



# Legacy Business Registry Staff Report

Hearing Date: March 13, 2023

## LOVE ON HAIGHT, ALWAYS POSITIVELY HAIGHT STREET

*Application No.:* LBR-2022-23-031  
*Business Name:* Love on Haight, Always Positively Haight Street  
*Business Address:* 1400 Haight St.  
*District:* District 5  
*Applicant:* Sunshine Powers, Owner  
*Nomination Date:* January 13, 2023  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Love on Haight, Always Positively Haight Street, more commonly known as Love on Haight, is the iconic tie-dye clothing store located at the corner of Masonic Avenue and Haight Street in the heart of the Haight-Ashbury neighborhood. With over 10,000 tie-dye pieces, it offers an expansive selection of rainbow clothes and accessories and is said to be the largest collection of locally produced tie-dye in the world. More than just a clothing store, Love on Haight also doubles as an artist collective and community resource, carrying nearly 200 artists' work and leading several non-profit initiatives. Over its 31 years, Love on Haight has grown to become a cornerstone of the Haight Street community, and a pillar of care and creativity that embodies the essence of the Haight-Ashbury neighborhood.

The business, originally named 'Positively Haight Street', was established at 1157 Masonic Street in 1992 by famed tie-dyer James Preston. Preston, who did most of the shop's tie-dyeing himself, began Positively Haight Street as an avenue to showcase his artwork. By 1998, the shop was so successful that Preston moved to its current location at 1400 Haight Street. Over the decades, the shop has had different owners and iterations, including noteworthy tie-dye artists Ben "Jammin" StRebel, who renamed the store to 'Jammin on Haight' in 2012.

Since 2017, the store has been under the ownership of artist and community leader, Sunshine Powers, who not only changed the shop's name to 'Love on Haight' – in honor of the 50th anniversary of San Francisco's Summer of Love movement – but transformed its charge to include providing support for homeless youth, weekly food drives, community arts education classes, re-entry opportunities for formerly incarcerated people, and support for countless non-profits. In 2018, Love on Haight and Sunshine Powers were honored by then-Board of Supervisors President London Breed with a Certificate of Honor for their diligent aid in the 2017 California fires and their work with homeless youth.

### 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, Love on Haight has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1157 Masonic Ave. from 1992 to 1998 (6 years)  
1400 Haight St. from 1998 to Present (25 years)

### CRITERION 2

**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](http://www.legacybusiness.org)





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

Yes, Love on Haight has contributed to the history and identity of the Haight-Ashbury 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 tie-dye art form, commonly associated with the American counterculture movement of the 1960s.
- Business founder James Preston produced tie-dye artwork for the American rock band The Grateful Dead. Some well-known customers include Bob Weir, Mickey Hart, Carlos Santana, Chris Robinson, Barry Williams, Roseanne Barr, Florence and the Machine band members, Questlove, Jimmie Fails, Steven Van Zandt, Alex Grey, Stanley Mouse, Ellie Paisley, Aaron Brooks, Trixie Garcia, Joel Selvin, Dennis McNally, Patricia Arquette, and Mayor London Breed.
- The property is located within the California Register-Eligible Haight Asbury Historic District.
- Love on Haight has been featured in over 50 publications and videos, including seven international flight magazines, five domestic flight magazines, the Guardian, the LA Times, and more. In 2018, one of Love on Haight's exclusive tie-dye coats was featured in Vanity Fair.

### **CRITERION 3**

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

Yes, Love on Haight is committed to maintaining the physical features and traditions that define the business.

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Love on Haight, Always Positively Haight Street 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:

- Historical tradition as a tie-dye emporium.
- Murals by local artist.
- Exterior steel beams and curved pillars.
- Six-piece ceiling tapestry.
- Black Tie and Tie Dye Gala.
- Colors of Love on Haight Foundation.

### **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.

- Clothing store featuring tie-dye.

### **STAFF RECOMMENDATION**

**Legacy Business Program**  
Office of Small Business  
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Staff recommends that the San Francisco Small Business Commission include Love on Haight, Always Positively Haight Street currently located at 1400 Haight St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

#### **Legacy Business Program**

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# Small Business Commission

Resolution No. \_\_\_\_\_

March 13, 2023

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legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Love on Haight, Always Positively Haight Street, currently located at 1400 Haight 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 March 13, 2023, 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 Love on Haight, Always Positively Haight Street 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 Love on Haight, Always Positively Haight Street.

Physical Features or Traditions that Define the Business:

- Historical tradition as a tie-dye emporium.
- Murals by local artist.
- Exterior steel beams and curved pillars.
- Six-piece ceiling tapestry.
- Black Tie and Tie Dye Gala.
- Colors of Love on Haight Foundation.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Love on Haight, Always Positively Haight Street on the Legacy Business Registry:

- Clothing store featuring tie-dye.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 13, 2023.

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Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**

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## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2022-23-031  
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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?  
      X       Yes                          No

1157 Masonic Ave. from 1992 to 1998 (6 years)  
1400 Haight St. from 1998 to Present (25 years)

**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:** NA

**DELIVERY DATE TO HPC:** January 18, 2023

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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## DEAN PRESTON

January 13, 2023

Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: *Letter of Nomination for Love on Haight, Always Positively Haight Street to the Legacy Business Registry*

Dear Mr. Kurylo:

I am writing to nominate Love on Haight, Always Positively Haight Street, an iconic tie-dye clothing store in the heart of the Haight-Ashbury, to the Legacy Business Registry.

For 30 years, Love on Haight has embodied the free spirit of the Haight-Ashbury, with customers experiencing the love, art, and brilliance of the neighborhood as soon as they walk through the doors. Love on Haight serves tourists, Deadheads, historians, curious minds, fashionistas, artists, and more. While famous clients include Bob Weir, Questlove and Stanley Mouse, it is truly a place where everyone is welcome.

In addition to reflecting the spirit of the neighborhood, Love on Haight has often given back to those in need, helping the homeless youth of the Haight, holding fire donation drives, hosting a free pantry, and more. Since November 2012, the beloved business has hosted a yearly fashion show since 2012, and in recent years the event has served as a fundraiser for the nonprofit HealthRight360.

In the early days, then-owner James Preston did most of the tie-dyeing himself. This homespun spirit continues today, with over half of the products being cut and sewn right here in San Francisco and supporting nearly 200 artists.

Like all small businesses, Love on Haight has had to persevere through the COVID-19 pandemic. As the city went into lockdown, owner Sunshine Powers boarded up the store

windows and spray painted the lyrics to the Grateful Dead song “Touch of Grey” on the boards: “We Will Get By, We Will Survive.” A photo of a Haight Ashbury Free Clinic doctor walking past the boarded up store soon became an international symbol of hope, appearing in the San Francisco Chronicle, LA Times, The New York Times, CNN, MSNBC and more. And while the business remained close until early 2021, Sunny took the time to remodel the shop and grow a now-thriving online store.

Love on Haight, Always Positively Haight Street in many ways encapsulates the free spirit of the hippie movement that so many have come to associate with San Francisco. At the same time, it has grown with the times, and adapted to new challenges and changes. As a city, we do well to recognize the contributions of businesses that reflect our legacy and persevere through tough times, and for that reason it is my distinct honor to nominate Love on Haight to the San Francisco Legacy Business Registry.

Sincerely,



Dean Preston  
District 5 Supervisor





# Legacy Business Registry Application



## Business Information

**Business name:** Love on Haight, Inc.

**Business owner name(s):** Sunshine (Emily) Powers

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

**Current business address:** 1400 Haight St. San Francisco, CA 94117

**Telephone:** ( 415 ) 817 – 1027

**Email:** loveonhaight@gmail.com

**Mailing address (if different than above):** n/a

**Website:** loveonhaightsf.com

**Facebook:** https://www.facebook.com/LoveonHaight/

**Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 1 0 6 3 6 9 9

**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:** Sunshine Powers

**Contact person title:** Owner

**Contact telephone:** ( ) –

**Contact email:**

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:

1157 Masonic Ave.

Zip Code:

94117

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

Y

Dates at this location: From:

1992

To:

1998

Other address (if applicable):

1400 Haight St.

Zip Code:

94117

Dates at this location: From:

1998

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:

## 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.

Sunshine Powers 3/20/21

Name (Print):

Date:

Signature:

# **LOVE ON HAIGHT, ALWAYS POSITIVELY HAIGHT STREET**

## **Written Historical Narrative**

### **INTRODUCTION**

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

Love on Haight is located in the heart of the historic Haight-Ashbury district of San Francisco. When people think of San Francisco, they think of Pier 39, the Golden Gate Bridge, and a hippie on the corner of Haight and Ashbury. Love on Haight is that hippie on the corner! With over half of their products being cut and sewn right here in San Francisco and supporting nearly 200 artists, the business is a perfect example of the awesomeness of San Francisco. Employees even run to wave and yell, "Hello!" to each passing tour bus, because Love on Haight wants the tourists to see the magical parts of San Francisco that we are all blessed to see each day!

#### **b. Describe who the business serves.**

Love on Haight over the years has attracted all kinds of customers, including tourists, Deadheads, historians, curious minds, fashionistas, artists, and more. The store's customer is everyone.

The current owner, Sunshine Powers, first stepped foot into Positively Haight Street as a customer as a 12-year-old girl in middle school in 1992. It was her place to hang out when she got out of school since she didn't have friends. The Haight is where she learned it was okay to be herself.

Customers should be mindful not to come out of the dressing room and ask the workers if it is "too much" because the employees of Love on Haight are not the right people to ask that question.

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

Tie-dye clothing store.

### **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.**

"Love on Haight, always Positively Haight Street" (commonly known as "Love on Haight") started off as Positively Haight Street at 1157 Masonic Street in 1992. It was opened by James

Preston who received money from James (Jim) Siegel after successfully selling his tie-dye at Jim's shop Distractions in Haight-Ashbury.

James did most of the tie-dying himself for the shop as well as other local vendors. By 1998, the shop was so successful that James moved it one store over to its current location at 1400 Haight Street on the corner of Haight and Masonic street.

In 2012, James felt the shop had become too much for him but didn't want to leave the neighborhood without the iconic store that many believed to be the center of Haight-Ashbury. James sold the store to Ben "Jammin" StRebel in June of 2012 including in the purchasing agreement that the store MUST remain a tie-dye/Grateful Dead/Summer of Love store. Ben changed the name of the store to Jammin on Haight.

Ben and his brothers, Jeremy and Paulie, had been tie-dying for over 20 years at this time and were able to fill the shop with their family's tie-dye as well as their friends' art.

Sunshine Powers started to Manage Jammin on Haight in July of 2012.

In 2013, Xavi Pannenton created a geometric mural masterpiece on the outside of the business making it a true destination for all those that visited San Francisco.

In November 2016, Donald Trump won the presidency. This fact and the gloomy second earthquake retrofit facing the business led Ben Jammin to not want to renew the lease, which was up for renewal in June 2017. After hearing Ben say these awful words, Sunshine knew she had to keep the shop going. It so happened that Sunshine had a meeting that day with a person with whom she had helped become a major donor to the nonprofit Taking it to the Streets. When the donor heard about the shop possibly closing, she stated that the store closure could not happen – it would not be good for the neighborhood. She offered Sunshine the money to buy Ben out. Sunshine took over ownership of the store prior to June 2017 and negotiated a 5-year extension of the lease. Instead of paying her back the money, Sunshine was to give the money back to the community over the years ... which she continues to do to this day and is now a daily business practice.

Sunshine purchased the store from Ben in January of 2017 and negotiated a 5-year lease extension with the landlord. The sale agreement between Ben and Sunshine stated that the shop must remain a tie-dye/Grateful Dead/Summer of Love store for the sake of the COMMUNITY. Due to the fact that it was the 50th anniversary of the Summer of Love and we need more LOVE all the time, Sunshine changed the name to LOVE ON HAIGHT.

As time moved forward, the business evolved into an artist collective, starting off with 50 artists and now carrying nearly 200 artists.

In 2022, to celebrate the shop's 30th anniversary and application for the Legacy Business Registry, Love on Haight took on the full name "Love on Haight, always Positively Haight Street" to clearly connect the shop to its founding as Positively Haight Street in 1992.

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

1992 to 2012: James Preston  
2012 to 2017: Ben “Jammin” StRebel  
2017 to Present: Sunshine Powers

The business is currently owned solely by Sunshine Powers. It is her intention to have certain employees become partners and take ownership over time. Sunshine does not have children; her employees are her kids (and the shop is her baby.)

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

When the COVID-19 pandemic hit and the city was locked down in March 2020, Sunshine boarded up the store windows and spray painted the lyrics to the Grateful Dead song “Touch of Grey” on the boards: “We Will Get By, We Will Survive.” Getty Images captured a photo of a doctor from the Haight Ashbury Free Clinic walking in front of the lyrics. The next day the image appeared on the cover of the San Francisco Chronicle, LA Times, The New York Times, and many more newspapers. The image was seen on CNN, MSNBC, NBS, FOX News, CBS, and more. The image was also shown in Neil Young’s video about lock down and flashed behind Andrea Bocelli’s opera performance on the steps of an Italian Cathedral. The image of became an international symbol of the pandemic.

During the pandemic, Sunshine worked inside the shop, remodeled it, and built a now-thriving online store. The shop did not reopen until February 20, 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.**

Love on Haight, always Positively Haight Street is THE iconic tie-dye shop in the historical hippie part of town. The business and Haight-Ashbury go hand in hand – and the store celebrates it! When they walk into the store, people feel the LOVE and see, the loving, artistic, colorful, magicalness that is San Francisco! Throughout the years, Love on Haight has become well-known throughout the world.

Former owner James Preston’s tie-dye work became so well known that it was featured as a backdrop of the Grateful Dead album Ladies and Gentlemen. The Grateful Dead also flew several of James’ tie-dye flags at their concerts.

Over the years and the reincarnations of the shop, the outside mural art has evolved and has always been eye catching and symbolic of the shop. Inside the shop, historic pictures of the Haight and stories about the history of the business line the walls.

In 2017, Sunshine Powers teamed up with SF Travel and became a “spokesperson” for the city for the 50th anniversary of the Summer of Love. Sunshine continues to work with SF Travel and fields multiple media requests monthly.

One thing that Love on Haight has come to believe is the more the more the store helps its community and makes it great, the better the business does naturally, whether it has been their help with homeless youth, their donation drives for California fires, or their free pantry that occurred twice a week before the COVID pandemic.

Love on Haight enjoys and embraces being a symbol of San Francisco and the city’s very own rainbow that never fades.

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

Over the years, the business has hosted many and numerous events – at least 10 a year. These include fashion shows, musical acts as way to thank the community, and signings of famous authors and artists (most notably Bill Kruetzman from the Grateful Dead, Stanley Mouse, and Alex Grey’s longest book signing in history – beating Brazil by 30 minutes).

The business began to throw a yearly fashion show in November of 2012. In 2017 to 2019, the fashion show moved to the Haight Ashbury Street Fair on the Masonic Stage, which Love on Haight sponsored and for which Love on Haight booked the bands. The fashion show has since shifted to help the nonprofit HealthRight 360 and their Black Tie and Tie Dye Gala. Sunshine sits as the co-chair of the Gala committee.

During the COVID pandemic in 2021, Sunshine helped create a virtual Black Tie and Tie Dye Gala that raised over \$230,000 for HealthRight 360. She is also co-chaired the 2022 gala.

Well-known customers of Love on Haight have included the following:

- Bob Weir, musician (Grateful Dead)
- Mickey Hart, percussionist (Grateful Dead)
- Carlos Santana, guitarist
- Chris Robinson, musician (The Black Crowes)
- Barry Williams, actor (The Brady Bunch),
- Roseanne Barr, comedian and actor
- Band members from Florence and the Machine
- Questlove, musician and record producer
- Jimmie Fails, actor (The Last Black Man in San Francisco)
- Steven Van Zandt, musician and actor (Bruce Springsteen's E Street Band; The Sopranos)
- Alex Grey, visual artist
- Stanley Mouse, artist

- Ellie Paisley, artist
- Aaron Brooks, artist
- Trixie Garcia, Jerry Garcia's daughter
- Joel Selvin, music critic and author
- Dennis McNally, author
- Patricia Arquette, actor
- London Breed, mayor (San Francisco)

While famous people are great customers, all of Love on Haight's customers are amazing and help make each day feel like the most magical place on Earth.

In 2017, Sunshine Powers became a spokesperson for the city of San Francisco and the 50th anniversary of the Summer of Love, being the face of the next generation. She spoke at numerous events, was interviewed for major publications, and more.

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

Love on Haight is dedicated to its community. Over the years, the business has strived to house the homeless youth of the Haight, held fire donation drives, hosted a free pantry, and more.

With the outside of the shop looking so amazing after Xavi Pannenton created a mural on the building in 2013, Sunshine Powers realized that business would not improve if the homeless youth population was not addressed. At that time, approximately 40 homeless youth would hang out outside on the Masonic Street side of the building. Sunshine was able to use the new mural to her advantage to help clean up the corner. After several interactions and different methods, Sunshine became aware that the best way to clean up the corner was to find homes for the homeless youth. Sunshine became intently involved in the new homeless youth nonprofit Taking it to the Streets, which provided housing in exchange for the youth keeping the upper Haight corridor clean. In its five years of existence before merging with Larkin Street Youth Services and Homeless Youth Alliance, Taking it to the Streets was able to help almost 450 homeless youth get off of Haight Street. Sunshine Powers has gotten over 100 people into drug rehab. Love on Haight also hosted a free food pantry twice a week before the COVID pandemic.

When the Tubbs Fire devastated Santa Rosa in 2017, Love on Haight was one of five official donation sites throughout the entire Bay Area. Google alone dropped off 17 pallets of donations, and that was only a small percent of the total donations. The business also participated in donation drives for the fires in 2018 and 2019.

The business has donated to HealthRight 360, Rock Med, Walden House, the Haight Ashbury Free Clinic (they hosted their 50th anniversary celebration), Taking it to the Streets, Larkin Street Youth Services, Homeless Youth Alliance, and more. The business currently has tapestries available for sale online with 100% of the proceeds being donated to HealthRight 360.



During the COVID pandemic in 2021, Sunshine helped create a virtual Black Tie and Tie Dye Gala that raised over \$230,000 for HealthRight 360. She also co-chaired the 2022 gala, which raised \$330,000 for HealthRight 360. Sunshine will be the organization's gala honoree in 2024.

Love on Haight created a foundation, Colors of Love on Haight, after the death of George Floyd rocked the nation. Love on Haight acknowledged that they had to do something, if even in a small way. The idea of a women's prisoner reentry tie-dye program came to light. Up to three women a year are taught the art of tie-dye and the business behind it. Customers can purchase merchandise directly through <https://loveonhaightsf.com/collections/colors-of-love>, and a full wholesale/merchandise catalog by the Ladies of Colors of Love is available upon request. All profits go directly back to the foundation. Colors of Love on Haight offers Tie-dye with a Purpose.

Love on Haight has also continually hired people who need a second chance.

Sunshine Powers is a member of the Haight Ashbury Merchant Association (she is the former Vice President and current President) and sits on the board of the San Francisco Council of District Merchants Associations. She also serves on the San Francisco Police Department Chief Scott's Small Business Advisory Forum and SFMTA Small Business Working Group, and she was just made a member of Community Police Advisory Boards.

Sunshine has been a member of the Haight Ashbury Neighborhood Council and Mayor London Breed's Small Business Policy Setting Committee.

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

In the 2010s, with the 50th anniversary of the Summer of Love approaching, the business started to get several media requests that Sunshine Powers fielded. Love on Haight was featured in over 50 publications and videos, including seven international flight magazines, five domestic flight magazines, the Guardian, the LA Times, and more. In 2018, one of Love on Haight's exclusive tie-dye coats was featured in Vanity Fair.

Notable media references include the following:

- "The T-shirt: A piece of clothing that defines every generation"  
<https://www.redbull.com/us-en/episodes/the-t-shirt-social-fabric-s01-e02>  
Social Fabric by Netflix and Redbull – A fun and fascinating journey into the world of streetwear with designer Kyle Ng as he explores iconic streetwear staples and meets the artisans, collectors and celebrities shaping the scene  
2017
- "Meet America: Sunshine Powers"  
<https://www.youtube.com/watch?v=jPYpaou38Qg>  
By Grand American Adventures (now part of Exodus Travels)  
January 8, 2018

- “San Francisco Tie-Dye Boutique Is Rainbow Paradise”  
<https://www.youtube.com/watch?v=IV33kwHqla0>  
By Insider  
July 12, 2018
- “Secretly Awesome: Love on Haight”  
<https://www.facebook.com/watch/?v=1021685918033744>  
By Localish  
October 19, 2018

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

In 2018, Love on Haight and Sunshine Powers were honored by then-President of the Board of Supervisors London Breed with a Certificate of Honor for their work with the massive fire donation drive in response to the 2017 fires in California (Love on Haight took up over 147 loads including two school buses, two 26-foot trucks, 50 trucks with trailers, and more), as well as their commitment to their community and their work with homeless youth. Honors were also given by the State Senate, State Assembly, U.S. Congress, and the California State Board of Equalization.

In 2021, Love on Haight was awarded SFGATE’s Best of San Francisco due to their commitment to a safe shopping environment, including masks provided, limited numbers of customers allowed in the store at one time, available hand sanitizer, and the fact that all garments are now sanitized after being tried on.

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

If the business were to close, the Haight would lose the Rainbow Ambassadors to the district and one of the last artisan stores on the street. Haight-Ashbury would be dimmer, less sparkly, and not as good. Love on Haight is an anchor of the Haight. People walk into the shop and say, “We came to San Francisco to visit this shop!” Not only that, but Love on Haight employs about 10 employees and offers low cost housing to some of their main employees. They also support nearly 200 artists, many of them being local artists. Love on Haight strives to not offer any goods that are offered anywhere else on the street, ensuring that their goods are unique and one of a kind.

If Love on Haight were no longer, the Haight would lose its nucleus. San Francisco would lose its Rainbow Hippie who smiles at everyone. It would be really depressing!

### **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?**

Love on Haight, always Positively Haight Street is dedicated to being a work of art inside and outside. The store has always aimed to be an artistic masterpiece of the city.

The exterior steel beams covered by curved pillars were installed during the late 1990s seismic retrofit and became something that made the shop distinctive.

On July 3, 2012, a massive six-piece tie-dye tapestry ceiling was installed inside the business, becoming one of the largest pieces of framed art in San Francisco, and on a ceiling no less. Two of the pieces, the ones second in on each side, are the ones whose images were projected behind the Grateful Dead when they performed at concerts from 1993 to 1995.

The store also features a chandelier made by Dale Chihuly's first apprentice.

At both locations since it was founded, James Preston chose to have different talented muralists paint beautiful imagery of the Haight and the Summer of Love onto the shop. In 2013, Xavi Panneton painted a geometric masterpiece on the outside. The COVID pandemic was hard on the mural, and it endured multiple bouts of graffiti during the shutdown. The paint began to peel off. As the city reopened in 2021, Sunshine made the very difficult decision to repaint the shop due to the damage. It started with everyone freaking out as the old mural was coming down and the shop was primed white. Over 30 people a day walked in and asked what was going on.

Sunshine wanted to bring back some of the original mural images from Positively Haight Street and chose a historic and rainbow theme. In May 2021, the new mural began to take shape. Started by the world-renowned artists Ellie Paisley and Aaron Brooks, it became a collaborated effort with the added art of Hannah Bunzey, Ethan Strickland, Becca Tindol, Jeremiah Welch, Sofia Vergas as well as Sunshine and the staff of Love on Haight. The new mural debuted at the Love on Haight Love Revival Party on July 10, 2021. It is considered a work in progress and it is unknown when it will actually be done. Maybe it will be like the shop and constantly evolve.

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

Love on Haight is committed to maintaining its historical tradition as a tie-dye emporium and of all things San Franciscan, hippie, Grateful Dead, and Summer of Love. Current owner Sunshine Powers believes the business can stay true to this and evolve as a company as well.

Love on Haight is an artist collective supporting approximately 200 artists from around the world. Half of their products are cut and sewn right here in San Francisco and one-third of their items are made by people that work at Love on Haight.

### **c. What challenges is the business facing today?**

Businesses need Commercial Rent Control of some sort. Landlords just want to raise the rent each year, but at some point it needs to stabilize. The 3% rent increase every year should, at the very minimum, stop after so many years. This would hopefully increase long-term tenants and more businesses eligible for the Legacy Business Registry.

Also, good employees are difficult to find. It is one of the reasons that Love on Haight provides affordable housing for its employees. (Side note: If a tie-dye shop can do that for its employees, why can't society do the same thing for our teachers, social workers, and police officers?)

Let's dedicate 30% or so of all affordable housing in the city to employees of the small businesses in the area. This would create stronger communities, ensure that small businesses thrive, create more walkable neighborhoods, and lessen the need for cars (since most affordable housing projects do not provide parking).

Vacant storefronts are no fun. It would be magical if the City could create restroom stops and lockers in a few of the vacancies. Lack of bathrooms are a serious problem for tourists and the homeless. Public restrooms in some vacant storefronts would help improve street conditions and provide jobs at the same time, while simultaneously filling empty stores on the street. Other vacant storefronts could be converted temporarily to rest stop areas where tourists/travelers could store their belongings so they would not have to leave them in their cars (which get broken into often) or where the homeless could leave their backpacks while they attend a job interview.

Lastly, grants are complicated, so it would be amazing to have someone help business owners through the grant-writing process. Small business owners are extraordinarily busy and usually don't have time for anything. Someone to help fill out the grant paperwork and do the follow through would be wonderful.

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### **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.**

Clothing 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 1400-1418 Haight Street is "A - Historic Resource Present." The building is located within the Eligible Haight Ashbury Historic District.

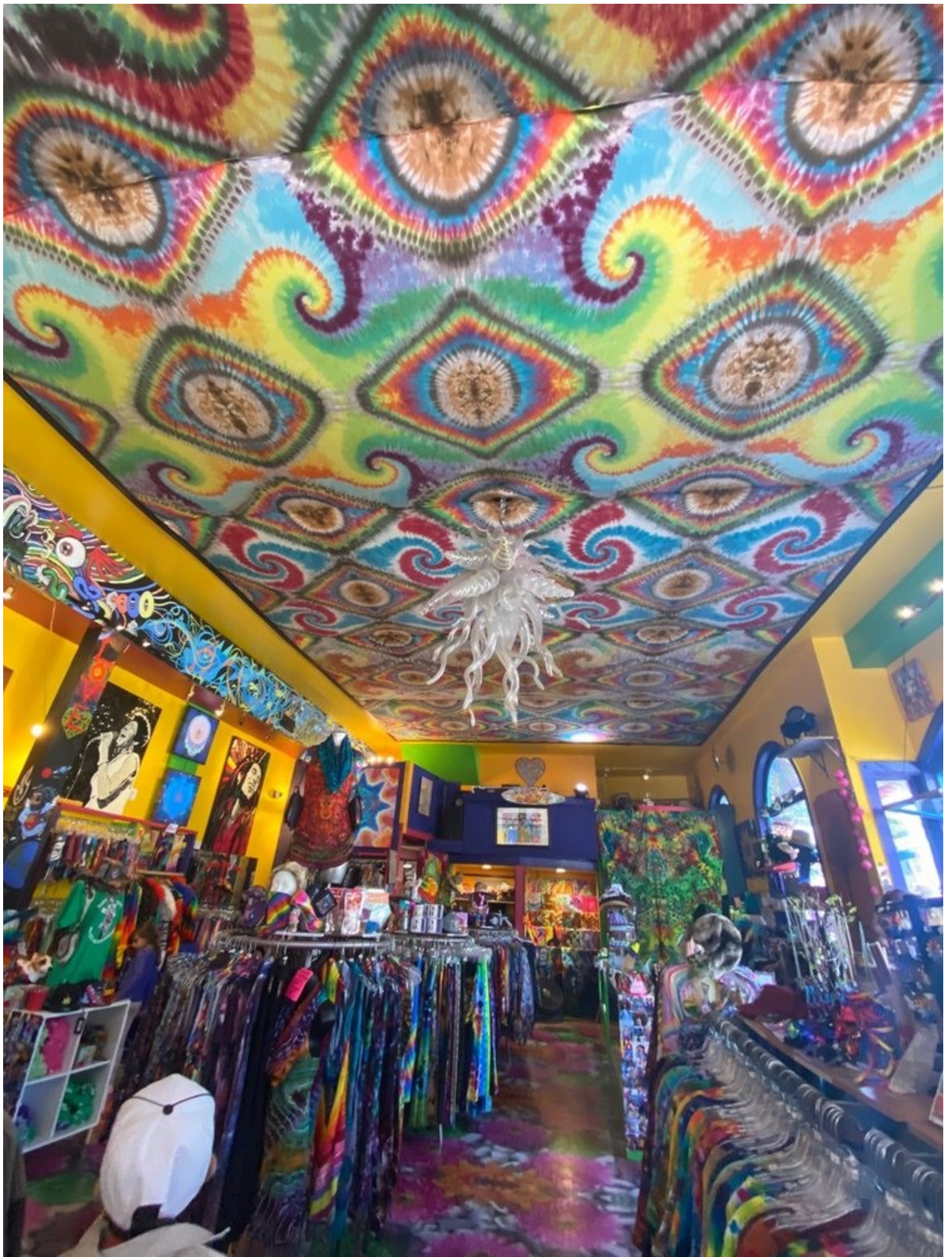






















## 'Jammin' On Haight' Closed Temporarily, Reopening This Month As 'Love On Haight'



By [Camden Avery](#) - Published on January 04, 2017.

[San Francisco](#) [Upper Haight](#)

[Jammin' on Haight](#), the tie-dye and psychedelia shop that anchors the corner of Haight and Masonic, closed this week for a management reorganization, which will include a name change to Love on Haight.

Sunny Powers, formerly a co-owner, is assuming sole management of the company, and making a few changes to how the business operates.

"I want to continue the mission of revitalizing this community and bringing back the color, creativity and consciousness that Haight Street is historically known for," she said.

Powers took on full ownership in part because former co-owner Benjamin St. Rebel moved to Maui to open a shop and refocus his business efforts, she said. In light of [the 50th anniversary of the Summer of Love this year](#), it seemed right to re-brand as Love on Haight.

"I will still be carrying the same awesome tie-dye, mostly tie-dyed by Jammin Inc. locally," she said. "I will also carry some other tie-dye done by my closest friends. I truly want this to still be a San Francisco family-made company, as I am a San Francisco-made lady."

The revamped store, scheduled to open next Friday, January 13th, will include more space for clothes, a DJ booth, a historic wall and a "peace, love and kindness" wall. And a portion of all sales going forward will be donated to youth homelessness charity [Taking It to the Streets](#), on whose board Powers serves.

"I live and breathe Haight Street, and I love every moment of it," Powers said. "With all that we have going on in the world today, we need more peace, love, kindness, rainbows and sparkles."

# LOVE ON HAIGHT VIDEO



## San Francisco Tie-Dye Boutique Is Rainbow Paradise

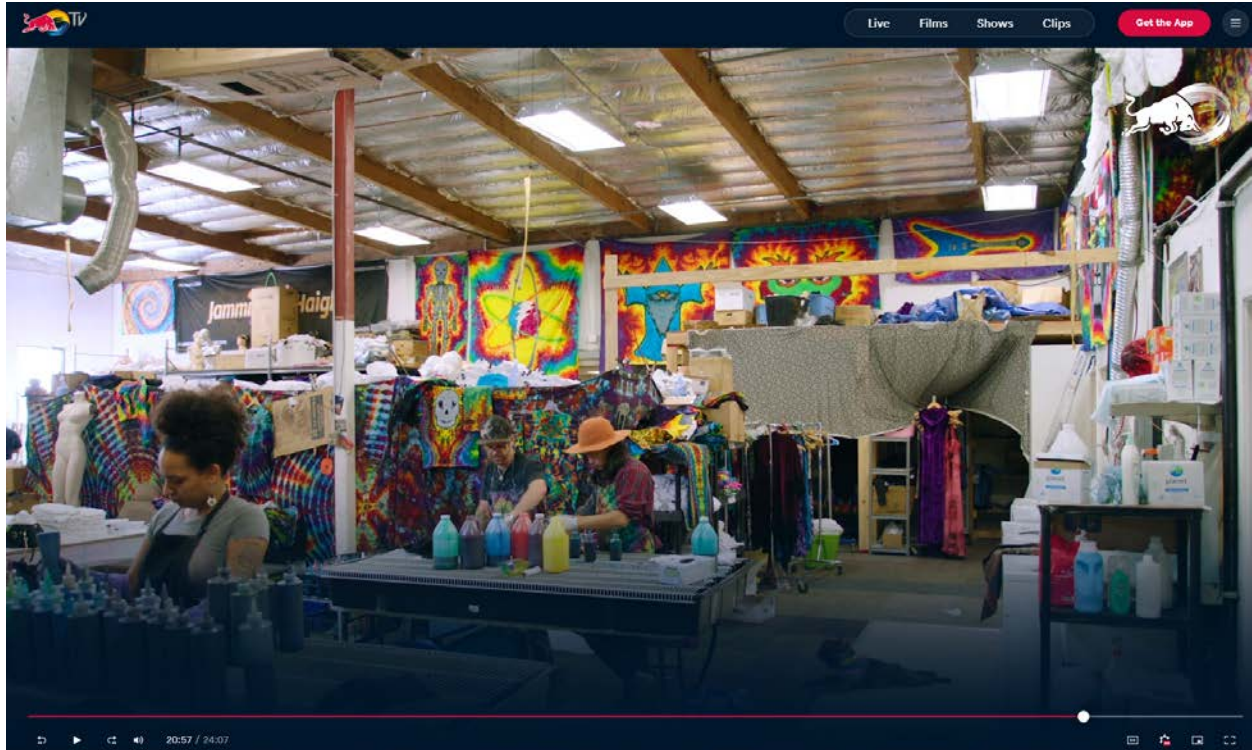
<https://youtu.be/IV33kwHqla0>

Published on Jul 12, 2018

Posted by Insider

Video description: Love on Haight in San Francisco is a boutique store filled with glamorous, rainbow clothes and accessories. The store has over 10,000 tie-dye pieces. Sunshine Powers, owner of Love on Haight, hopes the rainbows, sparkles, and glitter bring a smile to people who visit. The store also donates money to a nonprofit homeless youth organization called Taking It To The Streets.

# LOVE ON HAIGHT VIDEO #2



## The T-shirt

<https://www.redbull.com/us-en/episodes/the-t-shirt-social-fabric-s01-e02>

Starting at 15:25

Published in 2017

Posted by Red Bull TV

Video description: Kyle Ng travels the USA to explore the past and present of the T-shirt. He sees new silhouettes, walks the memory lane of 1990s rap tees, and tie dyes with a master.



October 22, 2021

To Whom It May Concern:

I am Jim Siegel, a merchant on Haight Street for 45 years now. I have been very active in the Haight Ashbury community since moving there on my own at age 16 in 1972. I would like to comment on the history of Love on Haight and its original origins.

The original founder of what is now Love on Haight was a man named James Preston, one of the country's premiere tie-dye artists. I first met James Preston in 1988 when he walked in my store, Distractions, and dared me to put one of his tie-dye shirts in my window promising me that it would sell in 5 minutes. At the time my shop was a Punk Rock store selling black clothing so his shirt stood out and it did sell within 5 minutes. I immediately started loaning James money to buy supplies to make Distractions as many tie-dye tapestries and shirts as James could produce for me. I changed the entire focus of my business away from Punk and transformed Distractions back to its roots, a psychedelic store catering to hippies. It was hugely successful.

By 1990 I decided to share the wealth with James and I opened a second store at 1552 Haight Street. The store was very large so I offered to create yet another store in the back room of Distractions that James Preston and I opened together called Watch Your Head. Watch Your Head was very successful but relationship issues between James and I had James splitting up the inventory with me and creating his own store on Masonic Street about 100 feet off of Haight Street. He named his store Positively Haight Street and opened with a business partner named Rick in the Spring of 1992.

Positively Haight Street was a showcase for James's artwork. The Grateful Dead took notice and James did the artwork for the cover of a Grateful Dead Album in the Dick's Picks series as well as making tie-dye flags that the Grateful Dead flew at some of their shows. In addition to his art James sold crystals, Indian Imports, incense, and psychedelic posters.

By the late 1990s Positively Haight Street did well enough to move into the corner store next door located at 1400 Haight where Love on Haight is today. The store continued to thrive for several decades. James eventually bought out his partner Rick and continued running the store with the help of his manager, Rebecca.

Sometime later, I am guessing around 2012, James sold Positively Haight Street to Ben Jammin, another noteworthy tie-dye artist. James moved into a smaller store in the 1300 block of Haight Street which he named JPSF, which he continued to operate until about 2017 when he finally closed and moved on towards Redding, California.

I met Ben Jammin and his partner Sunshine immediately as they opened Jammin on Haight at 1400 Haight Street. They both immediately immersed themselves in the Haight Ashbury Community getting involved with helping the homeless. Sunshine was a Board member of Taking it to the Streets – a program that offered homeless youth a hotel room in exchange for help beautifying Haight Street.

In 2016, before the 50th Anniversary of the Summer of Love, Ben organized the community to celebrate the Haight Ashbury neighborhood. A documentary of the current state of the Haight and the counter culture's contributions to the world was organized and funded by Ben and myself but unfortunately the Director of the movie stole the funds and the film was never finished.

Sometime around 2017 Ben sold Jammin on Haight to his partner Sunshine Powers. Sunshine renamed the store Love on Haight and kept it in the same location and offering similar products that James Preston originally had offered. She has spent much time and money making it one of the most psychedelic spots on Haight Street. It is truly a gift to the tourists and hippie community who come to catch a glimpse of what Haight Ashbury was in the 1960s.

Sunshine is one of the most respected merchants in the Haight today. She is very active in the community, the merchants association, anything that has to do with beautifying Haight Street, and of course is still very active supporting the homeless. She highlights visionary artists in her store such as Alex Grey, Stanley Mouse, and others.

I think her store is one of the jewels that keeps Haight Street beautiful, and creative.

Sincerely,

Jim Siegel  
Distractions



**LOVEONHAIGHTSF.COM**



**LOVEONHAIGHT**

**Always Positively Haight Street**

**1400 Haight St  
San Francisco, California  
94117**

**415-817-1027**

**WHATEVER THE QUESTION LOVE IS THE ANSWER**



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: FEBRUARY 15, 2023**

*Filing Date:* January 18, 2023  
*Case No.:* 2023-000668LBR  
*Business Name:* Love on Haight, Always Positively Haight Street  
*Business Address:* 1400 Haight Street  
*Zoning:* NCD (Haight Street Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1232 / 004  
*Applicant:* Sunshine Powers  
1400 Haight Street  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Tolu Atoyebi – (628) 652-7363  
[sydney.atoyebi@sfgov.org](mailto:sydney.atoyebi@sfgov.org)

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Love on Haight, Always Positively Haight Street, more commonly known as Love on Haight, is the iconic tie-dye clothing store located at the corner of Masonic Avenue and Haight Street in the heart of the Haight-Ashbury neighborhood. With over 10,000 tie-dye pieces, it offers an expansive selection of rainbow clothes and accessories and is said to be the largest collection of locally produced tie-dye in the world. More than just a clothing store, Love on Haight also doubles as an artist collective and community resource, carrying nearly 200 artists' work and leading several non-profit initiatives. Over its 31 years, Love on Haight has grown to become a cornerstone of the Haight Street community, and a pillar of care and creativity that embodies the essence of the Haight-Ashbury neighborhood.

The business, originally named 'Positively Haight Street', was established at 1157 Masonic Street in 1992 by famed tie-dyer James Preston. Preston, who did most of the shop's tie-dyeing himself, began Positively Haight Street as an avenue to showcase his artwork. By 1998, the shop was so successful that Preston moved to its current location



at 1400 Haight Street. Over the decades, the shop has had different owners and iterations, including noteworthy tie-dye artists Ben “Jammin” StRebel, who renamed the store to ‘Jammin on Haight’ in 2012.

Since 2017, the store has been under the ownership of artist and community leader, Sunshine Powers, who not only changed the shop’s name to ‘Love on Haight’—in honor of the 50<sup>th</sup> anniversary of San Francisco’s Summer of Love movement—but transformed its charge to include providing support for homeless youth, weekly food drives, community arts education classes, re-entry opportunities for formerly incarcerated people, and support for countless non-profits. In 2018, Love on Haight and Sunshine Powers were honored by the (former) Board of Supervisors President, (present) Mayor London Breed, with a Certificate of Honor for their diligent aid in the 2017 California fires and their work with homeless youth.

The business’s primary location at 1400 Haight Street is a Category A (Historic Resource Present) structure on the corner of Masonic Avenue and Haight Street in the Haight-Ashbury neighborhood. It is within the Haight Street NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District. 1400-1418 Haight Street is located within the California Register-Eligible Haight Asbury Historic District.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1992.

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

Yes. Love on Haight qualifies for listing on the Legacy Business Registry because it meets all the eligibility Criteria:

- a. Love on Haight has operated continuously in San Francisco for 31 years.
- b. Love on Haight has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. Love on Haight 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 tie-dye art form, commonly associated with the American counterculture movement of the 1960s.

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

Yes. Through Positively Haight Street, founder, James Preston, produced tie-dye artwork for American rock band, The Grateful Dead. Some well-known customers include Bob Weir, Mickey Hart, Carlos Santana, Chris Robinson, Barry Williams, Roseanne Barr, Florence and the Machine band members, Questlove, Jimmie Fails,

Steven Van Zandt, Alex Grey, Stanley Mouse, Ellie Paisley, Aaron Brooks, Trixie Garcia, Joel Selvin, Dennis McNally, Patricia Arquette, and Mayor London Breed.

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

Yes. The property is located within the California Register-Eligible Haight Asbury Historic District.

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. Love on Haight has been featured in over 50 publications and videos, including seven international flight magazines, five domestic flight magazines, the Guardian, the LA Times, and more. In 2018, one of Love on Haight's exclusive tie-dye coats was featured in Vanity Fair.

## Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1400 Haight Street (1998 – Present)

Previous (No Longer Extant) Locations:

- 1157 Masonic Street (1992 – 1998)

Recommended by Applicant

- Historical tradition as a tie-dye emporium
- Murals by Local Artist
- Exterior Steel Beams and Curved Pillars
- Six-Piece Ceiling Tapestry
- Black Tie and Tie Dye Gala
- Colors of Love on Haight Foundation

Additional Recommended by Staff

- None

## 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. 1311

**HEARING DATE: FEBRUARY 15, 2023**

*Case No.:* 2023-000668LBR  
*Business Name:* Love on Haight, Always Positively Haight Street  
*Business Address:* 1400 Haight Street  
*Zoning:* NCD (Haight Street Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1232 / 004  
*Applicant:* Sunshine Powers  
1400 Haight Street  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Tolu Atoyebi – (628) 652-7363  
[sydney.atoyebi@sfgov.org](mailto:sydney.atoyebi@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LOVE ON HAIGHT, ALWAYS POSITIVELY HAIGHT STREET CURRENTLY LOCATED AT 1400 HAIGHT STREET, BLOCK/LOT 1232 / 004.

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 February 15, 2023, 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 Love on Haight 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 Love on Haight.

*Location(s):*

Current Locations:

- 1400 Haight Street (1998 – Present)

Previous (No Longer Extant) Locations:

- 1157 Masonic Street (1992 – 1998)

*Physical Features or Traditions that Define the Business:*

- Historical tradition as a tie-dye emporium
- Murals by Local Artist
- Exterior Steel Beams and Curved Pillars
- Six-Piece Ceiling Tapestry
- Black Tie and Tie Dye Gala
- Colors of Love on Haight Foundation

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 2023-000668LBR to the Office of Small Business on February 15, 2023.



Jonas P. Ionin  
Commission Secretary

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

NOES: None

ABSENT: Johns

ADOPTED: February 15, 2023