



# Legacy Business Registry Staff Report

HEARING DATE AUGUST 8, 2016

## MACCHIARINI CREATIVE DESIGN AND METALWORKS

*Nomination Date:* February 25, 2016  
*Application No.:* LBR-2015-16-010  
*Business Name:* Macchiarini Creative Design & Metalworks  
*Business Address:* 1544 Grant Avenue  
*District:* District 3  
*Applicant:* Daniel Macchiarini, Owner  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Macchiarini Creative Design and Metalworks is the oldest ongoing metal arts design house and production studio in the United States. Serving the North Beach neighborhood, Macchiarini is located on Grant Avenue between Filbert Street and Union Street. Founded by Peter Macchiarini in 1948, the business continues to offer metal workshop courses and regularly invites the community into its Grant Avenue location for various art openings.

### 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:

1415 Grant Avenue from 1948-1951 (3 years)  
1422 Grant Avenue from 1951-1986 (35 years)  
1529b Grant Avenue from 1986-2003 (17 years)  
1453 Grant Avenue from 2003-2007 (4 years)  
1544 Grant Avenue from 2007-Present (9 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 North Beach 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 metal jewelry and sculpture design.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- Peter Macchiarini (1909-2001) was a celebrated North American modernist jeweler and sculptor and a pioneer in the field of avant-garde jewelry who also played an instrumental part in organizing the first San Francisco outdoor festival in 1938 as well as founding the Upper Grant Avenue Street Fair in 1953.

**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 Macchiarini Creative Design & Metalworks 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:

- Decorative metal entry gate with business sign and address.
- Storefront system including recessed, stepped up vestibule and entry door, display window, transom windows above.
- Projecting business sign.
- Interior gallery and work spaces.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Macchiarini Creative Design & Metalworks currently located at 1544 Grant Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



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



# San Francisco Small Business Commission Draft Resolution

HEARING DATE AUGUST 8, 2016

## MACCHIARINI CREATIVE DESIGN AND METALWORKS

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

*Nomination Date:* February 25, 2016  
*Application No.:* LBR-2015-16-010  
*Business Name:* Macchiarini Creative Design & Metalworks  
*Business Address:* 1544 Grant Avenue  
*District:* District 3  
*Applicant:* Daniel Macchiarini, Owner  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

#### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR MACCHIARINI CREATIVE DESIGN AND METALWORKS, CURRENTLY LOCATED AT 1544 GRANT AVENUE.**

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

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; 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 8, 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 San Francisco Small Business Commission hereby includes Macchiarini Creative Design & Metalworks 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 San Francisco Small Business Commission recommends safeguarding the below listed physical features and traditions at Macchiarini Creative Design & Metalworks:

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

- *Decorative metal entry gate with business sign and address*
- *Storefront system including recessed, stepped up vestibule and entry door, display window, transom windows above*
- *Projecting business sign*
- *Interior gallery and work spaces*

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 8, 2016.

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Regina Dick-Endrizzi  
Director

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

**Ayes –**  
**Nays –**  
**Abstained –**  
**Absent –**



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

Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

February 25, 2016  
Director Regina Dick-Endrizzi  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
[regina.dick-endrizzi@sfgov.org](mailto:regina.dick-endrizzi@sfgov.org)  
(415) 554-6134

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Macchiarini Creative Design for inclusion on the Legacy Business Registry.

Founded in 1948, Macchiarini Creative Design is the oldest ongoing metal arts design house and production studio in the United States. Founded by Peter Macchiarini, who operated the business for decades with his wife and talented enamel artist Virginia, the business has remained in the family and is now helmed by Peter's son, Daniel. The elder Macchiarini was ahead of his time, artistically and culturally, and embodied the essence of artistic San Francisco and North Beach. The business continues to offer metal workshop courses and regularly invites the community into its quaint Grant Avenue location for various art openings. Meticulously curated in every sense, using only the highest quality ethically-sourced materials, Macchiarini Creative Design is an enduring pillar of historic San Francisco.

Macchiarini Creative Design would benefit greatly from inclusion on the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron P.L.", written in a cursive style.

Aaron Peskin



# APPLICATION FOR

# Legacy Business Registration

Legacy Business Registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process involves 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: <b>MACCHIARINI CREATIVE DESIGN &amp; METALWORKS</b>	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business): <b>DANIEL MAX MACCHIARINI</b>	
CURRENT BUSINESS ADDRESS: <b>1544 GRANT AVE SAN FRANCISCO, CALIF 94133</b>	TELEPHONE: <b>415 982-2229 / 415-583-0411</b>
WEBSITE: <b>MACCREATIVEDESIGN.COM</b>	EMAIL: <b>DANNYIMAC@GMAIL.COM</b>
FACEBOOK PAGE: <b>MACCHIARINI CREATIVE DESIGN - METALWORKS SF</b>	YELP PAGE: <b>MACCHIARINI CREATIVE DESIGN - METALWORKS SF</b>

APPLICANT'S NAME: <b>DANIEL MACCHIARINI</b>	
APPLICANT'S TITLE: <b>OWNER</b>	€ Same as Business Owner
APPLICANT'S ADDRESS: <b>423 PENNISULA AVE SAN FRANCISCO, CALIF 94134</b>	TELEPHONE: <b>415 982-2229</b>
EMAIL:	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER: <b>0321149 (1946)</b>	SECRETARY OF STATE ENTITY NUMBER (if applicable): <b>—</b>
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BACKGROUND INFORMATION	
Founding Location:	<b>1415 GRANT AVE. S.F., CALIF 94133</b>
Current Headquarters Location:	<b>1544 GRANT AVE. S.F., CALIF 94133</b>
Operating in San Francisco since:	<b>1948</b>

NAME OF NOMINATOR: <b>ARRON PESKIN</b>	DATE OF NOMINATION: <b>Feb 25, 2016</b>
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## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS: <b>1415 GRANT AVE. SF. CALIF</b>	ZIP CODE: <b>94133</b>	DATES OF OPERATION: <b>1948-1951</b>
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:
1422 GRANT AVE SF CA	94133	1981-1986
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION:
15296 GRANT AVE. SF. CA	94133	1986-2003
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION:
1453 GRANT AVE. SF. CA	94133	2003-2007
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION:
1544 GRANT AVE. (current location)	94133	2007 →

### 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 MACCHIARINI

Name (Print):

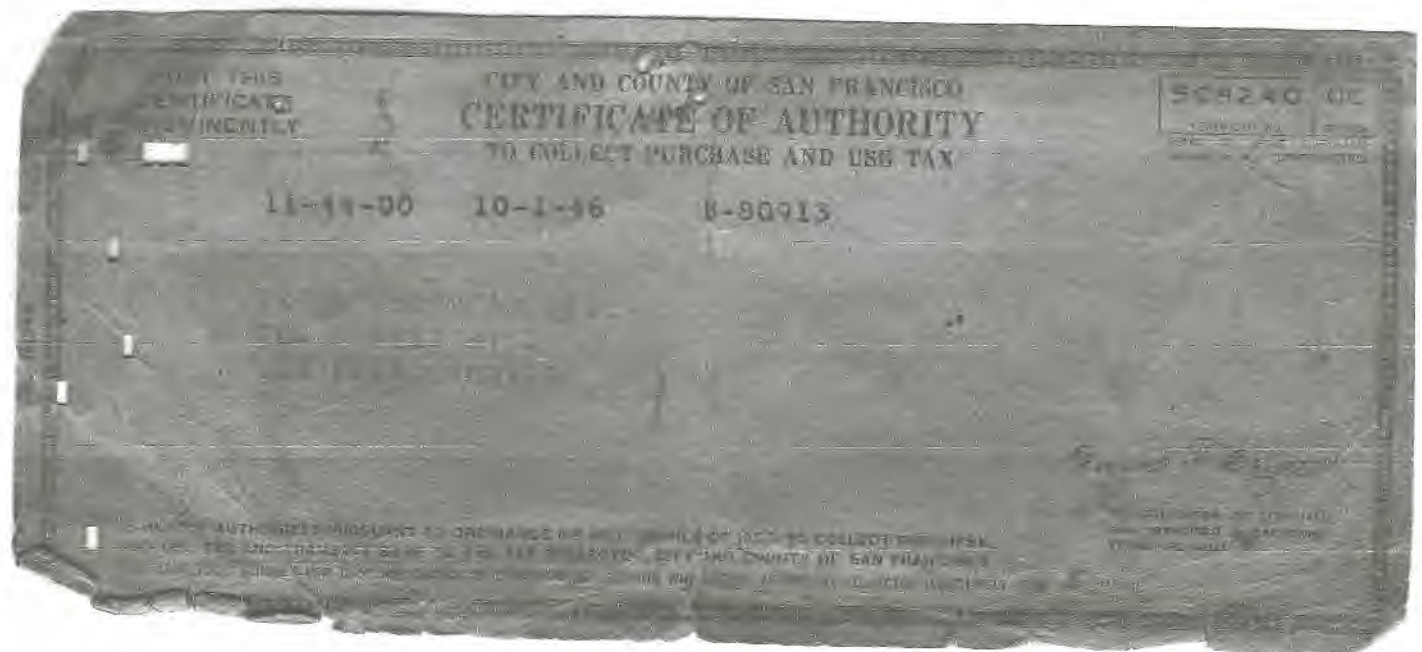
01-06-16

Date:



Signature:





Above is a copy of Peter Macchiarini's first known business license. There may have been one before it when he shared a studio with Giacomo Patri and others on Hoteling Place from the late 1930's to 1944. At the time of this vendors permit Peter's studio was located in the Phelan Building. He occupied this space from 1944 until his move to his storefront studio/gallery at 1415 Grant Ave in 1948. We date Macchiarini Creative Design as a business from his acquisition of this storefront only because it corresponds with his North Beach neighborhood association that the Macchiarini name is synonymous. Peter was the only artisan with a storefront on all of upper grant at the time he opened his doors, and as such, paved the way by example for other artisans who were struggling to have their work recognized and weren't part of the "in" crowd within the local art establishment. Soon there were many more artists with their own studio/gallery storefronts on Grant Ave (and elsewhere in San Francisco) which changed the nature and reputation of Grant Ave, in a sense becoming a modern day street version of the "solon de refuses"....a place where the most cutting edge and modern art



work was to be seen. To this day both Grant Ave and likewise North Beach remains a center of alternative artisians and galleries not to be missed by citizens of San Francisco nor tourist from all over the world.

The following pages contain a resume of Peter, Daniel and Emma's accomplishments both artistic and civic. We are in the process of putting together Peter and Daniel's massive achieves. We have material going back to the early 1930's and will very gladly supply pictures, newspaper articles and any other historical articles or materials upon demand.

## **Macchiarini Creative Design**

68 Years of Artistic Contributions to San Francisco, North Beach and the national artists community at large made By Peter Macchiarini, Daniel Macchiarini and Emma Macchiarini.



### **ABOUT MACCHIARINI CREATIVE DESIGN....**

Started in 1948, Macchiarini Creative Design is the oldest ongoing Modernist gallery and medal arts production / studio design house in the United States.



The philosophy at the heart of Macchiarini Creative Design is that fine design in jewelry, sculpture and metals arts should be accessible to everyone. Each piece produced in this studio is individually hand crafted. This process allows us to create advanced designs in custom metal art works which are a synthesis between our customers' desires and our conceptual inspirations as creative artists. We recognize that our designs are enhanced by our interactions with our customers.



Macchiarini Creative Design was started by Peter Macchiarini, the internationally known Modernist Jeweler and sculptor and now spans three generations including working artists Dan Macchiarini his son and Emma Macchiarini-Mankin Morris his grand daughter.



### About our School

#### **MetalworksSF: Macchiarini School of Handcrafted Jewelry and Metal**

**Art.** Is a studio-gallery space dedicated to the helping students learn to create one of a kind, hand crafted metal art. We teach Jewelry fabrication and lost wax casting to the general public, as well as, offer weekend workshops, bench rental, and open studio time.

Although Macchiarini Creative Design has always given workshops and individual tutoring in metal work, Emma formalized the school and its direction. The classes at Metalworks have a curriculum of project based learning where metal skills are developed and /or enhanced by actually making wearable pieces of jewelry or sculpture.

### **TIMELINE OF CONTRIBUTIONS**

**1939–1941** Peter Macchiarini conceived and put on with Mrs. Salinger the first open air ART FESTIVAL in the United States. Interrupted by WW 11, the group that put on these open-air art fairs formed a committee in **1946**, which successfully secured the sponsorship of the city of San Francisco for their festival. This fair became the SAN FRAN CISCO ART FESTIVAL that developed a worldwide reputation for excellence and continued to be sponsored and run by the San Francisco Art Commission until 1986.



**1948**–Peter opens Peter Macchiarini studio at 1415 Grant Ave.

**1951** Peter and Virginia Macchiarini conceived the idea to form a group to promote studio jewelry specifically and metal work in general. They called together Merry Renk, Margret DePatta and a hand full of what have become historically prevalent west coast mid-century modernist jewelers and metal artists and formed the **METAL ARTS GUILD**. This group has been in existence continually since its inception and is the oldest organization of its kind in the United States. Macchiarini Creative Design continues as a proud member of MAG to this day.

**1953– 1983 Peter Macchiarini**, working with North Beach Merchants, residents and San Francisco based artists, conceived, organized and put on the first ever **UPPER GRANT AVE STREET FAIR**.

The Upper Grant Ave. Street Fair was the first open air public event to take a city street, block it off from car traffic, remove all car parking and turn the streetscape into a temporary pedestrian access mall in the United States. All streetscape fairs, festivals and events that have followed and proliferated to this day owe their conceptual origins to The Upper Grant Ave. Street Fair. Held each father's day weekend, it quickly grew in popularity and was extended from one block to three as artists from outside the North Beach / Chinatown Neighborhoods wanted to partake.

In order to have a booth at the fair, the artists had to go through a screening process. This had the out come of producing a museum quality show for which the UPPER GRANT FAIR become world renowned.....each year they had artists from Europe, South America and Asia write and ask if they could bring their work and be a part of the show. The Macchiarini's ran it as purely a three-block art fair until 1983 at which time the North Beach Chamber of Commerce took it over, change its "artists only" character to general commerce and geographically widened it into the greater North Beach. It became and is called the North Beach Festival. It still has an artist component within it and is in its 68<sup>rd</sup> continuous year and is a profitable event for the entire area.

**Early 1960's**– Helped artist organizers with formation of the **Sausalito Art Fair** Labor Day weekend

**Artist Cooperative:** In the late 1950's Peter became increasingly aware for the need for an artist run gallery that won't take most of the profit from then purchase of art pieces. With a hand full of artists from all art

and craft disciplines Peter formed the **Artist Cooperative Gallery**. This gallery was unique in that it had no "hired" staff..... it was manned by the artist members themselves. At first it was only open on Friday, Saturday and Sundays, but soon the ranks grew to where it was open 5 days a week. In keeping with Peter's philosophy that art should be accessible to all regardless of income, the **CO-OP** started "**the Art Rental Gallery**" within the co-op gallery itself. This allowed folks who couldn't afford to purchase a piece of work out right to rent-to-own so to speak as 50% of the rental fees went toward purchase. It also allowed art aficionados who didn't have money to become collectors to revolve the art in their homes and it gave a chance for purchasers to "live" with the art piece for a while. This rental gallery evolved into the rental gallery at the Museum of Modern Art.

In addition, Peter helped and encouraged so many people, from so many different walks of life in the North Beach /Chinatown area that he was affectionately referred to as "The Mayor Of North Beach".

Peter is considered one of the premier proponents of the mid-century modernist "wearable art movement". He is collected both Public and privately and is written about academically.

**Starting in the 1970's** Daniel Macchiarini has always done Public art. 95% of this work has been done in and for San Francisco. His credits include (but are not limited to)

1983 the Hayes Street Mural "Our History is No Mystery with Jane Norling &Vicky Hamlin;

Mural (150' x 50') created in collaboration with artist Jo Tucker and the California Dept. of Conservation. **Designed and facilitated installation** of mural on basketball court wall. Exterior 100' x 6' San Francisco, CA 1991;

**"Gun Bake" Casting Event & Public Exhibition**San Francisco, CA 1999 As collaboration with Peaceful Streets Organization, designed and cast sculptures derived from components of recycled firearms  
Designed and installed metalwork for "**Soul-Journey,**" Public Arts Mural Project San Francisco, CA 2000 Collaborative piece facilitated by Precita Eyes Muralist Susan Cervantes

**Bronze Plaque Commemorating** "Poets Corner" Permanent Installation, Grant Avenue and Filbert StreetsSan Francisco, CA 2002 Included



public casting event at Upper Grant Avenue Street Festival.  
**"The Wave" Fire Pit,**  
Permanent Installation, Ocean Beach San Francisco, CA

Dan's DRAGON SMELTER is a sponsored art installation at BURNING MAN since the year 2000. Built in San Francisco, it is an aluminum smelter, which is a tool to teach the importance of recycling ("leave no trace") and that the imagination and creativity with which you can reach those goals are boundless.

Dan took over day-to-day operations of Macchiarini Creative Design in 1998 allowing Peter to concentrate on his creative work in the last years of his life. Dan has lead, maintained and grown the business through the 2008 great recession to present.

Dan has served as an elected board member and President of the North Beach Merchants Association through 2012 and is a charter elected board member of the North Beach Business Association from 2013 to present.

**Emma Morris Macchiarini-Mankin** is the granddaughter Of Peter Macchiarini and daughter of Daniel Macchiarini. She is the second principle at Macchiarini Creative Design. She learned her craft working with her grandfather on Saturdays starting when she was in the ninth grade. She attended the Florence Academy of Art summer program, received her BFA in studio art from the University of California, Santa Barbara and her MFA at JF Kennedy University, Berkeley California. Emma has taught at Berkeley City College, Richmond Art Center and Scintillant Studios in San Francisco as well as other venues before starting the school METALWORKSSF at Macchiarini Creative Design.

**Her public arts credits include (but not limited to):**

Honorarium Sponsored Artist Burning Man 2010  
Dragon Smelter recycled "art in action" casting project Black Rock City, Nevada

Heron Sculpture, Permanent installation at Heron Head Park, San Francisco, Ca. 2009/ installation 2010

The Wave Fire Pit, Design Concepts, Permanent Installation, Ocean Beach, San Francisco, CA 2007



Soul-Journey, Designed did painting for this Public Arts Mural Project  
San Francisco, CA 2011 Collaborative piece facilitated by Precita  
Eyes Muralist Susan Cervantes

## **OUR GALLERY & PRODUCTION STUDIO**

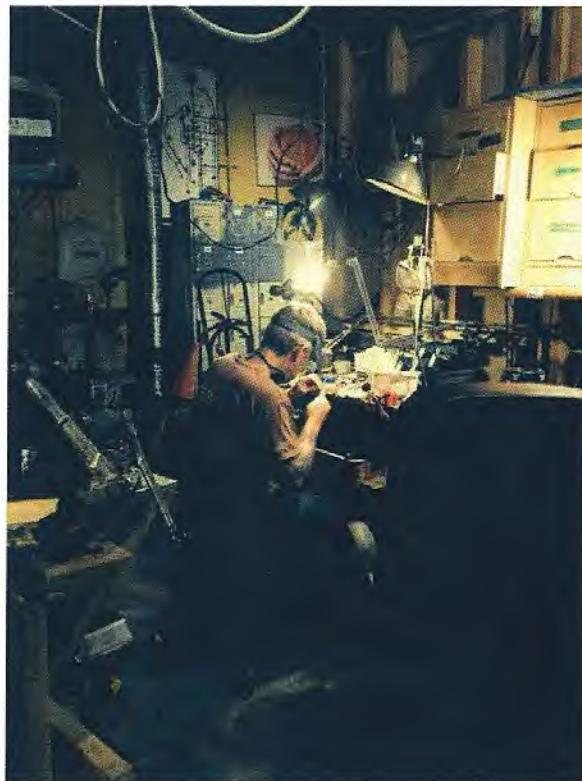
Our production studio & gallery for Modernist Metalwork has survived over six decades and is a cultural “bridge” between mid 20<sup>th</sup> century Modernism and the neo-modernist movement for hand crafted metal arts that is reemerging in our contemporary present early 21<sup>st</sup> century. We have survived on the strength of the continued quality of design concepts and metal work production as well as recognizing that the positive interactions with our customers that have advanced our conceptual work as artists. We produce, reflect and give back to the surrounding community. We are the oldest art gallery in North Beach and San Francisco and as such have been a community cultural anchor for Upper Grant Avenue and the SF civic reality since our doors opened in 1948.













*Filing Date:* June 20, 2016  
*Case No.:* 2016-008567LBR  
*Business Name:* Macchiarini Creative Design & Metalworks  
*Business Address:* 1544 Grant Avenue  
*Zoning:* NCD (North Beach Neighborhood Commercial)/  
40-X Height and Bulk District  
*Block/Lot:* 0104/083  
*Applicant:* Daniel Macchiarini, Owner  
1544 Grant Avenue  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Macchiarini Creative Design and Metalworks is the oldest ongoing metal arts design house and production studio in the United States. Serving the North Beach neighborhood, Macchiarini is located on Grant Avenue between Filbert Street and Union Street. It is located at the ground floor of a three-story, mixed use building that was previously used as a store as noted in the 1915 Sanborn Map. Founded by Peter Macchiarini in 1948, the business continues to offer metal workshop courses and regularly invites the community into its Grant Avenue location for various art openings.

## STAFF ANALYSIS

### *Review Criteria*

10. *When was business founded?*

1948

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

Yes. The business is unique to San Francisco in that the business was founded as a workshop, studio, and gallery by Peter Macchiarini, a celebrated Northern California and North American metal jewelry and sculpture artist.

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

No.

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

Yes. Peter Macchiarini (1909-2001) was a celebrated North American modernist jeweler and sculptor and a pioneer in the field of avant-garde jewelry who also played an instrumental part in organizing the first San Francisco outdoor festival in 1938 as well as founding the Upper Grant Avenue Street Fair in 1953.



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

Yes. The business is associated with metal jewelry and sculpture design.

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

Yes. The 1906 property at 1544 Grant Avenue has been previously evaluated by the Planning Department for potential historical significance. The property is considered a “Category A Property” that is included as part of the identified-eligible Upper Grant Avenue 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.?*

No.

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

#### **Recommended by Staff**

- Decorative metal entry gate with business sign and address
- Storefront system including recessed, stepped up vestibule and entry door, display window, transom windows above
- Projecting business sign
- Interior gallery and work spaces



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 774

HEARING DATE: JULY 20, 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.:* 2016-008567LBR  
*Business Name:* Macchiarini Creative Design & Metalworks  
*Business Address:* 1544 Grant Avenue  
*Zoning:* NCD (North Beach Neighborhood Commercial)/  
40-X Height and Bulk District  
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1544 Grant Avenue  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*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 MACCHIARINI CREATIVE DESIGN AND METALWORKS, CURRENTLY LOCATED AT 1544 GRANT AVENUE (BLOCK/LOT 0104/083).**

**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 North Beach 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 July 20, 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 Macchiarini Creative Design and Metalworks 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*

- *Decorative metal entry gate with business sign and address*
- *Storefront system including recessed, stepped up vestibule and entry door, display window, transom windows above*
- *Projecting business sign*
- *Interior gallery and work spaces*

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 2016-008567LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 20, 2016.



Christine L. Silva  
Acting Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: July 20, 2016