

File No. 131118

Committee Item No. 4

Board Item No. 27

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Land Use and Economic Development Date January 13, 2014

Board of Supervisors Meeting Date January 28, 2014

#### Cmte Board

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Completed by: Andrea Ausberry Date January 9, 2014

Completed by: Alisa Miller Date January 14, 2014

1 [Planning Code - Landmark Designation - 1712-1716 Fillmore Street (aka Marcus Books and  
2 Jimbo's Bop City)]

3 **Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop**  
4 **City), Assessor's Block No. 0684, Lot No. 020, as a landmark under Planning Code,**  
5 **Article 10; and making environmental findings, and findings of consistency with the**  
6 **General Plan, and the eight priority policies of Planning Code, Section 101.1.**

7 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
8 **Additions to Codes** are in single-underline italics Times New Roman font.  
9 **Deletions to Codes** are in ~~striketrough italics Times New Roman font~~.  
10 **Board amendment additions** are in double-underlined Arial font.  
11 **Board amendment deletions** are in ~~striketrough Arial font~~.  
12 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
13 subsections or parts of tables.

14 Be it ordained by the People of the City and County of San Francisco:

15 Section 1. Findings.

16 (A) Pursuant to Section 4.135 of the Charter of the City and County of San  
17 Francisco, the Historic Preservation Commission has authority "to recommend approval,  
18 disapproval, or modification of landmark designations and historic district designations under  
19 the Planning Code to the Board of Supervisors."

20 (B) On June 15, 2011, at the request of the property owner, Greg Johnson, and with  
21 the support of the Planning Department, the Historic Preservation Commission added 1712-  
22 1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block  
23 0684, to the Landmark Designation Work Program.

24 (C) Architectural historian consultant Stacy Farr, who meets the Secretary of  
25 Interior's Professional Qualification Standards, prepared the Landmark Designation Report for  
1712-1716 Fillmore Street, dated September 11, 2013. This Landmark Designation Report

1 was reviewed by the property owner and Department staff for accuracy and conformance with  
2 the purposes and standards of Article 10.

3 (D) The Historic Preservation Commission, at its regular meeting of September 18,  
4 2013, reviewed Department staff's analysis of 1712-1716 Fillmore Street's historical  
5 significance per Article 10 as part of the Landmark Designation Case Report dated September  
6 11, 2013.

7 (E) On September 18, 2013, the Historic Preservation Commission passed  
8 Resolution No.710, initiating designation of 1712-1716 Fillmore Street (aka Marcus Books and  
9 Jimbo's Bop City), Lot 020 in Assessor's Block 0684, as a San Francisco Landmark pursuant  
10 to Section 1004.1 of the San Francisco Planning Code. Such motion is on file with the Clerk  
11 of the Board in File 131118 and incorporated herein by reference.

12 (F) On November 6, 2013, after holding a public hearing on the proposed  
13 designation and having considered the specialized analyses prepared by Planning  
14 Department staff and the Landmark Designation Case Report, the Historic Preservation  
15 Commission recommended approval of the proposed landmark designation 1712-1716  
16 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block 0684,  
17 in Resolution No.718. Such resolution is on file with the Clerk of the Board in File No.  
18 131118.

19 (G) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
20 proposed landmark designation of 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's  
21 Bop City), Lot 020 in Assessor's Block 0684, will serve the public necessity, convenience and  
22 welfare.

23 (H) The Board finds that the proposed landmark designation of 1712-1716 Fillmore  
24 Street (aka Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block 0684, is  
25 consistent with the San Francisco General Plan and with Planning Code Section 101.1(b) for

1 the reasons set forth in Resolution No. 718, recommending approval of the proposed  
2 designation, which is incorporated herein by reference.

3 (I) The Planning Department has determined that the actions contemplated in this  
4 Ordinance are in compliance with the California Environmental Quality Act (California Public  
5 Resources Code section 21000 et seq., "CEQA"). Specifically, the Planning Department has  
6 determined the proposed Planning Code amendment is subject to a Categorical Exemption  
7 from CEQA pursuant to Section 15308 of the Guidelines for Implementation of the statute for  
8 actions by regulatory agencies for protection of the environment (specifically in this case,  
9 landmark designation). Said determination is on file with the Clerk of the Board of  
10 Supervisors in File No. 131118 and is incorporated herein by reference.

11 (J) The Board of Supervisors hereby finds that 1712-1716 Fillmore Street (aka  
12 Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block 0684, has a special  
13 character and special historical, architectural, and aesthetic interest and value, and that its  
14 designation as a Landmark will further the purposes of and conform to the standards set forth  
15 in Article 10 of the San Francisco Planning Code.

16 Section 2: Designation. Pursuant to Section 1004 of the Planning Code, 1712-1716  
17 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block 0684,  
18 is hereby designated as a San Francisco Landmark under Article 10 of the Planning Code.

19 Section 3. Required Data.

20 (A) The description, location, and boundary of the Landmark site consists of the City  
21 parcel located at Lot 020 in Assessor's Block 0684, on the east side of Fillmore Street,  
22 between Post and Sutter Streets, in San Francisco's Western Addition neighborhood.

23 (B) The characteristics of the Landmark that justify its designation are described and  
24 shown in the Landmark Designation Case Report and other supporting materials contained in  
25 Planning Department Case Docket No. 2011.0687L. In brief, 1712-1716 Fillmore Street (aka



1 Marcus Books and Jimbo's Bop City) is eligible for designation under National Register of  
2 Historic Places Criteria A (association with events that have made a significant contribution to  
3 the broad patterns of our history), and B (association with the lives of persons significant to  
4 our past). Specifically, as to Criterion A, 1712-1716 Fillmore Street is significant for its long-  
5 term association with Marcus Books, the nation's oldest continuously operating Black-owned  
6 and Black-themed bookstore, and for its association with Jimbo's Bop City, one of the City's  
7 most famous, innovative and progressive jazz clubs. As to Criterion B, 1712-1716 Fillmore  
8 Street is significant because of its association with Julian and Raye Richardson, who for many  
9 years served the City's rapidly expanding Black community in a myriad of ways, from small-  
10 scale publishing and book-selling to academic instruction and mentorship.

11 (C) The particular features that shall be preserved, or replaced in-kind as  
12 determined necessary, are those generally shown in photographs and described in the  
13 Landmark Designation Case Report, which can be found in Planning Department Docket No.  
14 No. 2011.0687L, and which are incorporated in this designation by reference as though fully  
15 set forth. Specifically, the following exterior features shall be preserved or replaced in kind:

16 (i) Massing and setback;

17 (ii) All exterior elevations, materials, and rooflines;

18 (iii) Horizontal channel-drop wood siding;

19 (iv) Street-level commercial entrance and fenestration, including the wood glazed door,  
20 decorative bulkhead panel, transom windows, and wood sash window at the storefront's  
21 primary façade; and the wood casement windows set in a tripartite configuration and topped  
22 with awning transoms at the storefront's secondary facade;

23 (v) Straight flight stairway to the residential entry with wood treads and risers, and  
24 newel posts and turned wood balusters which date to the Victorian Square San Francisco  
25

1 Redevelopment Agency era. The north-facing side of the staircase is clad in channel-drop  
2 wood siding to match the storefront cladding;

3 (vi) Paneled residential entry alcove, including glazed wood paneled doors, arched  
4 transom windows, and compound bracketed portico with arched pediment;

5 (vii) Stick Eastlake design features including rectangular bays, double-hung wood-sash  
6 windows with ogee lugs, scored spandrel panels, belt cornice details, dentils, window hoods,  
7 and corner molding;

8 (viii) Compound cornice including gable, bracket, dentils, frieze, and molding details.

9 (ix) Fenestration at the secondary, north-facing elevation including double-hung wood-  
10 sash windows with ogee lugs set in wood surrounds and small awning windows.

11 The designation is limited to the exterior of the building.

12 Section 4. The property shall be subject to further controls and procedures pursuant to  
13 the San Francisco Planning Code and Article 10.

14 Section 5. Effective Date. This ordinance shall become effective 30 days after  
15 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
16 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
17 of Supervisors overrides the Mayor's veto of the ordinance.

18  
19  
20 APPROVED AS TO FORM:  
21 DENNIS J. HERRERA, City Attorney

22 By:

23   
24 \_\_\_\_\_  
25 ANDREA RUIZ-ESQUIDE  
Deputy City Attorney

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**LEGISLATIVE DIGEST**

[Planning Code - Landmark Designation - 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City)]

**Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Assessor's Block No. 0684, Lot No. 020, as a landmark under Planning Code, Article 10; and making environmental findings, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

**Existing Law**

Under Article 10, Section 1004 of the Planning Code, the Board of Supervisors may, by ordinance, designate an individual structure that has special character or special historical, architectural or aesthetic interest or value as a City landmark. Once a structure has been named a landmark, any construction, alteration, removal or demolition for which a City permit is required necessitates a Certificate of Appropriateness from the Historic Preservation Commission ("HPC"). (Planning Code Section 1006; Charter of the City and County of San Francisco, Section 4.135.) Thus, landmark designation affords a high degree of protection to historic and architectural structures of merit in the City. There are currently 265 individual landmarks in the City under Article 10, in addition to other structures and districts in the downtown area that are protected under Article 11. (See Appendix A to Article 10.)

**Amendments to Current Law**

This ordinance amends the Planning Code to add a new historic landmark to the list of individual landmarks under Article 10: 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Lot 020 in Assessor's Block 0684.

The ordinance finds that 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City) is eligible for designation as a City landmark under National Register of Historic Places Criteria A (association with events that have made a significant contribution to the broad patterns of our history) and B (association with the lives of persons significant to our past). Specifically, as to Criterion A, 1712-1716 Fillmore Street is significant for its long-term association with Marcus Books, the nation's oldest continuously operating Black-owned and Black-themed bookstore, and for its association with Jimbo's Bop City, one of the City's most famous, innovative and progressive jazz clubs. As to Criterion B, 1712-1716 Fillmore Street is significant because of its association with Julian and Raye Richardson, who for many years served the City's rapidly expanding Black community in a myriad of ways, from small-scale publishing and book-selling to academic instruction and mentorship.

As required by Section 1004, the ordinance lists the particular exterior features that shall be preserved, or replaced in-kind as determined necessary.

Background Information

The landmark designation was initiated by the HPC pursuant to its authority under the Charter to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors. The HPC held a hearing to initiate the landmark designation of 1712-1716 Fillmore Street on September 18, 2013. On November 6, 2013, after holding a public hearing on the proposed designation and having considered the specialized analyses prepared by Planning Department staff and the Landmark Designation Case Report prepared by Stacy Farr, the HPC voted to recommend approval of the proposed landmark designation of 1712-1716 Fillmore Street to the Board of Supervisors.



# SAN FRANCISCO PLANNING DEPARTMENT

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

November 15, 2013

2013 NOV 15 PM 2:50

Ms. Angela Calvillo, Clerk  
Board of Supervisors  
City and County of San Francisco  
City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

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

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Planning  
Information:  
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Re: Transmittal of Planning Department Case Number 2011.0687L:  
1712-1716 Fillmore Street Landmark Designation

BOS File No: 131118 (pending)

Historic Preservation Commission Recommendation: Approval

Dear Ms. Calvillo,

On November 6, 2013 the San Francisco Historic Preservation Commission (hereinafter "HPC") conducted a duly noticed public hearing at a regularly scheduled meeting to consider a recommendation for landmark designation of 1712-1716 Fillmore Street, known historically as Jimbo's Bop City and Marcus Books, to the Board of Supervisors. At the hearing, the HPC voted to approve a resolution to recommend landmark designation pursuant to Article 10 of the Planning Code.

The proposed amendments have been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2).

Please find attached documents relating to the HPC's action. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,

AnMarie Rodgers  
Manager of Legislative Affairs

cc:

Supervisor London Breed  
Jason Elliott, Mayor's Office  
Alisa Miller, Clerk's Office

Attachments (one copy of the following):

Historic Preservation Commission Resolutions No. 710 and No. 718  
Planning Department Case Reports dated September 18, 2013 and November 6, 2013  
1712-1716 Fillmore Street Landmark Designation Report  
Designation Ordinance and Legislative Digest





# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 718

HEARING DATE NOVEMBER 6, 2013

**RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS ARTICLE 10 LANDMARK DESIGNATION OF 1712-1716 FILLMORE STREET, HISTORICALLY KNOWN AS MARCUS BOOKS AND JIMBO'S BOP CITY, LOT 020 IN ASSESSOR'S BLOCK 0684, AS LANDMARK NO. XXX PURSUANT TO 1004.1 OF THE PLANNING CODE**

1. WHEREAS, on June 15, 2011, at the request of the former property owner, Greg Johnson, and with the support of the Planning Department, the Historic Preservation Commission added 1712-1716 Fillmore Street to the Landmark Designation Work Program; and
2. WHEREAS, architectural historian consultant Stacy Farr, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 1712-1716 Fillmore Street which was reviewed by the property owner and Department staff for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of September 18, 2013, reviewed Department staff's analysis of 1712-1716 Fillmore Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated September 11, 2013; and
4. WHEREAS, the Historic Preservation Commission finds that the 1712-1716 Fillmore Street nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street conveys its association with significant persons, Raye and Julian Richardson, and significant events as embodied by its association with Jimbo's Bop City and Marcus Books; and
6. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street appears to meet the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
7. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and

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8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the draft Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and
9. WHEREAS, the Historic Preservation Commission, at its regular meeting of September 18, 2013, approved the nomination and initiation of Article 10 landmark designation of 1712-1716 Fillmore Street, as described in Resolution No. 710,

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby recommends to the Board of Supervisors the landmark designation of 1712-1716 Fillmore Street, Assessor's Block 0684, Lot 020 pursuant to Article 10 of the Planning Code.

#### FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The proposed designation is consistent with the General Plan priority policies pursuant to Planning Code section 101.1 and furthers Priority Policy No. 7, which states that historic buildings be preserved, for reasons set forth in the September 11, 2013 Case Report.
2. The documentation of the proposed landmark meets the standards of Section 1004(b), and identifies the location and boundaries of the landmark, a description of the characteristics of the landmark that justify its designation, and a description of the particular features that should be preserved.
3. The Planning Department conducted due diligence in informing the new property owners, Nishan and Suhaila Sweis, of the Article 10 landmark designation process and implications.
4. The proposed designation will protect a valuable historic resource.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on November 6, 2013.

Jonas P. Ionin  
Commission Secretary

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

NAYS: None

ABSENT: None

ADOPTED: November 6, 2013





# SAN FRANCISCO PLANNING DEPARTMENT

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**DATE:** October 31, 2013  
**TO:** Historic Preservation Commission  
**FROM:** Timothy Frye, Preservation Coordinator, (415) 575-6822  
**RE:** Article 10 Landmark Designation & Use

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At its November 6, 2013 hearing the Historic Preservation Commission (HPC) will consider a recommendation to the Board of Supervisors for the local designation (Article 10) of 1712-1716 Fillmore Street, historically known as Jimbo's Bop City/Marcus Books. This memo has been prepared by the Planning Department to address the question of whether or not the historic use of a property must be maintained as a result of Article 10 designation.

Landmark designation under Article 10 of the San Francisco Planning Code does not mandate that the historic use of a landmark building be preserved. Rather, landmark designation applies only to those physical features of the property that convey its historic significance.

Constructed circa 1893, the property at 1712-1716 Fillmore Street has been found significant for its association with Jimbo's Bop City, one of San Francisco's famed jazz clubs between 1950 and 1965, as well as its association with Marcus Books, a pioneering bookstore which has operated at the building from 1980 until the present. The building is also significant for its association with Julian and Raye Richardson, proprietors of Marcus Books and significant figures in the city's African American community.

While the building's use as a jazz club and bookstore are key reasons for its historic significance, landmark designation does not mandate that such uses be retained in the future. As explicitly discussed in the Article 10 Landmark Case Report dated September 11, 2013, the building will remain significant for its associations with Jimbo's Bop City and Marcus Books regardless of the tenure of the bookstore or the identity of the persons residing in the residential units.

Section 1004(b) of the Planning Code states that each landmark designation ordinance shall include a description of the particular features that should be preserved. In the Landmark Case Report for 1712-1716 Fillmore Street, all of the character-defining features of the building are physical features related solely to the building's exterior appearance. Thus, landmark designation will not preclude converting the retail space within the building to other uses. The adaptive reuse of historic properties is also supported by the Secretary of the Interior's Standards for Rehabilitation. Standard 1 states that properties can continue to convey their historical significance so long as any new use does not significantly alter the property's distinctive materials, features, spaces and spatial relationships.

There are many examples of San Francisco Landmarks that have been rehabilitated for new uses. One prominent example is the Jose Theater at 2362 Market Street. The building was the place of

**Memo on Article 10 Landmark Designation & Use  
October 31, 2013**

origin for the NAMES Project and AIDS Quilt, although today the building is used as a restaurant and the AIDS Quilt is stored in Atlanta, Georgia. Similarly, the recently landmarked Doelger Sales Office Building at 320-326 Judah Street was found significant for its association with residential builder Henry Doelger, although the building is presently being rehabilitated for use as a pet boarding facility.



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**HEARING DATE:** November 6, 2013  
**FILING DATE:** October 31, 2013  
**TO:** Historic Preservation Commission  
**FROM:** Mary Brown  
Preservation Planner  
**RE:** Landmark Recommendation Resolution

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On September 18, 2013, the Historic Preservation Commission (HPC) adopted Resolution No. 710 to initiate Article 10 landmark designation of 1712-1716 Fillmore Street, known historically as Jimbo's Bop City and Marcus Books. At that hearing, approximately 60 people attended in support of the proposed designation. The property owner's agent, Joseph Sweis, spoke in support of continuing the item until such time that the litigation surrounding building occupancy is resolved.

Under Article 10, initiation and recommendation are two distinct steps of the landmarking process which require separate hearings and resolutions. Attached is a draft Resolution to recommend approval to the Board of Supervisors of 1712-1716 Fillmore Street as a San Francisco landmark, under Article 10 of the Planning Code, Section 1004.1. The Planning Department (Department) recommends adopting this Resolution.

Attached is a revised Landmark Designation Report that incorporates edits, on pages 17-19, as recommended by the HPC at its September 18, 2013 hearing, regarding the postwar cultural contexts related to the Japanese American and African American communities in the Fillmore District.

Also attached is a memo drafted by the Department to clarify the impact of landmark designation on building tenancy and use as this issue has emerged a number of times, most recently in regards to proposed landmark designations for the Stow Lake Boathouse, Eagle Tavern, and Gold Dust Lounge.

**ATTACHMENTS:**

Draft Resolution  
Landmark Designation Report (Revised October 25, 2013)  
Memo (tenancy and use)  
September 18, 2013 Case Report  
Resolution 710

I:\Preservation\Survey Team\Landmark Designation Work Program\Individual Landmarks\Marcus Books\Designation Hearings\Nov 6 2013 HPC Hearing 2\Marcus\_HPC2\_Memo\_110613.docx

Memo





DRAFT

# LANDMARK DESIGNATION REPORT



## Marcus Books / Jimbo's Bop City 1712-1716 Fillmore Street

October 25, 2013

City and County of San Francisco  
Edwin M. Lee, Mayor

Planning Department  
John Rahaim, Director

Landmark No.  
XXX

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The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

*This draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.*

# Marcus Books/Jimbo's Bop City

## 1712-1716 Fillmore Street

**Built:** c. 1893  
**Architect:** Unknown

### OVERVIEW

1712-1716 Fillmore Street is significant for its association with Marcus Books, the nation's oldest continuously operating, independent Black-owned and Black-themed bookstore.<sup>1</sup> Marcus Books is located at the street level of a two-story-over-raised-basement Stick-Eastlake building, constructed c. 1893. The bookstore was founded by Julian and Raye Richardson in 1960, as an outgrowth of the family's printing business, the Success Printing Co., which they established in 1947, shortly after settling in San Francisco. The property is also significant for its association with the lifework of Julian and Raye Richardson. As recent graduates from the Tuskegee Institute in Tuskegee Alabama, the Richardsons perceived a need in the City—which was experiencing an unprecedented surge in Black population at the time—for a center for Black intellectualism and idea exchange. Marcus Books became that space, and has continued to serve this purpose for the City's Black population, weathering changing urban conditions and demographics with creativity and perseverance. The business was originally located on the 1800 block of Fillmore Street and was forced to move several times in avoidance of both rising rents and the demolition brought on by San Francisco Redevelopment Agency (SFRA) projects in the Western Addition. The bookstore moved into its current home at 1712 Fillmore Street in 1980. At that time, the building had recently been rescued from demolition by the combined efforts of neighborhood historians, activists, and people working within the SFRA and relocated to a small commercial redevelopment project known as Victorian Square. Marcus Books continues to be owned and operated by members of the Richardson family.

The building which houses Marcus Books was originally located three blocks away at 1686-1690 Post Street. Prior to its physical relocation, the building was the site of one of the San Francisco's most famous jazz venues, Jimbo's Bop City. The building is also significant as the former home of Jimbo's Bop City. Beginning in 1950, in what had been a Japanese-owned drug store prior to Japanese internment in 1942, James "Jimbo" Edwards rented the commercial

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<sup>1</sup> Following language preferences modeled at the Marcus Books website and in various interviews and articles about Marcus Books, this report will consistently use the term "Black" to refer to African Americans and persons of African descent, with the acknowledgement that personal preferences and style standards surrounding these terms vary.

portion of the building from Charles Sullivan, a well-known Black businessman and real estate owner. Edwards sold waffles out of his storefront and hosted all-night jazz performances in the large back room. The club quickly developed a reputation as a space for the new "bop" sound in San Francisco and attracted famous performers, including Miles Davis, Dizzy Gillespie, Charlie Parker, Sarah Vaughn, Ella Fitzgerald, and many others. Jimbo's Bop City was a unique early space where race and gender were regarded as second to one's ability to play, and the club welcomed anyone to the stage who could contribute to the pioneering new direction jazz was taking at the time. After 15 years of nightly performances, Jimbo's Bop City closed its doors in 1965, in the face of dramatic changes in the neighborhood, a combination of demographic changes and side effects of the redevelopment projects that were reshaping the Fillmore at that time.

## BUILDING DESCRIPTION



Figure 1: 1712-1716 Fillmore Street, view looking southeast

### Overview

1712-1716 Fillmore Street is a two-story-over-raised-basement, rectangular-plan, residential-over-commercial Stick-Eastlake building clad in horizontal wood channel-drop siding and capped with a front gable roof obscured by a paneled parapet. The 4,312 sq. ft. building occupies the majority of its 2,557 sq. ft. lot on the east side of Fillmore Street between Post and Sutter Streets. There is a commercial storefront at the raised basement, and residential units at the first and second stories. The building is set back approximately 15 feet from the sidewalk. The building was originally located at 1686-1690 Post Street, on the north side of Post between Laguna and Buchanan Streets. The building was slated for demolition during the A-2 phase of the SFRA's redevelopment plan for the Western Addition. However, the building was moved to its current location in 1980 under the auspices of the SFRA as part of a micro-redevelopment project.



## Primary Façade

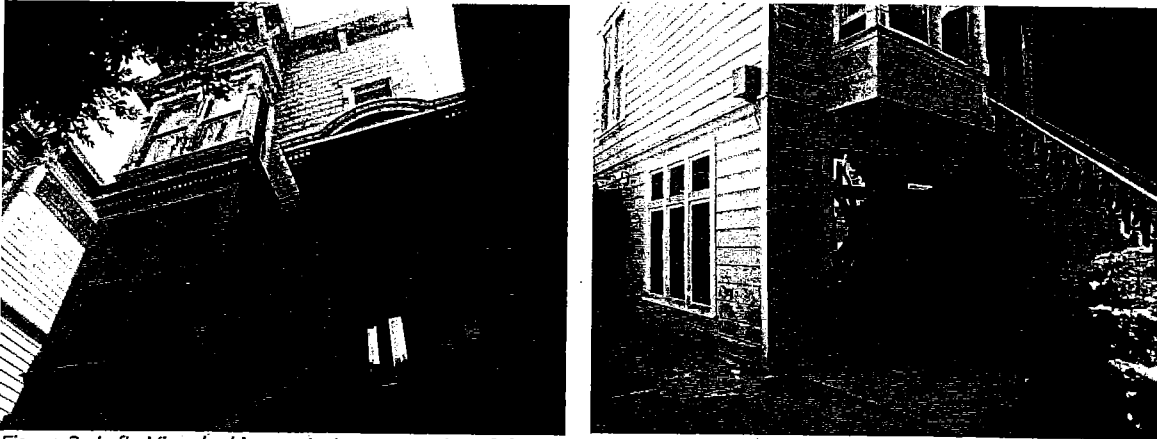


Figure 2: Left: View looking east at upper stories of the primary façade. Right: View looking southeast at storefront space.

At the primary façade, the raised basement features a commercial storefront with a fully glazed wood door at center and a fixed single pane window to the left of the door. Both the door and the window are topped by fixed wood sash transom windows. The windows and the door are framed by wide wood surrounds. The area below the large fixed window features a chevron-pattern panel, a motif which repeats at the first and second stories of the building. At right, a straight wood staircase rises to the primary entrances, located at the first story. The staircase is framed by newel posts and turned wood balusters.

At the first story of the primary façade, two entrances are located at the top of the stair, set within a paneled entry alcove. The entrance doors are both partially glazed wood paneled doors, and both are topped by fixed transom windows which, in pair, form an arch. The entry alcove is framed by a compound bracketed portico with a dentil cornice and a semicircle-shaped front panel. Additional fenestration at the first story includes a rectangular bay with double-hung wood frame windows above chevron-pattern spandrel panels. The bay is capped by a belt cornice above dentil molding.

At the second story of the primary façade, the bay repeats at left with the same window and panel configuration, with the addition of panels above the windows and button details at the center of each panel. At right, there is a single-hung wood frame window topped by a flat window hood.

The primary façade terminates with a compound cornice. Above the bay, the cornice is front gabled, supported by scrolled brackets and decorated by a button detail. The remainder of the cornice features a paneled frieze and a row of dentil molding and is supported by scrolled brackets.

The primary façade is clad in horizontal wood channel-drop siding and has simple corner molding at its vertical termini.

## North Façade



*Figure 3: Views looking southeast at the north façade*

At the north façade, the raised basement features three adjoining wood-sash casement windows each topped by an awning transom window, located near the front of the building. Additional fenestration at this story is obscured by a contemporary fence with a pedestrian entrance. At the rear of the building a three-story bay projects from the side of the building and presumably features a secondary pedestrian entrance.

At the first story of the north façade, fenestration includes a pair of double-hung wood sash windows, a smaller wood-sash awning window, a single double-hung wood sash window, and, at the rear bay, a narrow double-hung wood sash window.

The first story fenestration pattern repeats at the second story, with the addition of a contemporary projecting greenhouse window which has replaced the pair of double-hung wood sash windows closest to the front of the building.

The north façade is clad entirely in horizontal wood channel-drop siding and terminates with flush eaves.

### **South Façade**

The south façade of the building is obscured at the exposed basement and first stories by an abutting building. Aerial views reveal a light well towards the rear of the building which appears to feature two double-hung windows at the first and second stories.

The south façade is clad entirely in horizontal wood channel-drop siding and terminates with flush eaves.

### **Rear Façade**

The rear façade of the building is partially obscured by a fence and foliage. Visible fenestration includes, at the first and second story, three double-hung windows. The gable roof is visible at the rear façade, and the façade is clad in horizontal wood channel-drop siding and terminates with flush eaves.

# HISTORY

## Introduction to Marcus Books: A Community Centerpiece for Black San Franciscans

Marcus Books is the nation's oldest continuously operating Black-owned and Black-themed bookstore.<sup>2</sup> Since its earliest incarnation as Success Printing Co.—established by Julian and Raye Richardson in 1947—through its formal establishment as a retail bookstore in 1960, Marcus Books was conceived of and continues to operate as a space where the City's Black population could gather to contribute to and receive a striking breadth of knowledge, from canonical and cutting-edge Black scholarship to contemporary self-help, street literature, and local-interest titles. Under the continued guidance of the Richardson family, Marcus Books has operated as a space of Black community collectivity, empowerment, and action. Changes to the surrounding neighborhood brought by the SFRA in the 1960s and 1970s were experienced, addressed, adjusted to, discussed, and in many cases rejected from within the walls of this bookstore. Larger economic and demographic changes on the national and global stage have also been explored here, in a space which the founders describe as a haven where Black people "didn't have to apologize for their difference, their intellect, or their pain from racism."<sup>3</sup> The bookstore has functioned as this haven for more than 50 years.

## Julian and Raye Richardson: Publishing Pioneers, Community Leaders

The story of Marcus Books begins necessarily with the story of its founders, Julian and Raye Richardson. Julian Richardson was born in 1916 in Birmingham, Alabama, and Raye was born four years later in 1920 and raised outside of Chicago.<sup>4</sup> The Richardsons met while attending Tuskegee Institute in Tuskegee, Alabama in 1937—Raye had been admitted at the young age of 16—where they both studied under renowned scholar George Washington Carver and alongside author Ralph Ellison. Julian Richardson studied printing and lithography, and after graduation in 1940 the Richardsons moved westward to California.<sup>5</sup> After a brief stint in Los Angeles, Julian and Raye settled in San Francisco in 1941, and Julian began work as the first Black typesetter at the *San Francisco Chronicle*, while Raye took a job at the post office. Adjusting his original plan of starting the City's first Black newspaper (this task had already been accomplished as early the 1860s with titles including *The Elevator* and the *Pacific Appeal*), Julian decided instead to open a print shop, and was working on accumulating the necessary equipment to do so when he was drafted into the United States Army in 1942.<sup>6</sup>

When he returned to San Francisco in 1944, Julian Richardson found a city transformed by World War II. Within a broader city-wide population increase, the Black population had exploded, tripling between 1940 and 1944, and increasing by 800 percent between 1940 and 1950.<sup>7</sup> The new arrivals generally experienced well-paid employment in war-related industries and clustered residentially in the Fillmore and the Western Addition. These neighborhoods were historically ethnically mixed and offered the twin benefits of the lack of exclusionary racial covenants and, ironically, available housing due to the wartime internment of the area's large Japanese American population. By the late 1940s, the Fillmore and the Western Addition had become the City's main Black neighborhoods. Raye Richardson recalls that the area "was bustling. It was...it was warm. It was friendly. There was a joy in the people, a

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<sup>2</sup> Reginald Smith, "Black Bookstores in the United States: A Short View by the Numbers" (draft of November 21, 2012), supplemented by personal email exchange with the author, December 2012.

<sup>3</sup> "The History of Marcus Books", Marcus Books website, [www.marcusbookstores.com/history.html](http://www.marcusbookstores.com/history.html).

<sup>4</sup> "Community Mourns Passing of Julian Richardson," Lee Hubbard, *The Sun Reporter*, August 24, 2000.

<sup>5</sup> Jasmine Johnson and Shaun Ossei-Owusu, "From Fillmore to No More: Black Owned Business in a Transforming San Francisco" (draft of November 2012), 75.

<sup>6</sup> *Ibid.*

<sup>7</sup> US Census data reprinted in *Pioneer Urbanites*, Douglas Henry Daniels (Berkeley, University of California Press, 1990.)165.

love of life.”<sup>8</sup> Commercial establishments sprung up to meet the needs of the area’s residential population, and it was into this milieu that the Richardsons began their family business, the Success Publishing Company, in 1947.<sup>9</sup>

The Success Publishing Company began in a commercial storefront located at 1821 Fillmore Street, one block north of where Marcus Books is now located, on a block that was eventually demolished and rebuilt by the SFRA.<sup>10</sup> The business served the general publishing needs of the surrounding Black community, printing flyers for political meetings, pamphlets, celebration programs, business cards, and newsletters. However, at the same time, Julian recalls, “my wife and I began looking for Black literature...but we had to go all over the country to find it.”<sup>11</sup> What started as a search for personal reading material quickly grew into a broader community role for the Richardsons: “You had to scout so hard for books by the Harlem Renaissance writers such as Langston Hughes, Ralph Ellison, and Anna Bontemps, that when I would find them I would buy extra copies, mainly for friends. I began putting them in my window and selling them.”<sup>12</sup>

Response to these books was strong, and Julian and Raye embraced their shop’s emerging reputation as a gathering place for the City’s Black intelligentsia and for those who sought a text-based path to self- and community-empowerment. They began using their printing presses to reissue texts that they considered canonical to the Black community and that were unavailable at other general interest bookstores in the City. The first book that they reissued was Marcus Garvey’s *The Philosophy and Opinions of Marcus Garvey*, a 1923 treatise on the lost history of the pan-African diaspora and the importance of Black economic and financial self-reliance. Garvey’s writings were foundational to the development of the Black Nationalist movement, which in turn inspired the Black consciousness movement and related groups including, most famously, the Black Panthers. Other texts the Richardsons reissued during this time included *Stolen Legacy: The Egyptian Origins of Western Civilization*, *Early Black Christians*, *Black Man: The Father of Civilization*, and *The Miseducation of the Negro*, books that aimed to broaden narrow and often incorrect accounts of Black and African-diaspora history.<sup>13</sup> In 1960, the Richardsons turned their book-printing and selling operation into a formal retail establishment, naming the store Marcus Books, after Marcus Garvey.

Julian and Raye Richardson used their printing business to reinforce concepts of Black economic security and Black community self-reliance. In addition to the reissue of texts on these subjects, the Richardsons worked hard to promote inter-reliance between Black business owners, helping to establish a Black business owners group called the Committee for Community Solidarity. The Committee used the Richardsons’ press to publish, in 1959, a comprehensive guide to Black-owned businesses in the City, called *The Success Directory*.<sup>14</sup> In addition to informing readers where they could shop for goods that would keep money in the Black community, the *Directory* brought the pervasive nature of Black business ownership to the attention of both the Black community and the larger City population, and amplified the political power these businesses could wield. To ensure the continued attention to these issues, a monthly newsletter, *The Success Newsletter*, updated the business listings, noting new and dissolved businesses, and outlined pointers for starting new businesses, including which types of businesses the community lacked and needed. In their continued involvement with the *Success Newsletter*, the Richardson family used their

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<sup>8</sup> Johnson and Ossei-Owusu, 74.

<sup>9</sup> Equal access to some of these commercial ventures were hard fought: in an interview with her granddaughter Jasmine Johnson, Raye Richardson recalls the turn-over that happened, from primarily white-owned businesses, many of which refused service to new Black neighbors, through sit-ins and shop-ins to change these discriminatory practices, to finally the fleeing of white-owned businesses and the replacement with Black-owned businesses. More information about this is found in an unpublished draft of an article by Jasmine Johnson and Shaun Ossei-Owusu, “A Case Study of Black Owned Business in a Transforming San Francisco” (heretofore referred to as “Case Study”), 2-3.

<sup>10</sup> Polk’s Crocker-Langlely San Francisco City Directory, 1951.

<sup>11</sup> “Marcus Books: A Black History”, Michael Kazin, *San Francisco Bay Guardian*, February 22, 1984.

<sup>12</sup> “If It’s Black, These Booksellers Carry It”, authorship unattributed, *The San Francisco Chronicle*, June 2, 1968.

<sup>13</sup> Johnson and Ossei-Owusu, Case Study, 5.

<sup>14</sup> Johnson and Ossei-Owusu, From Fillmore to No More, 76.

printing press to reaffirm their commitment to the larger Black business community and the cause of economic community self-reliance.

Through the following decades, both Julian and Raye Richardson were regarded not just as business leaders but as mentors and teachers within the Black community. Both were closely associated with the student strike at San Francisco State University (SFSU) in 1968-1969, allowing student groups to meet at their bookstore and publishing the student newspaper, *The Organ*, as well as the black student newsletter *Black Dialogue*, when students were barred from using university printing presses. The Black Student Union, which convened informally at Marcus Books, outlined the establishment of a Black Studies Department as one of their primary demands during the strike, and Raye was appointed the first interim chair of the Black Studies Department when it was established in 1970.<sup>15</sup> Raye retired in 1988 as the first Professor Emerita of the School of Ethnic Studies at SFSU.<sup>16</sup> Julian taught journalism at SFSU, and both were recognized by the University of California at Berkeley's Graduate Theological Union with Doctoral degrees in Humanity and Letters.<sup>17</sup> Julian also became a director for the Fillmore Community Development Association, a group which opposed the A-2 phase of the SFRA's plan for the Fillmore and sought community-based strategies to improve and redirect the SFRA's plan.<sup>18</sup>

Through all of these actions, the Richardsons used their printing press and their bookstore as spaces of Black personal and community empowerment. Julian Richardson passed away in 2000 at the age of 84.<sup>19</sup> For their legacy to the city, the Richardsons were recently honored in the naming of the newest housing development by Community Housing Partnership and Mercy Housing, the Julian and Raye Richardson Apartments, located in Hayes Valley.<sup>20</sup>



Figure 4: Julian and Raye Richardson. Courtesy of the Marcus Books website.

<sup>15</sup> Margaret Leahy, "On Strike! We're Gonna Shut it Down: The 1968-1969 San Francisco State Strike", published in *Ten Years that Shook the City: San Francisco 1968-1978*, Chris Carlson, ed. (San Francisco, City Lights Books, 2011) 15.

<sup>16</sup> List of Emeritus Faculty, San Francisco State University, <http://www.sfsu.edu/bulletin/faculty2.htm>

<sup>17</sup> "Threats, Lies and Videotapes", by Carol Harvey, published at [www. Beyondchron.org](http://www.beyondchron.org), October 2, 2006. <http://www.beyondchron.org/news/index.php?itemid=3736>

<sup>18</sup> *Ibid.*

<sup>19</sup> "Julian Richardson, 84, Famed Bookstore Owner", Associated Press, August 22, 2000.

<sup>20</sup> Press release for the Richardson Apartments, David Baker & Partners Architects website, [http://www.dbarchitect.com/project\\_detail/117/Richardson%20Apartments.html](http://www.dbarchitect.com/project_detail/117/Richardson%20Apartments.html).

## The Black Bookstore as a Space for Black Intellectualism, Empowerment, and Activism

The provision of Black-authored and Black-themed books that the Richardsons undertook was pioneering, but it was merely the first action of importance at Marcus Books. The ripple effect of this action continues to spread throughout San Francisco's Black community. From its earliest inception as the Success Publishing Company in 1947, through its establishment in 1960 as a formal retail bookstore, and continuing to the current day, Marcus Books has functioned as what scholar Jasmine Johnson describes as a "text-based" space for Black people to explore conversations about intellectualism, personal and community empowerment, and activism. In providing, for over 50 years, a safe and supportive space for the Black community to gather and engage in these relevant and necessary conversations, Marcus Books has made an important historic contribution to the city.

African American-studies scholar Maisha T. Fisher writes that historically, "creating alternative and supplementary knowledge spaces for learning, and literacy learning in particular, is part of the African American experience in the United States."<sup>21</sup> In response to slavery-era prohibitions on literacy through to persistent twentieth-century education inequalities, African Americans have continuously sought alternative sources and configurations for transmitting and learning about their own history. Gaps often remain in the quality and the content of the education African Americans receive in formal educational settings, ranging from the teaching of Anglo-dominant histories to the subconscious transmission of institutionalized racism.<sup>22</sup> Spaces like Marcus Books can operate to fill these gaps.

In an article that includes extensive research on Marcus Books and its relation to the Black community it serves, Maisha T. Fisher outlines the specific ways Black bookstores in general serve their users, ways that reach far beyond just offering Black-authored and Black-themed texts. As outlined in Fisher's article, visitors to Black bookstores use these spaces in some cases to supplement the formal education they or their families are receiving. Others use the bookstore as an alternative institution, a place to come when they have chosen to homeschool or to bypass broader educational norms. The intergenerational interactions that take place in Black bookstores are also called out as valuable, as they create a kind of "village forum" in which history and strategies of past generations, be it African folk tales or civil-rights era activists, can be verbally transmitted to younger generations. And the exposure of children to Black authors provides explicit modeling for careers in the literature arts. These types of lessons constitute the "dual degree" that Fisher states give these spaces their cultural value.<sup>23</sup>

At Marcus Books, Julian and Raye Richardson understood that their bookstore had the potential to act as an alternative site of learning for the Black community. In addition to printing and selling books, the Richardsons endeavored to create a space of inquiry and activism. As Jasmine Johnson writes in her exploration of the social role of the bookstore, "Marcus [Books] became a space where organic and formal black intellectualism was honed, performed, and called into action through its author signings, roundtable discussions, reading groups, children's literacy programs and events."<sup>24</sup> By offering a wide range of texts, from children's books to scholarly work and everything in between, the bookstore ensures that the space encourages interactions between intergenerational readers. An extensive schedule of author readings encourages discussion and offers direct modeling for people who are interested in becoming writers. A partial list of authors who have read at Marcus Books includes James Baldwin, Huey Newton, Ruby Dee, Ossie Davis, Jesse Jackson, Ntosake Shange, Toni Morrison, Angela Davis, Michael Eric

<sup>21</sup> Maisha T. Fisher, "Earning Dual Degrees: Black Bookstores as Alternative Knowledge Spaces", *Anthropology and Education Quarterly* (Vol. 37, No. 1.) 85.

<sup>22</sup> This subject of performance gaps is explored in depth in the 2009 Federal report "Achievement Gaps: How Black and White Students in Public Schools Perform in Mathematics and Reading on the National Assessment of Educational Progress." Reasons behind these gaps are explored in depth in "Racism and The Achievement Gap", Julian Weissglass, *Education Week*, August 8, 2001.

<sup>23</sup> Fisher, 94.

<sup>24</sup> Johnson and Ossei-Owusu, Case Study, 5.

Dyson, Eric Jerome Dickey, Cornel West, Ismael Reed, Rosa Parks, Terry McMillan, Barbara Lee, Taj Mahal, Willie Brown, George Moscone, Stanley Crouch, and Octavia Butler.<sup>25</sup> In hosting Black book clubs, as outlined in Maisha Fisher's research, Marcus Books encourages "literature as a safe place" to begin the discussion of difficult issues.<sup>26</sup> And acting as an informal community center, Marcus Books has served as the meeting place for local chapters of the Association of Black Psychologists, the Black Panther Party, black-nationalist group the US Organization, and the Fillmore Community Development Association, and Fillmore Residents, Inc., both groups that were cofounded by Julian Richardson to facilitate an organized Black opposition to SFRA plans that were decimating the neighborhood.<sup>27</sup>

Beginning in 1974, a more formal educational arrangement was conceived from a casual interaction at Marcus Books. As recounted in Jasmine Johnson, one day a customer in the bookstore complained to Raye Richardson about the Eurocentric education his children were receiving in public school. "Well, do something about it," she replied, "Start a school here."<sup>28</sup> Shortly thereafter, a Saturday school was developed, meeting at the bookstore, with many of Raye Richardson's SFSU students serving as teachers. In 1976, the Saturday school became the Malcolm X School, a credentialed kindergarten through 12<sup>th</sup> grade school with a Black Nationalist curriculum. A former student recalls the curricula: "We learned Swahili, different songs from the diaspora, we celebrated the first Kwanzaa there, we did math and science and nutrition. Self-determination and affirmation was key."<sup>29</sup> According to Blanche Richardson, daughter of Julian and Raye and former teacher at the Malcolm X School, "Our students had very high levels of achievement. When the school closed and our students transferred to public school, they were two or three years ahead of their age groups. Some of the families ended up putting their children in private schools to keep up the momentum of achievement."<sup>30</sup>

Interviewed for an article in *The San Francisco Chronicle* in 1968, Julian Richardson expressed his desire to find and promote books and other publications that were written not just by black people but *for* black people. "Most civil rights books are written for a white audience," he opined, and while these books were a good match for white teachers who came to the store looking for materials to expand their official public school curricula, he continued to search for books that eschewed white voices in favor of black voices.<sup>31</sup> In the same 1968 article, William Gray, proprietor of another black bookstore on Fillmore Street called *The More*, cited the impetus of Stokely Carmichael in his decision to open a bookstore. "Carmichael stressed Black unity, and how important it is to get information through to our people. Since we don't control the tubes, a bookstore struck me as a way." He goes on to describe the empowerment that these new Black-focused bookstores could bring as "a new phenomenon. I want to get it to all of my people. We are trying to let them know that they are citizens. We want to create, develop, and spew out Blackness."<sup>32</sup> This sentiment is mirrored in the scholarly work of Maisha Fisher, Jasmine Johnson, and Colin Beckles, with Beckles going as far as to say that Black bookstores are the sites where a "Black counter-hegemony" can begin to be established.<sup>33</sup>

William Grey's bookstore on Fillmore Street is no longer open. It was located at 1413 Fillmore Street on a block that fell victim to demolition in advance of the SFRA's redevelopment plan for the neighborhood, and was gone by 1971.<sup>34</sup>

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<sup>25</sup> A much fuller list of authors can be found at the Marcus Books website, <http://marcusfillmore.wordpress.com/about/>.

<sup>26</sup> Fisher, 95.

<sup>27</sup> Johnson and Ossei-Owusu, *From Fillmore to No More*, 82.

<sup>28</sup> Johnson and Ossei-Owusu, *From Fillmore to No More*, 79.

<sup>29</sup> *Ibid.*

<sup>30</sup> *Ibid.*

<sup>31</sup> "If It's Black, These Booksellers Carry It", authorship unattributed, *San Francisco Chronicle*, June 2, 1968.

<sup>32</sup> *Ibid.*

<sup>33</sup> Fisher, 94, Johnson, *Fillmore to No More*, 78, and Colin Beckles, "Black Bookstores, Black Power, and the FBI: The Case of Drum and Spear", *Western Journal of Black Studies* (Volume 20, 1996) 64.

<sup>34</sup> 1971 Polk's Crocker-Langley San Francisco City Directory.



By then Marcus Books had changed location several times, largely for the same reason. When the Richardsons opened their bookstore in 1960, it was located at 1834 Fillmore Street, between Sutter and Bush Streets, in the storefront of the building that housed their printing presses. Three years later they had moved several blocks south, to 1216 Fillmore Street, between Turk and Eddy Streets. Both of these early locations are no longer extant, replaced by redevelopment construction. By 1965 Marcus Books and Success Publishing Company had been driven out of the Fillmore, and were located in the Tenderloin, at 146 Leavenworth Street between Golden Gate Avenue and Turk Street. Five years later, the printing press was still on Leavenworth Street, but the bookstore had moved to 540 McAllister Street between Van Ness Avenue and Franklin Street. After four moves in 10 years, Marcus Books was able to stay at the 540 McAllister Street location for ten years, not moving again until the opportunity arose, in 1980, to move the bookstore back to the recently created redevelopment project called Victorian Square on Fillmore Street, just one block from the store's original location.<sup>35</sup> The Richardsons also opened a second location of Marcus Books in Oakland on Martin Luther King Boulevard in 1976, which is still in operation and which houses the family's printing presses.

Several well-known and long-standing Black bookstores around the country have shuttered their doors. The first Black bookstore, the African National Memorial Bookstore in Harlem, opened in 1932 and closed in 1974. Aquarius Bookstore in Los Angeles, opened in 1941 and closed shortly after the riots, in 1994.<sup>36</sup> According to researcher Reginald Smith, the average lifetime of a Black bookstore is 12 years, and only 25% of Black bookstores survive longer than 15 years.<sup>37</sup> Some are shifting to on-line retail, which undercuts some the spatial benefits that Black bookstores provide, outlined in this report. Others struggle with the changing market conditions that threaten all independently-owned bookstores. Marcus Books faces these challenges, as well as a demographic shift in San Francisco that has seen a decrease in African American population over the past thirty years. However, despite these changes, Marcus Books continues to offer the same mix of intergenerational interactions, book club meetings, author readings, and community center activities that mark it as an important space of Black intellectualism, empowerment and activism.

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<sup>35</sup> All store location information comes from Polk's Crocker-Langley San Francisco City Directories.

<sup>36</sup> Reginald Smith, personal correspondence with the author, December 2012.

<sup>37</sup> Reginald Smith, "Black Bookstores in the United States: A Short View by the Numbers", unpublished draft of November 21, 2012.

## Jimbo's Bop City

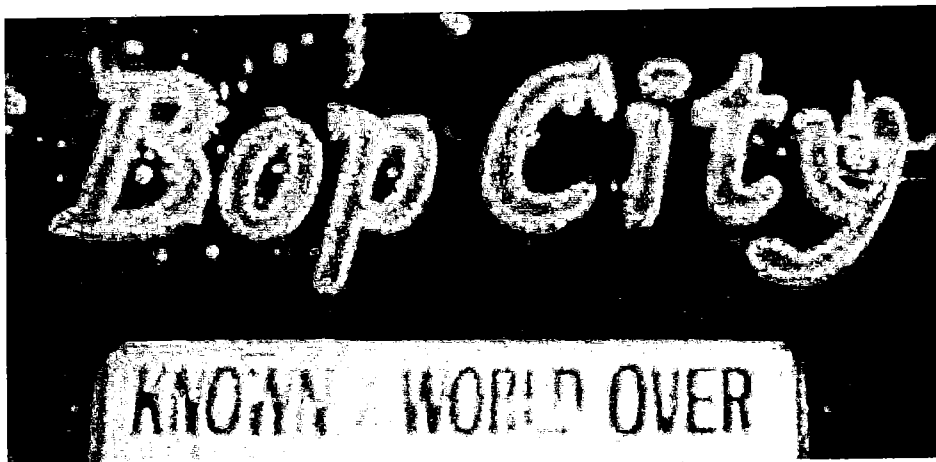


Figure 5: Exterior sign at Jimbo's Bop City. Courtesy Carol P. Chamberland.

The property at 1712-1716 Fillmore Street that houses Marcus Books is also significant for its history as the building that housed Jimbo's Bop City, one of the City's most well-known and artistically ambitious jazz clubs. From the time it opened in 1950 until it closed its doors in 1965, Jimbo's was among the most vibrant music venues in San Francisco, a site specifically known as a place where established talents and young newcomers could mingle as equals on stage.

In the late 1940s, the building that is now located at 1712-1716 Fillmore Street was located three blocks away, at 1686-1690 Post Street between Laguna and Buchanan Streets. The building was owned at that time by Charles Sullivan, a well-known and active Black businessman and real estate leader.<sup>38</sup> Sullivan rented the ground-floor restaurant space to a man named Slim Gaillard, a talented jazz musician with little skill for the restaurant business.<sup>39</sup> When Gaillard decided to move to Los Angeles, Sullivan approached James "Jimbo" Edwards, a Phoenix native who was working downtown as one of the City's first Black car salesmen. Sullivan offered Edwards a deal. In an interview with the historian Carol Chamberland, Edwards recalled that Sullivan offered to pay his rent for the first three months to help him get established. Edwards accepted the offer, and began to sell waffles and chicken out of the small restaurant storefront in 1950.

Almost as soon as Edwards opened his restaurant, local musicians started using the large space behind the restaurant at the rear of the ground floor (the space where Marcus Books is now located) as a late-night spot to gather, relax and play music together after their paid gigs at other clubs were over. Four months into his new venture, the back-room gatherings were getting so regular the Edwards decided to install a bandstand and bring in a piano. He began to charge admission: one dollar, no charge for anyone carrying an instrument. He named his spot after the recently shuttered Bop City in New York City, and hung a sign out front, announcing that this was the spot to hear the young new "bop" sound that was taking over jazz at the time.<sup>40</sup>

<sup>38</sup> Carol P. Chamberland, "The House that Bop Built", *California History* (Vol 75, No. 3, African Americans in California, Fall 1996) 274.

<sup>39</sup> *Ibid.*

<sup>40</sup> Robert Tate and Nina J. Hodgson, "The Night Billie's Dog Died and the Chair of all Chairs: Jimbo Edwards on Bop City", *Jazz Now*, March 1998. Unpaginated copy.

As Edwards explained in a 1998 interview, "It wasn't a normal place. There didn't nobody get paid to come. They were just workin' here, there, and everywhere, and at two o'clock here they come."<sup>41</sup> The network of other, larger jazz venues all over San Francisco brought big name musicians to the City, and when they were done playing their official gigs, often in more formal spaces and for white audiences, they would head to Bop City afterwards to relax and occasionally try out new material or new innovative arrangements in a less formal setting. Edwards' personal friendship with big-band leader Billy Eckstein, and Eckstein's support of the club, caused a chain reaction which quickly saw such luminaries as Miles Davis, Dizzy Gillespie, Charlie Parker, John Coltrane, Ella Fitzgerald, and Billie Holiday taking turns on the stage.<sup>42</sup> When a celebrity played in the club, his or her name was painted on a chair, and when he or she returned, whoever was sitting in that chair was quickly compelled to get up and return the chair to its rightful owner. Repeat performers were also honored by the inclusion of their likenesses on an evolving set of murals that graced the walls of the club. These types of unique traditions defined the club, which is remembered as an intimate community that fostered both innovation and tradition.

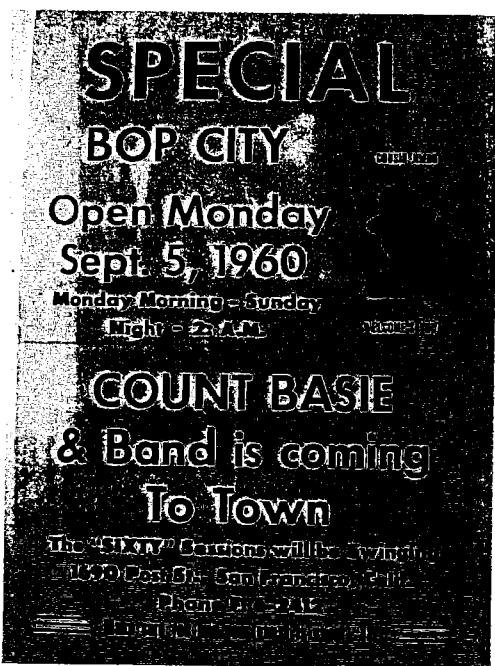


Figure 6: Flyer for Count Basie at Jimbo's Bop City, 1960.

Collection of the San Francisco Public Library's History Center.

Despite the intimacy of the Jimbo's Bop City community, Edwards ran his club by a series of strict rules that included prohibitions against standing in the club, note passing, and dozing off, which could be a problem, as the club was only open from 2 to 6 am. Customers had to have their hands up and visible on top of the tables, in order to curtail any gambling or other types of wheeling and dealing that might spring up. Edwards explained that these rules were in place to make sure people were focused on the music, and to protect the celebrities in attendance from the unwanted attention of fans.<sup>43</sup> A review of newspaper headlines from this era shows that many jazz clubs and afterhours clubs, Jimbo's included, were the ongoing target of police raids and crack-downs on late-night liquor sales (liquor was not technically sold at Jimbo's but many former patrons admit there were ways to get around that prohibition) and B-Girls, waitresses who walked the line between extortion and prostitution.<sup>44</sup> A cursory search of newspaper archives reveals upwards of 20 reports of raids and busts at Jimbo's Bop City in the 1950s. In order to

<sup>41</sup> *Ibid.*

<sup>42</sup> Chamberland, 274.

<sup>43</sup> Tate and Hodgson, unpaginated copy.

<sup>44</sup> "Clubs Facing Crackdown" *San Francisco Examiner*, July 2, 1954, "Breakfast Club Under Fire", *San Francisco Chronicle*, December 4, 1954.

keep his unique jazz club in business, Edwards continuously enforced his broad set of rules. As Carol Chamberland writes, if your attitude wasn't right, you didn't get in the door, dollar or no.<sup>45</sup>

Jimbo's Bop City is also remembered for its tolerance on issues of race. Coming out of an era when black performers were blocked from performing east of Van Ness Avenue, and when black musicians and white musicians were members of separate performers' unions, Edwards was part of a new generation of club owners that prioritized talent and enthusiasm over overt racial restrictions. Musician John Handy, who had arrived in San Francisco as a teenager from Dallas Texas and started playing at Jimbo's by age sixteen, recalls, "The place was totally integrated, I was a kid right from the south and here were mixed couples. It surprised me. But after a couple of looks, it seemed like the natural order of things."<sup>46</sup> Chet Baker was also a regular, sneaking away from his barracks at Fort Mason to play through the night at Bop City. Racism certainly didn't disappear from the social scene in San Francisco, but integration was the order of the day in Jimbo's Bop City.



Figure 7: The crowd on stage at Jimbo's Bop City. Courtesy Carol P. Chamberland.

Jimbo's Bop City closed its doors in 1965, the victim of several important shifts. The vanguard of music had moved on, and by the mid-1960s rock and roll was replacing jazz as the young crowd's music of choice. Charles Sullivan, who gave Edwards his start, also owned the Fillmore Auditorium, a larger venue three blocks away that showcased larger touring jazz bands.<sup>47</sup> In 1965, the same year that Jimbo's Bop City closed, Sullivan allowed Bill Graham to present his first Grateful Dead show at the Fillmore Auditorium, marking a significant shift in the neighborhood's musical offerings. Additionally, Bop City had always had a corollary relationship with the City's network of larger jazz clubs that were open during regular business hours—when those clubs began to shut down, including the Blackhawk and the Say When, both of which were closed by 1963, fewer and fewer touring acts came to San Francisco, and fewer and fewer musicians made their way to the Fillmore for the after-hours scene. Also, and most importantly, the Fillmore neighborhood surrounding the site of Jimbos' was, by 1965, feeling the social and economic effects of the SFRA's redevelopment plan for the area. These changes dispersed the Black population and depressed the economic viability of Black (and all other) businesses in the area. When Jimbo's closed, Edwards moved all of the memorabilia from his club, including the famed chairs with performer's names painted on them, into a storage locker

<sup>45</sup> Chamberland, 274.

<sup>46</sup> "Jazz Helped Break the Color Barrier", Jesse Hamlin, *San Francisco Chronicle*, February 8, 1998.

<sup>47</sup> "Fillmore History", The Fillmore District Chamber of Commerce website, <http://www.thefillmoredistrict.com/history3.html>.

in Los Angeles.<sup>48</sup> The storefront at 1690 Post Street functioned as storage for the hardware store located next door and in the 1970s came under ownership of the SFRA. The building was slated for demolition in the second phase of the SFRA's plan for the area.

## Building Construction and Occupancy History

Prior to relocation to its current location at 1712-1716 Fillmore Street, the subject property had a nearly 100-year history at its original location on the north side of Post just east of Buchanan Street. The building was constructed prior to 1893, and appears on the neighborhood's earliest Sanborn Fire Insurance map, addressed as 1686-1688 Post Street and demarcated as flats. Although original construction permits for the building were destroyed during the 1906 earthquake and fire, several factors point to an early 1890s construction date.<sup>49</sup> The Western Addition neighborhood experienced intensive residential construction during the 1870s and 1880s, a reaction to both the expansion of the downtown grid into the area after the Van Ness Ordinance (1855-1856) and a decade of explosive population growth in the city (1860-1870).<sup>50</sup> Additionally, the building is designed in a late iteration of the Stick-Eastlake style, the exuberantly decorative trend that rose in popularity in the 1880s and 1890s.<sup>51</sup> By the time of its estimated construction, the area had easy streetcar access to downtown sites of employment, and the neighborhood had developed into a middle-class district.

A 1910 building permit filed by the building's owner, K. Kurihara, describes an alteration of the building to include a one-story pop-out addition at the front setback, to be used as a billiard parlor and barber shop.<sup>52</sup> By 1918 the Nippon Drug Company is listed at this address in the Japanese-American Trade Yearbook.<sup>53</sup> The neighborhood had seen an influx of Japanese American residents after 1907, and commercial storefronts arose to meet the needs of the area's new residents. Nippon Drug Co. remained in operation at 1690 Post Street through the 1930s and early 1940s, and was operated during those decades by J. H. Yamada and Toun Arima. Nippon Drug Co., J. H. Yamada and Toun Arima all disappear from the City Directories in 1942, the year of Japanese internment.

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<sup>48</sup> Tate and Hodgson, unpaginated copy.

<sup>49</sup> Original Spring Valley Water Works water tap connections records are likewise missing from the San Francisco Public Utilities historic archives.

<sup>50</sup> San Francisco Japantown Better Neighborhood Plan Historic Context 1880s-1980s. Accessed at the San Francisco Planning Department website, <http://www.sfplanning.org/Modules/ShowDocument.aspx?documentid=1862>.

<sup>51</sup> *San Francisco Preservation Bulletin No. 18: Residential and Commercial Architectural Periods and Styles in San Francisco*. Accessed at the San Francisco Planning Department website, <http://www.sf-planning.org/Modules/ShowDocument.aspx?documentid=5099>.

<sup>52</sup> The Board of Public Works of the City and County of San Francisco, Application to Make Alterations or Repairs, Permit no. 29234, April 16, 1910.

<sup>53</sup> *Japanese-American Trade Year Book for 1918*, Japanese Chamber of Commerce, San Francisco, 1918.



Figure 8: Advertisement for the Nippon Drug Co. in the 1918 Japanese-American Trade Year Book, published by the San Francisco Japanese-American Chamber of Commerce.

Research has not uncovered the date of property ownership transfer after 1942, but by 1950 the building was owned by Charles Sullivan and the Sanborn Map demarcates the storefront pop-out as a restaurant. Jimbo's Waffle Shop first appears in the City Directory in 1951, and starts being listed as Jimbo's Bop City by 1955. After Jimbo's closed in 1965, the space became Soko Hardware. Soko Hardware operated out of this storefront through the late 1970s, and the space was used for hardware storage in the early 1970s until it came under the ownership of the SFRA. The SFRA physically moved the property to its new location at 1712-1716 Fillmore in 1978, and the Richardsons purchased the building from the agency in 1980.

## 1686-1690 Post/1712-1716 Fillmore: A Story of Government Intervention and Community Response

The property at 1712-1716 Fillmore Street is also notable for the way its history tells a story about government intervention, specifically Japanese internment and the actions of the SFRA, and how these interventions have shaped the cultural landscape in the Fillmore and the Western Addition. The building has had changes in use, occupancy, and even location in direct response to these interventions. Tracing the history of the building can help us understand the complicated legacy of government intervention into the landscape.

In San Francisco, early Japanese immigrants settled first in Chinatown and then in greater numbers in the South Park area.<sup>54</sup> After South Park was destroyed in 1907, Japanese people resettled in the Western Addition, an area that had been fairly ethnically mixed before the quake and would rapidly become more so after. By 1910, census data locates nearly all of the City's 4,700 people of Japanese descent living in the Western Addition.<sup>55</sup> This pattern of residential clustering within a larger racially integrated neighborhood continued through the following three decades.

<sup>54</sup> San Francisco Japantown Better Neighborhood Plan Historic Context 1880s-1980s. Accessed at the San Francisco Planning Department website, <http://www.sfplanning.org/Modules/ShowDocument.aspx?documentid=1862>.

<sup>55</sup> *Ibid.*

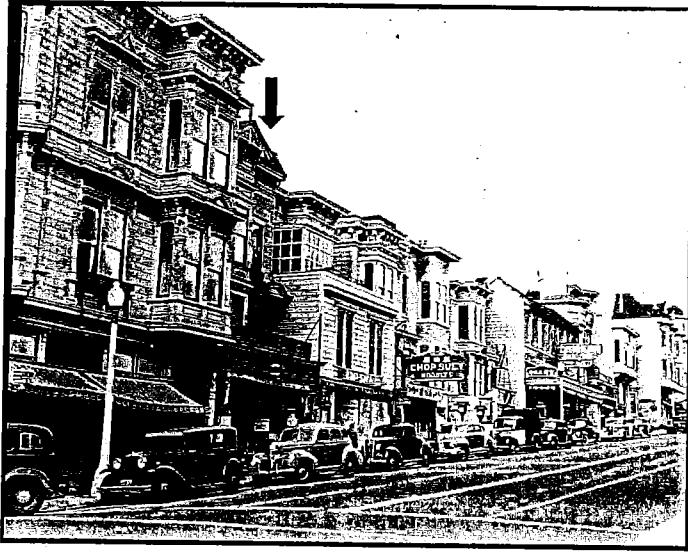


Figure 9: 1686-1690 Post Street is visible in this July 3, 1942 view looking northeast on Post Street at the Japanese American commercial district. At that time the storefront was occupied by the Nippon Drug Co. Source: Dorothea Lange, National Archives and Records Association.

However, the events at Pearl Harbor in December 1941, and the official U.S. declaration of war against Japan shortly after, brought a dramatic pause in the neighborhood's development. In the spring of 1942, General John L. DeWitt, under the authority of Executive Order 9066 signed by President Roosevelt, began a process which would see all people of Japanese descent expelled from restricted military zones, including the entire city of San Francisco. In response to this federal action, the neighborhood's residential and commercial Japanese community disappeared.

The hollowing out of the area left the neighborhood ripe for the influx of African American immigrants who came to take advantage of war time defense-industry employment. The African American population in San Francisco increased by 600% during World War II.<sup>56</sup> This new wave of neighborhood residents moved into vacant homes and storefronts in the Western Addition and the Fillmore. As recalled by poet and Western Addition resident Maya Angelou, "The Japanese shops [...] were taken over by enterprising Negro businessmen, and in less than a year became permanent homes away from home for the newly arrived southern Blacks. Where the odors of tempura, raw fish, and *cha* had prevailed, the aroma of chitlins, greens and ham hocks now prevailed."<sup>57</sup> The neighborhood witnessed a dramatic transformation that continued into the postwar era. Jazz clubs and nightclubs such as Jimbo's Bop City, Club Flamingo, and Minnie's Can-Do Club formed an emergent "Harlem of the West" centered on Post and Fillmore Streets.<sup>58</sup> The *Japantown Historic Context Statement* documents the postwar return of Japanese Americans to the much-changed Fillmore District.<sup>59</sup>

Starting over was a particular hardship for most Japanese American families who did not own property, as temporary housing was often full. Re-entry into society was met with hostility and mistrust ... Former evacuees held complex, and often ambivalent, feelings about returning to the communities from which they'd been forcibly uprooted ... Following a 1944 tour of San Francisco's Japantown to assess post-war prospects, Japanese American Citizens' league (JACL) president Saburo Kido identified four major areas of concern—housing, jobs, labor union antipathy, and potentially difficult relations with the many African

<sup>56</sup> Donna Graves and Page & Turnbull, *Japantown Historic Context Statement*, prepared for the City and County of San Francisco Planning Department, Revised May 2011, 46.

<sup>57</sup> Maya Angelou, *I Know Why the Caged Bird Sings*, New York, Random House, 1969. 203-204.

<sup>58</sup> Donna Graves and Page & Turnbull, *Japantown Historic Context Statement*, 52.

<sup>59</sup> Excerpted directly from the *Japantown Historic Context Statement*, pages 47-48.

Americans who had moved into the neighborhood. "Since they occupy the former Japanese residential district, they will resent being displaced by returning evacuees," Kido wrote.

The *Japantown Historic Context Statement* further notes that although tension over scarce housing and jobs was probably not uncommon, the postwar multiracial community was recalled as thriving and vibrant with nascent interracial programs.<sup>60</sup>

Judy Hamaguchi described post-war Nihonmachi [Japantown] as a "great neighborhood for a child to grow up," despite living in a cramped subdivided Victorian flat on Post Street, Hamaguchi poignantly recalled the nights that next-door neighbor Jim Edwards, owner of famed Jimbo's Bop City, shepherded Judy and her three-year-old brother to find their mother as she waitressed across the street at the Miyako restaurant. In 1947, the Buchanan YMCA and Japantown YWCA inaugurated an interracial youth program to serve African American and Japanese American children and teens. Steve Nakajo recalled the 1950s neighborhood of his youth: "I had a mixed group of friends. Japanese. Filipino. Black. Mixed, like the neighborhood."

Some Japanese American community institutions—such as the Japanese Young Men's Christian Association (YMCA) which served African American troops under the United Services Organization (USO)—returned to the Japanese American community, and Japanese American businesses slowly but steadily re-emerged in the postwar era.<sup>61</sup> By 1950, when Jimbo Edwards opened his waffle shop at 1690 Post Street, the surrounding area (centered on Post at Buchanan Streets) boasted a lively Japanese American commercial sector.<sup>62</sup> In the late 1950s, the 1600 block of Post Street contained four known African American businesses and institutions—Jimbo's Bop City, the Plantation, Rich-Brook Hotel, and Mt. Trinity Baptist Church—set amidst 20 Japanese American businesses.<sup>63</sup> At that time, most African American businesses, including the Success Printing Company, were clustered a few blocks away on Fillmore Street between Post and Bush Streets.<sup>64</sup>

However, intense residential concentration (caused by population increase, racial covenants, and informal restrictions on where Blacks and Japanese Americans could live) caused conditions of overcrowding and accelerated a visible decline in the quality of the area's building stock and infrastructure. This deterioration, which was largely out of the control of the area's African American and Japanese American residents (most of whom rented), set up a dynamic which allowed for another round of governmental interventions in the neighborhood.

The SFRA was formed in 1948 and was empowered shortly thereafter by federal housing legislation to conceive of and implement projects that would remove physical blight and improve the urban economy through large-scale real estate projects.<sup>65</sup> In the Western Addition and the Fillmore, residential overcrowding had led to areas of deteriorated infrastructure, and the SFRA invoked the power of eminent domain to implement a plan which would demolish much of the area and replace it with updated and upgraded buildings as well as widened thoroughfares and more open space. In the process of carrying out these plans, the SFRA removed what many people experienced as a vital and thriving African American neighborhood.

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<sup>60</sup> *Ibid.*, 52-53.

<sup>61</sup> *Ibid.*, 51. Also, as documented in the *Japantown Historic Context Statement*, the 1948 Evacuation-Resettlement Directory lists 150 Japanese American businesses and services, down from a prewar listing of 400 businesses.

<sup>62</sup> *Ibid.*, 50.

<sup>63</sup> Based on a 1956-1959 map of the area created by Ben Pease for the Japanese American Historical Society exhibit, "Back in the Day," and included as an appendix of the *Japantown Historic Context Statement*. The map displays data from the Success Printing Company's 1959 Directory of Black-owned businesses and from the *Hokubei Mainichi* and *Nichibei Times* directories of 1956.

<sup>64</sup> *Ibid.*

<sup>65</sup> Bayview-Hunters Point Context Statement, prepared for the San Francisco Redevelopment Agency (KVP Consulting, 2010) 147.



Redevelopment was carried out in the Western Addition and the Fillmore in two phases. The first phase of the redevelopment plan, known as A-1, was approved by the Board of Supervisors in 1956. Jimbo's Bop City, located at 1690 Post Street, was directly across the street from the footprint of the first phase of the redevelopment project. During its A-1 phase, redevelopment demolished the dwellings of over 4,000 people, undercutting the concentrated population that had made the neighborhood, and the club, so vibrant.

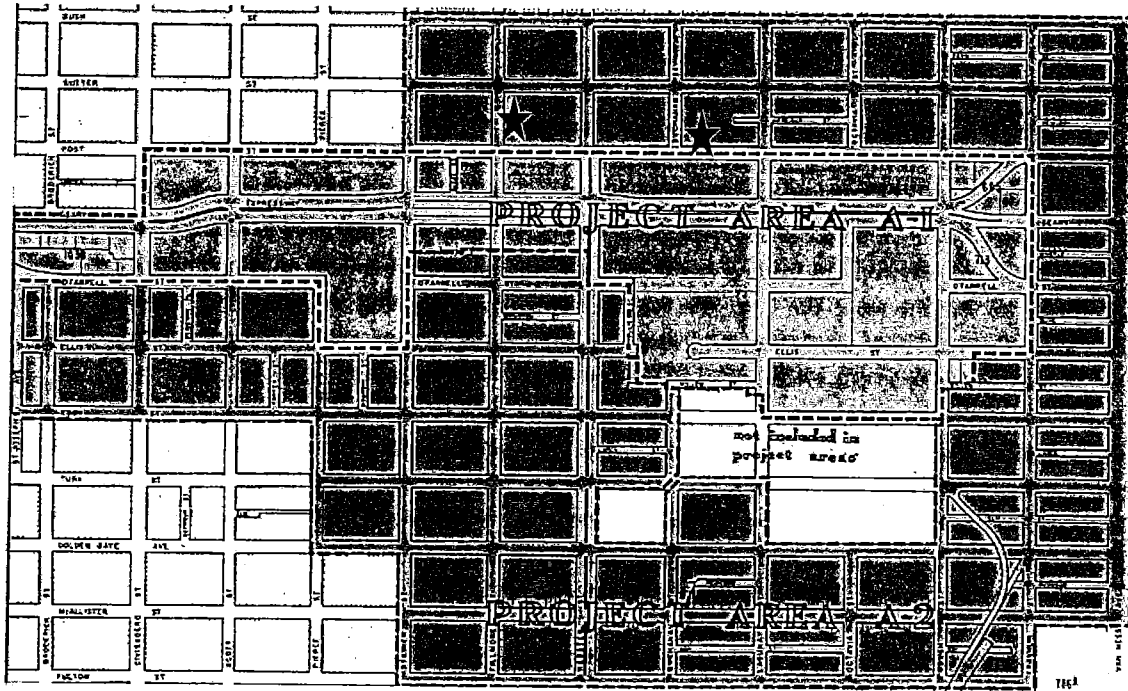


Figure 10: Map depicting the A-1 and A-2 phases of Redevelopment that affected the Western Addition and the Fillmore districts. The red star indicates the approximate location of 1686-1690 Post Street. The building was physically moved to the 1712-1716 Fillmore Street, indicated by the blue star.

The second phase of redevelopment, known as A-2, was adopted in 1964, and affected 60 square blocks surrounding the first phase, including the block which held Jimbo's Bop City at 1690 Post Street. However, details of the second phase reflected some hard-fought concessions won by community activists who had mobilized after the devastation of A-1 phase of redevelopment. Julian Richardson cofounded the Fillmore Community Development Association and Fillmore Residents, Inc., both groups that sought to give Black business owners and residents power in negotiation with the Redevelopment Agency. The United Committee for the Japantown Community served a similar purpose for the Japanese community. Both Black community leaders and Japanese community leaders participated in the Western Addition Community Organization (WACO), which prioritized resident and business retention in the neighborhood and successfully halted redevelopment progress in 1967 until these issues were addressed by the SFRA. In the 1970s, community organizations, including the Committee Against Nihonmachi Evictions (CANE), emerged to address the needs of residents and small businesses, some drawing explicit parallels between the forced Japanese American evacuations of 1942 and the forced evictions of the SFRA-era.<sup>66</sup>

<sup>66</sup> Donna Graves and Page & Turnbull, *Japantown Historic Context Statement*, 65-66.

The success of these contested and slightly more nuanced approaches to redevelopment had mixed results, with over 4,500 of the 6,900 housing units in the area still destroyed under A-2 phase, and with the lowest income and Black tenants and homeowners more heavily affected. WACO had fought for and won the inclusion of a system that used certificates of preference for return to new units to protect displaced citizens and businesses. However, the certificate of preference system was plagued by problems, including a protracted class-action suit against the SFRA and the fact that redevelopment construction took so long that many people lost their certificates.<sup>67</sup> Between human displacement and physical demolition, the interventions of the SFRA rendered the Fillmore community hobbled.

One building that escaped demolition in response to the more nuanced approach achieved by neighborhood activists is the subject property. Despite its original location on Post Street directly in the path of the new Japantown mall, constructed in the 1970s, the building was not demolished. In an act of neighborhood historical preservation, activist and WACO member Essie Collins petitioned the SFRA to move the building from its location on Post Street to a new spot, several blocks away on Fillmore Street.<sup>68</sup> The SFRA was by the mid-1970s beginning to attempt a new approach to the Fillmore, one that showed the germ of regret for their large-scale interventions of the previous two decades, and attempted to breathe new life into the neighborhood by sponsoring and funding smaller economic redevelopment zones. Prior to physically relocating the building to its new site on Fillmore Street, the SFRA demolished the storefront pop-out, which had been inserted in the front yard setback in the 1910s.

The micro-project where the building was moved is called Victorian Square, and it consists of eight Victorian-era buildings of similar vintage, physically moved and reassembled together to present a pleasing streetscape of small scale commercial at the ground floor and residential flats at the first and second story. The Richardson family, glad to find a home for their bookstore that would bring it back to its original neighborhood, and anxious to provide a Black community centerpiece for a neighborhood which had been devastated by 30 years of government interventions, purchased the property from the SFRA in 1980. The Richardsons have operated their historic bookstore at this address since 1980, and three generations of the family have made the upstairs units their home.



Figure 11: The building as it appeared when located at 1686-1690 Post Street prior to relocation. Source: San Francisco Redevelopment Agency archives.

<sup>67</sup> Rachel Brahinsky, "Hush Puppies, Communalist Politics, and Demolition Governance: The Rise and Fall of the Black Fillmore", published in *Ten Years that Shook the City: San Francisco 1968-1978*, Chris Carlson, ed. (San Francisco, City Lights Books, 2011) 151.

<sup>68</sup> "Threats, Lies, and Videotapes", by Carol Harvey, BeyondChron website, published October 2, 2006. <http://www.beyondchron.org/news/index.php?itemid=3736>. Also see Jan Batiste Adkins, *African Americans of San Francisco* (San Francisco, Arcadia Publishing, 2012) 93.



*Figure 12, Left: Victorian Square, including 1712-1716 Fillmore Street at far right of the photograph.*

*Below, 1712-1716 Fillmore Street, during the post-relocation rehabilitation. Note the similar configuration of ground story storefront in Victorian Square.*

*Source: SFRA archive.*



# ARTICLE 10 LANDMARK DESIGNATION

This section of the report is an analysis and summary of the applicable criteria for designation, integrity, period of significance, significance statement, character-defining features, and additional Article 10 requirements.

## CRITERIA FOR DESIGNATION

Check all criteria applicable to the significance of the property that are documented in the report. The criteria checked is (are) the basic justification for *why* the resource is important.

- Association with events that have made a significant contribution to the broad patterns of our history.
- Association with the lives of persons significant in our past.
- Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.
- Has yielded or may be likely to yield information important in history or prehistory.

## Statement of Significance

### Characteristics of the Landmark that justify its designation:

1712-1716 Fillmore Street is significant for its associations with Marcus Books, Jimbo's Bop City, and Julian and Raye Richardson.

### Association with significant events

1712-1716 Fillmore Street is significant for its long-term association with Marcus Books, the nation's oldest continuously operating Black-owned and Black-themed bookstore. Since its earliest incarnation as Success Printing Co.—established by Julian and Raye Richardson in 1947—through its formal establishment as a retail bookstore in 1960, Marcus Books was conceived of and continues to operate as a space of Black community collectivity, empowerment, and action. Changes on the local, national, and global scale throughout the 1960s and 1970s were experienced, addressed, adjusted to, discussed, and in many cases rejected from within the walls of this bookstore. Marcus Books has functioned as a haven for Black intellectualism in San Francisco for over 50 years. Buildings that housed the earliest iterations of Marcus Books were demolished during the SFRA-era. 1712-1716 Fillmore Street represents a long-term association with Marcus Books, housing the store from 1980 to the present. It is the only extant building in the Western Addition that reflects this close association with Success Printing and/or Marcus Books.

1712-1716 Fillmore Street is also significant for its association with Jimbo's Bop City, one of the City's most famous and most innovative and progressive jazz clubs. Jimbo's Bop City operated from 1950 to 1965 in the subject building when the building was located three blocks away at 1686-1690 Post Street. Bop City hosted the most renowned musicians of the day, including Miles Davis, Dizzy Gillespie, Charlie Parker, John Coltrane, Ella Fitzgerald, and Billie Holiday, among many others. Jimbo's Bop City, open between the hours of 2am and 6am, fostered the mingling of established musicians and amateurs, as well as a tolerance of social racial integration that was progressive for its time. Its closure in 1965 was a result of changes in the music scene and in the surrounding neighborhood, which was devastated both residentially and economically by the actions of the San Francisco Redevelopment Agency. The

importance of Jimbo's Bop City, however, and its legacy in the neighborhood and the City were strong enough to earn the building an organized advocacy effort by neighborhood activists, who petitioned successfully to have the building spared from demolition associated with redevelopment and moved to its current location.

#### Association with significant persons

1712-1716 Fillmore Street is significant because of its association with Julian and Raye Richardson. Soon after their arrival in San Francisco in 1941, the Richardsons began to use their printing press and eventually their retail bookstore to serve the City's rapidly expanding Black community in a myriad of ways. The Richardsons offered a unique combination of services to the Black community of San Francisco ranging from small-scale publishing and book-selling to academic instruction and mentorship. With these actions, Julian and Raye Richardson both led and fostered Black community empowerment. The Richardsons are closely associated with 1712-1716 Fillmore Street: they operated Marcus Books at the ground story and lived in the residential unit upstairs for over 30 years, from 1980 to 2013.

#### **Period of Significance**

1712-1716 Fillmore Street's Period of Significance, 1950 to 1980, is based on its areas of historical significance, which overlap chronologically to some degree. The Period of Significance begins in 1950, when James "Jimbo" Edwards began to operate a jazz club out of the back of his waffle shop located at 1690 Post Street. From 1950 to 1965, Jimbo's Bop City was one of the most innovative and popular jazz clubs in San Francisco, pioneering not just the new "bop" sound, but also an attitude that trumped talent over race or gender.

At the same time, and in largely the same neighborhood, Julian and Raye Richardson were laying the foundation for what would become their pioneering bookstore, Marcus Books. This foundation began in 1947 with the establishment of the Success Printing Company, located at 1821 Fillmore Street in a building no longer extant. It continued during the 1950s, as the Richardsons began to reprint and distribute books to their friends, and it blossomed in full in 1960 with the official establishment of Marcus Books. Through the 1960s and 1970s, Marcus Books served as a site of personal and community empowerment for San Francisco's Black population, and functioned as a community center in struggles ranging from the student strike at SFSU to the response to SFRA activity. Marcus Books was able to continue this role as a community centerpiece despite being forced to move, ahead of SFRA demolitions, several times during these two decades.

Marcus Books moved into the building at 1712-1716 Fillmore Street in 1980, returning to the neighborhood where it was established and from which it had been driven out by the SFRA's advancing bulldozers. At that time, the building had recently been moved from its original location at 1686-1690 Post Street. Thus, in 1980, the history of the building (Jimbo's Bop City) and the history of its new occupants finally intersected. In addition to opening their bookstore at the ground floor of 1712-1716 Fillmore Street, Julian and Raye Richardson moved into the residential unit at the first story of the building in 1980, and the Richardson family continues to operate the bookstore and, until recently, lived in the building. The period of significance ends in 1980, with the acknowledgement that the traditions and the benefits outlined in this report that give Marcus Books its cultural and historic value to San Francisco continue uninterrupted at this site to the current day.

## Integrity

The seven aspects of integrity are design, materials, workmanship, feeling, association, location, and setting in relation to the period of significance established above. Cumulatively, the building retains sufficient integrity to convey its association with Jimbo's Bop City, Marcus Books, and Julian and Raye Richardson.

1712-1716 Fillmore Street maintains integrity of design, materials, and workmanship. The building retains many Stick-Eastlake design details that are either original or altered in a historically-sensitive manner. The storefront and residential stairway design and detailing that were added to the building after it was relocated in 1978 are all still intact, and the same design and detailing are repeated at the storefronts and stairways of adjacent buildings that were also moved to create Victorian Square (see photograph, page 20). From 1910 to 1978, prior to its physical relocation, the building featured a one-story pop-out addition at the front setback. Some of the activity during the building's tenure as Jimbo's Bop City took place when this pop-out addition was present, and the removal of this pop-out addition when the building was moved in 1978 does compromise its integrity, as it relates to Jimbo's Bop City, to some degree. However, most of the activity of Jimbo's Bop City took place in the rear portion of the ground floor of the building, which is still extant.

Integrity of feeling and association are both excellent. Despite the removal of the pop-out, the building retains enough of its physical features to convey the feeling of its historic character. The building's association with Bop City, Marcus Books, and the Richardsons is excellent. The building appears as it did when the bookstore opened in 1980.

Integrity of location is strong, even though the building was physically moved from three blocks away during the SFRA-era. Moreover, the fact the building was saved from demolition and physically moved as part of a redevelopment project reflects the larger story of redevelopment and displacement and the interrelated need and importance of the community function that the bookstore served. Marcus Books has been located at 1712 Fillmore Street for 33 years, and was owned and operated by the Richardson family during all of that time. It is now located just one block from the original Marcus Books location, 1821 Fillmore Street, which was demolished during redevelopment.

Integrity of setting is fair. As outlined in this report, the overall setting of the Western Addition and the Fillmore District has undergone significant changes during the period of significance for the building. These changes were drastic to the point that the building was physically forced to move. Despite these changes in setting, the building retains a commercial storefront with residential units above, a use-pattern which it has maintained for over 100 years and which still holds relevance for the neighborhood setting.

## ARTICLE 10 REQUIREMENTS SECTION 1004 (b)

### Boundaries of the Landmark Site

Encompassing all of and limited to Lot 020 in Assessor's Block 0684 on the east side of Fillmore Street, 55' north of Post Street.

### Character-Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The character-defining *exterior* features of the building are identified as:

- Massing and setback.
- All exterior elevations, materials, and rooflines.
- Horizontal channel-drop wood siding.
- Street-level commercial entrance and fenestration, including:
  - Wood glazed door, decorative bulkhead panel, transom windows, and wood sash window at the storefront's primary façade
  - Wood casement windows set in a tripartite configuration and topped with awning transoms at the storefront's secondary facade
- Straight flight stairway to the residential entry with wood treads and risers, and newel posts and turned wood balusters which date to the Victorian Square SFRA-era. The north-facing side of the staircase is clad in channel-drop wood siding to match the storefront cladding.
- Paneled residential entry alcove, including glazed wood paneled doors, arched transom windows, and compound bracketed portico with arched pediment.
- Stick Eastlake design features including rectangular bays, double-hung wood-sash windows with ogee lugs, scored spandrel panels, belt cornice details, dentils, window hoods, and corner molding.
- Compound cornice including gable, bracket, dentils, frieze, and molding details.
- Fenestration at the secondary, north-facing elevation including double-hung wood-sash windows with ogee lugs set in wood surrounds and small awning windows.<sup>69</sup>

The character-defining *interior* features of the building are identified as: None

Note: The recently added benches, free-standing sign post, and storefront awning are not considered character-defining.

<sup>69</sup> The contemporary pop-out window at the upper-story is not considered character-defining.

## PROPERTY INFORMATION

**Historic Name:** Marcus Books, Marcus Book Stores, Jimbo's Bop  
City, Nippon Drugs

**Popular Name:** Marcus Books

**Address:** 1712-1716 Fillmore Street

**Block and Lot:** 0684020

**Owner:** Nishan and Suhaila Sweis

**Original Use:** Residential flats

**Current Use:** Residential flats over ground story commercial



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This report includes information attained through research in the un-indexed archives of the San Francisco Redevelopment Agency, which is currently not publically accessible.

# ACKNOWLEDGEMENTS

## San Francisco City and County

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## Historic Preservation Commissioners

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John Rahaim, Director

Tim Frye, Preservation Coordinator

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Stacy Farr (pro-bono consultant), lead writer, researcher, and photographer

Mary Brown, research, writing, and review

## Additional Support

Invaluable research documentation was provided by Jasmine Johnson, PhD, granddaughter of Julian and Raye Richardson.

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# SAN FRANCISCO PLANNING DEPARTMENT

## Article 10 Landmark Case Report Initiation of Designation HEARING DATE: SEPTEMBER, 18 2013

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*Date:* September 11, 2013  
*Case No.:* 2011.0687L  
*Project Address:* 1712-1716 Fillmore Street  
*Zoning:* (NC-3) Neighborhood Commercial  
*Block/Lot:* 0684/020  
*Property Owner:* Nishan and Suhaila Sweis  
*Staff Contact:* Mary Brown – (415) 575-9074  
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*Reviewed By:* Tim Frye – (415) 575-6822  
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### PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration to initiate the landmark designation process of 1712-1716 Fillmore Street as an Article 10 landmark pursuant to Section 1004.1 of the Planning Code.

### PROPERTY DESCRIPTION & SURROUNDING LAND USE AND DEVELOPMENT

1712-1716 Fillmore Street, historically known as Jimbo's Bop City and Marcus Books, is located on the east side of Fillmore Street, between Post and Sutter Streets, in San Francisco's Western Addition neighborhood. The two-story-over-raised-basement, rectangular-plan, residential-over-commercial building was designed in the Stick Eastlake style. It was constructed c.1893 at 1686-1690 Post Street and moved in 1978 to its current location on Fillmore Street. The building is set back approximately 15 ft. from the sidewalk and its footprint occupies most of its 2,557 sq. ft. lot. There is a commercial storefront at the raised basement and residential units at the first and second stories. The building is clad in horizontal channel drop wood siding and is capped with a gable roof obscured by a paneled parapet. The attached draft Landmark Designation Report contains a detailed building description on pages 2-5.

The subject building is located within a former San Francisco Redevelopment Agency (SFRA) micro-project area known as Victorian Square, which consists of 11 Victorian-era buildings of similar vintage, physically moved and reassembled together to present a unified streetscape of small-scale commercial at the ground floor and residential flats at the first and second story. A mid-block parking lot, accessed via a narrow driveway on Fillmore Street, provides parking for the 11 Victorian Square buildings' residential and commercial tenants. The building is located on the Fillmore Street commercial corridor, across the street from a large-scale four-story residential-over-commercial SFRA-era building. It is located within an NC-3, Neighborhood Commercial, Moderate Scale Zoning District, in a 50-X Height and Bulk District.

## ENVIRONMENTAL REVIEW STATUS

The Planning Department (Department) has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## BACKGROUND / PREVIOUS ACTIONS

The Historic Preservation Commission, at its regularly scheduled hearing on June 15, 2011, added the subject building to its Landmark Designation Work Program.

## OTHER ACTIONS REQUIRED

If the Historic Preservation Commission adopts a resolution to initiate designation of the subject property as an Article 10 landmark, a second Historic Preservation Commission hearing will be scheduled for the Commission's recommendation of approval of the designation. At the second hearing, if the Historic Preservation Commission recommends approval of the designation, its recommendation will be sent by the Department to the Board of Supervisors. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 10

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site...a description of the characteristics of the landmark...which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

## ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or that have yielded, or may likely yield, information important in prehistory or history.

## PUBLIC / NEIGHBORHOOD INPUT

Members of the Richardson family, including Greg and Karen Johnson, the long-time former property owners of 1712-1716 Fillmore Street and operators of Marcus Books, are supportive of landmark designation. The Department also received several letters and emails in support of the proposed landmark designation (see attached). There is no known community opposition. The Department will provide any public correspondence received after the submittal of this report to the Historic Preservation Commission's correspondence folder.

## PROPERTY OWNER INPUT

The property was recently purchased by Suhaila and Nishan Sweis. The Department mailed notification of the hearing to the Sweis' on July 5, 2013 and Department staff met with the owners on July 9, 2013 to discuss the history of the proposed designation, the implications of landmark designation, the hearing process, and opportunities for public input. On July 9, 2013, Suhaila Sweis submitted a letter requesting a continuance, noting that they were unaware of the proposed designation. In response, the Historic Preservation Commission continued the item from the July 17, 2013 hearing to the August 21, 2013 hearing.

On August 7, 2013, Suhaila Sweis submitted a letter indicating that she does not oppose landmark designation and requesting a continuance until February 14, 2014 (see attached letter). Department staff spoke with Suhaila Sweis several times about her August 7<sup>th</sup> request for a continuance and with Joseph

Sweis who was granted power of attorney on matters related to the proposed designation. Email correspondence from Joseph Sweis is also attached.

## STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff based upon the attached draft Landmark Designation Report as well as staff site visits, research, and photography. The draft Landmark Designation Report was prepared by Stacy Farr, a pro-bono architectural historian consultant who meets the Secretary of the Interior's (SOIS) Professional Qualifications Standards for Historic Preservation. Additional research and writing was provided by Mary Brown, Department preservation planner and additional review by Tim Frye, Department Preservation Coordinator. Department preservation planning staff meets the SOIS's professional qualification standards.

The Department has determined that the subject property meets the requirements for Article 10 eligibility as an individual landmark. The justification for its inclusion is outlined below under the Significance and Integrity sections of this case report.

## SIGNIFICANCE

1712-1716 Fillmore Street is significant for its associations with Marcus Books, Jimbo's Bop City, and Julian and Raye Richardson. Detailed information regarding these associations is found in the draft Landmark Designation Report on pages 6-21.

### Association with significant events

1712-1716 Fillmore Street is significant for its long-term association with Marcus Books, the nation's oldest continuously operating Black-owned and Black-themed bookstore. Since its earliest incarnation as Success Printing Co.—established by Julian and Raye Richardson in 1947—through its formal establishment as a retail bookstore in 1960, Marcus Books was conceived of and continues to operate as a space of Black community collectivity, empowerment, and action. Changes on the local, national, and global scale throughout the 1960s and 1970s were experienced, addressed, adjusted to, discussed, and in many cases rejected from within the walls of this bookstore. Marcus Books has functioned as a haven for Black intellectualism in San Francisco for over 50 years. Buildings that housed the earliest iterations of Marcus Books were demolished during the SFRA-era. 1712-1716 Fillmore Street represents a long-term association with Marcus Books, housing the store from 1980 to the present. It is the only extant building in the Western Addition that reflects this close association with Success Printing and/or Marcus Books.

1712-1716 Fillmore Street is also significant for its association with Jimbo's Bop City, one of the City's most famous and most innovative and progressive jazz clubs. Jimbo's Bop City operated from 1950 to 1965 in the subject building when the building was located three blocks away at 1686-1690 Post Street. Bop City hosted the most renowned musicians of the day, including Miles Davis, Dizzy Gillespie, Charlie Parker, John Coltrane, Ella Fitzgerald, and Billie Holiday, among many others. Jimbo's Bop City, open between the hours of 2am and 6am, fostered the mingling of established musicians and amateurs, as well as a tolerance of social racial integration that was progressive for its time. Its closure in 1965 was a result of changes in the music scene and in the surrounding neighborhood, which was devastated both residentially and economically by the actions of the San Francisco Redevelopment Agency. The

importance of Jimbo's Bop City, however, and its legacy in the neighborhood and the City were strong enough to earn the building an organized advocacy effort by neighborhood activists, who petitioned successfully to have the building spared from demolition associated with redevelopment and moved to its current location.

#### Association with significant persons

1712-1716 Fillmore Street is significant because of its association with Julian and Raye Richardson. Soon after their arrival in San Francisco in 1941, the Richardsons began to use their printing press and eventually their retail bookstore to serve the City's rapidly expanding Black community in myriad ways. The Richardsons offered a unique combination of services to the Black community of San Francisco ranging from small-scale publishing and book-selling to academic instruction and mentorship. With these actions, Julian and Raye Richardson both led and fostered Black community empowerment. The Richardsons are closely associated with 1712-1716 Fillmore Street: they operated Marcus Books at the ground story and lived in the residential unit upstairs for over 30 years, from 1980 to 2013.

#### PERIOD OF SIGNIFICANCE

1712-1716 Fillmore Street's Period of Significance, 1950 to 1980, is based on its areas of historical significance, which overlap chronologically to some degree. The Period of Significance begins in 1950, when James "Jimbo" Edwards began to operate a jazz club out of the back of his waffle shop located at 1690 Post Street. From 1950 to 1965, Jimbo's Bop City was one of the most innovative and popular jazz clubs in San Francisco, pioneering not just the new "bop" sound, but also an attitude that trumped talent over race or gender.

At the same time, and in largely the same neighborhood, Julian and Raye Richardson were laying the foundation for what would become their pioneering bookstore, Marcus Books. This foundation began in 1947 with the establishment of the Success Printing Company, located at 1821 Fillmore Street in a building no longer extant. It continued during the 1950s, as the Richardsons began to reprint and distribute books to their friends, and it blossomed in full in 1960 with the official establishment of Marcus Books. Through the 1960s and 1970s, Marcus Books served as a site of personal and community empowerment for San Francisco's Black population, and functioned as a community center in struggles ranging from the student strike at SFSU to the response to SFRA activity. Marcus Books was able to continue this role as a community centerpiece despite being forced to move, ahead of SFRA demolitions, several times during these two decades.

Marcus Books moved into the building at 1712-1716 Fillmore Street in 1980, returning to the neighborhood where it was established and from which it had been driven out by the SFRA's advancing bulldozers. At that time, the building had recently been moved from its original location at 1686-1690 Post Street. Thus, in 1980, the history of the building (Jimbo's Bop City) and the history of its new occupants finally intersected. In addition to opening their bookstore at the ground floor of 1712-1716 Fillmore Street, Julian and Raye Richardson moved into the residential unit at the first story of the building in 1980. The Richardson family continues to operate the bookstore and, until recently, lived in the building. The period of significance ends in 1980, with the acknowledgement that the traditions and the benefits outlined in this report that give Marcus Books its cultural and historic value to San Francisco continue uninterrupted at this site to the current day.

#### INTEGRITY

The seven aspects of integrity are design, materials, workmanship, feeling, association, location, and setting in relation to the period of significance established above. Cumulatively, the building retains sufficient integrity to convey its association with Jimbo's Bop City, Marcus Books, and Julian and Raye Richardson.

1712-1716 Fillmore Street maintains integrity of design, materials, and workmanship. The building retains many Stick-Eastlake design details that are either original or altered in a historically-sensitive manner. The storefront and residential stairway design and detailing that were added to the building after it was relocated in 1978 are all still intact, and the same design and detailing are repeated at the storefronts and stairways of adjacent buildings that were also moved to create Victorian Square (see photograph, page 20). From 1910 to 1978, prior to its physical relocation, the building featured a one-story pop-out addition at the front setback. Some of the activity during the building's tenure as Jimbo's Bop City took place when this pop-out addition was present, and the removal of this pop-out addition when the building was moved in 1978 does compromise its integrity, as it relates to Jimbo's Bop City, to some degree. However, most of the activity of Jimbo's Bop City took place in the rear portion of the ground floor of the building, which is still extant.

Integrity of feeling and association are both excellent. Despite the removal of the pop-out, the building retains enough of its physical features to convey the feeling of its historic character. The building's association with Bop City, Marcus Books, and the Richardsons is excellent. The building appears as it did when the bookstore opened in 1980.

Integrity of location is strong, even though the building was physically moved from three blocks away during the SFRA-era. Moreover, the fact the building was saved from demolition and physically moved as part of a redevelopment project reflects the larger story of redevelopment and displacement and the interrelated need and importance of the community function that the bookstore served. Marcus Books has been located at 1712 Fillmore Street for 33 years, and was owned and operated by the Richardson family during all of that time. It is now located just one block from the original Marcus Books location, 1821 Fillmore Street, which was demolished during redevelopment.

Integrity of setting is fair. As outlined in this report, the overall setting of the Western Addition and the Fillmore District has undergone significant changes during the period of significance for the building. These changes were drastic to the point that the building was physically forced to move. Despite these changes in setting, the building retains a commercial storefront with residential units above, a use-pattern which it has maintained for over 100 years and which still holds relevance for the neighborhood setting.

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.



The character-defining *exterior* features of the building are identified as:

- Massing and setback.
- All exterior elevations, materials, and rooflines.
- Horizontal channel-drop wood siding.
- Street-level commercial entrance and fenestration, including:
  - Wood glazed door, decorative bulkhead panel, transom windows, and wood sash window at the storefront's primary façade
  - Wood casement windows set in a tripartite configuration and topped with awning transoms at the storefront's secondary facade
- Straight flight stairway to the residential entry with wood treads and risers, and newel posts and turned wood balusters which date to the Victorian Square SFRA-era. The north-facing side of the staircase is clad in channel-drop wood siding to match the storefront cladding.
- Paneled residential entry alcove, including glazed wood paneled doors, arched transom windows, and compound bracketed portico with arched pediment.
- Stick Eastlake design features including rectangular bays, double-hung wood-sash windows with ogee lugs, scored spandrel panels, belt cornice details, dentils, window hoods, and corner molding.
- Compound cornice including gable, bracket, dentils, frieze, and molding details.
- Fenestration at the secondary, north-facing elevation including double-hung wood-sash windows with ogee lugs set in wood surrounds and small awning windows.<sup>1</sup>

The character-defining *interior* features of the building are identified as: None

Note: The recently added benches, free-standing sign post, and storefront awning are not considered character-defining.

#### UNDERREPRESENTED LANDMARK TYPES

The proposed landmark designation addresses a previously identified underrepresented landmark type: landmarks significant for cultural associations. There are four San Francisco landmarks specifically related to African American history: the Madame C. J. Walker House (2066 Pine St.), the Leonard/Poole House (90 Cedro Ave.), Macedonia Baptist Church (2135 Sutter St.), and Sam Jordan's Bar (4004 Third St.). To address underrepresented landmark property types, the Historic Preservation Commission, at its regularly scheduled meeting on June 15, 2011, added 16 properties to its Landmark Designation Work

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<sup>1</sup> The contemporary pop-out window at the upper-story is not considered character-defining.

Program. Many of these properties are significant for cultural associations such as organized labor, the Works Progress Administration, and ethnic and cultural histories including properties associated with African American, Jewish, and Lesbian, Gay, Bisexual and Transgender (LGBT) persons, institutions, and events.

The Department believes that 1712-1716 Fillmore Street meets the established eligibility requirements for its association with significant persons and events, and landmark status is warranted due to the strong connection of the subject building to the Richardsons, Marcus Books, and Jimbo's Bop City. It is important to recognize—in the form of landmark designation—the contributions of people and events in order to begin to tell a more complete story of San Francisco's diverse and often hidden histories. 1712-1716 Fillmore Street provides a tangible and physical connection to the life and work of Raye and Julian Richardson, the center of Black intellectualism as embodied at Marcus Books, and the innovative and influential jazz club Jimbo's Bop City.

### OTHER ISSUES AND CONSIDERATIONS

- In April 2013, ownership of 1712-1716 Fillmore Street changed hands to Suhaila and Nishan Sweis. The new owners are not connected with the Richardson family or Marcus Books. To date, the bookstore remains open at 1712 Fillmore Street. At this time, the tenure of the bookstore is unresolved.
- 1712-1716 Fillmore Street is significant for the associations as outlined in this case report. It will remain significant for these reasons, regardless of the tenure of the bookstore at the ground story, the tenure of members of the Richardson family at the upper residential units, and/or the building's ownership or future occupancy plans.
- On July 30, 2013 the Board of Supervisors approved a Resolution introduced by Supervisor London Breed supporting the preservation of the building (see attached Resolution).
- The August 21, 2013 hearing was canceled due to a scheduling conflict with a memorial for Alice Carey and the September 4, 2013 hearing was canceled due to Rosh Hashanah.

### GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may

have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

#### **SAN FRANCISCO PLANNING CODE SECTION 101.1 - GENERAL PLAN CONSISTENCY AND IMPLEMENTATION**

Planning Code Section 101.1 - Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation of 1712-1716 Fillmore Street will help to preserve an important historical resource that is associated with significant persons, Raye and Julian Richardson, and significant events including the role of Marcus Books as a center for Black intellectualism and Jimbo's Bop City as an influential jazz club.

#### **BOUNDARIES OF THE LANDMARK SITE**

The proposed landmark site encompasses Assessor's Block 0684, Lot 020 on which the subject building is located.

#### **PLANNING DEPARTMENT RECOMMENDATION**

Based on the Department's analysis, 1712-1716 Fillmore Street is individually eligible because it retains sufficient integrity to convey its association with significant persons and events as outlined in this case report. The Department recommends that the Historic Preservation Commission approve the proposed designation of 1712-1716 Fillmore Street as a San Francisco landmark.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed initiation of 1712-1716 Fillmore Street as a San Francisco landmark under Article 10 of the Planning Code.

#### **ATTACHMENTS**

- A. Draft Resolution initiating designation
- B. Draft Landmark Designation Report
- C. Correspondence
- D. Board of Supervisors' Resolution



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 0710 HEARING DATE SEPTEMBER 18, 2013

**RESOLUTION TO INITIATE ARTICLE 10 LANDMARK DESIGNATION OF 1712-1716 FILLMORE STREET, HISTORICALLY KNOWN AS MARCUS BOOKS AND JIMBO'S BOP CITY, LOT 020 IN ASSESSOR'S BLOCK 0684, AS LANDMARK NO. XXX PURSUANT TO 1004.1 OF THE PLANNING CODE**

1. WHEREAS, on June 15, 2011, at the request of the property owner, Greg Johnson, and with the support of the Planning Department, the Historic Preservation Commission added 1712-1716 Fillmore Street to the Landmark Designation Work Program; and
2. WHEREAS, architectural historian consultant Stacy Farr, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 1712-1716 Fillmore Street which was reviewed by the property owner and Department staff for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of September 18, 2013, reviewed Department staff's analysis of 1712-1716 Fillmore Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated September 11, 2013; and
4. WHEREAS, the Historic Preservation Commission finds that the 1712-1716 Fillmore Street nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street conveys its association with significant persons, Raye and Julian Richardson, and significant events as embodied by its association with Jimbo's Bop City and Marcus Books; and
6. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street appears to meet the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
7. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the draft Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and

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# SAN FRANCISCO PLANNING DEPARTMENT

## Article 10 Landmark Case Report Initiation of Designation HEARING DATE: SEPTEMBER, 18 2013

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*Zoning:* (NC-3) Neighborhood Commercial  
*Block/Lot:* 0684/020  
*Property Owner:* Nishan and Suhaila Sweis  
*Staff Contact:* Mary Brown – (415) 575-9074  
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*Reviewed By:* Tim Frye – (415) 575-6822  
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The subject building is located within a former San Francisco Redevelopment Agency (SFRA) micro-project area known as Victorian Square, which consists of 11 Victorian-era buildings of similar vintage, physically moved and reassembled together to present a unified streetscape of small-scale commercial at the ground floor and residential flats at the first and second story. A mid-block parking lot, accessed via a narrow driveway on Fillmore Street, provides parking for the 11 Victorian Square buildings' residential and commercial tenants. The building is located on the Fillmore Street commercial corridor, across the street from a large-scale four-story residential-over-commercial SFRA-era building. It is located within an NC-3, Neighborhood Commercial, Moderate Scale Zoning District, in a 50-X Height and Bulk District.

## **ENVIRONMENTAL REVIEW STATUS**

The Planning Department (Department) has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## **BACKGROUND / PREVIOUS ACTIONS**

The Historic Preservation Commission, at its regularly scheduled hearing on June 15, 2011, added the subject building to its Landmark Designation Work Program.

## **OTHER ACTIONS REQUIRED**

If the Historic Preservation Commission adopts a resolution to initiate designation of the subject property as an Article 10 landmark, a second Historic Preservation Commission hearing will be scheduled for the Commission's recommendation of approval of the designation. At the second hearing, if the Historic Preservation Commission recommends approval of the designation, its recommendation will be sent by the Department to the Board of Supervisors. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

## **APPLICABLE PRESERVATION STANDARDS**

### **ARTICLE 10**

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site...a description of the characteristics of the landmark...which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

## ARTICLE 10 LANDMARK CRITERIA

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or that have yielded, or may likely yield, information important in prehistory or history.

## PUBLIC / NEIGHBORHOOD INPUT

Members of the Richardson family, including Greg and Karen Johnson, the long-time former property owners of 1712-1716 Fillmore Street and operators of Marcus Books, are supportive of landmark designation. The Department also received several letters and emails in support of the proposed landmark designation (see attached). There is no known community opposition. The Department will provide any public correspondence received after the submittal of this report to the Historic Preservation Commission's correspondence folder.

## PROPERTY OWNER INPUT

The property was recently purchased by Suhaila and Nishan Sweis. The Department mailed notification of the hearing to the Sweis' on July 5, 2013 and Department staff met with the owners on July 9, 2013 to discuss the history of the proposed designation, the implications of landmark designation, the hearing process, and opportunities for public input. On July 9, 2013, Suhaila Sweis submitted a letter requesting a continuance, noting that they were unaware of the proposed designation. In response, the Historic Preservation Commission continued the item from the July 17, 2013 hearing to the August 21, 2013 hearing.

On August 7, 2013, Suhaila Sweis submitted a letter indicating that she does not oppose landmark designation and requesting a continuance until February 14, 2014 (see attached letter). Department staff spoke with Suhaila Sweis several times about her August 7<sup>th</sup> request for a continuance and with Joseph

Sweis who was granted power of attorney on matters related to the proposed designation. Email correspondence from Joseph Sweis is also attached.

## STAFF ANALYSIS

The case report and analysis under review was prepared by Department preservation staff based upon the attached draft Landmark Designation Report as well as staff site visits, research, and photography. The draft Landmark Designation Report was prepared by Stacy Farr, a pro-bono architectural historian consultant who meets the Secretary of the Interior's (SOIS) Professional Qualifications Standards for Historic Preservation. Additional research and writing was provided by Mary Brown, Department preservation planner and additional review by Tim Frye, Department Preservation Coordinator. Department preservation planning staff meets the SOIS's professional qualification standards.

The Department has determined that the subject property meets the requirements for Article 10 eligibility as an individual landmark. The justification for its inclusion is outlined below under the Significance and Integrity sections of this case report.

## SIGNIFICANCE

1712-1716 Fillmore Street is significant for its associations with Marcus Books, Jimbo's Bop City, and Julian and Raye Richardson. Detailed information regarding these associations is found in the draft Landmark Designation Report on pages 6-21.

### Association with significant events

1712-1716 Fillmore Street is significant for its long-term association with Marcus Books, the nation's oldest continuously operating Black-owned and Black-themed bookstore. Since its earliest incarnation as Success Printing Co.—established by Julian and Raye Richardson in 1947—through its formal establishment as a retail bookstore in 1960, Marcus Books was conceived of and continues to operate as a space of Black community collectivity, empowerment, and action. Changes on the local, national, and global scale throughout the 1960s and 1970s were experienced, addressed, adjusted to, discussed, and in many cases rejected from within the walls of this bookstore. Marcus Books has functioned as a haven for Black intellectualism in San Francisco for over 50 years. Buildings that housed the earliest iterations of Marcus Books were demolished during the SFRA-era. 1712-1716 Fillmore Street represents a long-term association with Marcus Books, housing the store from 1980 to the present. It is the only extant building in the Western Addition that reflects this close association with Success Printing and/or Marcus Books.

1712-1716 Fillmore Street is also significant for its association with Jimbo's Bop City, one of the City's most famous and most innovative and progressive jazz clubs. Jimbo's Bop City operated from 1950 to 1965 in the subject building when the building was located three blocks away at 1686-1690 Post Street. Bop City hosted the most renowned musicians of the day, including Miles Davis, Dizzy Gillespie, Charlie Parker, John Coltrane, Ella Fitzgerald, and Billie Holiday, among many others. Jimbo's Bop City, open between the hours of 2am and 6am, fostered the mingling of established musicians and amateurs, as well as a tolerance of social racial integration that was progressive for its time. Its closure in 1965 was a result of changes in the music scene and in the surrounding neighborhood, which was devastated both residentially and economically by the actions of the San Francisco Redevelopment Agency. The



importance of Jimbo's Bop City, however, and its legacy in the neighborhood and the City were strong enough to earn the building an organized advocacy effort by neighborhood activists, who petitioned successfully to have the building spared from demolition associated with redevelopment and moved to its current location.

#### Association with significant persons

1712-1716 Fillmore Street is significant because of its association with Julian and Raye Richardson. Soon after their arrival in San Francisco in 1941, the Richardsons began to use their printing press and eventually their retail bookstore to serve the City's rapidly expanding Black community in myriad ways. The Richardsons offered a unique combination of services to the Black community of San Francisco ranging from small-scale publishing and book-selling to academic instruction and mentorship. With these actions, Julian and Raye Richardson both led and fostered Black community empowerment. The Richardsons are closely associated with 1712-1716 Fillmore Street: they operated Marcus Books at the ground story and lived in the residential unit upstairs for over 30 years, from 1980 to 2013.

#### PERIOD OF SIGNIFICANCE

1712-1716 Fillmore Street's Period of Significance, 1950 to 1980, is based on its areas of historical significance, which overlap chronologically to some degree. The Period of Significance begins in 1950, when James "Jimbo" Edwards began to operate a jazz club out of the back of his waffle shop located at 1690 Post Street. From 1950 to 1965, Jimbo's Bop City was one of the most innovative and popular jazz clubs in San Francisco, pioneering not just the new "bop" sound, but also an attitude that trumped talent over race or gender.

At the same time, and in largely the same neighborhood, Julian and Raye Richardson were laying the foundation for what would become their pioneering bookstore, Marcus Books. This foundation began in 1947 with the establishment of the Success Printing Company, located at 1821 Fillmore Street in a building no longer extant. It continued during the 1950s, as the Richardsons began to reprint and distribute books to their friends, and it blossomed in full in 1960 with the official establishment of Marcus Books. Through the 1960s and 1970s, Marcus Books served as a site of personal and community empowerment for San Francisco's Black population, and functioned as a community center in struggles ranging from the student strike at SFSU to the response to SFRA activity. Marcus Books was able to continue this role as a community centerpiece despite being forced to move, ahead of SFRA demolitions, several times during these two decades.

Marcus Books moved into the building at 1712-1716 Fillmore Street in 1980, returning to the neighborhood where it was established and from which it had been driven out by the SFRA's advancing bulldozers. At that time, the building had recently been moved from its original location at 1686-1690 Post Street. Thus, in 1980, the history of the building (Jimbo's Bop City) and the history of its new occupants finally intersected. In addition to opening their bookstore at the ground floor of 1712-1716 Fillmore Street, Julian and Raye Richardson moved into the residential unit at the first story of the building in 1980. The Richardson family continues to operate the bookstore and, until recently, lived in the building. The period of significance ends in 1980, with the acknowledgement that the traditions and the benefits outlined in this report that give Marcus Books its cultural and historic value to San Francisco continue uninterrupted at this site to the current day.

#### INTEGRITY

The seven aspects of integrity are design, materials, workmanship, feeling, association, location, and setting in relation to the period of significance established above. Cumulatively, the building retains sufficient integrity to convey its association with Jimbo's Bop City, Marcus Books, and Julian and Raye Richardson.

1712-1716 Fillmore Street maintains integrity of design, materials, and workmanship. The building retains many Stick-Eastlake design details that are either original or altered in a historically-sensitive manner. The storefront and residential stairway design and detailing that were added to the building after it was relocated in 1978 are all still intact, and the same design and detailing are repeated at the storefronts and stairways of adjacent buildings that were also moved to create Victorian Square (see photograph, page 20). From 1910 to 1978, prior to its physical relocation, the building featured a one-story pop-out addition at the front setback. Some of the activity during the building's tenure as Jimbo's Bop City took place when this pop-out addition was present, and the removal of this pop-out addition when the building was moved in 1978 does compromise its integrity, as it relates to Jimbo's Bop City, to some degree. However, most of the activity of Jimbo's Bop City took place in the rear portion of the ground floor of the building, which is still extant.

Integrity of feeling and association are both excellent. Despite the removal of the pop-out, the building retains enough of its physical features to convey the feeling of its historic character. The building's association with Bop City, Marcus Books, and the Richardsons is excellent. The building appears as it did when the bookstore opened in 1980.

Integrity of location is strong, even though the building was physically moved from three blocks away during the SFRA-era. Moreover, the fact the building was saved from demolition and physically moved as part of a redevelopment project reflects the larger story of redevelopment and displacement and the interrelated need and importance of the community function that the bookstore served. Marcus Books has been located at 1712 Fillmore Street for 33 years, and was owned and operated by the Richardson family during all of that time. It is now located just one block from the original Marcus Books location, 1821 Fillmore Street, which was demolished during redevelopment.

Integrity of setting is fair. As outlined in this report, the overall setting of the Western Addition and the Fillmore District has undergone significant changes during the period of significance for the building. These changes were drastic to the point that the building was physically forced to move. Despite these changes in setting, the building retains a commercial storefront with residential units above, a use-pattern which it has maintained for over 100 years and which still holds relevance for the neighborhood setting.

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The character-defining *exterior* features of the building are identified as:

- Massing and setback.
- All exterior elevations, materials, and rooflines.
- Horizontal channel-drop wood siding.
- Street-level commercial entrance and fenestration, including:
  - Wood glazed door, decorative bulkhead panel, transom windows, and wood sash window at the storefront's primary façade
  - Wood casement windows set in a tripartite configuration and topped with awning transoms at the storefront's secondary façade
- Straight flight stairway to the residential entry with wood treads and risers, and newel posts and turned wood balusters which date to the Victorian Square SFRA-era. The north-facing side of the staircase is clad in channel-drop wood siding to match the storefront cladding.
- Paneled residential entry alcove, including glazed wood paneled doors, arched transom windows, and compound bracketed portico with arched pediment.
- Stick Eastlake design features including rectangular bays, double-hung wood-sash windows with ogee lugs, scored spandrel panels, belt cornice details, dentils, window hoods, and corner molding.
- Compound cornice including gable, bracket, dentils, frieze, and molding details.
- Fenestration at the secondary, north-facing elevation including double-hung wood-sash windows with ogee lugs set in wood surrounds and small awning windows.<sup>1</sup>

The character-defining *interior* features of the building are identified as: None

Note: The recently added benches, free-standing sign post, and storefront awning are not considered character-defining.

#### UNDERREPRESENTED LANDMARK TYPES

The proposed landmark designation addresses a previously identified underrepresented landmark type: landmarks significant for cultural associations. There are four San Francisco landmarks specifically related to African American history: the Madame C. J. Walker House (2066 Pine St.), the Leonard/Poole House (90 Cedro Ave.), Macedonia Baptist Church (2135 Sutter St.), and Sam Jordan's Bar (4004 Third St.). To address underrepresented landmark property types, the Historic Preservation Commission, at its regularly scheduled meeting on June 15, 2011, added 16 properties to its Landmark Designation Work

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<sup>1</sup> The contemporary pop-out window at the upper-story is not considered character-defining.

Program. Many of these properties are significant for cultural associations such as organized labor, the Works Progress Administration, and ethnic and cultural histories including properties associated with African American, Jewish, and Lesbian, Gay, Bisexual and Transgender (LGBT) persons, institutions, and events.

The Department believes that 1712-1716 Fillmore Street meets the established eligibility requirements for its association with significant persons and events, and landmark status is warranted due to the strong connection of the subject building to the Richardsons, Marcus Books, and Jimbo's Bop City. It is important to recognize—in the form of landmark designation—the contributions of people and events in order to begin to tell a more complete story of San Francisco's diverse and often hidden histories. 1712-1716 Fillmore Street provides a tangible and physical connection to the life and work of Raye and Julian Richardson, the center of Black intellectualism as embodied at Marcus Books, and the innovative and influential jazz club Jimbo's Bop City.

#### OTHER ISSUES AND CONSIDERATIONS

- In April 2013, ownership of 1712-1716 Fillmore Street changed hands to Suhaila and Nishan Sweis. The new owners are not connected with the Richardson family or Marcus Books. To date, the bookstore remains open at 1712 Fillmore Street. At this time, the tenure of the bookstore is unresolved.
- 1712-1716 Fillmore Street is significant for the associations as outlined in this case report. It will remain significant for these reasons, regardless of the tenure of the bookstore at the ground story, the tenure of members of the Richardson family at the upper residential units, and/or the building's ownership or future occupancy plans.
- On July 30, 2013 the Board of Supervisors approved a Resolution introduced by Supervisor London Breed supporting the preservation of the building (see attached Resolution).
- The August 21, 2013 hearing was canceled due to a scheduling conflict with a memorial for Alice Carey and the September 4, 2013 hearing was canceled due to Rosh Hashanah.

#### GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may

have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

#### **SAN FRANCISCO PLANNING CODE SECTION 101.1 - GENERAL PLAN CONSISTENCY AND IMPLEMENTATION**

Planning Code Section 101.1 - Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation of 1712-1716 Fillmore Street will help to preserve an important historical resource that is associated with significant persons, Raye and Julian Richardson, and significant events including the role of Marcus Books as a center for Black intellectualism and Jimbo's Bop City as an influential jazz club.

#### **BOUNDARIES OF THE LANDMARK SITE**

The proposed landmark site encompasses Assessor's Block 0684, Lot 020 on which the subject building is located.

#### **PLANNING DEPARTMENT RECOMMENDATION**

Based on the Department's analysis, 1712-1716 Fillmore Street is individually eligible because it retains sufficient integrity to convey its association with significant persons and events as outlined in this case report. The Department recommends that the Historic Preservation Commission approve the proposed designation of 1712-1716 Fillmore Street as a San Francisco landmark.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed initiation of 1712-1716 Fillmore Street as a San Francisco landmark under Article 10 of the Planning Code.

#### **ATTACHMENTS**

- A. Draft Resolution initiating designation
- B. Draft Landmark Designation Report
- C. Correspondence
- D. Board of Supervisors' Resolution



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 0710 HEARING DATE SEPTEMBER 18, 2013

**RESOLUTION TO INITIATE ARTICLE 10 LANDMARK DESIGNATION OF 1712-1716 FILLMORE STREET, HISTORICALLY KNOWN AS MARCUS BOOKS AND JIMBO'S BOP CITY, LOT 020 IN ASSESSOR'S BLOCK 0684, AS LANDMARK NO. XXX PURSUANT TO 1004.1 OF THE PLANNING CODE**

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

Reception:  
415.558.6378

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415.558.6409

Planning  
Information:  
415.558.6377

1. WHEREAS, on June 15, 2011, at the request of the property owner, Greg Johnson, and with the support of the Planning Department, the Historic Preservation Commission added 1712-1716 Fillmore Street to the Landmark Designation Work Program; and
2. WHEREAS, architectural historian consultant Stacy Farr, who meets the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Report for 1712-1716 Fillmore Street which was reviewed by the property owner and Department staff for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of September 18, 2013, reviewed Department staff's analysis of 1712-1716 Fillmore Street's historical significance per Article 10 as part of the Landmark Designation Case Report dated September 11, 2013; and
4. WHEREAS, the Historic Preservation Commission finds that the 1712-1716 Fillmore Street nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street conveys its association with significant persons, Raye and Julian Richardson, and significant events as embodied by its association with Jimbo's Bop City and Marcus Books; and
6. WHEREAS, the Historic Preservation Commission finds that 1712-1716 Fillmore Street appears to meet the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
7. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the draft Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity; and

8. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code section 101.1 and furthers Priority Policy No. 7, which states that historic buildings be preserved, for reasons set forth in the September 11, 2013 Case Report; and
9. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

THEREFORE BE IT RESOLVED, that the Historic Preservation Commission hereby confirms the nomination and initiates landmark designation of 1712-1716 Fillmore Street, Assessor's Block 0684, Lot 020 pursuant to Article 10 of the Planning Code.

### FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The documentation of the proposed landmark meets the standards of Section 1004(b), and identifies the location and boundaries of the landmark, a description of the characteristics of the landmark that justify its designation, and a description of the particular features that should be preserved.
2. The Planning Department conducted due diligence in informing the new property owners, Nishan and Suhaila Sweis, of the Article 10 landmark designation process and implications.
3. The proposed designation will protect a valuable historic resource.
4. Further consideration by the Historic Preservation Commission and the Board of Supervisors will occur at future public hearings and will be noticed separately for future dates.
5. The Planning Department will revise the draft Landmark Designation Report to include additional cultural contexts related to the Japanese-American experience, as directed by the Historic Preservation Commission at the September 18, 2013 hearing.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on September 18, 2013.

Jonas P. Ionin  
Acting Commission Secretary

AYES: Commissioners Hasz, Wolfram, Hyland, Matsuda, and Pearlman

NAYS: None

ABSENT: Commissioners Johnck and Johns

ADOPTED: September 18, 2013



# SAN FRANCISCO PLANNING DEPARTMENT

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**DATE:** October 31, 2013  
**TO:** Historic Preservation Commission  
**FROM:** Timothy Frye, Preservation Coordinator, (415) 575-6822  
**RE:** Article 10 Landmark Designation & Use

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At its November 6, 2013 hearing the Historic Preservation Commission (HPC) will consider a recommendation to the Board of Supervisors for the local designation (Article 10) of 1712-1716 Fillmore Street, historically known as Jimbo's Bop City/Marcus Books. This memo has been prepared by the Planning Department to address the question of whether or not the historic use of a property must be maintained as a result of Article 10 designation.

Landmark designation under Article 10 of the San Francisco Planning Code does not mandate that the historic use of a landmark building be preserved. Rather, landmark designation applies only to those physical features of the property that convey its historic significance.

Constructed circa 1893, the property at 1712-1716 Fillmore Street has been found significant for its association with Jimbo's Bop City, one of San Francisco's famed jazz clubs between 1950 and 1965, as well as its association with Marcus Books, a pioneering bookstore which has operated at the building from 1980 until the present. The building is also significant for its association with Julian and Raye Richardson, proprietors of Marcus Books and significant figures in the city's African American community.

While the building's use as a jazz club and bookstore are key reasons for its historic significance, landmark designation does not mandate that such uses be retained in the future. As explicitly discussed in the Article 10 Landmark Case Report dated September 11, 2013, the building will remain significant for its associations with Jimbo's Bop City and Marcus Books regardless of the tenure of the bookstore or the identity of the persons residing in the residential units.

Section 1004(b) of the Planning Code states that each landmark designation ordinance shall include a description of the particular features that should be preserved. In the Landmark Case Report for 1712-1716 Fillmore Street, all of the character-defining features of the building are physical features related solely to the building's exterior appearance. Thus, landmark designation will not preclude converting the retail space within the building to other uses. The adaptive reuse of historic properties is also supported by the Secretary of the Interior's Standards for Rehabilitation. Standard 1 states that properties can continue to convey their historical significance so long as any new use does not significantly alter the property's distinctive materials, features, spaces and spatial relationships.

There are many examples of San Francisco Landmarks that have been rehabilitated for new uses. One prominent example is the Jose Theater at 2362 Market Street. The building was the place of



**Memo on Article 10 Landmark Designation & Use  
October 31, 2013**

origin for the NAMES Project and AIDS Quilt, although today the building is used as a restaurant and the AIDS Quilt is stored in Atlanta, Georgia. Similarly, the recently landmarked Doelger Sales Office Building at 320-326 Judah Street was found significant for its association with residential builder Henry Doelger, although the building is presently being rehabilitated for use as a pet boarding facility.

To: Landmark designation committee  
Re: 1712-1716 Fillmore historic building

August 7, 2013

This is in regards to the Landmark Designation for the above mentioned property and the August 21<sup>st</sup> meeting.

Please be advised that we the new owners are not against the Landmark designation for 1712-1714-1716 Fillmore property, we are a family who has been serving the people of San Francisco in the taxi industry for 30 years, we value that it is a historic building and we have great respect to Dr. Richardson.

Please be advised that until this date we have not resolved our legal issues with the Johnson's, who still occupy the commercial part of the building and operating Marcus book store as well as part of one of the units which is preventing us to enjoy full possession of our property as agreed in the purchase contract. The previous owners agreed to vacate the property completely including the book store by June 15, 2013

We ask that you please postpone discussion on this matter till February of 2014.

You prompt attention is greatly appreciated.

Sincerely,

Nishan and Suhaila Sweis

**Brown, Mary**

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**From:** Joseph Sweis <joesweis@yahoo.com>  
**Sent:** Thursday, August 29, 2013 4:48 PM  
**To:** karlhasz.hpc@gmail.com  
**Cc:** Brown, Mary  
**Subject:** 1712 Fillmore St

**Categories:** Public Comment

On behalf of Nishan & Suhaila Sweis:

Commissioner Hasz,

Redacted under Admin Code Section 67.9(a);  
Government Code Sections 54957.5(a) and  
6254 (c) - unwarranted invasion of  
personal privacy.

We are writing to you in regards to the landmark designation for the property located at 1712 Fillmore St. You received numerous urgent requests to expedite this item and discuss it on your September 18<sup>th</sup> meeting. These requests have come from parties that support Marcus Bookstore's stay in its current location without regard to the property owners and the Johnson's illegal stay at the property.

[REDACTED]

As it relates to the situation at hand, we are not opposed to the committee discussing the historic value of this property, but we are opposed to it being discussed in our absence and while litigation surrounds the property. Our reasons for postponing discussion are as follows:

- We are out of town on a 6 week religious retreat during this time and will not be present to speak.
- Supervisor London Breed and her office are urging an expedited hearing on the matter. She told us in person that she personally believes that the Marcus Bookstore should remain in that location. She is acting with bias and as a person who grew up in that neighborhood not as the district supervisor looking for a fair and balanced solution, yet it appears she is using her supervisor title to expedite the issue.
- A decision on the historic relevance of this building will influence and/or impact current civil litigation and presentation in court. We believe that the urgency the Johnsons are expressing is an attempt to achieve just that; influence for their bookstore to remain illegally.
- \*\*\*History will not change and the relevance of this building will not be impacted by a 5-6 month postponement. There is no pressing urgency to hear the matter sooner than later.
- A hearing on the matter with litigation pending will cause more harm than good. If those pressing for a faster hearing truly believe in the value of the building itself, then they will present the same arguments with or without the bookstore.

In conclusion, we are not against preserving a historical building in San Francisco. Whether the history was African, Asian, White, Hispanic or from any other culture we agree that history should be preserved. What we are against is using that umbrella to push a personal agenda.

Respectfully,

Joseph Sweis on behalf of Nishan & Suhaila Sweis

Julian Davis  
885 Fulton Street  
San Francisco, CA 94117  
415-823-3250  
julian.n.davis@gmail.com

August 12<sup>th</sup>, 2013

Karl Hasz  
President, Historical Preservation Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103-2479

Re: Marcus Books/Jimbo's Bop City Building  
1712-1716 Fillmore Street

Dear Commissioner Hasz,

I am writing on behalf of Greg and Karen Johnson, the principals of Marcus Books in San Francisco, who initiated the landmarking process for this historic building earlier this year. The Johnsons, and the City-wide coalition that supports them and the bookstore, strongly oppose the request by the building's new owners, Nishan and Suhaila Sweis, for a second postponement of the introduction of the Landmarking Designation Report and Resolution to this Commission. We strongly urge the Commission to proceed with the introduction of the Report and Resolution on August 21<sup>st</sup> in order to protect the building and prevent harm to the public interest.

Further delay in conferring landmark protection upon the Marcus Books-Jimbo's Bop City building is contrary to the public interest. The Report documents the multiple, compelling bases for granting landmark status to the building. This assessment is borne out by the San Francisco Board of Supervisors, which on July 30<sup>th</sup> unanimously adopted, as an urgency measure necessary to prevent harm to the public interest, a resolution that directs "all City agencies dealing with issues related to the [Marcus Books-Jimbo's Bop City] Building give substantial weight to community concerns, issues and needs, and apply careful scrutiny and deliberation on any matter, especially with regard to use or alterations affecting the Building." A copy of the resolution is attached to this letter.

Proceeding with the introduction of the Landmarking Designation Report and Resolution on August 21<sup>st</sup> will not harm the Sweises. Having received a one month postponement to examine the Report, the Sweises stated that they do not oppose the landmark designation. Nonetheless, they ask that consideration (and thus the initiation of landmark protection) be postponed indefinitely until after they conclude their litigation. Because the Sweises have shown no willingness to cooperate with or give consideration to community concerns, the Commission should, consistent with the Board of Supervisors Resolution, proceed without further delay to initiate landmarking proceedings.

## **Background and Significance of Building.**

Marcus Books, which has occupied the building's ground floor retail space for 33 years since 1981, is the oldest continuing Black bookstore in the nation, and has been a center of African American literature, art, culture and political activism in the Fillmore community for over a half-century. The building itself, a Stick Eastlake Victorian, was built in 1893 at Post and Buchanan in Japantown, and originally housed a café/poolhall, which served as a community gathering place for the Japanese American community. Later it housed Nippon Drugs, which serviced Japantown's health care needs; and after World War II it became Jimbo's Bop City, one of the City's premier jazz clubs, whose after hours jams included a who's who of the nation's jazz icons, including Louis Armstrong, Billie Holliday, Miles Davis, John Coltrane and John Handy, and contributed to the Fillmore's international reputation as the "Harlem of the West."

In ways still felt today, Redevelopment in the 1960s devastated the Fillmore-Japantown communities, forcing thousands of community businesses and residents from their homes, and leveling hundreds of the City's historic Victorian buildings. In 1980, because of efforts by the Fillmore-Japantown community, and the nascent historical preservation movement, the Bop City building was saved by jacking it off its foundation and trucking it two blocks around the corner to Fillmore Street to become part of a "Victorian Village," which was intended to counter, even if in a small way, Redevelopment's massively destructive effects on the Fillmore-Japantown communities. Marcus Books, founded in 1960 by Drs. Julian and Raye Richardson, moved into the building in 1981, where, mirroring Bop City's tradition, it continues to nurture and host the luminaries of African American intellectual, literary, and political culture, including Rosa Parks, James Baldwin, Maya Angelou, the Black Panthers, and San Francisco State College Third World strikers.

## **Landmarking Application and Current Situation**

Because of the building's historical, cultural and architectural significance, the Johnsons initiated landmarking proceedings in February 2013. Unfortunately, at the end of April this year, because of ill-fated loans taken out by the Richardson family children, the building was sold in bankruptcy to the Sweis family, real estate speculators specializing on "flipping" distressed properties. The Sweises have shown no consideration for the building's historic and on going significance to the Fillmore-Japantown communities and have refused to negotiate with community organizations, such as Westside Community Services, which has offered to buy back the building in order to keep it in community service. Instead, they have evicted all but one of the residential tenants and have initiated legal action to evict Marcus Books.

The Historic Preservation staff has thoroughly studied and documented the substantial historic, cultural and architectural reasons the building merits landmark recognition and protection, and is ready to present its Report and Resolution to this Commission. The landmarking report and resolution were scheduled on this Commission's regular meeting on Wednesday, July 17<sup>th</sup>, but at the Sweis's request, the matter was postponed to August

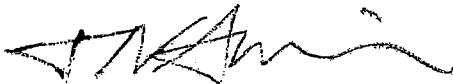
21<sup>st</sup> so that they could review the application. The Sweises have informed HPC staff that they do not oppose the landmarking application.

The Johnsons and the Fillmore-Japantown community see no reason why the landmarking process should be further delayed or should not go forward at this time. The building's new owners have had ample time to investigate the application and do not oppose landmarking. Especially given the Swies's insensitivity, even hostility, to the Fillmore-Japantown community's concerns, the building needs formal landmark recognition and protection.

Accordingly, we oppose the Sweis's requested postponement of the application, and urge the Commission to go forward with the scheduled introduction of the landmarking Report and Resolution at its August 21<sup>st</sup> meeting.

Thank you for your consideration.

Sincerely,



Julian Davis,  
Attorney for Greg and Karen Johnson

Cc: Supervisor London Breed  
Paul Henderson, Mayor's Office  
Tim Frye, Preservation Coordinator  
Mary Brown, Planning Department

## **Brown, Mary**

---

**From:** Johnston, Conor  
**Sent:** Thursday, August 15, 2013 1:24 PM  
**To:** Julian Davis  
**Cc:** karlhasz.hpc@gmail.com; Breed, London; Henderson, Paul; Frye, Tim; Brown, Mary; Secretary, Commissions; Karen Kai; gmartinez@calorganize.org  
**Subject:** RE: Marcus Books/Jimbo's Bop City Building (1712-1716 Fillmore Street)

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Public Comment

Commissioner Hasz,

Our office would greatly appreciate it if you could accommodate this request to hold a special meeting to address the landmarking of this property.

Julian is correct about the urgency of this matter. And the Board of Supervisors has attested to that urgency. At its last meeting on June 30, in consideration of a Resolution regarding this building, the Board of Supervisors unanimously found "that the need to take action is so imperative as to threaten serious injury to the public interest if action is deferred to a later meeting."

In light of the urgency of the subject, and the unusual length of time until the next scheduled meeting, would it be possible for the HPC to hold a special meeting within the next couple weeks?

Thank you for considering our request,

Conor Johnston  
Office of Supervisor London Breed  
415-554-6783

Sign up for Supervisor Breed's Newsletter [here](#)  
or visit [www.londonbreed.org](http://www.londonbreed.org)

## Brown, Mary

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**From:** SF Bay View <editor@sfbayview.com>  
**Sent:** Tuesday, August 13, 2013 4:57 PM  
**To:** karlhasz.hpc@gmail.com; Secretary, Commissions; Frye, Tim; Brown, Mary  
**Subject:** Please keep Marcus Books on the August 21 agenda

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Public Comment

Dear President Hasz and members of the Historic Preservation Commission,

Please do not allow any further delays in the landmarking hearing for the Marcus Books-Jimbo's Bop City Building set for August 21! On July 30, the Board of Supervisors unanimously passed an emergency resolution recognizing the significance of the Marcus Books-Jimbo's Bop City Building and asking all City agencies to assist in preserving it as an important community resource. Recognizing and protecting it as a landmark is the kind of action contemplated by the Supervisors and the members of the public who testified for the resolution.

As the publishers of a Black community newspaper, the San Francisco Bay View, we feel a special kinship with Marcus Books. People pick up our papers there, and when they read book reviews in our paper, they return to Marcus Books to buy the books. We're both in the "business" of keeping our community informed, involved and inspired. It's not a good way to get rich, but we're enriched by the community's love generation after generation. Please protect the oldest Black book store in the country!

The Landmarking Designation Report thoroughly demonstrates the importance of the building. Indeed, even the Sweises do not object to the report. Postponing the hearing will only leave the building without the protection it deserves. Given the Sweises' hostility to the community and its concerns, this should not be allowed to happen.

There is every good reason to formally recognize the Marcus Books-Jimbo's Bop City as an iconic City landmark and no good reason to leave it unprotected. Please keep this matter on the August 21 agenda.

Thank you for your consideration,

Willie and Mary Ratcliff  
San Francisco Bay View  
4917 Third St.  
San Francisco CA 94124





## Brown, Mary

---

**From:** Karen Kai & Robert Rusky <ruskykai@earthlink.net>  
**Sent:** Thursday, August 15, 2013 9:27 PM  
**To:** karlhasz.hpc@gmail.com  
**Cc:** Breed, London; Henderson, Paul; Frye, Tim; Brown, Mary; Secretary, Commissions; gmartinez@calorganize.org; 'Julian Davis'; Johnston, Conor; 'Mike Buhler'; Mar, Eric (BOS); 'Hisashi Sugaya'  
**Subject:** RE: Marcus Books/Jimbo's Bop City Building (1712-1716 Fillmore Street)

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Public Comment

Dear Commissioner Hasz,

While we understand that there are limitations to the scope of protections specifically provided through landmark designation, we request that in recognition of the meaning of this building and the legacy it represents you call a special meeting of the Historic Preservation Commission to hold hearings on landmark status for the Marcus Books-Jimbo's Bop City building.

As community members who have been active in historic preservation and education efforts in Japantown and the Fillmore, we have seen that historic buildings are not just structures, but at their best, become catalysts for community life that contribute to the social and cultural essence of their communities. The Marcus Books-Jimbo's Bop City building is an iconic figure in the Fillmore-Japantown community that we believe is threatened by having come under ownership that is insensitive to the building's history and meaning to the Fillmore-Japantown community and its communities of interest, including African Americans, jazz appreciators, multicultural educators, Redevelopment survivors and community organizers.

The Commission was originally scheduled to hear the landmarking report at its July 23 meeting but granted a continuance until the August 21 meeting to allow the Sweises to review the report. We are now faced with at least another month's delay because of happenstance. Although the Sweises have stated that they do not object to the landmarking report, they now ask to have the landmarking delayed indefinitely. We have learned that timing is a crucial issue in dealing with the Sweises and that being unable to take action at a critical moment can lead to dire results. The building's community of supporters believe that formal recognition of the building's history and significance and what has [lived and happened/existed and occurred] there is a significant action that will help contribute to their efforts to maintain not just the [wall of the/building] structure but the community spirit and soul it contains. We ask that the HPC join in this effort by assuring that a hearing on the landmark recognition be held without further delay.

We understand that landmarking has both limitations and benefits, and that the precise effects of landmarking are not always entirely clear, either legally or in its community context. I think we all agree that the Marcus Books-Jimbo's Bop City building is better protected with rather than without landmarking protection, and that affording that protection is consistent with both the spirit and letter of the Board of Supervisors' unanimously passed resolution. We urge the HPC to schedule a special meeting, even if only to consider this matter, so that the building may have the protections landmarking affords.

Sincerely,

Karen Kai and Robert Rusky



**Educate. Empower.**

**President**

Mike Casey  
Unite Here 2

**Secretary Treasurer**

Olga Miranda  
SEIU 87

**VP for Affiliate Support**

Larry Mazzola, Sr.  
Plumbers 38

**VP for Community Activities**

Conny Ford  
OPEIU 3

**VP for Political Activities**

Alisa Messer  
AFT 2121

**Executive Committee**

Alan Benjamin  
OPEIU 3

Danny Campbell  
Sheet Metal Workers 104

Vince Courtney  
Laborers 261

F.X. Crowley  
IATSE 16

Tim Donovan  
IBEW 6

Maureen Dugan  
CNA

Mark Gleason  
IBT 665

Art Gonzalez  
IAM 1414

Rudy Gonzalez  
IBT 856

Maria Guillen  
SEIU 1021

Dennis Kelly  
UESF

Gunnar Lundeberg  
SUP

Margaret Mann  
AFSCME 3299

Frank Martin del Campo  
LCLAA

Larry Mazzola, Jr.  
Plumbers 38

Robert Morales  
IBT 350

Bob Muscat  
IFPTE 21

Thomas O'Connor  
IAFF 798

Fred Pecker  
ILWU 6

Dan Prince  
Iron Workers 377

Denise Solis  
SEIU USWW

Michael Theriault  
SF Building Trades Council

Joe Toback  
Sign & Display 510

John Ulrich  
UFCW 5

**Sergeant at Arms**

Hene Kelly  
CARA

**Trustees**

Ron Lewis, IBEW 6  
David Williams, SEIU 1021  
Claire Zvanski, IFPTE 21

August 13, 2013

Tim Frye  
Preservation Coordinator  
The Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Dear Mr. Frye,

Enclosed please find a resolution in support of the historic Marcus Books – Jimbo's Bob Building. It was adopted by the San Francisco Labor Council on August 12, 2013.

Please feel free to contact me with any questions regarding this resolution.

Sincerely,

Tim Paulson  
Executive Director

*opeiu3afl-cio(11)*



**Educate. Empower.**

**President**

Mike Casey  
Unite Here 2

**Secretary Treasurer**

Olga Miranda  
SEIU 87

**VP for Affiliate Support**

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Ailsa Messer  
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UFCW 5

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CARA

**Trustees**

Ron Lewis, IBEW 6  
David Williams, SEIU 1021  
Claire Zvanski, IFPTE 21

**Resolution in Support of the Historic Marcus Books-Jimbo's Bop Building**

WHEREAS, the San Francisco Labor Council supports the resolution, passed by the Board of Supervisors on July 30, 2013, regarding the preservation of Marcus Books-Jimbo's Bop City that is stated in full below;

THEREFORE BE IT RESOLVED that the San Francisco Labor Council will send letters and copies of this resolution to Assemblyperson Tom Amminano, Mayor Ed Lee, Supervisor London Breed, and the Historical Preservation Committee because this issue will be heard before it during the August meeting.

Submitted by Conny Ford, OPEIU 3, and adopted by the Executive Committee of the San Francisco Labor Council on August 5, 2013.

Respectfully,

  
Tim Paulson  
Executive Director

Resolution supporting the Preservation of the historic Marcus Books-Jimbo's Bop Building on Fillmore Street & urging its current owners to sell it to an owner who will uphold the building's serving purposes  
Passed by the SF Board of Supervisors July 30, 2013

WHEREAS, Marcus Books and the Marcus Books-Jimbo's Bop City building built in 1893 and now located at 1712 -16 Fillmore Street in San Francisco are important cultural and historical resources; and

WHEREAS, Marcus Books, founded by Drs. Julian and Raye Richardson in 1960 is the oldest Black-owned and Black-theme bookstore in the nation; and

WHEREAS, Marcus Books has been and continues to be a center for Black intellectualism, empowerment and activism, and a meeting place for community activists and organizations including: Westside Community Services, the Fillmore community Development, the Black Panthers, and the 1968 African-American strikers at San Francisco State College (now University); and

WHEREAS, over the years Marcus Books has hosted thousands of notable writers and personalities, including Rosa Parks, James Baldwin, Eldridge Cleaver, Maya Angelou, Malcolm X and Oprah Winfrey, and has been a resource for community members, scholars, and political activists; and

WHEREAS, from 1950-1965, the Building, then located at 1690 Post Street, was the home of Jimbo's Bob City, a world-renowned jazz club whose after-hours jam sessions attracted stellar musicians such

as Duke Ellington, Louis Armstrong, Ella Fitzgerald, John Coltrane, Billie Holiday, Charlie Parker and Miles Davis, and welcomed women and people of all races under its roof and on its stage; and

WHEREAS, Westside Community Services, a non-profit organization that uses the Marcus Books-Jimbo's Bop City building to serve its clients, is sincerely attempting to purchase the property to assure that it is preserved and continues to be accessible to the communities it has historically served;

NOW, BE IT RESOLVED that in light of the historical, cultural and social importance of the Marcus books-Jimbo's Bop City building, the Board of Supervisors directs all City agencies dealing with issues related to the Building give substantial weight to community concerns, issues and needs; and apply careful scrutiny and deliberation on any matter, especially with regard to use or alternations, affecting the building, and be it

FURTHER RESOLVED, that the Board of Supervisors strongly urges the Sweis family to enter into meaningful negotiations with representatives of the Mayor's office or other body dedicated to assuring the Building's community serving purposes, in order to see the Marcus Books-Jimbo's Bop City Building to an owner who will assure that it will be preserved and perpetuated for the benefit of all San Franciscans and all those whose lives have been touched by the cultural, historical, and social legacy of the Marcus Books-Jimbo's' Bop City building.

OPEIU 3 AFL-CIO 11

To: Historic Preservation Commission

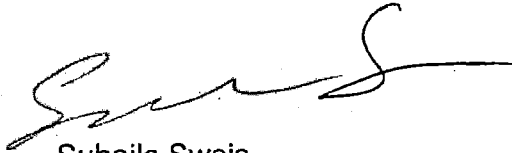
Date: July 9, 2013

Re: Landmark Nomination and Initiation for 1712-1714 Fillmore St.  
Case No. 2011-0687L

I the undersigned Suhaila Sweis am the new property owner along with my husband Nishan Sweis. We closed escrow on the property on April 17, 2013 with out any knowledge of this nomination; neither was it disclosed to us by the previous owners.

The notice of public hearing caught us by surprise. At the present time there is a pending Court matter on this property, which we are looking forward to resolve soon. We would kindly request the Historic Preservation Commission to take the case number (2011.0687L) off of the agenda for their July 17th meeting, and post pone for a future date.

Thank you and kind regards

A handwritten signature in black ink, appearing to read 'Suhaila Sweis', written in a cursive style.

Suhaila Sweis  
Owner

## Brown, Mary

---

**From:** malaika kambon <kambonrb@pacbell.net>  
**Sent:** Tuesday, August 20, 2013 9:36 PM  
**To:** karlhasz.hpc@gmail.com; Secretary, Commissions; Frye, Tim; Brown, Mary  
**Subject:** Marcus Books-Jimbo's BopCity building, Case #2011.0687L

**Categories:** Public Comment

19 August 2013

RE: Marcus Books-Jimbo's BopCity building landmarking, Case #2011.0687L

Dear President Hasz and members of the Historic Preservation Commission,

Please do not allow any further delays in landmarking hearing for the Marcus Books-Jimbo's BopCityBuilding set for August 21!

On July 30, the Board of Supervisors unanimously passed an emergency resolution recognizing the significance of the Marcus Books-Jimbo's BopCityBuilding and asking all City agencies to assist in preserving it as an important community resource. Recognizing and protecting it as a landmark is the kind of action contemplated by the Supervisors and the members of the public who testified for the resolution.

The Landmarking Designation Report thoroughly demonstrates the importance of the building. Indeed, even the Sweises do not object to the report. Postponing the hearing will only leave the building without the protection it deserves. Given the Sweis' hostility to the community and its concerns, this should not be allowed to happen.

There is every good reason to formally recognize the Marcus Books-Jimbo's BopCity as an iconic City landmark and no good reason to leave it unprotected. Please keep this matter on the August 21 agenda.

Thank you for your consideration,

Sincerely,

Malaika H Kambon

PEOPLE'S EYE PHOTOGRAPHY

1714 Franklin Street #100-178

Oakland, CA. 94612

[kambonrb@pacbell.net](mailto:kambonrb@pacbell.net)

cc: files

Karl Hasz

Historic Preservation Commission President

3053 Fillmore Street, #144

San Francisco, CA94123

[karlhasz.hpc@gmail.com](mailto:karlhasz.hpc@gmail.com)

Jonas P. Ionin

Acting Commission Secretary

The Planning Department

1650 Mission Street, Suite 400

San Francisco, CA94103

415-558-6409 (FAX)

[Commissions.Secretary@sfgov.org](mailto:Commissions.Secretary@sfgov.org)

Tim Frye

Preservation Coordinator

The Planning Department

1650 Mission Street, Suite 400

San Francisco, CA94103

415-558-6409 (FAX)

[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

Mary Brown

The Planning Department

1650 Mission Street, Suite 400

San Francisco, CA94103

[mary.brown@sfgov.org](mailto:mary.brown@sfgov.org)



## **Brown, Mary**

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**From:** Rick Mc <codingkit@gmail.com>  
**Sent:** Tuesday, August 13, 2013 6:15 PM  
**To:** Brown, Mary  
**Subject:** For Marcus Books-Jimbo's Bop City building landmarking, Case #2011.0687L

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**Categories:** Public Comment

Dear Ms. Brown and members of the Historic Preservation Commission,

Please do not allow any further delays in landmarking hearing for the Marcus Books-Jimbo's BopCityBuilding set for August 21! On July 30, the Board of Supervisors unanimously passed an emergency resolution recognizing the significance of the Marcus Books-Jimbo's BopCityBuilding and asking all City agencies to assist in preserving it as an important community resource. Recognizing and protecting it as a landmark is the kind of action contemplated by the Supervisors and the members of the public who testified for the resolution.

The Landmarking Designation Report thoroughly demonstrates the importance of the building. Indeed, even the Sweises do not object to the report. Postponing the hearing will only leave the building without the protection it deserves. Given the Sweis' hostility to the community and its concerns, this should not be allowed to happen.

This location has been a center for musical culture, for San Francisco and the country. It started out as Jimbo's Bop City, a place where musicians like Wes Montgomery, Miles Davis, John Coltrane and Billy Eckstine performed. From there in became a bookstore where speaking events were held with authors like Toni Morrison, Maya Angelou, Barbara Lee, Nathan McCall and dozens of others. In addition to the community events that helped build the Fillmore community, it became a place where cultures from all over the city could come to learn about the Bay Area's history and beyond.

There is every good reason to formally recognize the Marcus Books-Jimbo's BopCity as an iconic City landmark and no good reason to leave it unprotected. Please keep this matter on the August 21 agenda.

Thank you for your consideration,

Rick

Received at HPC Hearing 9/18/13  
M. Brown.

Kenneth P. Monteiro, Ph.D.  
1348 Rhode Island Street  
San Francisco, CA 94107

September 18, 2013

Dear City and County Supervisors:

I urge you to agree with the community when we ask that you designate the Marcus Bookstore on Fillmore Street an historic landmark. Yes, the architecture of the building that holds the bookstore maintains the classic Victorian style of the Fillmore softening the more commercial facades of the surrounding buildings. Still, for me as a 30 plus year educator, social and civic activist and a 20 plus year resident of the City and County of San Francisco, Marcus Bookstore should be designated an historic landmark because of the stories that it holds. Marcus holds stories that were spoken there, stories that were shaped there, and stories— aspirational stories—that were birthed at Marcus and literally shaped the nation.

Since you will hear many of these stories I will provide only a few examples. First, Marcus is an historic example of the power of the community bookstore. Though selling bound pieces of knowledge is honorable enough work, Marcus as a community bookstore was and is the center of community conversation both mundane and profound. It is a crossroad where residents and visitors of all colors, classes and social ilk can meet, greet and have interchange that may be of personal value or greater community value.

Marcus was the site of numerous book, poetry or art performances by minds that shaped literature, law, theater, philosophy and politics such as James Baldwin, Dorothy Height, Delroy Lindo, Maya Angelo, Danny Glover, Belva Davis, Derrick Bell, Cornel West and a myriad of others.

Marcus was a safe haven for community discussions and activism that shaped the Fillmore's still on-going struggle to benefit from the advances of redevelopment and recover from its foibles. The owners, Julian and Raye Richardson not only provided the space for the community activists of labor and other social justice causes during the civil rights struggles of the 60's, they mortgaged their property to save the students at San Francisco State College now University who organized the historic 1968-1969 strike that revolutionized both who could attend higher education and the quality of the education they would receive. This strike birthed the College of Ethnic Studies that I lead now. Those students are now judges, doctors, public leaders and internationally respected humanitarian physicians.

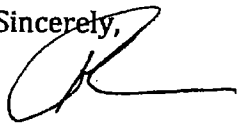
The conversations in Marcus during that time helped to shape a historical legacy anchored by the coalition built by the Burton family and Dr. Carlton Goodlett, whose name is on the street crossed by this august cohort of public servants daily. That coalition launched the careers of the likes of Ron Dellums, Willie Brown and served as a hub for those who would move a political era that made possible the careers of Governor Brown and Senator Feinstein and others.

If Marcus books could talk, well it can. It speaks through the family who does not just know the history but lived it and helped shape it. The matriarch, Raye Richardson who with her husband Julian were architects to much of this history and their progeny who grew at their feet were both observers and active participants in some of the most exciting historical moments of this city and this nation.

As grand as Marcus's history, I found myself touched by a smaller more personal story that came to me as I was writing this. It was the story of a young black man from the east coast who proudly accepted his admission to Stanford University but found himself drowning in a place filled with facts but devoid of much of the wisdom he needed to ground himself in this often hostile world. He would come to Marcus from his fancy campus, slightly embarrassed that he did not always have enough money to buy the books he adored and still have gas money to return to Palo Alto. In the corners of Marcus, he would read books most of which he would have to return to the shelves for lack of money, and discovered Langston Hughes, Richard Wright, James Baldwin, Huey Newton, Eldridge Cleaver, Amiri Baraka, Ivan Van Sertima, and even Marcus Garvey, men who struggled and found their meaning--men who through their stories would intellectually mentor him. Sheltered in the safety of Marcus, and sometimes literally in the warm, loving and supportive embrace of its owner Raye Richardson, that young man found his ability to survive and thrive at Stanford and then actualize his calling to be an educator. Marcus was my haven; the young man was me.

You see, Marcus is already an historic landmark to a multitude of people in California, the nation, and without exaggeration the world. We just need to make that designation official.

Sincerely,



Kenneth P. Monteiro, Ph.D.

(Former professor at Rutgers University-New Brunswick; University of Illinois-Urbana Champaign; Professor of Psychology and Dean of Ethnic Studies San Francisco State University; President-elect American Association of Blacks in Higher Education: listed for identification purposes. The communication is personal and not intended to speak for the State of California or any other entity mentioned in the titles)



**SAN FRANCISCO  
STATE UNIVERSITY**

Received at HPC Hearing 9/18/13

*M. Brown*

AFRICANA STUDIES

1600 Holloway Ave E/P 103  
San Francisco, CA 94132

phone: 415/338-2352

fax: 415/405-0553

e-mail: [afrs@sfsu.edu](mailto:afrs@sfsu.edu)

web: <http://www.sfsu.edu/~ethnicst/afrs/>

September 18, 2013

TO: Historical Preservation Commission

RE: Support for the Resolution to Declare Marcus Bookstore in San Francisco a  
Historical city Landmark

FROM: The Department of Africana Studies at San Francisco State University (SFSU);  
Sent by Dr. Dorothy Randall Tsuruta, Chair of Africana Studies at SFSU *RT*

This message comes in support of the resolution to declare Marcus Bookstore a historical city landmark. Marcus bookstore is one of the oldest Black book stores in the United States. Its treasures of books and community events has long served as a knowledge base for the intellectual development of scholars in the Black Studies discipline in the schools and colleges throughout the Bay Area. It is an institution throughout the Bay Area, a place where many people gain their knowledge of history.

Dr. Ray Richardson, co-founder along with her husband the late Julian Richardson, served as a stabilizing force for the San Francisco State University Department of Black Studies, serving as chair from 1981-84. The store she and her husband founded, with its community involvement component, figures importantly in the university's mission/commitment to outreach in the community.

Marcus Book Store, in serving as a place for community concerns was supportive of the struggle for Black Liberation and human liberation throughout the Bay Area, California, and the United States. The store served as principal supporter of the San Francisco Civil Rights movement and the San Francisco State strike that gave birth to the Department of Black Studies and the College of Ethnic Studies. During the struggle for Black Studies, the Richardson founders put their house toward bail for the students in the struggle.

Marcus Bookstore, as the vision lived out by its founders, clearly is the place where Black authors are sure to be found to the great joy of many, and as well a community serving institution. Thus, the Department of Africana Studies at San Francisco State University fully supports and urges you to designate Marcus Bookstore a historical landmark.



September 18, 2013

Received at HPC Hearing 9/18/13

AFRICANA STUDIES

*M. Brown*

1600 Holloway Ave E/P 103  
San Francisco, CA 94132

phone: 415/338-2352

fax: 415/405-0553

e-mail: [afrs@sfsu.edu](mailto:afrs@sfsu.edu)

web: <http://www.sfsu.edu/~ethnicst/afrs/>

TO: The San Francisco Historic Preservation Commission

SUBJECT: Support for turning Marcus Bookstore into a Landmark

FROM: Oba T'Shaka, Ph.D., and Professor Emeritus San Francisco  
State  
University

*Oba T'Shaka*

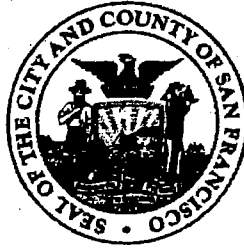
I am writing this letter, and appearing before this commission to support the resolution to make Marcus Bookstore a Landmark in San Francisco. I have been a professor at San Francisco State University for the past 41 years, where I continue to teach as Professor Emeritus. I was also one of the principle leaders of the San Francisco Civil Rights Movement that occurred between 1960-1965. This was the largest of the Northern Civil Rights Movements, producing thousands of jobs for Blacks and people of color, in this city where Blacks and people of color had been exclusively confined to menial employment. I am also chair of the Pan African People's Organization that operated for many years in San Francisco providing food to the hungry, and excellent education to African American youth.

Throughout my life as a scholar an activist Marcus Bookstore has been a mainstay in supporting the San Francisco Civil Rights Movement, and in providing support for the founding and development of the Department of Black Studies at San Francisco State University, where Professor Raye Richardson served as Chair of the Black Studies Department.

Most important, Marcus stands as the repository of the African American cultural and intellectual heritage. In performing this role Marcus Bookstore has served as the Communities University that nurtured some of our best scholars including Dr. Asa Hilliard former Dean of the College of Ethnic Studies at San Francisco State University, and Dr. Wade Nobles Professor Emeritus San Francisco State University and many others. As the Communities University Marcus Bookstore has promoted a knowledge of the history of Africa and African American people, while making a special contribution in promoting the history of Blacks in the San Francisco Bay Area.

It is important to the city of San Francisco, and to the Black community and the communities of color of this city that Marcus Bookstore is designated a Landmark for the benefit of future generations in this city.

BOARD of SUPERVISORS



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TDD/TTY No. 554-5227

December 5, 2013

File No. 131118

Sarah Jones  
Environmental Review Officer  
Planning Department  
1650 Mission Street, 4<sup>th</sup> Floor  
San Francisco, CA 94103

Dear Ms. Jones:

On November 19, 2013, Supervisor Breed introduced the following legislation:

File No. 131118

**Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Assessor's Block No. 0684, Lot No. 020, as a landmark under Planning Code, Article 10; and making environmental findings, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.**

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script, appearing to read 'A. Ausberry'.

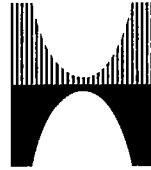
By: Andrea Ausberry, Committee Clerk  
Land Use & Economic Development Committee

Attachment

c: Monica Pereira, Environmental Planning  
Nannie Turrell, Environmental Planning

*Not a project per CEQA  
Guidelines Section  
15060 (c) (2).*

*Nannie Turrell  
December 5, 2013*



FOR MEMBERS OF SAN FRANCISCO HERITAGE

File No. 131118

1/13/14 Received in Committee



JEREMY BLAMESLEE

VOLUME XLI | NO. 4

WINTER 2013/2014

## Marcus Books: Living History in the Fillmore District

A keystone in San Francisco's African American community, Marcus Books has illuminated the Fillmore District since 1960. Nonetheless, the historic business was served an eviction notice last spring, galvanizing a public weary of the displacement of beloved cultural institutions. [STORY ON PAGE 6](#)

**IN THIS ISSUE** 3. LATINO HISTORIC CONTEXT STATEMENT 4. REVITALIZING HISTORIC THEATERS  
5. SUSTAINING JAPTOWN 8. HOLIDAY OPEN HOUSE 9. FALL INTERNS 10. PROFILE: MOSES CORRÈTE  
12. CALENDAR OF EVENTS **1257**



**SAN FRANCISCO HERITAGE**

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**Undead Bring New Life to 2007 Franklin Street**



LARRY UNDERHILL

The future of America's 15,000 house museums was an unexpected focus of the 2013 National Preservation Conference in Indianapolis. In her opening plenary address ("House Museums: A 20th Century Paradigm"), National Trust president Stephanie Meeks tackled the vexing state of house museums. "The time for talk has ended," Meeks declared, "and the time for action is upon us... If we are to preserve these properties, we need to think in new ways, and act accordingly."

The National Trust estimates that there are 15 million people actively "doing" preservation, but who are disconnected from preservation organizations. Why is that? Meeks submits that we are not meeting them where they are: "We have the opportunity to do that if we are brave enough to re-think our approach to house museums." This means "moving outside our long-standing preservation world. New ideas. New partnerships. And especially, new people."

We at Heritage could not agree more. In 2012, the National Trust selected the Haas-Lilienthal House as a "National Treasure" because it is emblematic of challenges facing urban house museums in the 21st century, including deferred maintenance needs and a perennial struggle to maintain local relevance. Heritage is grappling with these issues head-on, having compiled an array of studies, visitor surveys, and case studies to inform a sustainable long-term vision for the house. The centerpiece of this effort is a new operating plan - developed in collaboration with the National Trust - that would introduce locally-focused programs, expand hours, increase marketing, and employ digital technology to enrich the visitor experience.

Now, I'm not sure President Meeks would count the living dead among the "new people" we should engage, but they unquestionably brought new life to the Haas-Lilienthal House this Halloween. Heritage staged its first-ever "Mayhem Manor: Twisted Tours of Terror," a hallmark of the new operating plan. The event attracted nearly 900 thrill-seekers over three nights, the vast majority visiting the house for the first time. Advance tickets sold out days beforehand. The crowd was youthful, prone to tagging and tweeting the event on social media. Even Michael Jackson and a merry band of flash-mob zombies reenacted "Thriller" in the side garden (see page nine)! The feedback has been refreshingly positive. As one neighbor told me after taking her kids through the "Manor," "It was such a treat to have this going on—screams and all!"

"Mayhem Manor" was an extraordinary team effort by Heritage staff, actors, and docents. In particular, House Manager Heather Kraft proposed, conceived, wrote, cast, directed, and executed the entire production from start to finish. She deserves special recognition for her creative vision, hard work, and sheer wherewithal to make it all happen.

MIKE BUHLER  
EXECUTIVE DIRECTOR



## Citywide Latino Historic Context Statement

New Partnership Aims to Document and Preserve Latino History in San Francisco

**H**eritage is partnering with the newly-established San Francisco Latino Historical Society on a series of projects to document and preserve the city's rich Latino history and to support the continued cultural and economic vitality of 24th Street in the Mission District.

As previously reported, the two organizations collaborated this past summer on a youth-developed walking tour of 24th Street, entitled *Calle 24: Cuentos del Barrio*. A self-guided walking tour booklet is now available for download at [sfheritage.org/latinoheritage](http://sfheritage.org/latinoheritage). The print version will be available at future Heritage events.

In 2014, Heritage and the San Francisco Latino Historical Society will launch a second project, entitled *Nuestra Historia: Documenting the Chicano, Latino, and Indígena Contribution to the Development of San Francisco*. Funded by the City of San Francisco's Historic Preservation Fund Committee, this citywide historic context statement will document Latino history as it pertains to the physical and cultural landscape of San Francisco and will offer recommendations on how best to preserve and maintain architectural, cultural, and historical resources important to Latino communities.

These groundbreaking community-based projects come at a time of rapid change in the Mission District and throughout San Francisco,



JEREMY BLAKESLEE

*Enveloping the façade of the 1910 San Francisco Women's Building, "MaestraPeace" (1994) is the outcome of a multi-cultural and multi-generational collaboration among seven women artists and their apprentices. Located in the Mission District, the mural incorporates numerous Latina leaders and figures, along with indigenous imagery.*

when numerous longtime Latino businesses and community institutions face uncertain futures due to gentrification, rising rents, and displacement. Project partners aim to build public awareness for the diverse and longstanding history of Latinos in San Francisco, identify significant historic and cultural places for conservation, and offer recommendations for preserving and protecting this enduring legacy. ■



## 25 New Establishments Inducted into "Legacy" Initiative

At a celebration brimming with local history and lore, Heritage announced the third round of establishments to be recognized by the "Legacy Bars & Restaurants" initiative. Business owners, longtime patrons, and members of the media gathered at North Beach's Vesuvio Café on November 18 to honor 25 new inductees, whose contributions to San Francisco's unique character and culture distinguish them in their communities. The latest round brings the total number of certified "Legacy" establishments to 75.

The launch of Round Three coincides with a number of exciting developments for the initiative. During the November 18 festivities, Heritage unveiled a new decal program for "Legacy" establishments (proudly displayed at Vesuvio Café, at left). In order to publicize the decal and brand, Heritage is sponsoring an Instagram challenge through December 16. Please visit [sfheritage.org](http://sfheritage.org) for details.

Staff is also collaborating with local college students on the production of a short documentary

film intended to build visibility for "Legacy Bars & Restaurants." Featuring archival footage and interviews with longtime Legacy business owners, the documentary will be available in early 2014.

Special thanks to the Entertainment Commission and Mayor's Office of Economic and Workforce Development for their support of the event on November 18! To view the most recent inductees, please visit [sfheritage.org/legacy](http://sfheritage.org/legacy).

## Spotlighting Historic Theaters

New Projects Revitalize Strand and Balboa Theaters for the Twenty-First Century

**T**wo iconic San Francisco theaters will continue to serve as cultural anchors, thanks to the dedication of local nonprofits, the arts community, and the public.

Nearly 100 years old, the Strand Theater (1917) will soon be transformed for use by the American Conservatory Theater (A.C.T.). The much-anticipated venue will contain 299 seats, ancillary and support spaces, a ground floor café, and an interpretive display in the lobby. Originally operating as a vaudeville theater and cinema, the Strand Theater was shuttered by the San Francisco Police Department in 2003 and languished in deep disrepair until A.C.T. announced its intent to purchase the building in 2012.

Although the Strand Theater is not formally designated, it is considered an historic resource for the purposes of CEQA. Heritage's Issues Committee reviewed and commented on the project earlier this year, praising the project for its meticulous treatment of the exterior and its continuation of the building's historic use as a theater. Most exterior features will be retained, restored, and/or replicated to match their original appearance. With a view onto UN Plaza, City Hall, and other Civic Center buildings, the next incarnation of the Strand Theater is sure to bring new energy to this corner of Market Street.

The Balboa Theatre, a pillar in the Richmond District for generations, grappled with an entirely different challenge this summer: the need to modernize in the era of digital film. Though the historic theater has



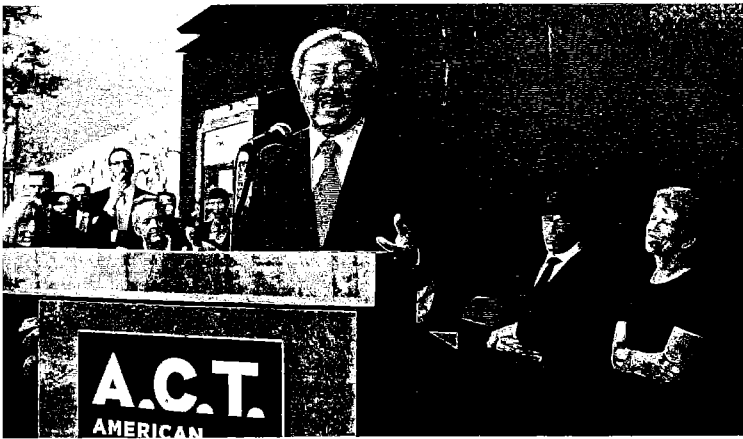
SAN FRANCISCO NEIGHBORHOOD THEATER FOUNDATION

*The Balboa Theatre was designed by locally renowned architects James and Merritt Reid, whose portfolio included the Cliff House, Fairmont Hotel, Spreckels Temple of Music in Golden Gate Park, and numerous other theaters throughout San Francisco.*

thrived under the stewardship of the San Francisco Neighborhood Theater Foundation (SFNTF), which owns the lease and provides financial support, the Balboa is emblematic of the difficulty many classic cinemas face in competition with modern multiplexes.

This year, however, the film industry raised the stakes for traditional movie houses when it announced the conversion to digital after 100 years of using 35 mm film, compelling theaters across the country to upgrade their projectors and equipment in order to continue screening first-run movies. Though SFNTF had converted the projection equipment to digital at its 1910 Vogue Theatre in Presidio Heights in spring 2013, both of the Balboa Theatre's auditoriums still required digital upgrades.

Designed in 1926 by architects James and Merritt Reid, the Balboa plays a vital role in the vibrancy of the Balboa Street commercial corridor. In order to keep the lights on, SFNTF turned to the public for support, launching a Kickstarter campaign in August to raise funds for the conversion of one of the auditoriums. San Franciscans enthusiastically responded, with more than a thousand people pledging donations to the "Go Digital or Go Dark" campaign. Over the course of six weeks, the organization raised nearly \$102,000, exceeding its original goal by \$27,000. As a result, SFNTF was able to convert both auditoriums, helping to ensure that the Balboa will remain a glowing beacon of neighborhood cinema in the Richmond. ■



ALESSANDRA MELLO

*Before its fame as the Strand Theater, 1127 Market Street was known as the Jewel, College, Francesca, and Sun theaters. The reinforced concrete building was designed by Emory Fraiser. Pictured: San Francisco Mayor Ed Lee speaking to the crowd at the groundbreaking ceremony on October 2, 2013.*

## Sustaining Japantown

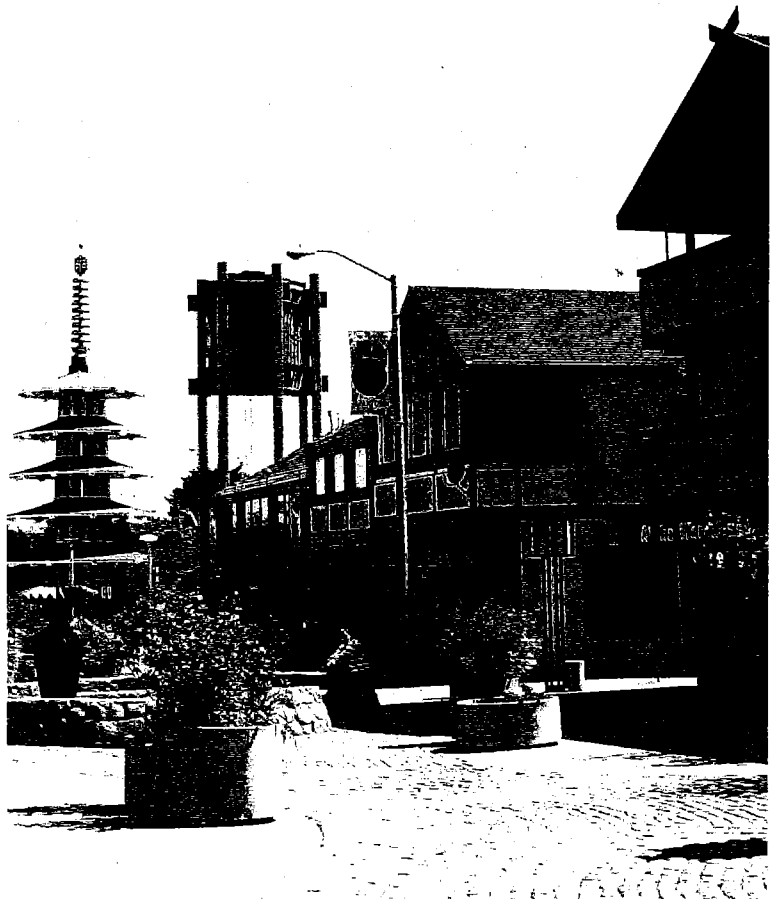
City Approves Innovative Cultural Heritage Strategy

**O**n September 24, 2013, the San Francisco Board of Supervisors adopted a resolution endorsing the *Japantown Cultural Heritage and Economic Sustainability Strategy* (JCHES), paving the way for Japantown to implement strategies aimed at preserving and enhancing the neighborhood's intangible and tangible cultural heritage. Prepared by the San Francisco Planning Department, Japantown Organizing Committee, and Mayor's Office of Economic and Workforce Development, the JCHES is the first City document offering solutions for preserving and promoting a neighborhood's cultural and social heritage. Its adoption represents a critical moment in preservation planning for San Francisco and speaks to the urgent need for cultural preservation throughout the city's diverse neighborhoods.

Developed in consultation with twenty-five stakeholder groups over the past several years, the JCHES includes a needs assessment and vision for Japantown and more than a dozen economic-based strategies for securing Japantown's future as the historic and cultural heart of the city's Japanese and Japanese American communities. Strategies include creating a Japantown Neighborhood Commercial District and a Community Land Trust. The report also promotes implementation of existing preservation tools, such as local Landmark designation of historic sites. During the research phase, the Planning Department and their team of consultants developed the *Japantown Historic Context Statement*, as well as "cultural heritage inventory forms," which helped to define significance and categorize cultural/social heritage resources by type.

Although not explicitly called out for Landmark designation in the report, two additional buildings - the Kinmon Gakuen Institute and the former Japanese YWCA building - are identified in the context statement as important cultural resources. The Historic Preservation Commission has since added these sites to the Planning Department's Work Program. While inclusion in the Department's Work Program does not guarantee initiation of local Landmark designation, it requires Department staff to work with the property owners to explore the possibility.

Heritage's involvement in the development of the JCHES dates back to 2010. Staff facilitated a community presentation about existing historic preservation tools, attended meetings, provided input, and invited the Planning Department and Japantown Task Force to present the JCHES during Heritage's June 15 Community Summit, "Sustaining San Francisco's Living History." We hope that this documentation and planning process will be a model for other communities looking to conserve their social and cultural heritage. ■



HERITAGE STAFF ABOVE / DAVIDYUWEB (FLICKR) BELOW

*In addition to identifying significant buildings in Japantown, the JCHES documented important examples of intangible heritage, such as businesses and festivals. For more information about the report, please visit [sfheritage.org/socialheritage](http://sfheritage.org/socialheritage).*



SAN FRANCISCO SMALL BUSINESS WEEK



JOHNNIE BURRELL

## Layers of History: Marcus Books

Local Community Rallies to Preserve Historic Bookstore

**T**he historic home of Jimbo's Bop City and Marcus Books, located at 1712-1716 Fillmore Street, is on its way to becoming San Francisco's next local Landmark. Built in the Stick Eastlake style, this 1883 Victorian is significant for its association with pioneering jazz club Jimbo's Bop City, community leaders Raye and Julian Richardson, and Marcus Books, the country's oldest Black-owned and Black-themed bookstore. Having been relocated by the San Francisco Redevelopment Agency in 1978, the building also embodies the history of government intervention in the Western Addition neighborhood and its impact on the local Japanese American and African American communities.

This recognition of 1712-1716 Fillmore Street as an important cultural resource comes at a difficult time in its history. Earlier this year, the property was sold in foreclosure to investors, prompting efforts to evict Marcus Books and its owners who live on the upper floors of the building. While neighborhood nonprofit Westside Community Services offered to purchase the building to enable Marcus Books to remain

*Above: The owners of Marcus Books have lived and worked out of 1712-1716 Fillmore since 1980. Today, Greg and Karen (Richardson) Johnson (pictured) manage the San Francisco shop. Below: Community members gathered for a rally and press conference at City Hall on July 30, 2013 to advocate for a resolution introduced by Supervisor London Breed in support of the historic building and bookstore.*

open, new owners Nishan and Suhaila Sweis have rejected the offer, indicating they would not sell the property for less than \$3.2 million.

A coalition of city officials, the NAACP, community activists, and nonprofit organizations have rallied to save the cultural institution. Supervisor London Breed introduced a resolution to support the preservation of the Jimbo's Bop City/Marcus Books building and to encourage the new owners to sell the property to someone who will "uphold the building's community-serving purposes." The full Board of Supervisors unanimously adopted the resolution on July 30, 2013, but the bookstore's future remains uncertain.

### Early History: Jimbo's Bop City

Jimbo's Waffle Shop at 1686-1690 Post Street opened in 1950, offering chicken and waffles during the day and jazz performances at night. The restaurant became an informal spot for musicians to relax and perform after-hours, typically after performing at more formal venues for white audiences. The owner, James "Jimbo" Edwards, changed the name of the business to Jimbo's Bop City, and it quickly became a promoter of both traditional jazz and the new "bop" sound. It also earned a reputation for fostering racial tolerance and social integration, progressive for its time. At Jimbo's Bop City, amateurs played alongside well-known professional performers, including Ella Fitzgerald, Billie Holiday, Miles Davis, Dizzy Gillespie, Charlie Parker, and John Coltrane. The club closed in 1965, having contributed to the legacy of the Fillmore as the "Harlem of the West."

### Redevelopment in the Western Addition

During the 1960s and 1970s, the San Francisco Redevelopment Agency (SFRA) embarked on an ambitious and ultimately destructive plan to revitalize the Western Addition, Japantown, and Fillmore neighborhoods. The former Jimbo's Bop City, then located on Post Street, was initially identified for demolition, but was spared after a coalition of activists organized to relocate the building. This coalition consisted of members of the African American and Japanese American communities who lived in the area, as well as members of San Francisco's early preservation movement that originated during the redevelopment era of the 1960s and 1970s. Several neighborhood groups formed to counter the destructive actions of the SFRA as well, including the Fillmore Community Development Association, Fillmore Residents, Inc., and the Western Addition Community Organization (WACO). Essie Collins, a member of WACO, was responsible for petitioning the SFRA to move the former Jimbo's Bop City building from Post Street to its current location at 1712-1716 Fillmore Street.

### A Cultural Institution Emerges

The building's most recent significance is its association with Marcus Books and its founders, Drs. Julian (d. 2000) and Raye (1920-



BUNNY'S PICKLE (FLICKR)

*Renowned pianist Art Tatum performs at Jimbo's Bop City, the legendary jazz club that occupied the building now located at 1712-1716 Fillmore Street from 1950 to 1965.*

Richardson. Moving to the city from Alabama in 1941, the Richardsons quickly became pillars of the African American intellectual and activist communities. They offered small-scale publishing and book-selling to the Black community beginning in 1947, served as professors at San Francisco State University, and mentored people of all ages. As the oldest continuously operating Black bookstore in the country, Marcus Books has contributed profoundly to Black intellectualism, culture, and political life in San Francisco since its origins in the historically Black Fillmore neighborhood in 1960, three blocks from its current location on Fillmore Street. Its present site represents the only extant building in the Western Addition that maintains an association to the bookstore, as buildings that housed earlier iterations of the business have since been demolished by the SFRA. Marcus Books has also been a bedrock of Black community empowerment and action, functioning as a community center in social and political struggles ranging from organizing against SFRA activity to the 1968 student strike at San Francisco State College (now University). The Richardson family has lived and worked out of 1712-1716 Fillmore Street for 30 years, from 1980 to 2013.

### Next Steps for Landmark Designation

The Historic Preservation Commission (HPC) added Jimbo's Bop City/Marcus Books to the Planning Department's Landmark Designation Work Program in June 2011 and recommended approval of the Landmark Designation Case Report to the Board of Supervisors on November 6, 2013. As this issue of *Heritage News* goes to print, the Board has yet to vote on the nomination, but supporters remain confident that 1712-1716 Fillmore will become San Francisco's next official Landmark. ■

## Holiday Open House

Sunday, December 8  
12 - 3 o'clock in the afternoon

Holiday Cheer, Festive Buffet, and Music  
Train for Tots and Santa at 2 o'clock  
Heritage Holiday Shop

Free for Heritage members and their guests  
Reservations online at [sfheritage.org](http://sfheritage.org) or 415-441-3000 x14

## Holiday Teas at The Haas-Lilienthal House

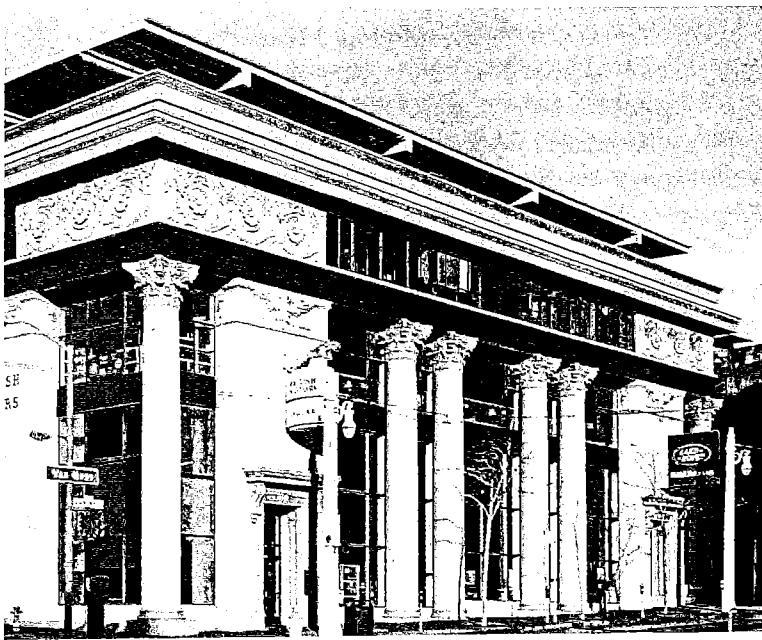
Monday, December 16  
Thursday, December 19  
3 o'clock in the afternoon

Celebrate the Holidays with a Traditional High Tea  
Docent Tours and Holiday Shopping  
Reservations: [csqueri@sfheritage.org](mailto:csqueri@sfheritage.org) or 415-441-3000 x14



MICHAEL MUSTACCHI

*Holiday Open House at the Haas-Lilienthal House, 2012.*



NOEHILL

*Auto Row emerged from the ashes of the 1906 Earthquake and Fire, after firefighters dynamited buildings on the east side of Van Ness Avenue to prevent the further spread of flames. As the city rebuilt, the auto industry was drawn to the wide boulevard.*

## Semi-Annual Meeting

**O**n Wednesday, January 15 at 6:00 p.m., Heritage will host the 2014 Semi-Annual Meeting at one of Van Ness Auto Row's grandest automobile showplaces: British Motor Car's historic showroom at 901 Van Ness Avenue (pictured, left). Designed by John H. Powers (1873-1936) and John Ahnden, in collaboration with Bernard Maybeck, as Earle C. Anthony's Packard Showroom, this 1928 Greek Revival building exemplifies the grandeur and romanticism of the early automobile industry in San Francisco, with its temple-inspired salesroom and slick utilitarian service section. Guest speaker Professor Christopher Carlsmith (University of Massachusetts-Lowell) will discuss Powers' legacy and architectural contributions to the San Francisco Bay Area. Professor Carlsmith's appearance coincides with the publication of his research in *The Argonaut*, the journal of the San Francisco Museum and Historical Society.

Executive Director Mike Buhler will provide an overview of Heritage's latest initiatives, including "Legacy Bars & Restaurants" and the upcoming launch of the citywide Latino Historic Context Statement. Admission is free for Heritage members. To RSVP for the meeting, please visit [sfheritage.org](http://sfheritage.org) or contact Carolyn Squeri at 415-441-3000 x14. ■

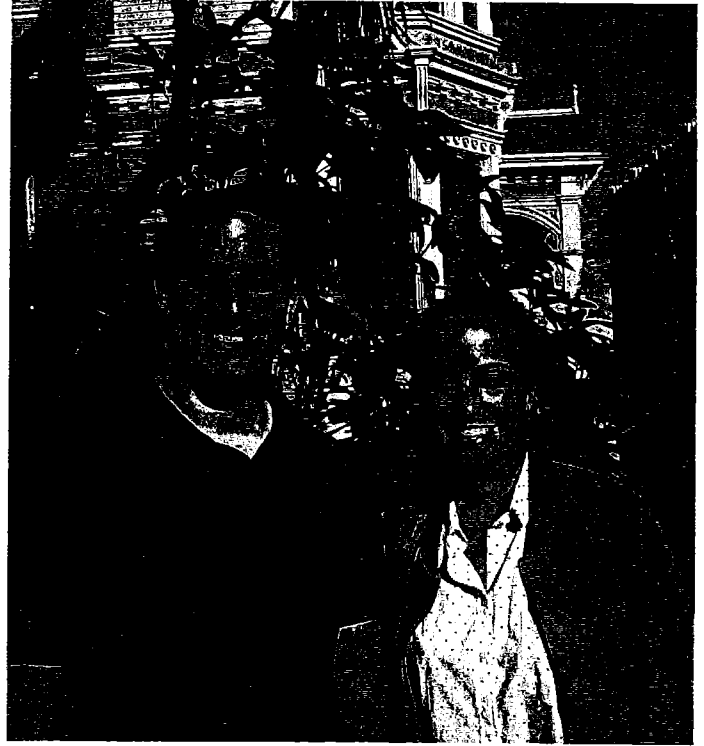
## Thank You Interns!

**T**his fall, Heritage welcomed the talents of two undergraduate interns: Dakota Gross (San Francisco State University) and Charles Morone (University of San Francisco). In addition to providing support to advocacy and public programming, the pair was instrumental in advancing the "Legacy Bars & Restaurants" project.

Together, the interns researched content for the announcement of the third round, developed walking tour scripts, and assisted with outreach to participating businesses. Dakota and Charles also collaborated with film student Stephen Hannibal (San Francisco State University) to conduct on-camera interviews with "Legacy" business owners for the forthcoming short documentary. The students met with representatives of numerous establishments, learning about their origins and contributions to the city's cultural identity, and their plans for the future.

"Heritage has opened up my knowledge of San Francisco's historic built environment," says Dakota, "and has given me a hands-on approach to learning about the unique cultural presence deeply embedded within the city's urban fabric."

Adds Charles, "Interning for Heritage has deepened my understanding of the events and communities that compose the historical tapestry of this dynamic and cosmopolitan city." ■



HERITAGE STAFF

*Charles and Dakota honed their research, photography, and interviewing skills while contributing to the "Legacy" project.*

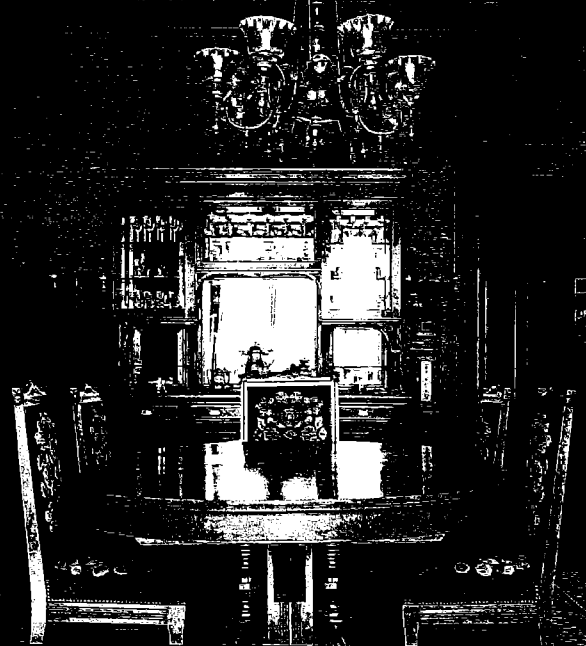


ALCHEMYANDENERGY (FLICKR)

*Thank you to all of our "spook-tacular" volunteers who made "Mayhem Manor" at the Haas-Lilienthal House a terrifying success in its first year! The Bay Area Flash Mob gave four performances of Michael Jackson's "Thriller" during the event, which sold out on October 25, 26 and 31.*

## The Haas-Lilienthal House

WEDDINGS • CELEBRATIONS • DINNERS • MEETINGS  
PHOTOGRAPHY • CORPORATE & FAMILY PARTIES



2007 FRANKLIN STREET, SAN FRANCISCO  
RENTAL INFORMATION: [tlh@sfheritage.org](mailto:tlh@sfheritage.org)

## Profile: Moses Corrette

Longtime Member and Donor Reveals His Reasons for Supporting Heritage

**B**orn and raised in Connecticut, Moses Corrette first visited San Francisco in late 1999 after receiving his master's degree in historic preservation from the University of Pennsylvania. Within months, he had adopted San Francisco as his new home and had become a member of San Francisco Heritage. A preservation

planner at the San Francisco Planning Department from 2000 until earlier this year, Moses continues to work for the City and is a passionate advocate for the preservation of San Francisco's cultural heritage.

In addition to being a loyal dues-paying Heritage member for nearly 15 years, Moses regularly contributes to Heritage's annual appeal campaigns. Asked why he supports the organization, Moses explains, "I believe that Heritage has made an enormous impact on San Francisco's physical and political environment. From the development of public policy, to the feet on the ground conducting surveys, to the maintenance of one of two house museums in San

Francisco, Heritage has a seat at every table."

As a former member of the Planning Department's historic resource survey team, Moses has helped document and protect many of the city's significant — if unheralded — buildings and neighborhoods, including Showplace Square/Northeast Mission, the South of Market Area, and Van Ness Auto Row Support Structures, among many others. He was lead author of the pioneering City Landmark nomination for Twin Peaks Tavern, only the third San Francisco Landmark designated based on its association with LGBT history.

In January 2013, the self-described "gay Cheers" achieved City Landmark status "as the first known gay bar to feature full-length open plate glass windows," as well as "a living symbol of the liberties and rights gained by the lesbian, gay, bisexual, transgendered community." Located at 401 Castro Street, the bar was founded by two lesbians in 1972. As part of the research and public engagement process for the nomination, Moses conducted several in-depth oral history interviews with key people involved in the development of the bar, including one of the original owners, MaryEllen Cunha. The Planning Department also hosted three "History Happy Hours" at



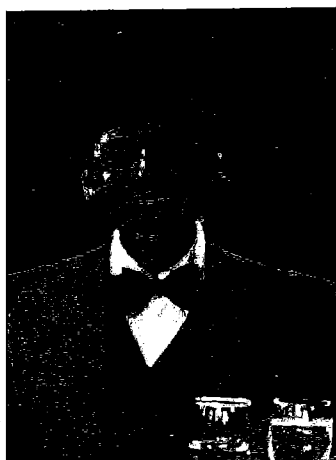
TONIBIRD PHOTOGRAPHY ABOVE / CITYSEEKER BELOW

*Above: Moses Corrette (second from the right) and partner Isaac Amala (far left) converse with guests at an event at the Haas-Lilienthal House, where they will marry in March 2014. Below: The California Office of Historic Preservation honored Moses and the Planning Department in November for Twin Peaks Tavern's Landmark nomination*

the bar to create an opportunity where longtime patrons could come and share their stories about the tavern. Notably, the Landmark designation protects both the exterior of the building and the interior of the bar.

Heritage nominated Moses and the Planning Department for a 2013 Governor's Award for Historic Preservation in recognition of the extraordinary efforts to document the rich cultural history of Twin Peaks Tavern. We were delighted to join him and other Department staff at the awards ceremony in Sacramento on November 21. The nomination effort was also honored at the National Preservation Conference in Indianapolis in October.

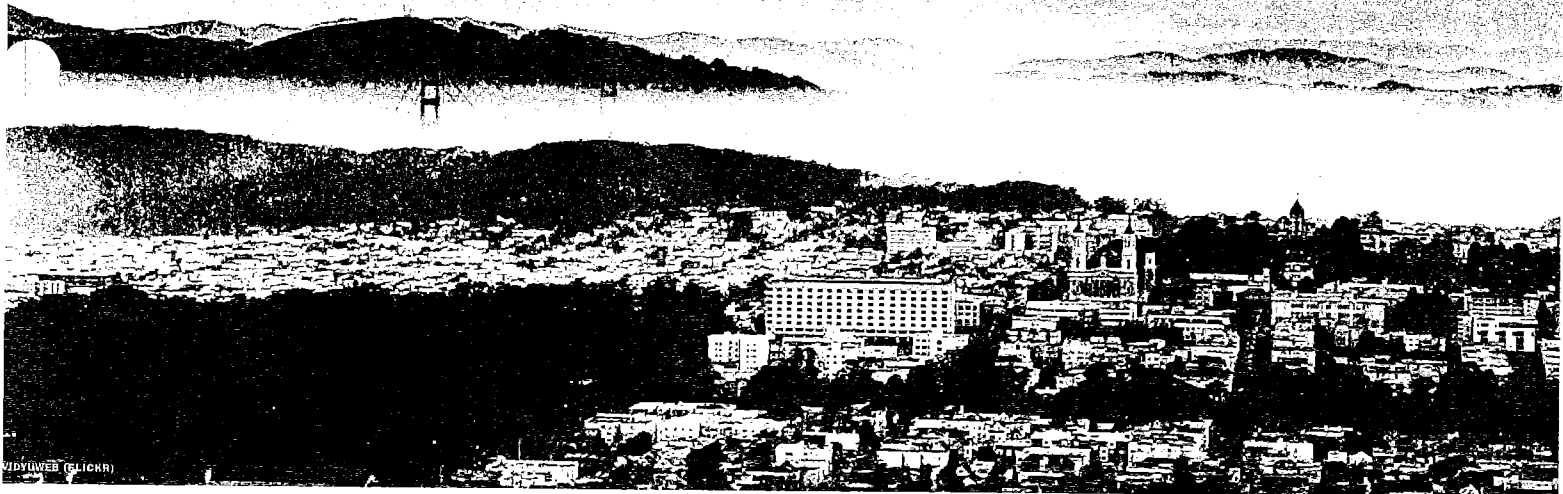
Appropriately, Moses and his longtime partner Isaac Amala will soon exchange wedding vows at the 1886 Haas-Lilienthal House. "What a house!" he remarks. "The Haas-Lilienthal House is an extraordinary sculpture, with such beautiful public rooms. When it came time to discuss wedding venues, it was always my top choice. My partner Isaac Amala is an artist and always appreciated the building, but wasn't convinced until we visited other options. After seeing other spaces it was a quick decision. In March, as we celebrate seven years as a couple, we will be married in the parlor, and dine and dance in the ballroom. Every last one of our friends has commented that they couldn't imagine a better-suited place for us." ■



TONIBIRD PHOTOGRAPHY

Moses Corrette





## Help Preserve the San Francisco You Love for Future Generations

### Include Heritage in Your Will or Estate Plans

**Y**our legacy gift will reflect what is important to you and can provide tax benefits to your heirs. There are many tax-efficient options from which to choose:

- » Remembering San Francisco Heritage in your will or living trust (fixed dollar amount or percentage of remainder) removes that portion of your assets from taxation.
- » Stock transfers avoid capital gains tax and give you a charitable deduction based on the current value of the asset.
- » Naming San Francisco Heritage as a beneficiary on your life insurance can provide current or future tax deductions.
- » Gifts of retirement funds avoid the two-fold taxation on IRAs and allow less costly assets for your heirs.
- » Gifts of real estate avoid capital gains taxes, provide an income tax deduction based on the current value of the property, and can lower taxes by keeping your estate within the exemption allowance or below a higher level.
- » Gifts of personal property provide a charitable deduction based on the full fair market value of the item.

Planned gifts can help sustain Heritage over the long-term, while providing donors with valuable tax and income benefits during their lifetime and future benefits for their heirs. With the advice of your financial advisor, you can set up a trust that benefits you now and your family in the future, while helping Heritage. ■

### Legacy Circle

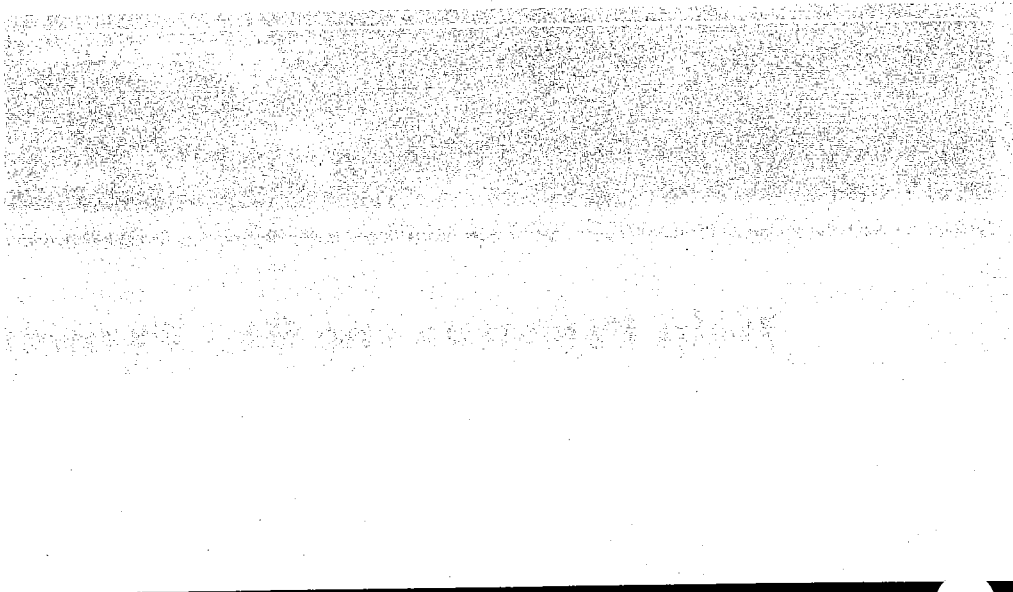
San Francisco Heritage has established the Legacy Circle to acknowledge and honor our lifetime friends who have named San Francisco Heritage or the Haas-Lilienthal House in their estate plans through bequests, charitable trusts, gifts of life insurance, retirement funds, real estate, or other planned-giving vehicles. Planned giving provides for the long-term welfare of Heritage, helping to protect San Francisco's unique architectural and cultural identity and preserve the Haas-Lilienthal House.

After taking care of yourself and loved ones, it is a good time to consider what else really matters to you. Providing for a future gift to San Francisco Heritage can give you the satisfaction of knowing your legacy will help future generations enjoy the San Francisco you love. These gifts may also provide you with valuable tax benefits for you and your heirs.

We are deeply grateful to all our Legacy Circle members for their forethought and generosity. If you have decided to include San Francisco Heritage in your estate plans, please let us know so that we can include you as a member of our Legacy Circle. For more information about planning a bequest and becoming a member of the Legacy Circle, please contact Carolyn Squeri, director of membership and development, at 415-441-3000 x14 or [csqueri@sfheritage.org](mailto:csqueri@sfheritage.org).

HAAS-LILIENTHAL HOUSE  
2007 FRANKLIN STREET  
SAN FRANCISCO, CA 94109

[www.sfheritage.org](http://www.sfheritage.org)



**CALENDAR**



**December 2013**

THURSDAY, DEC 5, 6 PM  
Landscapes for a Modern City  
Pier 1, Bayside Conference Room  
The Embarcadero

SUNDAY, DEC 8, 12 PM  
Holiday Open House  
Haas-Lilienthal House  
2007 Franklin Street

DEC 9, 11 & 14, 12 PM  
Holiday Shop  
Haas-Lilienthal House

DEC 16 & 19, 2 PM  
Holiday Tea and Shop  
Haas-Lilienthal House

**January 2014**

WEDNESDAY, JAN 15, 6 PM  
Semi-Annual Meeting  
British Motor Cars Showroom  
901 Van Ness Avenue

**March 2014**

MAR 1 & 2, TIMES VARY  
San Francisco History Expo  
The Old Mint  
88 5th Street

SATURDAY, MAR 22  
InstaNeon Tour & Scavenger Hunt  
Location and time to be announced

**May 2014**

SATURDAY, MAY 10, 6 PM  
Soirée 2014  
Palace of Fine Arts  
3601 Lyon Street

**Sunday, February 9, 2 PM**

Black History Month: An Afternoon of Jazz  
Presented by the Bayview Opera House and  
San Francisco Heritage  
4705 Third Street

BOARD of SUPERVISORS



City Hall  
Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## MEMORANDUM

TO: Jonas Ionin, Commission Secretary, Historic Preservation Commission

FROM: Andrea Ausberry, Clerk, Land Use and Economic Development Committee  
Board of Supervisors

DATE: December 5, 2013

SUBJECT: LEGISLATION INTRODUCED

---

The Board of Supervisors' Land Use and Economic Development Committee has received the following legislation, introduced by Supervisor Breed on November 19, 2013:

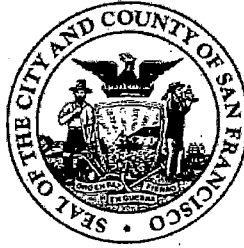
**File No. 131118**

Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Assessor's Block No. 0684, Lot No. 020, as a landmark under Planning Code, Article 10; and making environmental findings, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

If you have any additional comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: John Rahaim, Director  
Scott Sanchez, Zoning Administrator  
Sarah Jones, Environmental Review Officer  
AnMarie Rodgers, Legislative Affairs  
Tim Frye, Preservation Coordinator  
Monica Pereira, Major Environmental Analysis  
Joy Navarrete, Major Environmental Analysis  
Georgia Powell, Planning Misc. Permits Routing

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Joy Navarrete, Major Environmental Analysis  
Georgia Powell, Planning Misc. Permits Routing

## **Ausberry, Andrea**

---

**From:** Rodgers, AnMarie  
**Sent:** Friday, December 06, 2013 11:59 AM  
**To:** Ausberry, Andrea; Ionin, Jonas  
**Cc:** Rahaim, John; Sanchez, Scott; Jones, Sarah; Frye, Tim; Pereira, Monica; Navarrete, Joy; Powell, Georgia  
**Subject:** RE: File No. 131118 - Referral  
**Attachments:** 20110687L\_Submittal.pdf; Ordinance\_20110687L.DOC; LegDigest\_20110687L.DOC

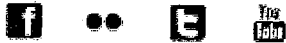
Dear Andrea,

This item was already considered by the Historic Preservation Commission at their November 6, 2013 Commission hearing. See the attached transmittal that the Planning Department sent to the Clerk of the board on 11/15/13.

Let me know if you have any questions.

### **AnMarie Rodgers, Manager Legislative Affairs**

Planning Department | City and County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415.558.6395 | Fax: 415.558.6409  
Email: [anmarie@sfgov.org](mailto:anmarie@sfgov.org)  
Web: <http://www.sf-planning.org/Legislative.Affairs>  
Property Info Map: <http://propertymap.sfplanning.org/>



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**From:** Ausberry, Andrea  
**Sent:** Thursday, December 05, 2013 4:39 PM  
**To:** Ionin, Jonas  
**Cc:** Rahaim, John; Sanchez, Scott; Jones, Sarah; Rodgers, AnMarie; Frye, Tim; Pereira, Monica; Navarrete, Joy; Powell, Georgia  
**Subject:** File No. 131118 - Referral

Good Afternoon,

Attached is a referral for BOS File No. 131118 Planning Code - Landmark Designation - 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), which is being sent to you informational purposes since the sponsor will be requesting a presentation from your department. If you have any comments or reports to be included with the file, please forward them to me.

*Thank you,*

*Andrea S. Ausberry*

Assistant Clerk  
Board of Supervisors  
Office 415.554.4442  
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BOARD of SUPERVISORS



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## NOTICE OF PUBLIC HEARING

### BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND ECONOMIC DEVELOPMENT COMMITTEE

NOTICE IS HEREBY GIVEN THAT the Land Use and Economic Development Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

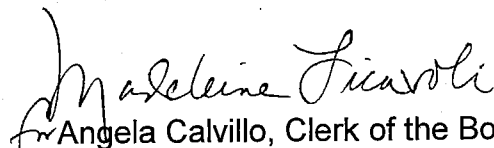
**Date:** Monday, January 13, 2014

**Time:** 1:30 p.m.

**Location:** Committee Room 263, located at City Hall  
1 Dr. Carlton B. Goodlett Place, San Francisco, CA

**Subject:** File No. 131118. Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo's Bop City), Assessor's Block No. 0684, Lot No. 020, as a landmark under Planning Code, Article 10; and making environmental findings, and findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. Written comments should be addressed to Angela Calvillo, Clerk of the Board, Room 244, City Hall, 1 Dr. Carlton Goodlett Place, San Francisco, CA 94102. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, January 3, 2014.

  
for Angela Calvillo, Clerk of the Board

DATED: December 27, 2013  
MAILED/POSTED: January 3, 2014

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2013 NOV 18 PM 12:51  
Time stamp  
or meeting date

*JB*

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee.  
An ordinance, resolution, motion, or charter amendment.
- 2. Request for next printed agenda without reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Request for Closed Session (attach written motion).
- 10. Board to Sit as A Committee of the Whole.
- 11. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative**

**Sponsor(s):**

Breed

**Subject:**

Planning Code – Landmark designation of 1712-1716 Fillmore Street (aka Marcus Books and Jimbo’s Bop City).

**The text is listed below or attached:**

Ordinance designating 1712-1716 Fillmore Street (aka Marcus Books and Jimbo’s Bop City), Lot 020 in Assessor’s Block 0684, as a Landmark under Article 10 of the San Francisco Planning Code; and adopting General Plan, Planning Code Section 101.1 and environmental findings.

Signature of Sponsoring Supervisor:

*London Breed*

or Clerk's Use Only:

131118

