



Legacy Business Registry Staff Report

Hearing Date: December 12, 2022

THE ARTISANS OF SAN FRANCISCO

Application No.: LBR-2022-23-002
Business Name: The Artisans of San Francisco
Business Address: 2549 Irving St.
District: District 4
Applicant: Ashley Laird, Owner/Worker
Nomination Letter Date: July 18, 2022
Nominated By: Supervisor Gordon Mar
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Artisans of San Francisco ("The Artisans"), located at 2549 Irving St. in the Outer Sunset District, offers custom picture framing, art, prints, and posters about and by artists of San Francisco. The Artisans serves the public on a walk-in basis in addition to doing framing for larger institutions and businesses. The Artisans is known for quality craftsmanship and excellent customer service.

The Artisans was established on June 1, 1947, at 1964 Union St. to serve the then-emerging art and antique dealerships of Cow Hollow and the Fillmore. Legend has it that the founder of the business, known as "Mr. Koblick", was more artisan than businessperson, spending most of his time making jigs for joining frames. At that time, trade secrets of how to make beautiful framing were closely guarded, so each shop had to build its own systems. In those days, all the wood came raw, and it was up to the framer to apply finishes to the best of their ability.

In 1952, a young couple, Phil and Pat Ellin, purchased The Artisans of San Francisco and ran the store as a mom-and-pop custom frame shop for 30 years and continued to specialize in handcrafted finishes. Pat had a marvelous hand for sewing and applied her talents to framing. However, one of the hardest things to do is to get a craftsman to price their expertise properly, Pat would often take in a complex job and charge conservatively to their clientele.

In 1982, Phil and Pat's son Joe Ellin took over running the store. Joe found that people appreciated the best work they could get for the lowest cost, and he also began selling images of historic San Francisco, which became a signature feature of the shop for many years.

In 1988, Joe Ellin hired a young photographer and student named Joe Dellert. After 10 years of working in the industry, Joe Dellert became interested in owning his own store. When Joe Ellin learned of this, he arranged for Joe Dellert to take over. In 1998, Joseph Dellert became the fourth owner of The Artisans.

In November 2015, Joe Dellert moved The Artisans from its longtime location at 1964 Union St. to the current shop at 2549 Irving Street. With the help of his staff, friends from the community, and his woodworking skills, he designed and built custom displays and workbenches to transform the empty storefront into the beautiful open floor plan shop you see today. The new location became a vibrant community art hub, hosting a monthly Artist Meetup and rotating gallery, poetry readings, figure drawing classes, and more.

On September 1, 2022, Joe Dellert sold the business to his employees, Ashley Laird and Dan O'Hara. In September 2022, they hosted the first Artist Meetup since the COVID pandemic.

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





CRITERION 1

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

Yes, The Artisans of San Francisco has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1964 Union St. from 1947 to 2015 (75 Years)
2549 Irving St. from 2015 to Present (7 Years)

CRITERION 2

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

Yes, The Artisans of San Francisco has contributed to the history and identity of the Marina and Sunset neighborhoods as well as the greater San Francisco community.

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 local community for art and artists.
- Over the course of the years, many famous people have come to The Artisans on both sides of the counter. In the early days, one of the framers of great note was Sargent Johnson, the painter. Throughout the years, many visual artists and musicians have produced the beautiful framing for which The Artisans is known. Notable customers of the business include Architect Charles Moore, Musicians Kirk and Lani Hammet, Supervisor Aaron Peskin, and Speaker Nancy Pelosi which had given the store a handwritten letter which the business proudly has framed within the store.
- There have been a number of features and articles on The Artisans in publications such as the *San Francisco Chronicle*. The Artisans was also designated as a San Francisco Green Business in 2016.

CRITERION 3

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

Yes, The Artisans of San Francisco is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that The Artisans of San Francisco 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:

- Commitment to offering the latest techniques in preservation.
- Continual education and training.

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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.

- Picture frame store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include The Artisans of San Francisco currently located at 2549 Irving 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. _____

December 12, 2022

THE ARTISANS OF SAN FRANCISCO

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Adopting findings approving the Legacy Business Registry application for The Artisans of San Francisco, currently located at 2549 Irving 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 December 12, 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 The Artisans of San Francisco 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 The Artisans of San Francisco.

Physical Features or Traditions that Define the Business:

- Commitment to offering the latest techniques in preservation.
- Continual education and training.

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

- Picture frame store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 12, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

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Business Address: 2549 Irving St.
District: District 4
Applicant: Ashley Laird, Owner/Worker
Nomination Letter Date: July 18, 2022
Nominated By: Supervisor Gordon Mar

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

☒ Yes ☐ No

1964 Union St. from 1947 to 2015 (75 Years)
2549 Irving St. from 2015 to Present (7 Years)

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

☒ Yes ☐ No

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

☒ Yes ☐ No

NOTES: n/a

DELIVERY DATE TO HPC: October 19, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 4

City and County of San Francisco

GORDON MAR

I hereby nominate Artisans of San Francisco, 2549 Irving Street, to the Legacy Business Registry.

Artisans has been in continuous operation as a custom frame shop in San Francisco for 75 years. The first 50 years was run by the Ellin family, and they became known for their hand-crafted custom finishes and framing techniques. In the late 1960's the business started offering posters as well as framing, which led to the fame of their Poster Alley of the Artisans. Twenty-five years ago, after working for the Ellin family for a decade, Joe Dellert bought the business and eventually moved it to its present location in the Sunset district remodeling the showroom for ADA accessibility.

This business has always demonstrated its commitment to the larger community. For years Artisans sponsored the Easter Parade on Union Street. They organize Artists Monthly Meetups transforming their retail space into a community gallery. Their work with the Outer Sunset Merchants and Professionals Association includes toy drives, school donations, and material collection for local artists.

Joe Dellert has also demonstrated Artisans' commitment to conservation by becoming a San Francisco Certified Green Business and by keeping up on techniques through renewal of his certification with the Professional Picture Framer's Association.

Whether through the dedicated application of their artistry to the craft or through their personal commitment to community programming and events, Artisans of San Francisco has been shaping the aesthetic of this city for 75 years.

Sincerely,

Gordon Mar, District 4

July 18, 2022



Legacy Business Registry Application



Business Information

Business name: The Artisans of San Francisco

Business owner name(s): Ashley Laird, Daniel O'Hara, Joeseeph Dellert (former owner)

Identify the person(s) with the highest ownership stake in the business

Current business address: 2549 Irving St.

Telephone: (415) 921 – 0456

Email: artisans2u@gmail.com

Mailing address (if different than above):

Website: www.artisansofsf.com

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN):

1

1

3

8

9

5

1

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Ashley Laird

Contact person title: Owner/Worker

Contact telephone: (415) 921 – 0456

Contact email: artisans2u@gmail.com

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.

Original San Francisco address: 1964 Union St. **Zip Code:** 94123

Is this location the founding location of the business? (Y/N): Y

Dates at this location: **From:** June 1, 1947 **To:** October 31, 2015

Other address (if applicable): 2549 Irving St. **Zip Code:** 94122

Dates at this location: **From:** 2015 **To:** Present

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other Address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Applicant Disclosures

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.

Name: Ashley Laird

Signature:



Date:

10/16/2022

THE ARTISANS OF SAN FRANCISCO

Written Historical Narrative

INTRODUCTION

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

The Artisans of San Francisco (“The Artisans”), located at 2549 Irving Street in the Sunset District, offers custom picture framing, art, prints, and posters about and by artists of San Francisco.

The Artisans specializes in top-quality workmanship, creative designs, and excellent service. Each step of the process is bespoke. Whether it is an original painting, a poster, a quilt, your child’s art, a wedding bouquet, or something entirely new, their experienced staff uses a creative eye to help customers select the best design to enhance their artwork. They build every frame on site using archival materials and techniques. Every piece is framed using acid free materials and UV protectant glazing.

Featured products and services by The Artisans of San Francisco include:

- *Canvas Stretch*: Stretch and re-stretch canvases of any size; ready to hang framed or unframed.
- *Archival Framing*: Archival hinges and acid free materials used to frame delicate works for maximum preservation and longevity.
- *Shadowboxes*: Custom shadowboxes in any depth and design to display your memorabilia in an artistic way.
- *Specialized Mats*: Hand-wrapped fabric mats, multi opening mats, and unusual shaped mats.
- *Custom-Framed Mirrors*.

The Artisans provides exceptional quality work at reasonable prices. Museum quality materials and archival mounting are options. Certified Picture Framer Joe Dellert will design anything from a handcrafted jewelry display box to a hanging system for oversize paintings. Home service is available. No project is too big or small.

b. Describe who the business serves.

The Artisans of San Francisco serves the general public on a walk-in basis in addition to doing framing for institutions like the California Nurses Union.

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

Quality craftsmanship and excellent customer service.

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.

The Artisans of San Francisco first opened its doors on June 1, 1947, at 1964 Union Street to serve the then-emerging art and antique dealerships of the Cow Hollow and Fillmore districts. Legend has it that the founder of the business, Mr. Koblick, was more artisan than businessperson, spending most of his time making jigs for joining frames. At that time, trade secrets of how to make beautiful framing were closely guarded, so each shop had to build its own systems. In those days, all the wood came raw and it was up to the framer to apply finishes to the best of their ability.

In 1952, a young couple named Phil and Pat Ellin purchased The Artisans of San Francisco after Phil left the San Francisco Health Department. Union Street was not the bustling shopping corridor it is today. It is said that during the first two weeks they were open, not one person walked into the store. The story goes that Phil went out every day and shook hands with as many people as possible to build a clientele. Over time, this direct and personal marketing plan worked, and the Ellins built a reputable business.

The Ellins ran the store as a mom-and-pop custom frame shop for 30 years. The Artisans continued to specialize in handcrafted finishes. Pat had a marvelous hand for sewing and applied her talents to framing. However, one of the hardest things to do is to get a craftsman to price their expertise properly. She used to say how Phil would get upset when she would sometimes take in a complex job and not charge enough for labor costs.

In 1982, Phil and Pat's son Joe Ellin took over running the store. Joe, having been raised in the business, had a practical approach to running a custom frame shop. He found that people appreciated the best work they could get for the lowest cost. Joe brought in more prefinished mouldings from back East, as well as extruded aluminum moulding. He remembers when the choice of colors for metal were black and silver, period. Joe also began selling images of historic San Francisco, which became a signature feature of the shop for many years, drawing tourists, locals, and history enthusiasts alike.

Joe worked six or seven days a week for many years. While his favorite was still the simple metal frame, he was able to continue to do very complex projects with the help of his staff. Joe continued to offer many custom finishes and framing techniques using the skills he had learned from working with his parents.

In 1988, Joe Ellin hired a young photographer and student named Joe Dellert. Joe Dellert had just arrived in San Francisco to attend the Art Institute and needed part-time work. While working for The Artisans had started as a way to get through school, after 10 years of working in the industry, and having finished with college and with a family of his own, Joe Dellert became interested in owning his own store. When Joe Ellin learned of Joe Dellert's interest, he

arranged for Joe Dellert to take over. After over 20 years of owning and running his family's business, Joe Ellin was ready to take a break. In 1998, Joseph Dellert became the fourth owner of The Artisans of San Francisco.

In November 2015, Joe Dellert moved The Artisans from its longtime location at 1964 Union Street to the current shop at 2549 Irving Street. With the help of his staff and friends from the community, he used his woodworking skills to design and build custom displays and workbenches to transform the empty storefront into the beautiful open floor plan shop you see today. The new location became a vibrant community art hub, hosting a monthly Artist Meetup and rotating gallery, poetry readings, figure drawing classes, and more until March of 2020 when indoor gatherings had to be put on pause due to the COVID pandemic.

Today the Artisans happily calls Irving Street its home, providing framing to longtime customers from the both Union Street days and now in the Sunset District.

On September 1, 2022, Joe Dellert sold the business to two of his employees, Ashley Laird and Dan O'Hara. They are excited about restarting community events. In September shortly after taking over the business, they hosted the first Artist Meetup since the pandemic. They are committed to nurturing ties to the neighborhood and continuing the excellent service that The Artisans frame shop has provided over the years.

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

1947 to 1952:	Mr. Koblick
1952 to 1982:	Phil and Patricia Ellin
1982 to 1998:	Joseph Ellin
1998 to September 2022:	Joseph Dellert
September 2022 to Present	Ashley Laird and Dan O'Hara

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

After the 1989 Loma Prieta Earthquake, Artisans closed for two days allowing employees to volunteer in the shelters.

During the COVID lockdown of 2020, Artisans operated with the door locked trying to finish orders that had been placed earlier. Joe Dellert continued to work solo with locked doors and limited public access for a period of time until he was able to unlock the doors again. His children, who worked at Artisans part time before the pandemic, were able to help with production.

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.

In the late 1960s, The Artisans of San Francisco started to offer posters as well as framing. Poster Alley of the Artisans became a feature of the store, and The Artisans became part of the up-and-coming Union Street business district in the 1970s and 1980s. Framed posters were hung all along the driveway and back fence, each with a number on it. If a customer saw one that they wanted, they came inside and asked for it by number and received a rolled poster. Unfortunately, the damp weather really damaged the display, and the posters had to be changed too often to be practical. So Poster Alley closed, and all the posters came inside. The Poster Alley sign remained hanging until the store moved to Irving Street in 2015.

During the 1990s and 2000s, Artisans participated in the Easter Parade by having a float or offering activities for the children. Many of the events created by the Union Street Association were supported by Artisans.

In 1998, Joe Dellert took over the Artisans ownership from Joe Ellin. The “New Joe” embarked on the project of bringing the shop into the 21st century. Using his photography background as a focus, the store began to offer more original photography as well as posters. He transformed the showroom when he remodeled to make the retail area wheelchair accessible using another of his talents, custom woodworking. Most importantly, Joe Dellert raised the quality of materials offered.

The Artisans began to offer only cotton rag mat board, which is inherently acid-free; and a choice of UV filtering glass, plexi, and museum glass. All the mounting is done in a reversible process that best suits the art. Choice of moulding ranges from the inexpensive metal to the fine finished moulding, such as closed-corner frames where the finish is applied after the frame is joined. Joe Dellert found that The Artisans customers prefer quality and service which is worth the price, because they understand the value orientation over the old “the best for cheapest” approach.

Constantly on the lookout for the latest conservation techniques, Joe received his CPF (Certified Picture Framer) from the Professional Picture Framers Association (PPFA) in 1999. This is a national certification for picture framers that has to be renewed every four years with requirements for further education. PPFA annual conventions help keep the shop in step with the latest trends and techniques of the industry. In 2019 Joe Dellert received his MCPF (Master Certified Picture Framer) designation from the PPFA, making him one of less than 100 framers in the world with this certification.

On Irving street, the Artisans participates in the Outer Sunset Merchants Association (OMSPA). Sponsoring the annual toy drive is one-way Artisans gives back to the community. The Artisans

also hosted events for the artists in the Sunset District. Their monthly meetings attracted 30-40 artists, allowing them to exhibit their art for the ensuing month.

The Artisans is a San Francisco Green Business and founding member of the Professional Picture Framers Association.

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

Over the course of the years, many famous people have come to The Artisans on both sides of the counter. In the early days, one of the framers of great note was Sargent Johnson the painter. Throughout the years, many visual artists and musicians have produced the beautiful framing for which The Artisans is known.

There have been so many noteworthy customers over the years. It would be impossible to list them all, but a few favorites are Nancy Snyderman, Carolyn Tyler, Anita Weissberg, Suzanne Orrick, Doris Merrill Magowan, Florian Moore, Charles Moore, Kirk and Lani Hammett, Supervisor Aaron Peskin, Danielle Steel, and Tom Sinkovitz. The store proudly displays a handwritten thank you note from Speaker Nancy Pelosi for the framing done for her.

The thing about The Artisans is that each customer becomes a mini celebrity with them. Over the years, they get to know their customers by their first names, and they rarely get far without a friendly "hello, we'll be right with you." The Artisans has always been a family business, and all of their customers are treated as family. The Artisans of San Francisco really cares about their happiness.

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

The Artisans of San Francisco is a ready sponsor of schools. They always donate to charity auctions and donate materials from their business to help teachers doing art projects with their students.

The Artisans is also proud to sponsor the new Farmers Market on 37th Avenue.

The Artisans is a San Francisco Green Business. Many of the products they use to make frames for customers are environmentally responsible. They reuse shipping materials when shipping to customers. They use all recycled paper in their printers and all recycled content in their paper towels and toilet paper. They recycle more than they trash, and they compost their food-stained products. Their lighting is all T8 fluorescent bulbs.

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

The Artisans has been mentioned numerous times in the San Francisco Chronicle. The owner Joseph Dellert was once on the front page on July 23, 2017, in an article about the effects of street improvements on businesses.

In the 2005, The Artisans was acknowledged for being proactive for accessibility. After a rash of lawsuits, Joe Dellert decided to remodel the showroom to bring it into code with the Americans with Disabilities Act (ADA).

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

Joe Dellert has received professional certification from the Professional Picture Framing Association. In 2019, Joe received the designation of Master Certified Picture Framer, a designation that only 70 people in the world possess. The Artisans is also very proud of their designation as a San Francisco Green Business since 2016.

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

The Artisans of San Francisco has been an institution in San Francisco for over 70 years, and it is unthinkable it would shut down. With each new owner they have made the business better and added more to their strengths. The Artisans have fared very well with their transfer to the Outer Sunset. If The Artisans were to cease business, the community would lose a valuable resource not found at other similar businesses. Their excellent customer service is valued by customers and staff alike.

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?

The Artisans of San Francisco has no special physical features that define the business.

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

The Artisans of San Francisco commits to offering the latest techniques in preservation for all their customers' needs. This includes continuing education and training. Reinvigorating the Artists Meetup would also greatly benefit the community.

c. What challenges is the business facing today?

The rising costs of doing retail trade are challenging. Rents are by far the most dangerous factor for a business like The Artisans. Also, the raw materials are becoming more expensive. Freight charges are also making hard to offer lower prices to customers.

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.

Picture frame store.

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 2545 - 2549 Irving Street is "B - Unknown / Age Eligible."









After Decades On Union, Artisans Of San Francisco Finds A New Home In The Sunset



By [Fiona Lee](#) - Published on March 11, 2016.

[San Francisco](#) [Outer Sunset](#)

Just a few steps away from Irving Street's bustling Chinese supermarkets and shops, frame shop [Artisans of San Francisco](#) is a quiet ode to workmanship and art.

As its name indicates, the artisanal touch is everywhere. While there isn't a handlebar mustache or a mason jar in sight, old-fashioned craftsmanship shines through.

Handmade wooden tables and shelving, built by owner Joe Dellert, line the store. Above them in the wide, light-filled space hang large black-and-white photographs by Dellert, and paintings by his wife, Nancy Buffum. Historic photographs that Dellert sources from a collector in Tahoe are also on display and on sale. And of course, frame moldings and frames spill out in careful arrangements.



Owner Joe Dellert and his wife, Nancy Buffum. Behind them hang Dellert's black-and-white photos and Buffum's paintings. (Photo: [Fiona Lee/Hoodline](#))

Formerly located at 1964 Union Street in Cow Hollow, Artisans is one of the oldest frame shops in San Francisco. It was first founded in 1947, and certified framer Dellert is its fifth owner.

Dellert began working at Artisans in 1988, when he was a photography student at the San Francisco Art Institute. He drove to the city from Colorado in his Honda Civic, determined to make it work.

"I had never done any of this independent stuff," he said. "And in four days, I found an apartment, a roommate, and this job at Artisans. Go figure trying to do that today."

Nine years later, Artisans' owner wanted to retire, and Dellert decided to take over the shop.

The store had been located on Union Street since its inception. But in a sign of the times, the decision to move out to the Sunset came when his landlord, the previous owner, informed him that the building would be sold.



Suzie Goussen has worked at Artisans of San Francisco for 15 years. (Photo: Fiona Lee/Hoodline)

Artisans of San Francisco has now been on Irving Street since October 2015. "I chose this location with regard for both my old clients and my new clients," Dellert said. "There are about five ways to get here, and it only takes 20 minutes to drive. There's always parking out front."

Dellert and Buffum are longtime residents of the Outer Sunset, who've lived near Ocean Beach for over twenty years. "We are Sunset people," says Dellert. "The fog never bothered us; we rather like the rumor of it."

Artisans offers custom picture framing, including everything from family photographs to custom-built shadowboxes. Dellert sources both the frames and the mats with an eye towards sustainability. For instance, he looks for frame mats made of cotton rather than wood pulp, since cotton can be regularly harvested, while wood pulp requires trees to be cut down. For wooden frames, he looks for FSC-certified frames made of wood farmed in the United States.



Frames at Artisans of San Francisco. (Photo: Fiona Lee/Hoodline)

Framing isn't what most people would think of as an artistic challenge, and Dellert relishes turning those expectations on their head. Not only has he created custom frames for art, but he also enjoys the challenge of more interesting projects.

"Give me a problem and I'll solve it," he says. "Someone just brought me tennis rackets to frame, and not everyone has the skill to frame that. I already know that I'll make what I call my infinity shadow boxes. If there's a way to play with the wood, I will."

With the new store, Dellert is also expanding his business into different directions. He also offers home design services, where he can help clients hang and arrange their art so that it will bring the room together.

Because he's still committed to his established customers on the other side of town, there's also free delivery for those who may not be able to make the trip out to the Outer Sunset. "I just saw a client who is 94 years old now. She has been with us since she was 40," he says.

Dellert appreciates art from both his customer's perspective and as an artist himself. His latest photography series, "To Think I Saw It On Irving Street," captures a flaneur's delight in the light, color, and casual observations of his street.



A photo from "To Think I Saw It On Irving Street." (Photo: Joe Dellert/Artisans of San Francisco)

As an artist and photographer himself, Dellert is hoping to make Artisans of San Francisco part of the Outer Sunset's burgeoning art scene, which also includes nearby [3 Fish Studios](#), Great Highway Gallery on Lawton, and [Far Out Gallery](#) on Taraval. To start, he's hosting a monthly artist meetup for "eclectic artists" and art lovers to meet each other and discover and talk about art.

The first meetup is this Saturday evening, and both he and Buffum will be sharing and talking about their art. "I'm in a position now to show San Francisco artists," he says. "[Collectors are] very interested in the idea that they could meet an undiscovered artist at my store."

[Artisans of San Francisco](#) will host its first artist meetup on Saturday, March 12th, 5-7pm. Artists can bring a piece of art to display and discuss. Wine and snacks will be served.

HOUSE OF REPRESENTATIVES
WASHINGTON, D. C. 20515

Nancy Pelosi
M. C.

Joe Delkert



HOUSE OF REPRESENTATIVES
WASHINGTON, D. C. 20515

NANCY PELOSI
8TH DISTRICT, CALIFORNIA

Christmas Day

Dear Joe,

Thank you for the beautiful
framing of my father's article.
You are a true artisan and our
family loves your work.

Happy New Year
Nancy



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: November 16th, 2022

Filing Date: October 19, 2022
Case No.: 2022-010281LBR
Business Name: The Artisans of San Francisco
Business Address: 2549 Irving Street
Zoning: Irving Street NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 1781/004
Applicant: Ashley Laird
2549 Irving Street
Nominated By: Supervisor Gordon Mar
Located In: District 4
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

The Artisans of San Francisco (“The Artisans”), located at 2549 Irving Street in the Outer Sunset District, offers custom picture framing, art, prints, and posters about and by artists of San Francisco. The Artisans serves the public on a walk-in basis in addition to doing framing for larger institutions and businesses. The Artisans is known for quality craftsmanship and excellent customer service.

The Artisans first opened its doors on June 1, 1947, at 1964 Union Street to serve the then-emerging art and antique dealerships of the Cow Hollow and Fillmore districts. Legend has it that the founder of the business, known as “Mr. Koblick”, was more artisan than businessperson, spending most of his time making jigs for joining frames. At that time, trade secrets of how to make beautiful framing were closely guarded, so each shop had to build its own systems. In those days, all the wood came raw, and it was up to the framer to apply finishes to the best of their ability.

In 1952, a young couple named Phil and Pat Ellin purchased The Artisans of San Francisco and ran the store as a mom-and-pop custom frame shop for 30 years and continued to specialize in handcrafted finishes. Pat had a marvelous hand for sewing and applied her talents to framing. However, one of the hardest things to do is to get a craftsman to price their expertise properly, Pat would often take in a complex job and charge conservatively to their clientele.

In 1982, Phil and Pat's son Joe Ellin took over running the store. Joe, having been raised in the business, had a practical approach to running a custom frame shop. He found that people appreciated the best work they could get for the lowest cost. Joe also began selling images of historic San Francisco, which became a signature feature of the shop for many years, drawing tourists, locals, and history enthusiasts alike.

In 1988, Joe Ellin hired a young photographer and student named Joe Dellert. After 10 years of working in the industry, Joe Dellert became interested in owning his own store. When Joe Ellin learned of this, he arranged for Joe Dellert to take over. In 1998, Joseph Dellert became the fourth owner of The Artisans.

In November 2015, Joe Dellert moved The Artisans from its longtime location at 1964 Union Street to the current shop at 2549 Irving Street. With the help of his staff, friends from the community, and his woodworking skills, he designed and built custom displays and workbenches to transform the empty storefront into the beautiful open floor plan shop you see today. The new location became a vibrant community art hub, hosting a monthly Artist Meetup and rotating gallery, poetry readings, figure drawing classes, and more until March of 2020 when indoor gatherings had to be put on pause due to the COVID pandemic.

Today the Artisans happily calls Irving Street its home, providing framing to longtime customers from both Union Street days and now the Sunset District. On September 1, 2022, Joe Dellert sold the business to his employees, Ashley Laird and Dan O'Hara. In September, they hosted the first Artist Meetup since the pandemic. They are committed to nurturing ties to the neighborhood and continuing the excellent service that The Artisans frame shop has provided over the years.

The business's primary location at 2549 Irving Street is a Category B (Unknown / Age Eligible) structure on the south side of Irving Street between 26th Avenue and 27th Avenue in the Outer Sunset neighborhood. It is within the Irving Street NCD (Neighborhood Commercial District) Zoning district and a 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1947.

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

Yes. The Artisans of San Francisco qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. The Artisans has operated continuously in San Francisco for 75 years.
- b. The Artisans has contributed to the history and identity of the Marina and Sunset neighborhoods as well as the greater San Francisco community.
- c. The Artisans 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 local community for art and artists.

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

Yes. Over the course of the years, many famous people have come to The Artisans on both sides of the counter. In the early days, one of the framers of great note was Sargent Johnson, the painter. Throughout the years, many visual artists and musicians have produced the beautiful framing for which The Artisans is known. Notable customers of the business include Architect Charles Moore, Musicians Kirk and Lani Hammet, Supervisor Aaron Peskin, and Speaker Nancy Pelosi which had given the store a handwritten letter which the business proudly has framed within the store.

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

No.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been a number of features and articles on The Artisans in publications such as *San Francisco Chronicle*. The Artisans was also designated as a San Francisco Green Business in 2016.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2549 Irving Street (2015 – current)

Previous (No Longer Extant) Locations:

- 1964 Union Street (1947 – 2015)

Recommended by Applicant

- Commitment to offering the latest techniques in preservation
- Continual education and training

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. 1287

HEARING DATE: NOVEMBER 16, 2022

Case No.: 2022-010281LBR
Business Name: The Artisans of San Francisco
Business Address: 2549 Irving Street
Zoning: Irving Street NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 1781/044
Applicant: Ashley Laird
2549 Irving Street
Nominated By: Supervisor Gordon Mar
Located In: District 4
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE ARTISANS OF SAN FRANCISCO CURRENTLY LOCATED AT 2549 IRVING STREET, BLOCK/LOT 1781/044.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on November 16th, 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 The Artisans of San Francisco qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for The Artisans of San Francisco.

Location(s):

Current Locations:

- 2549 Irving Street (2015 – current)

Previous (No Longer Extant) Locations:

- 1964 Union Street (1947 – 2015)

Physical Features or Traditions that Define the Business:

- Commitment to offering the latest techniques in preservation
- Continual education and training

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 2022-010281LBR to the Office of Small Business on November 16, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Johns, So, Nageswaran

NOES: None

ABSENT: Foley, Matsuda

ADOPTED: November 16, 2022