



# Legacy Business Registry Staff Report

Hearing Date: March 25, 2024

## BAY AREA BIRD & EXOTICS HOSPITAL

*Application No.:* LBR-2023-24-033  
*Business Name:* Bay Area Bird & Exotics Hospital  
*Business Address:* 2145 Taraval St.  
*District:* District 4  
*Applicant:* Leila Marcucci, Owner  
*Nomination Date:* February 21, 2024  
*Nominated By:* Supervisor Joel Engardio  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Bay Area Bird & Exotics Hospital, founded in 1989, is a veterinary hospital dedicated to the care of avian and exotic pets. The business provides dedicated care for a variety of underserved pet animal species. This includes birds, rabbits, rodents, and reptiles.

Exotic pets have special needs. When your bird, reptile, or small mammal develops a problem, it's important to be seen quickly by an experienced veterinarian. Bay Area Bird & Exotics Hospital treats thousands of avian and exotic patients each year. By limiting their practice to these species, they have accumulated in-depth knowledge and experience that translates into expert treatment for your pet. Most of their patients are prey species by nature who are frightened by the sounds and smells of predators. Because Bay Area Bird & Exotics Hospital does not treat dogs and cats, they are able to provide the low stress environment necessary for healing and recovery.

Bay Area Bird & Exotics Hospital serves both locals and those that travel from outside the San Francisco Bay Area. The business received a Best in the Bay award in the 2000s from San Francisco Bay Guardian.

### 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, Bay Area Bird & Exotics Hospital has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2055 Taraval St. from 1989 to 1996 (7 years)  
2145 Taraval St. from 1996 to Present (28 years)

### CRITERION 2

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

Yes, Bay Area Bird & Exotics Hospital has contributed to the history and identity of the Parkside and Outer Sunset District 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:

#### 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)





- The property in which the business is located was identified as a contributor to an identified cluster in the 2015 Unadopted Neighborhood Commercial Corridors Survey. The subject property is currently in an active SF Survey area, and this finding will be verified.
- With regard to racial and social equity, Bay Area Bird & Exotics Hospital is a woman-owned business. Women owned businesses in San Francisco hold significant importance in fostering economic diversity and empowerment. Such enterprises contribute to breaking traditional gender barriers in the business world promoting female leadership and entrepreneurship. Additionally, women owned businesses play a pivotal role in addressing gender pay gaps and providing opportunities for women in the workplace. These businesses contribute to the city's cultural vibrancy by bringing diverse perspectives and innovative ideas. Supporting women owned businesses in San Francisco aligns with the broader goal of creating a more inclusive and equitable business environment fostering social progress and sustainable economic growth.

Bay Area Bird & Exotics Hospital supports Animal Care and Control (ACC) by participating in their free first appointment program. It has also provided support to their head veterinarian as ACC expanded their ability to treat and care for exotic species. Additionally, the business supports the local bird rescue group Mickaboo Companion Bird Rescue via free exam and discounted services to enable the care for more abandoned and rescued birds. Bay Area Bird & Exotics Hospital has also provided health care for the Telegraph Hill conures, primarily emergency care through Mickaboo.

### CRITERION 3

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

Yes, Bay Area Bird & Exotics Hospital is committed to maintaining the physical features and traditions that define the organization.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Bay Area Bird & Exotics Hospital 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:

- Veterinary care focused on exotic pet species maintaining the knowledge, skills, and equipment necessary to provide for their unique needs.

### 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.

- Veterinary services.

### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Bay Area Bird & Exotics Hospital currently located at 2145 Taraval 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. \_\_\_\_\_

March 25, 2024

## BAY AREA BIRD & EXOTICS HOSPITAL

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legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Bay Area Bird & Exotics Hospital, currently located at 2145 Taraval 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 25, 2024, 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 Bay Area Bird & Exotics Hospital in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Bay Area Bird & Exotics Hospital.

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Physical Features or Traditions that Define the Business:

- Veterinary care focused on exotic pet species maintaining the knowledge, skills, and equipment necessary to provide for their unique needs.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Bay Area Bird & Exotics Hospital on the Legacy Business Registry:

- Veterinary services.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 25, 2024.

---

Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2023-24-033  
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*District:* District 4  
*Applicant:* Leila Marcucci, Owner  
*Nomination Date:* February 21, 2024  
*Nominated By:* Supervisor Joel Engardio

**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

2055 Taraval St. from 1989 to 1996 (7 years)  
2145 Taraval St. from 1996 to Present (28 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:** NA

**DELIVERY DATE TO HPC:** February 21, 2024

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

**JOEL P. ENGARDIO**

February 21, 2024

Director Katy Tang (via email [Katy.Tang@sfgov.org](mailto:Katy.Tang@sfgov.org))  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: Nomination of Bay Area Bird & Exotics Hospital to the Legacy Business Registry

I am pleased to nominate the Bay Area Bird & Exotics Hospital for inclusion on the Legacy Business Registry.

The Bay Area Bird & Exotics Hospital (“the Bird Hospital”) is the only veterinary practice in San Francisco dedicated to birds and exotic pets such as rabbits, rodents, and reptiles. In San Francisco, Marin, and San Mateo counties combined, there are only two board-certified Avian Specialists. One is the Bird Hospital’s original owner, and the other is its current owner, Dr. Leila Marcucci.

Located in the Parkside neighborhood, the Bird Hospital has provided much-needed specialized veterinary care for almost four decades. The Bird Hospital offers experience and expertise that ordinary vet clinics lack. The practice also boasts state-of-the-art equipment such as a right-sized x-ray machine capable of imaging the refined structures of small animals. Pet owners from the entire Bay Area and points beyond have become devoted clients. On top of running the Bird Hospital, Dr. Marcucci volunteers with Mickaboo, the bird rescue organization that cares for our city’s famous parrots.

The Bird Hospital has been a true gem in San Francisco’s business community. I am happy to nominate the Bay Area Bird & Exotics Hospital for the City’s Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel P. Engardio".

Joel P. Engardio  
Supervisor, District 4  
San Francisco Board of Supervisors



# Legacy Business Registry Application



## Business Information

**Business name:** Bay Area Bird & Exotics Hospital

**Business owner name(s):** Leila Marcucci

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

**Current business address:** 2145 Taraval St.

**Telephone:** ( 415 ) 566 – 4359      **Email:** babybird@birdandexoticsvet.com

**Mailing address (if different than above):**

**Website:** www.birdandexoticsvet.com

**Facebook:** www.facebook.com/BayAreaBirdandEHospital      **Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 0 4 3 6 0 2 6

**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.*

- |   |  |
|---|--|
| <input type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business    | <input type="checkbox"/> Veteran-Owned Business            |
| <input type="checkbox"/> Minority-Owned Business* | <input checked="" type="checkbox"/> Woman-Owned Business   |

*\*Minority is defined as one 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:** Leila Marcucci

**Contact person title:** Owner

**Contact telephone:** ( 415 ) 566 – 4359      **Contact email:** babybird@birdandexoticsvet.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:**  **Zip Code:**

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

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

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**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:**

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

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

---

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

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

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## 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: Leila Marcucci

Signature:

*Leila Marcucci*

Date: 2/14/24

# BAY AREA BIRD & EXOTICS HOSPITAL

## Written Historical Narrative

### INTRODUCTION

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

Bay Area Bird & Exotics Hospital is a veterinary hospital dedicated to the care of avian and exotic pets. This includes birds, rabbits, rodents, and reptiles.

Exotic pets have special needs. When your bird, reptile, or small mammal develops a problem, it's important to be seen quickly by an experienced veterinarian. Bay Area Bird & Exotics Hospital treats thousands of avian and exotic patients each year. By limiting their practice to these species, they have accumulated in-depth knowledge and experience that translates into expert treatment for your pet. Most of their patients are prey species by nature who are frightened by the sounds and smells of predators. Because Bay Area Bird & Exotics Hospital does not treat dogs and cats, they are able to provide the low stress environment necessary for healing and recovery.

Our services include, but are not limited to, the following:

- Wellness exams and emergency appointments
- Second opinions
- Nail, wing, and beak trims
- Domestic and international health certificates
- West Nile Virus quarantine for Hawaii-bound birds
- Dietary and behavioral counseling (how to convert a bird to pellets)
- Management of egg-laying and breeding birds
- Avid Microchip identification
- DNA bird sexing
- Blood tests and microbiology
- X-rays
- Specialized surgery including radiosurgery and endoscopy
- Dental procedures for rabbits, guinea pigs and chinchillas

#### b. Describe whom the business serves.

Bay Area Bird & Exotics Hospital serves both locals and those that travel from outside the San Francisco Bay Area. The business provides dedicated care for a variety of underserved pet animal species.

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

Avian/exotic specialized veterinary care.

**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.**

Bay Area Bird Hospital, DBA Bay Area Bird & Exotics Hospital, was founded by Dr. Lynn Dustin on July 10, 1989, at 2055 Taraval Street in the Parkside area of the Outer Sunset.

When the practice outgrew its location in 1996, Dr. Dustin moved the hospital less than a block away to a larger location at 2145 Taraval Street.

Dr. Dustin brought Dr. Leila Marcucci into practice ownership in 2009. They worked together as business partners until 2014 when Dr. Marcucci purchased the remaining shares and became the sole owner of the business.

Dr. Dustin continued to work at Bay Area Bird & Exotics Hospital as a veterinarian until health issues forced her to reduce her hours. She continues at the practice as a consulting employee.

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

1989 to 2009:	Dr. Lynn Dustin
2009 to 2014:	Dr. Lynn Dustin; Dr. Leila Marcucci
2014 to Present:	Dr. Leila Marcucci

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

The business has never been shut down for any length of time. During the COVID pandemic, the practice remained open to serve the needs of its patients and their owners.

**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.**

Bay Area Bird & Exotics Hospital is the only veterinary practice in the city of San Francisco that is devoted solely to the care of avian and exotic pets. Their experienced staff and specialized equipment enable them to handle a wide range of medical and surgical conditions. In the past few decades, the number of veterinarians in San Francisco willing and/or able to see these pets has dwindled to only a few. Dr. Marcucci and Dr. Dustin are the only board-certified Avian Specialists (Diplomates of the American Board of Veterinary Practitioners) in all of San Francisco, San Mateo, and Marin counties.

A short list of species Bay Area Bird & Exotics Hospital treats include the following:

- Birds of all types, including canaries, finches, budgies, parakeets, lovebirds, cockatiels, conures, parrots, cockatoos, macaws, doves, pigeons, songbirds, waterfowl, and backyard poultry
- Reptiles, including turtles, tortoises, lizards, and non-venomous snakes
- Rabbits
- Guinea pigs
- Chinchillas
- Hamsters
- Ferrets
- Rats and mice
- Hedgehogs

Birds and exotic pets benefit from regular veterinary care. A wellness check-up by Bay Area Bird & Exotics Hospital allows them to establish a baseline by performing a physical exam, assessing body weight, and screening for underlying problems.

Bay Area Bird & Exotics Hospital also discusses nutritious diets, healthy lifestyles, and ways to enrich your pet's environment. They will teach you everything you need to know in order to safely handle, medicate, or treat your pet.

Research into avian/exotic pet care is ongoing, and recommendations change continually. The business is here to provide you with current information gathered from veterinary conferences, published journals, and networking with colleagues. Bay Area Bird & Exotics Hospital will help your pet achieve a long and happy life!

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

Client information is protected in California and cannot be shared.

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

Bay Area Bird & Exotics Hospital supports Animal Care and Control (ACC) by participating in their free first appointment program. It has also provided support to their head veterinarian as ACC expanded their ability to treat and care for exotic species. Additionally, the business supports the local bird rescue group Mickaboo Companion Bird Rescue via free exam and discounted services to enable the care for more abandoned and rescued birds. Bay Area Bird & Exotics Hospital has also provided health care for the Telegraph Hill conures, primarily emergency care through Mickaboo.

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

The business has not been referenced in the media, business trade publications, and/or historical documents.

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

Bay Area Bird & Exotics Hospital received a Best in the Bay award in the 2000s from San Francisco Bay Guardian.

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

If Bay Area Bird Hospital were to close, the city would lose its only exotic-specific veterinary hospital and the only board-certified avian specialist for several counties. Clients would be forced to find veterinarians who are willing and able to take new avian/exotic patients, likely outside the city of San Francisco. The nearest bird-only veterinary hospitals are located in Oakley and San Jose. The nearest exotics-specific veterinary hospital is in Santa Cruz. In addition, six employees would be out of work.

**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?**

No.

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

Veterinary care focused on exotic pet species – maintain the knowledge, skills and equipment necessary to provide for their unique needs.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

Following the founder's footsteps, Bay Area Bird & Exotics Hospital will stay open in the long term by attracting another associate veterinarian and selling to that individual. The business has no desire to sell to a corporate consolidator or become part of a large multi-hospital, multi-state business.

**d. What challenges is the business facing today?**

Challenges include the costs of owning and running a small business in an expensive city – rent, taxes, and providing an appropriate and supportive environment for employees. San Francisco is especially difficult when it comes to permits – trying to navigate the complex permitting system, affording the permits, and the time it takes to get permits. The speedy review for permits meeting specific guidelines is a great start to helping out the (truly) small business owner.

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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.**

Veterinarian.

**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 2143-2145 Taraval Street is “B - Unknown / Age Eligible.” The building “appears significant as a contributor to an identified cluster” per the unadopted Neighborhood Commercial Corridors Survey in 2015.



 Bay  
Exo  
  
**Bay Area Bird & Exotics Hospital**  
(415) 566-4359 2145 Taraval Street  
2145 Taraval Street

**LEFT LANE**  
TRAINS  
LEFT TURNS  
ONLY  
24 HOURS

**THE STORY**  
故事書幼

**NO PARKING**  
EXCEPT FOR  
LOADING AND UNLOADING  
PASSENGERS  
7am - 10am  
3pm - 6pm  
SCHOOL DAYS

**NO PARKING**  
7am - 9am  
MONDAY - FRIDAY  
LOADING ONLY  
**1 HOUR**  
PARKING  
AM 11 - 7 PM

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Dr. Marcucci

HOUSE MEDS

INDEXING FORMS  
SURGICAL ESTIMATES  
DRUG BOOKS

ONS SAMPLES

# BAY AREA BIRD & EXOTICS HOSPITAL VIDEO



**BABH**

<https://www.youtube.com/watch?v=QyRyAce48ac>

Published on April 16, 2015

Posted by [Bay Area Bird and Exotics Hospital](#)

About Bay Area Bird Hospital - who we are and what we do



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: MARCH 20, 2024**

*Filing Date:* February 21, 2024  
*Case No.:* 2024-001552LBR  
*Business Name:* Bay Area Bird & Exotics Hospital  
*Business Address:* 2145 Taraval Street  
*Zoning:* NCD (TARAVAL STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
 50-X Height and Bulk District  
*Cultural District:* Sunset Chinese Cultural District  
*Block/Lot:* 2394/041  
*Applicant:* Leila Marcucci  
 2145 Taraval Street  
*Nominated By:* Supervisor Joel P. Engardio  
*Located In:* District 4  
*Staff Contact:* edgar oropez - 628-652-7368  
 edgar.oropeza@sfgov.org

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

## Business Description

Bay Area Bird & Exotics Hospital, founded in 1989, is a veterinary hospital dedicated to the care of avian and exotic pets. This includes birds, rabbits, rodents, and reptiles.

Exotic pets have special needs. When your bird, reptile, or small mammal develops a problem, it's important to be seen quickly by an experienced veterinarian. Bay Area Bird & Exotics Hospital treats thousands of avian and exotic patients each year. By limiting their practice to these species, they have accumulated in-depth knowledge and experience that translates into expert treatment for your pet. Most of their patients are prey species by nature who are frightened by the sounds and smells of predators. Because Bay Area Bird & Exotics Hospital does not treat dogs and cats, they are able to provide the low stress environment necessary for healing and recovery.

Bay Area Bird & Exotics Hospital serves both locals and those that travel from outside the San Francisco Bay Area. The business provides dedicated care for a variety of underserved pet animal species.

Bay Area Bird & Exotics Hospital received a Best in the Bay award in the 2000s from San Francisco Bay Guardian.

The business's location at 2145 Taraval Street is a Category B (Unknown / Age Eligible) structure on the south side of Taraval Street between 31<sup>st</sup> and 32<sup>nd</sup> Avenues in the Parkside neighborhood. It is within the NCD (Taraval Street Neighborhood Commercial District) Zoning District and a 50-X Height and Bulk District. It is also located within the Family Housing Opportunity Special Use District and the Sunset Chinese Cultural District. The subject property was identified as a contributor to an identified cluster in the 2015 Unadopted Neighborhood Commercial Corridors Survey. The subject property is currently in an active SF Survey area and this finding will be verified.

## Staff Analysis

### Review Criteria

**1. When was business founded?**

The business was founded in 1989.

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

Yes. Bay Area Bird & Exotics Hospital qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Bay Area Bird & Exotics Hospital has operated continuously in San Francisco for 35 years.
- b. Bay Area Bird & Exotics Hospital has contributed to the history and identity of the Parkside and Outer Sunset District neighborhood and San Francisco.
- c. Bay Area Bird & Exotics Hospital 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?**

No.

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

No; however, the subject property was identified as a contributor to an identified cluster in the 2015 Unadopted Neighborhood Commercial Corridors Survey. The subject property is currently in an active SF Survey area and this finding will be verified.

**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.?**

No.

### **Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Bay Area Bird & Exotics Hospital is a woman-owned business. Women owned businesses in San Francisco hold significant importance in fostering economic diversity and empowerment. Such enterprises contribute to breaking traditional gender barriers in the business world promoting female leadership and entrepreneurship. Additionally, women owned businesses play a pivotal role in addressing gender pay gaps and providing opportunities for women in the workplace. These businesses contribute to the city's cultural vibrancy by bringing diverse perspectives and innovative ideas. Supporting women owned businesses in San Francisco aligns with the broader goal of creating a more inclusive and equitable business environment fostering social progress and sustainable economic growth.

Bay Area Bird & Exotics Hospital supports Animal Care and Control (ACC) by participating in their free first appointment program. It has also provided support to their head veterinarian as ACC expanded their ability to treat and care for exotic species. Additionally, the business supports the local bird rescue group Mickaboo Companion Bird Rescue via free exam and discounted services to enable the care for more abandoned and rescued birds. Bay Area Bird & Exotics Hospital has also provided health care for the Telegraph Hill conures, primarily emergency care through Mickaboo.

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

#### **Location(s) associated with the business:**

Current Locations:

- 2145 Taraval Street (1996 – Present)

Previous (No Longer Extant) Locations:

- 2055 Taraval Street (1989 – 1996)

**Recommended by Applicant**

- Veterinary care focused on exotic pet species maintaining the knowledge, skills, and equipment necessary to provide for their unique needs.

**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 DRAFT RESOLUTION NO. ###

**HEARING DATE: MARCH 20, 2024**

*Filing Date:* February 21, 2024  
*Case No.:* 2024-001552LBR  
*Business Name:* Bay Area Bird & Exotics Hospital  
*Business Address:* 2145 Taraval Street  
*Zoning:* NCD (TARAVAL STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
 50-X Height and Bulk District  
*Cultural District:* Sunset Chinese Cultural District  
*Block/Lot:* 2394/041  
*Applicant:* Leila Marcucci  
 2145 Taraval Street  
*Nominated By:* Supervisor Joel P. Engardio  
*Located In:* District 4  
*Staff Contact:* edgar oropeza - 628-652-7368  
[edgar.oropeza@sfgov.org](mailto:edgar.oropeza@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FORBAY AREA BIRD & EXOTICS HOSPITAL CURRENTLY LOCATED AT 2145 TARAVAL ST, BLOCK/LOT 2394 / 041.

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 March 20, 2024, 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 Bay Area Bird & Exotics Hospital 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 Bay Area Bird & Exotics Hospital.

*Locations*

Current Locations:

- 2145 Taraval Street (1996 – Present)

Previous (No Longer Extant) Locations:

- 2055 Taraval Street (1989 – 1996)

*Physical Features or Traditions that Define the Business*

- Veterinary care focused on exotic pet species maintaining the knowledge, skills, and equipment necessary to provide for their unique needs.

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 to the Office of Small Business on March 20, 2024.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

Resolution No. ###  
March 20, 2024

CASE NO. 2024-001552LBR  
2145 TARAVAL ST

ADOPTED: March 20, 2024