



Legacy Business Registry Staff Report

Hearing Date: November 14, 2022

BLACK AND BLUE TATTOO

Application No.: LBR-2022-23-010
Business Name: Black and Blue Tattoo
Business Address: 381 Guerrero St.
District: District 9
Applicant: Hanan Huneidi, Assistant
Nomination Letter Date: August 22, 2022
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Black and Blue Tattoo was founded in 1995 by Idexa Stern and Natalie Chandler as the first women-owned tattoo parlor in San Francisco. Idexa Stern immigrated to the United States from Germany in 1991 after falling in love with the Bay Area while on a vacation when she was younger. Natalie Chandler is of Mexican heritage and grew up in Texas however moved to the Bay Area in the 1990s. In 2002, Black and Blue Tattoo relocated from 483 14th Street to its present location at 381 Guerrero Street.

In 2005, Natalie Chandler left her position with Black and Blue Tattoo; however, she has continued to work as a tattoo artist in Castro Valley.

The business has been female and queer run since its inception and has been well regarded a gender inclusive tattoo studio that prides itself on being welcoming to all, especially marginalized communities such as lesbians and queer women. It is located next to a lesbian café which creates a unique cultural hub for the queer community. The business has hosted art openings featuring their own artists as well as artists from around the community, including Creativity Explored, a nonprofit art organization that supports people with disabilities.

Black and Blue Tattoo does not currently have a lease with the landlord, and the business is currently at risk of displacement. The business believes the landlord is agreeable to a 10-year lease if there were incentives in place for doing so. Getting listed on the Legacy Business Registry would assist Black and Blue Tattoo in securing a long-term lease so that they may continue their work within the community.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

No, the applicant has not operated in San Francisco for 30 or more years.

483 14th St. from 1995 to 2002 (7 Years)
381 Guerrero St. from 2002-2022 (20 Years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Yes, Black and Blue Tattoo has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the (Neighborhood Name) neighborhood and, if not included on the Registry, would face a significant risk of displacement.

CRITERION 2

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

Yes, Black and Blue Tattoo has contributed to the history and identity of the Mission neighborhood and San Francisco.

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

- The business is associated with the art and tradition of tattooing.
- Idexa Stern has been recognized in the tattoo industry due to her unique art form and has received several awards including the “Grand Master Tattoo Artist Award” in 2015 and “Best Tattoo Artist” from The Guardian in 2010. She has pioneered her way through an unwelcoming industry and has made it her mission to ensure others in the community have the opportunity to break into the industry with much less resistance. She has mentored newcomers, people from the queer and trans communities, female-bodied people, and people of color.
- The Guerrero Street property is located within the 16th and Valencia Streets Post-Fire Historic District, determined eligible for both the National Register of Historic Places and the California Register of Historic Resources. Two structures are located on the lot. However, according to the Planning Department Historic Resource Survey (Inner Mission North), only the single-story commercial building has been identified as a contributor. The other three-story building with ground floor commercial on the lot has been determined not to be a contributor or a resource. The 16th and Valencia Streets district consist of buildings that were constructed between 1906 and 1926 during an extended period of physical rebuilding that followed the earthquake and fire of April 1906, which completely destroyed earlier development in the area. Contributors are mostly two-story and three-story, multiple-unit, wood-frame structures that exhibit Classical/Roman Revival, Mission Revival, Craftsman, and Colonial Revival architectural styles.
- There have been a number of features and articles on Black and Blue Tattoo both within and outside the industry. The business has been featured in the following:
 - “Just because tattoos are everywhere doesn’t mean anything goes. As with any art form, there are rules,” by Edward Guthmann for the San Francisco Chronicle, February 20, 2006.
 - “The Best Tattoo Shops in San Francisco,” by Robyn Hagan Cain for Racked San Francisco, December 8, 2015.
 - “A Profile of Filip Fabian,” by Vittoria Benzine for Noah Becker’s Whitehot Magazine of Contemporary Art, January 2021.
- Black and Blue has received several awards, including the following:
 - Awards from The San Francisco Bay Guardian including: “Best Tattoo Parlor” in 2001, 2005 to 2008, 2014, and 2017; “Best Place to Get a Tattoo” in 2010; “Best of the Bay” in 2012 and 2012.
 - Yelp Award in 2021.
 - Idexa Stern has received the “Grand Master Tattoo Artist Award” in 2015 and “Best Tattoo Artist” from The Guardian in 2010.

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CRITERION 3

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

Yes, Black and Blue Tattoo is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Black and Blue Tattoo qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- A vintage nautical theme.
- A distinctive logo symbolizing the two Bs in Black and Blue.
- Women and queer run business.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Tattoo shop.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Black and Blue Tattoo currently located at 381 Guerrero St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

November 14, 2022

BLACK AND BLUE TATTOO

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Adopting findings approving the Legacy Business Registry application for Black and Blue Tattoo, currently located at 381 Guerrero St.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on November 14, 2022, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Black and Blue Tattoo in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Black and Blue Tattoo.

Physical Features or Traditions that Define the Business:

- A vintage nautical theme.
- A distinctive logo symbolizing the two Bs in Black and Blue.
- Women and queer run business.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Black and Blue Tattoo on the Legacy Business Registry:

- Tattoo shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-010
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 Yes X No

483 14th St. from 1995 to 2002 (7 Years)
381 Guerrero St. from 2002-2022 (20 Years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
 X Yes No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
 X Yes No

NOTES: Black and Blue Tattoo does not currently have a lease with the landlord, and the business is currently at risk of displacement. The landlord is agreeable to a 10-year lease if there were incentives in place for doing so. Getting listed on the Legacy Business Registry would potentially help Black and Blue Tattoo procure a long-term lease through the Legacy Business Program's Rent Stabilization Grant.

DELIVERY DATE TO HPC: September 21, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

August 22, 2022

Richard Kurylo, Legacy Business Program Manger
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo,

I am writing a Letter of Nomination in support of Black and Blue Tattoo, a world renown tattoo shop in the Mission District, located at 381 Guerrero Street at 16th Street. This shop is female and queer run, and has been a gender-inclusive and all-inclusive tattoo studio since it opened in 1995. Soon to celebrate 30 years in operation, Black and Blue Tattoo started as a safe space for lesbian women, but quickly became a place welcoming of everyone. They have been pushing the envelope in an industry that has traditionally been male dominated. This has opened doors for other women to break into the field of tattoo artistry.

Black and Blue Tattoo has also expanded the concept of skin art to encompass and host artists with a range of styles and specialties. It employs artists from marginalized communities (women, trans, people of color, newcomers), and offers apprenticeships and internships to artists who otherwise would struggle finding safe entry into the industry. And finally, this business has supported the community in so many important ways, from donating money and services to the LGBTQ+ community, to providing free breast cancer tattoos. For these reasons, it is my pleasure to nominate this historic establishment as a Legacy Business.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen

Section One:

Business / Applicant Information.

Please provide the following information:

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

NAME OF BUSINESS:	
Black and Blue Tattoo	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Idexa Stern	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
381 Guerrero St. San Francisco, CA 94103	(415) 626-0770
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.blackandbluetattoo.com	
FACEBOOK PAGE:	
https://facebook.com/blackbluetattooSF/	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Hanan Huneidi	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Assistant	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0395539	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
483 14th Street	94103	1995
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1995-2002	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
381 Guerrero Street	94103	Start: 2002
		End: 2022

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Hanan Huneidi

9/19/2022



Name (Print):

Date:

Signature:

BLACK AND BLUE TATTOO

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Black and Blue Tattoo is a woman-owned, diverse San Francisco tattoo shop located at 381 Guerrero Street at 16th Street in the Mission district. We are a female and queer run, gender-inclusive tattoo studio with a solid reputation for treating our clients right. Up to 10 artists with a range of styles and specialties are available to work with you on creating your next (or very first!) piece of skin art.

b. Describe who the business serves.

Black and Blue Tattoo is a well-known queer-friendly business that is welcoming to all. The business generally serves the LGBTQ+, leather, and immigrant communities.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

First women-owned tattoo shop in San Francisco.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

In May 1995, Idexa Stern partnered with Natalie Chandler to open the very first women-owned tattoo parlor in San Francisco. Located at 483 14th Street in San Francisco, it was met with much skepticism since the tattoo industry was a heavily male dominated industry at the time. In fact, the two even received threats at first. But they kept their doors open, thus providing a safe haven for both queer and female bodies artists. The business next door was a lesbian cafe, creating a unique cultural hub.

Idexa Stern immigrated to the United States in 1991 from Germany. She fell in love with the Bay Area while on a vacation when she was younger. Something about it just felt like home. She studied at the University of Hamburg and majored in German language and literature with an emphasis on linguistics and cultural anthropology. When she finished college in Germany, she knew she wanted to live in San Francisco. It is her background in cultural anthropology in particular that had led her very unique relationship to the art of tattooing with integration of spirituality and symbolism.

Idexa's art form has always been unique and recognizable. For many years, she specialized in Black art, which borrowed elements of various tribal cultures. Over time, her art has evolved into pieces made of bold lines and colorful geometric shapes. Her art is distinctive and very identifiably hers.

Natalie Chandler is of Mexican heritage and grew up in Texas. She was raised by a single mom and is a first generation American. She moved to the Bay Area in the 1990s.

In 2002, Black and Blue Tattoo relocated from 483 14th Street to its present location at 381 Guerrero Street.

In 2005, Natalie Chandler left her position with Black and Blue Tattoo and moved on to work in other tattoo shops. She has continued to work as a tattoo artist in Castro Valley.

Black and Blue Tattoo does not currently have a lease with the landlord, and the business is currently at risk of displacement. The landlord is agreeable to a 10-year lease if there were incentives in place for doing so. Getting listed on the Legacy Business Registry would potentially help Black and Blue Tattoo procure a long-term lease through the Legacy Business Program's Rent Stabilization Grant.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1995 to 2005: Idexa Stern and Natalie Chandler

2005 to Present: Idexa Stern

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Black and Blue Tattoo was closed during the COVID pandemic for seven months in 2020 and three months in 2021.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Black and Blue Tattoo was established in 1995 as a safe place for lesbian women. Historically, the tattoo parlor culture has been straight man dominated and has not traditionally been a welcoming place to women, especially queer women. Black and Blue Tattoo started off employing only queer women, thus creating a culture and environment that was welcoming to various marginalized communities, especially lesbians and queer women.

Being that Idexa Stern pioneered her way through an unwelcoming industry, she has made it her mission to ensure others in the community have the opportunity to break into the industry with much less resistance. She has mentored newcomers, people from the queer and trans communities, female-bodied people, and people of color. Her goal is to always try to give support to promising artists.

Following are Black and Blue Tattoo's contributions to the history and identity of the neighborhood, community, business sector, and San Francisco as a whole:

- First women-owned and -operated tattoo shop in San Francisco (for the first 10 years).
- Has continued to be a safe hub for the LGBTQ+ community.
- Cultural icon for the queer, leather, and artist communities.
- Made way for non-traditional tattoo spaces (i.e., welcomed people who generally would not feel comfortable in other tattoo shops).

b. Is the business associated with significant people or events, either now or in the past?

Idexa Stern, owner of Black and Blue Tattoo, is considered an icon in the tattoo and queer community.

Black and Blue Tattoo has hosted art openings featuring their own artists as well as artists from around the community, including Creativity Explored, a nonprofit art organization that supports people with disabilities.

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

Black and Blue Tattoo contributes to the community in many ways:

- Donates money and services to the LGBTQ+ community.
- Provides free breast cancer tattoos.
- Employs artists from marginalized communities (e.g., women, trans, people of color, newcomers).
- Offers apprenticeships and internships to artists who otherwise would struggle finding safe entry into the industry. A large number of apprentices have gone on to open their own shops in San Francisco, predominantly women-owned businesses.
- Provides good practice business mentorship. Idexa not only provides technical and artistic mentorship to her mentees in the realm of the tattoo art practice itself, but she also integrates education around what it takes to run a business as a whole.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Black and Blue Tattoo has been featured in many articles and art books and has been referenced in local and tattoo pop media. Following are some notable media references:

- ***Just because tattoos are everywhere doesn't mean anything goes. As with any art form, there are rules.***
<https://www.sfgate.com/entertainment/article/Just-because-tattoos-are-everywhere-doesn-t-mean-2503613.php>
San Francisco Chronicle
By Edward Guthmann
February 20, 2006

- ***The Best Tattoo Shop in San Francisco***
<https://sf.racked.com/maps/best-tattoo-shops-san-francisco>
 Racked San Francisco
 By Robyn Hagan Cain
 December 8, 2015
- ***A Profile of Filip Fabian***
<https://whitehotmagazine.com/articles/profile-filip-fabian/4841>
 Noah Becker's Whitehot Magazine of Contemporary Art
 By Vittoria Benzine
 January 2021

e. Has the business ever received any awards, recognition, or political commendations?

Black and Blue Tattoo has received the following awards:

- 2001 – Best Tattoo Parlor – The Guardian
- 2005 – Best Tattoo Parlor – The Guardian
- 2006 – Best Tattoo Parlor – The Guardian
- 2007 – Best Tattoo Parlor – The Guardian
- 2008 – Best Tattoo Parlor – The Guardian
- 2009 – Best Tattoo Artist – IDEXA STERN – The Guardian
- 2010 – Best Place to Get a Tattoo – The Guardian
- 2011 – Best of the Bay – The Guardian
- 2012 – Best of the Bay – The Guardian
- 2014 – Best Tattoo Parlor – The Guardian
- 2015 – Grand Master Tattoo Artist Award – IDEXA STERN
- 2017 – Best Tattoo Parlor – The Guardian
- 2021 – Yelp! Award

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

If Black and Blue Tattoo were to close, it would be a huge loss in that it is significant in the furthering of women- and queer-owned businesses in San Francisco. The business is considered to be a pillar in the tattoo community. It is also a large provider for education for new tattoo artists and potential business owners.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Black and Blue Tattoo has a vintage nautical theme that has been characteristic of the business since its inception. This theme reflects the spirit of San Francisco as a port city welcoming sailors. There is a

long history of tattoo art among port and maritime communities. It also reflects the owner's own personal history of growing up in a port city and then immigrating across the world to another port city.

The logo symbolizes the two Bs from "Black and Blue" as well as the coastal culture of San Francisco.

b. In a few words, describe the main business activity you commit to maintaining.

Artistic and cultural hub that is completely inclusive, safe, and welcoming to all identities and backgrounds.

c. What challenges is the business facing today?

Black and Blue Tattoo does not currently have a protected lease with the landlord. The landlord is elderly, and his children are likely to inherit the property. The landlord is agreeable to a 10-year lease, but he has been slow to move through the process. Through conversations, it has become apparent that the landlord may feel more motivated to complete the lease if there were incentives in place.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Tattoo shop.

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

The Planning Department Historic Resource Status of the building at 377-383 Guerrero Street is "A - Historic Resource Present." The building appears to be a contributor to the eligible 16th and Valencia Streets Post-Fire Historic District, although it is stated in the City's [Property Information Map](#) that "evaluation indicates that this property is not significant."







BLACK & BLUE
TATTOO

OUR ARTIST

ALL ARTISTS ARE INDEPENDENT CONTRACTORS AND SOLELY RESPONSIBLE FOR THEIR OWN WORK. PLEASE CONTACT THEM DIRECTLY TO SET UP YOUR APPOINTMENT



IDEXA



MICHAEL



BRITTANY



FILIP



ANDROIDOH



JAX



SOFIA



GAUGE



ROSA



© 2020 Black & Blue Tattoo

OPEN EVERY DAY/BY APPOINTMENT ONLY

MOST LIKELY NOT WORKING THANXGIVING/XMAS/NEW YEARS

BLACKANDBLUETATTOO@GMAIL.COM

415-626-0770



Published in The Bold Italic



Matt Charnock

Sep 18, 2020 · 4 min read · Member-only · Listen



FRIDAY FIVE

San Francisco's Most Beloved Tattoo Parlors (Now Reopened)

Ready to get some pandemic ink?



Photo: Mission Ink Tattoo & Piercing

Suffice to say the past six-plus months have been [a testing time](#) for the Bay Area's small business, particularly ones considered higher risk like nail and hair salons, fitness centers, massage parlors — and the oddball in the group, tattoo shops.

As we mentioned earlier [today](#), the above businesses were allowed to open their doors for indoor services at limited capacity this week after remaining shuttered since March. Perhaps those taking the biggest sighs of relief this week are our city's beloved — and incredibly talented — tattoo artists. (No more [Craigslisatattoo sessions](#) or other shady, below-the-brow means to get some new ink. Though, I will always stan [stick-and-poke home kits](#).)

It's worth mentioning that [most](#) tattoo parlors are inherently clean; they need to abide by clinically clean standards in order to operate lawfully... pandemic or no pandemic. And those protocols [have been amplified even more](#), courtesy of the city.

So if you're feeling like marking the year 2020 with some fresh ink, here are five of our favorite tattoo parlors in SF currently open for business.

(You may well see me in a seat six-or-more feet away from you, adding to my hand tattoos. Alas, if I don't wave back, it's because my hands are literally under the needle.)

1. [Mission Ink Tattoo & Piercing](#)

Filled with painted murals and inked humans, the Mission District has no shortage of tattoo parlors — which sits somewhere north of 20. However, Mission Ink Tattoo & Piercing stands out above fray, well known for treating first-time tattoo getters with patience, kindness, and respect; how tattoos parlors and artists treat “ink virgins” is a litmus test of sorts for how they operate and conduct themselves professionally. Artists that work at Mission Ink are known experts, many boasting both local and regional tattoos awards. Every tattoo studio has a certain bend to a tattooing form; Mission Ink Tattoo's traditional style inkings on a whole other level. They, too, do in-store piercings and are also currently hiring new tattoo artists, FYI.

Location: 2440 Mission Street (Mission District); call (415) 400-5785 or email missioninksf@gmail.com to schedule an appointment.

2. [Castro Tattoo](#)

With 15 years' worth of prestige in the game, Castro Tattoo is synonymous with high-quality artists. (A quick scroll through their IG leaves no doubt in your imagination as to how they've won so many awards in the industry over the ages — including a first-place finish at the well-renowned Body Art Expo event.) Being in The Castro, the like-named

parlor is incredibly welcoming of all types of humans and will do the utmost to make sure everyone who walks through their doors is seen, heard, and accommodated appropriately. Whether you're looking for realism ink or something more complicated — in-house artist Samantha Sue does gorgeous watercolor work — the team at Castro Tattoo has you covered... literally.

Location: 3991 17th Street (The Castro); call (415) 701-1970 or fill out this form [here](#) to schedule an appointment.

3. [Black Heart Tattoo](#)

Like we've waxed before: The Mission District is something of a mecca for great tattoo work in San Francisco. And, arguably, no shop has more combined experience — between all eight of their employed artists, there are some 150-plus years of tattooing skill there — the Mission District staple completely delivers with their “bad-ass tattooery” mantra. Founded in 2004, their Chicano-style inkings are borderline unparalleled, though both their traditional and illustrative tattooings are nothing short of amazing, either. Pro tip: Even though Black Heart Tattoo is open seven days a week, the studio is notoriously busy — so opt to make an appointment, especially if you're keen on getting inked by a particular artist.

Location: 177 Valencia Street (Mission District); call (415) 431-2100 or email bhtattoosf@gmail.com to set up an appointment. [Instagram](#).

4. [Black and Blue Tattoo](#)

Female-owned and 100% gender-inclusive, Black and Blue Tattoo is far from a bruise on the Mission District's thriving ink scene. (If anything: The shop, which has been operating for over 20 years, is a cultural touchstone in the neighborhood.) While the shop will take walk-ins, it's preferable to select an artist from their website and contact them directly to schedule an appointment. If you're interested in committing to a high-color symbol — neo-traditional tattoos, especially — look no further than this gem.

Location: 381 Guerrero Street (Mission District); call 415-626-0770 or email Blackandbluetattoo@gmail.com to set up an appointment. [Instagram](#).

5. [Black Serum Tattoo](#)

Black Serum Tattoo has a cultlike following for good reason. (Even my go-to tattoo artist in Austin, Texas — who I still hit up whenever I'm back for a touch-up — effusively recommends them.) Their tattoo artists here take the utmost pride in their craft and, per Google and Yelp reviews, aren't ones to rush to the finish line. Formerly known as Brucius Tattoo, you'd be hard-pressed to find a better tattoo shop that's skilled in tribal and geometric stylings; their line work is impeccable.

Location: 310 Valencia Street (Mission District); call (415) 909-9437 to schedule an appointment.

Business

LABOR OF LOVE / Epiderm artist makes her mark

Nov. 29, 2005



Chronicle / Chris Stewart

Most people equate small business with storefronts. But, as this photo essay shows, there's plenty of small business in the service sector.

German-born Idexa Stern has spent 14 years using skin as a canvas to make a very personal kind of living art. Here she works on the back of a client on an eight-hour project titled "Chariot," after the Chariot Tarot card. For the past 10 years, she has owned Black & Blue Tattoo on Guerrero Street in San Francisco. "I love helping people with their transformations and visions," she says.



Contemporary Abstract Tattoos by Idexa Stern



Written by
JenTheRipper

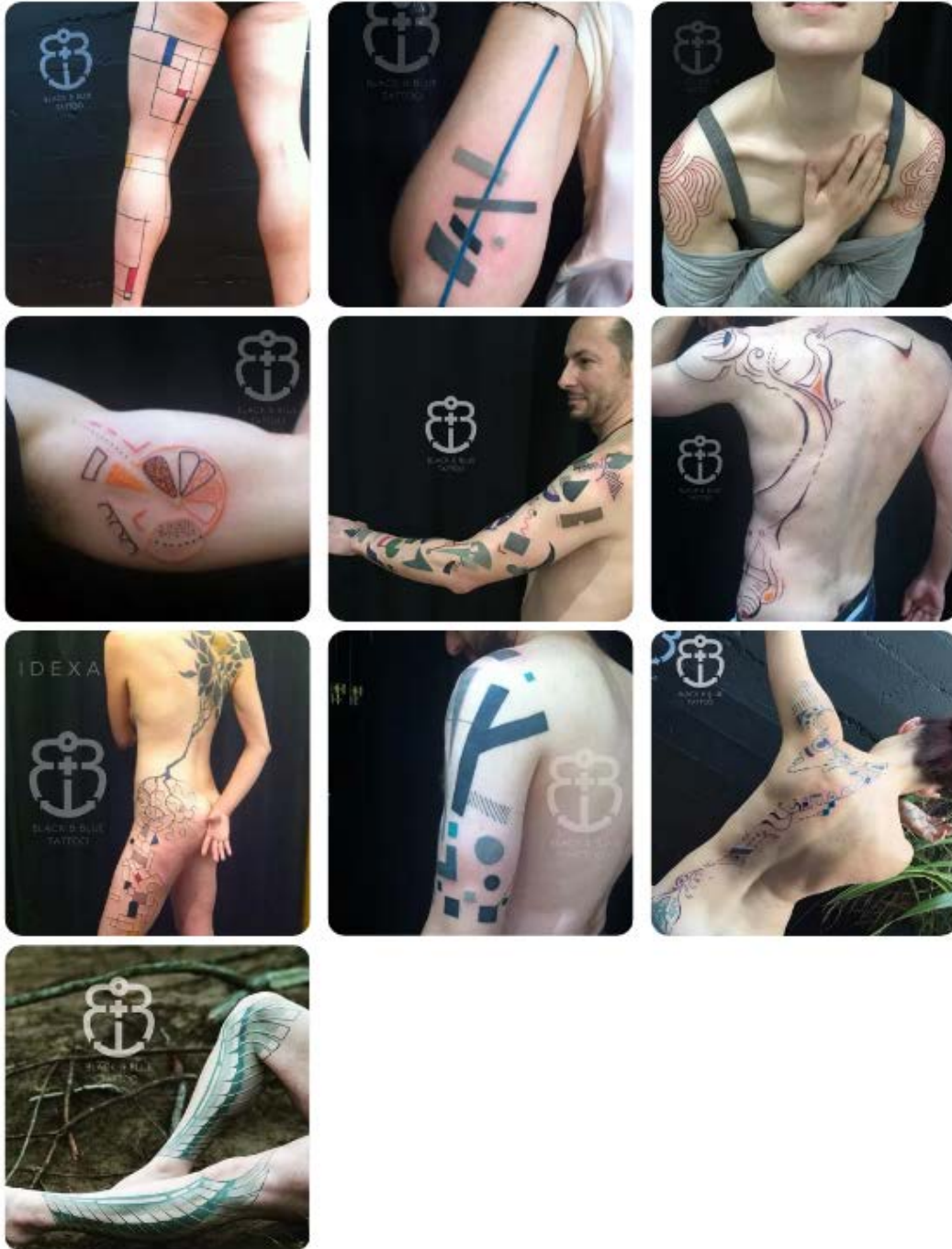
[Tattoo Artists](#) · 1 min Read



San Francisco based tattoo veteran creates tattoos with a soul.

The story of Idexa Stern is quite impressive and inspiring, and so is her unique tattoo art. Moving from Germany to the U.S. in the 90's to pursue an intellectual process, Idexa Stern has studied with the iconic activist Angela Davis. Immersed in San Francisco's lesbian community, she discovered tattoo art and decided to learn the trade by herself. At that time, finding an apprenticeship was difficult for a woman. But this didn't scare Idexa at all and she soon created her own studio with a partner.

The shop was renowned for its diversity of clients and artists, welcoming people from many horizons but with the same passion for tattooing. Now, with more than 20 years of experience, her tattoo studio [Black and Blue](#) is part of the history of tattoo art. Linking the past with ethnic traditions and the future with contemporary experiment, the work of Idexa Stern is all about soul and freedom. Her art is geometric, often abstract, and deeper than ink - the goal is to change lives.



All pictures are from Idexa Stern's [Instagram](#).



December 04, 2016 12:15 pm

Written by
JenTheRipper

Writer for art related medias. Fell in love with tattoo while researching for another passion, crime history. Travelling, admiring, sharing.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: OCTOBER 19, 2022

Filing Date: August 22, 2022
Case No.: 2022-009223LBR
Business Name: Black and Blue Tattoo
Business Address: 381 Guerrero Street
Zoning: NCT (VALENCIA STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
 45-X Height and Bulk District
Block/Lot: 3555/028 & 029
Applicant: Idexa Stern (Owner)
 381 Guerrero Street
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Dakota Spycher – 628-652-7588
 Dakota.Spycher@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Black and Blue Tattoo was founded in 1995 by Idexa Stern and Natalie Chandler as the first women-owned tattoo parlor in San Francisco. Idexa Stern immigrated to the United States from Germany in 1991 after falling in love with the Bay Area while on a vacation when she was younger. Her business partner, Natalie Chandler is of Mexican heritage and grew up in Texas however moved to the Bay Area in the 1990s. In 2002, Black and Blue Tattoo relocated from 483 14th Street to its present location at 381 Guerrero Street. In 2005, Natalie Chandler left her position with Black and Blue Tattoo however has continued to work as a tattoo artist in Castro Valley. The business has been female and queer run since its inception and has been well regarded a gender inclusive tattoo studio that prides itself on being welcoming to all, especially marginalized communities such as lesbians and queer women. It is located next to a lesbian café which creates a unique cultural hub for the queer community. The business has hosted art openings featuring their own artists as well as artists from around the community, including Creativity Explored, a nonprofit art organization that supports people with disabilities.

The business's location at 381 Guerrero Street is a Category A (Historic Resource Present) structure on the East side of Guerrero Street between 15th and 16th Streets in the Mission Neighborhood. It is within a NCT (Valencia Street Neighborhood Commercial Transit) Zoning District and a 45-X Height and Bulk District.

Black and Blue Tattoo does not currently have a lease with the landlord, and the business is currently at risk of displacement. The business believes the landlord is agreeable to a 10-year lease if there were incentives in place for doing so. Getting listed on the Legacy Business Registry would assist Black and Blue Tattoo in securing a long-term lease so that they may continue their work within the community.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1995.

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

Yes. Black and Blue Tattoo qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Black and Blue Tattoo has operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history of identity of a particular neighborhood and, if not included in the Registry, faces a significant risk of displacement.
- b. Black and Blue Tattoo has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Black and Blue Tattoo is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the art and tradition of tattooing.

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

Idexa Stern has been recognized in the tattoo industry due to her unique art form and has received several awards including the "Grand Master Tattoo Artist Award" in 2015, and "Best Tattoo Artist" from The Guardian in 2010. She has pioneered her way through an unwelcoming industry and has made it her mission to ensure others in the community have the opportunity to break into the industry with much less resistance. She has mentored newcomers, people from the queer and trans communities, female-bodied people, and people of color.

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

Yes. The Guerrero Street property with is located within the 16th and Valencia Streets Post-Fire Historic District, determined eligible for both the National Register of Historic Places and the California Register of Historic

Resources. Two structures are located on the lot. However, according to the Planning Department Historic Resource Survey (Inner Mission North), only the single-story commercial building has been identified as a contributor. The other three-story building with ground floor commercial on the lot has been determined not to be a contributor or a resource. The 16th and Valencia Streets consist of buildings that were constructed between 1906 and 1926, during an extended period of physical rebuilding that followed the earthquake and fires of April, 1906, which completely destroyed earlier development in the area. Contributors are mostly two-story and three-story, multiple-unit, wood-frame structures that exhibit Classical/Roman Revival, Mission Revival, Craftsman, and Colonial Revival architectural styles.

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

No.

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

Yes. There have been a number of features and articles on Black and Blue Tattoo both within and outside the industry. The business has been featured in “Just because tattoos are everywhere doesn’t mean anything goes. As with any art form, there are rules”, by Edward Guthmann for the San Francisco Chronicle, February 20, 2006; “The Best Tattoo Shops in San Francisco”, by Robyn Hagan Cain for Racked San Francisco, December 8, 2015; and “A Profile of Filip Fabian”, by Vittoria Benzine for Noah Becker’s Whitehot Magazine of Contemporary Art, January 2021. Black and Blue has also received several awards from The SF Bay Guardian including: “Best Tattoo Parlor” in 2001, 2005 to 2008, 2014, and 2017; “Best Place to Get a Tattoo” in 2010; “Best of the Bay” in 2012 and 2012; and a Yelp Award in 2021. Additionally, Idexa Stern has received the “Grand Master Tattoo Artist Award” in 2015, and “Best Tattoo Artist” from The Guardian in 2010.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 381 Guerrero Street (2002 – Present)

Previous (No Longer Extant) Locations:

- 483 14th Street (1995 – 2002)

Recommended by Applicant

- A vintage nautical theme.
- A distinctive logo symbolizing the two Bs in Black and Blue.

Additional Recommended by Staff

- Women and queer run business.

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1275

HEARING DATE: OCTOBER 19, 2022

Case No.: 2022-009223LBR
Business Name: Black and Blue Tattoo
Business Address: 381 Guerrero Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit) Zoning District
45-X Height and Bulk District
Block/Lot: 3555/028 & 029
Applicant: Idexa Stern (Owner)
381 Guerrero Street
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Dakota Spycher – (628) 652 -7588
Dakota.Spycher@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BLACK AND BLUE TATTOO CURRENTLY LOCATED AT 381 GUERRERO STREET, BLOCK/LOT 3555/028 & 029.

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on October 19, 2022, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Black and Blue Tattoo qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community, and, if not included in the Registry, faces a significant risk of displacement.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Black and Blue Tattoo.

Location(s):

Current Locations:

- 381 Guerrero Street (2002-Present)

Previous (No Longer Extant) Locations:

- 483 14th Street (1995-2002)

Physical Features or Traditions that Define the Business::

- A vintage nautical theme.
- A distinctive logo symbolizing the two Bs in Black and Blue.
- Women and queer run business.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2022-009223LBR to the Office of Small Business on October 19, 2022.



Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: October 19, 2022