
Business Name: SF Party
Business Address: 939 Post Street
Zoning: RC-4 (Residential-Commercial, High Density)/
80-T Height and Bulk District
Block/Lot: 0302/025
Applicant: Daniel Cerf, President
939 Post Street
San Francisco, CA 94133
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SF PARTY, CURRENTLY LOCATED AT 939 POST STREET (BLOCK/LOT 0302/025).

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 Downtown/Civic Center 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 3, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

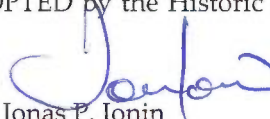
THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that SF Party qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business

- *Expanse of transom windows above storefront windows*
- *Projecting business sign*
- *Awning business sign across front of building*
- *Recessed entry doors*
- *Colorful interior walls*
- *Balloon display walls*

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-008576LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 3, 2016.


Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: Hasz

ADOPTED: August 3, 2016