SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 14, 2016

EROS: THE CENTER FOR SAFE SEX

Application No.:	LBR-2015-16-007
Business Name:	EROS: The Center for Safe Sex
Business Address:	2051 Market Street
District:	District 8
Applicant:	Kenneth Rowe
Nomination Date:	March 1, 2016
Nominated By:	Supervisor Jane Kim
Staff Contact:	Richard Kurylo legacybusiness@sfgov.org

BUSINESS DESCRIPTION
Established in 1992, EROS: The Center for Safe Sex has provided a space free of shame for the community to explore gay culture and safe sex practices. It offers a clean, safe, and relaxing place for men to explore body-positive, healthy sexuality in a supportive atmosphere. The center also operates an active art gallery, community classroom, massage studio, and meeting space for other community groups such as the San Francisco AIDS Foundation, Asian Pacific Islander Wellness Center, St. James Infirmary, and SF Ring. Housed within a two-story commercial building on Market Street between Dolores and Church streets, EROS' prominent location was purposefully chosen in an effort to promote credibility and visibility of gay culture. EROS opened in response to the closing of gay bathhouses in the 1980s during the height of the HIV/AIDS epidemic, offering an alternative space where members of the gay community could meet and learn about safe sex practices. It has contributed to the history of the Upper Market neighborhood and identity of the gay community in San Francisco and has been commended by the San Francisco Department of Public Health for its success in promoting safe sex practices and reducing sexual transmission of diseases. The business faces a significant risk of displacement as their current lease extension ends within the year.

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

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

2051 Market Street from 1992-Present (24 years)

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

Yes. The applicant 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 the Castro neighborhood and, if not included in the Registry, faces a significant risk of displacement.

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

Yes, the applicant has contributed to the Castro neighborhood's history and identity.

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:

- EROS: The Center for Safe Sex is associated with a traditional business type – the bathhouse – that historically catered to gay men. As described in pages 82-83 of the *Citywide Historic Context Statement for LGBTQ History in San Francisco* adopted in October 20150, gay men found a level of freedom in bathhouses that was otherwise unavailable to them, as they were able to meet other men and engage in sexual activity in a relatively safe and private environment.

- EROS: The Center for Safe Sex has contributed to the Castro community's history and identity by providing a space that is free of shame for the community to explore gay culture and safe sex practices. It also serves an important role as a venue for yoga classes, art classes and exhibitions, and community group meetings.

- EROS: The Center for Safe Sex has significantly contributed to the identity of the Castro neighborhood and faces a significant risk of displacement. Founded as an active response to the AIDS/HIV epidemic, it represents a rare business type unique to San Francisco.

- The business has been cited in the following publications:
  - The Advocate, "Beyond the bathhouse," by Chicklet
  - The Bay Guardian, May 6, 1992, "Safesex club opens on Market Street," by Kathleen Baca
  - On November 22, 2005, the San Francisco Board of Supervisors issued a Resolution Commending Buzz Bense and Bob West for their work to promote healthy and responsible sexual behavior
  - EROS was awarded the title of "Best Sex Club" by the Bay Guardian in their Best of the Bay Awards in 2013 and 2014.

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

Yes, EROS: The Center for Safe Sex is committed to maintaining the physical features and traditions that define its business, including providing space for sexual exploration, promoting safe sex practices, and reducing sexual transmission of diseases.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION
The Historic Preservation Commission recommends that EROS: The Center for Safe Sex 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:
- Community center atmosphere, including active art gallery, community classroom

- Small, licensed massage studio
- Sex education, including promotion of safe sex practices and education to reduce sexual transmission of diseases

STAFF RECOMMENDATION
Staff recommends that the San Francisco Small Business Commission include EROS: The Center for Safe Sex currently located at 2051 Market Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission
Draft Resolution

HEARING DATE NOVEMBER 14, 2016

EROS: THE CENTER FOR SAFE SEX

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.:	LBR-2015-16-007
Business Name:	EROS: The Center for Safe Sex
Business Address:	2051 Market Street
District:	District 8
Applicant:	Kenneth Rowe
Nomination Date:	March 1, 2016
Nominated By:	Supervisor Jane Kim
Staff Contact:	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR EROS: THE CENTER FOR SAFE SEX, CURRENTLY LOCATED AT 2051 MARKET STREET.

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 in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on November 14, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes EROS: The Center for Safe Sex 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 EROS: The Center for Safe Sex:

Physical Features or Traditions that Define the Business:

- Community center atmosphere, including active art gallery, community classroom
- Small, licensed massage studio
- Sex education, including promotion of safe sex practices and education to reduce sexual transmission of diseases

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2016.

_____
Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2015-16-007
Business Name: EROS: The Center for Safe Sex
Business Address: 2051 Market Street
District: District 8
Applicant: Kenneth Rowe
Nomination Date: March 1, 2016
Nominated By: Supervisor Jane Kim

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

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____X_____Yes _____No

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

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

NOTES: Business was founded in 1992 (24 years). Business faces a significant risk of displacement.

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo
Manager, Legacy Business Program

Member, Board of Supervisors
District 6

City and County of San Francisco

JANE KIM
金貞妍

March 1, 2016

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Regina:

I would like to formally nominate EROS, a center for safe sex, as a candidate for the registry of Legacy Businesses in San Francisco.

EROS was founded in 1992, in San Francisco, as an active response to the AIDS/HIV epidemic. The Center is located at 2501 Market Street, and was strategically founded at this location in order to foster visibility and credibility. EROS has provided a space that is free of shame for the community to explore gay culture and safe sex practices. The Center welcomes community groups, artists, residents, and tourists alike. The space has an active art gallery, community classroom, a massage studio, and areas for men to explore their sexuality. The community classroom is open to many different groups, including: the San Francisco AIDS Foundation, Asian Pacific Islander Wellness Center, St. James Infirmary, and SF Ring. Weekly classes, such as yoga and drawing, are also held in the center's classroom.

EROS has been committed to continue providing a clean, safe, and relaxing space for men. EROS strives to encourage body positive and healthy exploration of sexuality, in a supportive community center atmosphere. The San Francisco Department of Public Health has commended the Center for its success in promoting safe sex and reducing sexual transmission of diseases.

The Legacy Business designation would help EROS continue to serve the Upper Market and all of San Francisco. The Center would be able to keep providing employment, cultural/sexual education, and a myriad of other services to our community.

Thank you,

Supervisor Jane Kim

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-7970
Fax (415) 554-7974 • TDD/TTY (415) 554-5227 • E-mail: Jane.Kim@sfgov.org

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
EROS (Brazen Garage Squad LLC)		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
* Kenneth Rowe Loren Bruton Paul Hendry Nathan Gold		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
2051 Market Street San Francisco, CA 94114	(415) 255-4921	
	EMAIL: admin@erossfi.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.erossf.com	Eros-the Center for Sate Sex	Eros - San Francisco

APPLICANT'S NAME	
Kenneth Rowe	€ Same as Business Owner
APPLICANT'S TITLE	
CEO / owner	
APPLICANT'S ADDRESS:	TELEPHONE:
home: 1007B Fell Street San Francisco, CA 94117	(415) 595-0180
	EMAIL: Ken@erossf.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0392123	200522410137

BACKGROUND INFORMATION	
Founding Location:	2051 Market Street, San Francisco, CA 94114
Current Headquarters Location:	2051 Market Street, San Francisco, CA 94114
Operating in San Francisco since:	April 9, 1992

NAME OF NOMINATOR:	DATE OF NOMINATION:

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
2051 Market Street, SF CA 94114	94114	1992 to present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
☒ Founding Location	☒ Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

Kenneth Rowe 2-25-16

Name (Print): Date: Signature:

EROS Legacy Business Registration
Historical Narrative

Business Eligibility Criterion 1

EROS: The Center for Safe Sex is an historic and active response to the AIDS epidemic in San Francisco. It was founded in 1992 as a response to the closing of the gay bath houses in the 1980s. EROS provides community groups, artists, San Francisco residents and visitors a place to explore gay culture and safe sex practices in a community center free of shame.

The founders wanted to have EROS located on the main artery of the city rather than in an industrial area in order to foster visibility and credibility. The center is committed to providing a clean, safe, relaxing space for men to explore body-positive, healthy sexuality in a supportive, community center atmosphere. Besides the play areas for men to explore, the space includes an active art gallery, community classroom as well as a small, licensed massage studio.

Although not yet in operation for 30 years, EROS faces a significant risk of displacement if not included in the Legacy Business Registry. Our current lease extension ends within the year. The last time it was due to renew, the building was listed for sale. After the lease agreement was signed, the building was taken off the market.

We do feel, like so many established small businesses, that we face a significant risk of displacement. With zoning and planning commission regulations, and with our licenses and permits as a professional massage studio and as a public bath house, it would be difficult if not impossible to find a suitable building in an area that would support our business model should we have to relocate.

Business Eligibility Criterion 2

EROS has contributed to the Castro and Upper Market neighborhoods' history and the identity of the gay community.

It was important from the beginning that EROS be located as close to the heart of the Castro as possible to provide a multicultural and multipurpose educational space for safe sex education. In the early days, EROS put forth the idea of being a learning laboratory for men who have sex with men on the merits of safe sex and supporting gay culture. EROS has been the only club able to be open 7 days a week and has made our space available to advocacy and service groups such as the Stop AIDS Project, when the Reagan administration seriously questioned their attempts to reach underserved communities. We continue to do this today with partnerships with the Asian Pacific Island Wellness Center and our mutual support of gay trans men through tm4m.org.

EROS also provides an art gallery space for visual artists that have trouble finding professional exhibit spaces because of the erotic nature of their work. EROS provides space for a men's sketch group and a weekly, low-cost gay men's yoga that would not be able to be sustainable in other locations.

EROS strengthens the Castro community by providing classroom space for groups that are displaced or fear of being displaced, such as the Gay and Lesbian Atheists and Agnostics who were housed at the Lesbian and Gay Center, SF AIDS Foundation, Asian Pacific Islander Wellness Center, St. James Infirmary, SF-Ring and the 15 Association, which holds business meetings that were once held at locations now closed.

EROS has created a safe and nurturing place of employment for generations of gay men, who have gone on to work in public health, nursing, Ivy League Universities, finance, tech industries and even the United Nations. In addition to training employees as sex educators that make a difference globally and locally, EROS is a site for UCSF studies, tours by Stanford University students, Alliance Health Project's therapist interns, San Francisco State University and Graduate Theological Union students.

We would argue that EROS has been an integral part of the Castro and Upper Market neighborhoods and in the life of San Francisco. Neither the neighborhood nor the city would be the same beacon to tourists and new residents without a business such as EROS.

Business Eligibility Criterion 3

Eros is committed to maintaining the physical features and traditions that define the business, including the community center atmosphere, active art gallery, community classroom and small, licensed massage studio.

While our building has no real historical significance, what we do here definitely does. The San Francisco Department of Public Health has commended the Center for its success in promoting safe sex and reducing the sexual transmission of diseases. EROS regularly was awarded the Readers Choice Award for Best Sex Club by the SF Bay Guardian.

Inclusion on the Legacy Business Registry would help us continue to serve the Castro and Upper Market neighborhoods and whole of San Francisco and provide further years of employment, culture and sex education to the community.

MATHEW MARTENYI
1517 North Point Street, # 306
SAN FRANCISCO, CA. 94123

Tel: (415) 516-7754 **mmartenyi@gmail.com**

June 30, 2016

Regina Dick-Endrizzi, Executive Director
Office of Small Business, City Hall, Suite 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

HAND DELIVERED

Re: EROS Legacy Business Registry Application

Dear Director Dick-Endrizzi,

Attached please find12 attachments to supplement the pending application for the above-referenced business.

Attachments 1-4 depict the exterior of the building in which EROS has been doing business since 1992. The first two are pictures of the building taken in 1945 and 1951 with a red arrow pointing to the structure. The third picture is the current exterior of the building, unchanged since 1992, and the fourth is the main interior staircase that has remained unchanged since the buildings' original use as a mortuary.

Attachments 5-6 are articles from 1992 in the Bay Guardian and Advocate describing the then newly opened business.

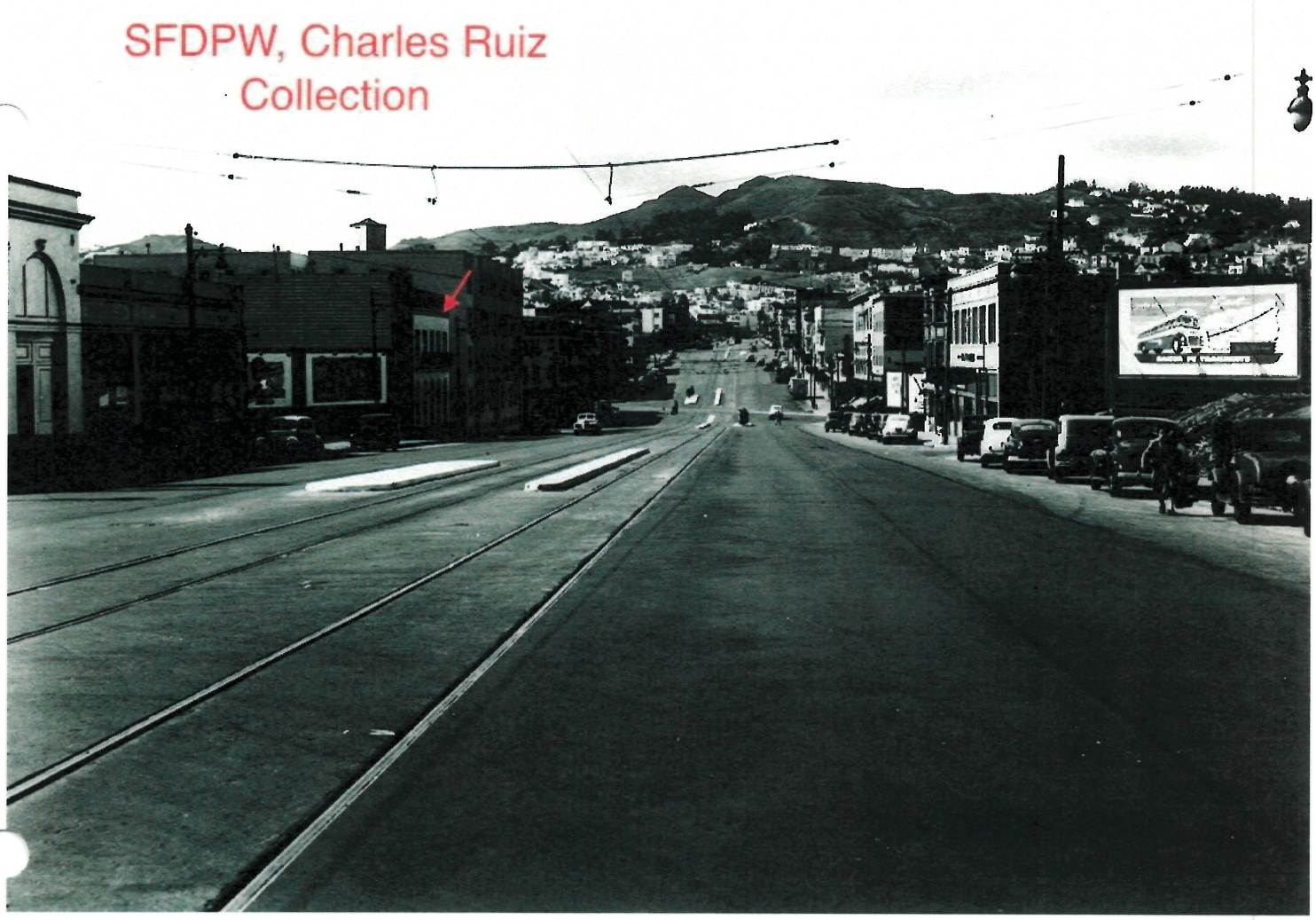
Attachments 7-8 are commendations and appreciation certificates from the San Francisco Board of Supervisors and University of California San Francisco, respectively, applauding the work and business model of EROS.

Attachments 9-12 depict framed Bay Guardian "Best of the Bay" awards for the years 2009 through 2011 plus 2013 and 2014.

I thank you very much for the assistance you've provided in processing this application.

Mathew Martenyi

Encl.



Attachment 1

Attachment 2

Attachment 3

Attachment 4

Beyond the bathouse

"PLAY WITH YOURSELF, RUB YOUR NIPPLES, LICK YOUR armpit hair. Get something started." These and other scintillating comments make up "Sex Etiquette for the '90s," a pamphlet given to patrons of Eros, the Center for Safe Sex. Located in a high-visibility two-story building in San Francisco's Castro district, the center offers almost 7,000 square feet of space for responsible, health-conscious people to participate in a clean, safe sex-club experience.

Formerly the College of Acupuncture and, before that, a mortuary, Eros, which opened in May, is co-owned and operated by Buzz Bense and his lover of nine years, Bob West. Bense, who for five years ran the San Francisco sex clubhouse 890 Folsom, makes it clear that this is not just another fuck-and-suck club. "Our goal is to have educational and recreational events under one roof," he explains. "Not only do we have sex parties, but we're also a facility for workshops, training sessions, and meetings."

Among panels on body awareness and how-to classes on group oil massage are regularly scheduled events such as Queer Mix, billed as a sex party for "gays, lesbians, bisexuals, and their friends." The idea is to provide not only the excitement of safe group-grope sessions but an opportunity to educate people in the process. As Bense explains, "We have an intensive education program that happens before people ever get in our door."

This program includes having all who enter read through the Eros Code for Fun and Public Safety, receive safer-sex literature, and engage in question-and-answer sessions with the center's trained staff. The question most frequently asked, says Bense, is "'Do I have to use a rubber to suck cock?' The answer is no. However, if you want to, we have rubbers available."

According to Dan Wohlfeiler, education director of San Francisco's Stop AIDS Foundation, "Eros has gone far in making their rules explicit and up to community standards. The community has a right to expect that when it goes to a sex club, health concerns will be taken care of."

The center's weekly Saturday-night parties attract an average of 150 men and seemingly engender none of the attitude or desperation that can be witnessed elsewhere. Instead, men wearing tight leather shorts, bulging jocks, or nothing at all are open, friendly, and respectful of each other in the hot yet lighthearted atmosphere. While unprotected anal sex is strictly forbidden, fucking with condoms does take place, as do latex-gloved fisting, spanking, and tickle-torture scenes. Community response has been, according to Bense, "very, very positive. People like the visibility. It doesn't feel shameful. This is a place where we can feel good about our sexuality."

This feel-good theme is echoed by several of the people who hold events at Eros. "One of the great things about Eros is that it's a sex-positive, safe space," says Matt Simmons, a cofacilitator of the workshop Men Pleasuring Men: Explorations in Touch. "It's the perfect time for Eros. People are moving past the fear of being sexual." Seth Munter of the Tribal Play workshop agrees. "The well-lit, colorful design gives people a sense of pride in their sexuality," he says.

MARC GELLER

EROS ENTREPRENEURS BUZZ BENSE *(LEFT)* AND BOB WEST

"It's really a beautiful environment," says Kitaka Gara, co-organizer of Eros's monthly Ecstasy Lounge. "It's classy-looking, completely legal, and up to code, so we don't have to worry about the police banging down our door."

Ecstasy Lounge is one indication that Eros seems poised to herald a new era of inclusive community sex clubs. Ecstasy, which Bense predicts "will be the hottest thing since toast," is San Francisco's only sex party exclusively by and for women. The tenor of these gatherings, which feature female-ejaculation demonstrations, dungeon scenes, and even a dentist's chair, is generally rambunctious. "This is something that has never been done in a mainstream venue," explains co-organizer Judith Cohen. "A lot of younger lesbians are ready for it. We want to show that safe sex is hot sex."

Bense and West's ambition is similar although farther-reaching. "Our goals are to act as a new model for sex facilities and also as a model for ways people can be sexual with each other, be good to each other, and take care of themselves," Bense elaborates. "I guess there is a part of us that wants to change the world." ●

..ES CLEAN FLOORS AND DIRTY MINDS

BY CHICKLET

Attachment 5

Safe-sex club opens on Market Street

AS A PHOTOGRAPHER snapped a picture of five men engaged in "safe sex," one of the men called out, "Hey!" The photographer immediately dropped her camera to her side. "I wasn't taking a picture of you," she hastily said. Pointing to another group, she added, "They said it was all right."

The man smiled. "Could you hand me that basket of condoms?" he asked politely.

Welcome to Eros, San Francisco's newest sex club, "a home where your sexual energy can come out of the closet and play." Housed in a 2,000-square-foot building on upper Market Street, Eros opened last week with little fanfare. Even the mayor's press office seemed unaware of its existence. "We have no comment," said Yobie Benjamin, the mayor's press officer, who at first seemed surprised that the club existed.

The club has set aside one night exclusively for men, followed by a night for men and women. The club's promoters expect to have a women's night by late June.

"Read this please," says a woman at the door as she gives entering patrons 8-by-10-inch laminated cards with safe-sex guidelines.

After reading the rules, Eros patrons pass in front of a woman behind the counter. "Raise your left hand and repeat after me," she says. " 'I declare I have read and understand Eros' code for fun and public safety.... I understand that consensual safe sex may occur in my presence and I declare I am not offended by such. I agree to have fun.' "

A consent form is signed and money collected, $3 for a six-month membership plus $8 per visit. Finally, a buzzer sounds and you are free to walk through the door.

The first floor of the club is a cafe — no alcoholic beverages are sold, but patrons can bring their own. A man in motorcycle jacket and white jockey shorts strolls by, preceded by a man in a kilt and knee-high leather motorcycle boots. A woman in a black bustier with metal breast cups stops to have her picture taken.

Upstairs, long flowing white curtains create a maze, dividing rows of massage-like tables. At one end of the room, a man and a woman are having sex. Across the way, several men are doing the same. Some people are just watching.

Besides safe-sex information, the club's brochure offers "Sex Etiquette for the '90s."

First rule: Relax, breathe, break the ice.

If someone approaches you and you're not interested, "it's like being asked to dance," the brochure reads. "There are a lot of easy, polite ways to get into, or to keep off, the dance floor. Just say, 'No thank you.' 'Not now.' 'I need a break for a while.' 'Smile, shake your head no.' "

If someone touches you whom you don't want touching you? "Gently remove their hand from your body (slapping their hand is very rude) and move away."

"We believe that there is a need for a facility that offers both education and recreation in this area," says Buzz Bense, who, along with partner Bob West, opened the club. "The time has come to find new ways to reach out and educate people regarding HIV — obviously the government is not doing anything in explicit education."

Dr. Sandra Hernandez, director of San Francisco's AIDS office, approved of the club. "I'm more concerned about unsafe sex that takes place in the Tenderloin, on Polk Street, and South of Market — outside of so-called sex clubs," she said.

"Our hope," she said, "is that these clubs move the safe-sex dialogue along and that the message manifests itself beyond the clubs."

KATHLEEN BACA

Attachment 6

RESOLUTION
of the
CITY and COUNTY of SAN FRANCISCO

Resolution Commending Buzz Bense and Bob West

WHEREAS, Buzz Bense and Bob West have been a visible part of the Castro for over two decades, dedicating their careers towards safe meeting spaces for the LGBT community; and,

WHEREAS, Buzz Bense and Bob West significantly contributed to and participated in the San Francisco Coalition for Healthy Sex, a group of HIV and STD educators and owners of sex establishments whose intent was to ensure that sex establishments offer a healthy and safe environment for the community; that they support a continued commitment to safe sex; and that secure and open places for people to meet and enjoy sex continue to exist; and

WHEREAS, Buzz Bense and Bob West realized their vision of community, education, and safe, healthy responsible sexual behavior practices by creating and establishing Eros, the Center for Safe Sex in 1992 which has become an internationally recognized model for sex facilities; and,

WHEREAS, Buzz Bense and Bob West through this realization of their vision, significantly contributed to the first set of "Basic Safe Sex guidelines," which are now essential postings for all sex clubs in San Francisco; and, now, therefore, be it

RESOLVED, That the San Francisco Board of Supervisors commends and honors Buzz Bense and Bob West for their contribution to ensuring the health, safety, and positive self-image of sexually active men and women in San Francisco.

Bevan Dufty

SUPERVISORS BEVAN DUFTY, MICHELA ALIOTO-PIER,
TOM AMMIANO, CHRIS DALY, SEAN ELSBERND, FIONA MA,
SOPHIE MAXWELL, JAKE MCGOLDRICK, ROSS MIRKARIMI,
AARON PESKIN, GERARDO SANDOVAL
November 22, 2005

Attachment 7

Certificate of Appreciation

Eros

has provided much-valued assistance to

Community Prevention Policy & Programs in Risk Settings

an NIH-funded study at the University of California San Francisco.

We present this expression of our appreciation
for your participation and support.

William J. Woods, Ph.D.

Diane Binson, Ph.D.

Presented May 12, 2006.

Attachment 8

Attachment 9

Attachment 10

BEST SEX CLUB
Eros

Attachment 11

BEST SEX CLUB
Eros

Attachment 12

Filing Date:	September 19, 2016
Case No.:	2016-012232LBR
Business Name:	EROS: The Center for Safe Sex
Business Address:	2051 Market Street
Zoning:	NCT-3 (Moderate Scale Neighborhood Commercial Transit)/ 85-X Height and Bulk District
Block/Lot:	3535/015
Applicant:	Kenneth Rowe 2051 Market Street San Francisco, CA 94114
Nominated By:	Supervisor Jane Kim, District 6
Staff Contact:	Desiree Smith – (415) 575-9093 desiree.smith@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye @sfgov.org

BUSINESS DESCRIPTION

Established in 1992, EROS: The Center for Safe Sex has provided a space free of shame for the community to explore gay culture and safe sex practices. It offers a clean, safe, and relaxing place for men to explore body-positive, healthy sexuality in a supportive atmosphere. The center also operates an active art gallery, community classroom, massage studio, and meeting space for other community groups such as the San Francisco AIDS Foundation, Asian Pacific Islander Wellness Center, St. James Infirmary, and SF Ring. Housed within a two-story commercial building on Market Street between Dolores and Church Streets, EROS' prominent location was purposefully chosen in an effort to promote credibility and visibility of gay culture. EROS opened in response to the closing of gay bathhouses in the 1980s during the height of the HIV/AIDS epidemic, offering an alternative space where members of the gay community could meet and learn about safe sex practices. It has contributed to the history of the Upper Market neighborhood and identity of the gay community in San Francisco and has been commended by the San Francisco Department of Public Health for its success in promoting safe sex practices and reducing sexual transmission of diseases. The business faces a significant risk of displacement as their current lease extension ends within the year.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

   1992

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

   Yes, EROS: The Center for Safe Sex qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

   i. EROS: The Center for Safe Sex has operated in San Francisco for more than 20 years and less than 30 years, but has significantly contributed to the identity of the Castro neighborhood and faces a significant risk of displacement. Founded as an active

response to the AIDS/HIV epidemic, it represents a rare business type unique to San Francisco.

ii. EROS: The Center for Safe Sex has contributed to the Castro community's history and identity by providing a space that is free of shame for the community to explore gay culture and safe sex practices. It also serves an important role as a venue for yoga classes, art classes and exhibitions, and community group meetings.

iii. EROS: The Center for Safe Sex is committed to maintaining the physical features or traditions that define its tradition of promoting sexual exploration, safe sex practices, and reducing sexual transmission of diseases.

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

   Yes, EROS: The Center for Safe Sex is associated with a traditional business type – the bathhouse – that historically catered to gay men. As described in pages 82-83 of the *Citywide Historic Context Statement for LGBTQ History in San Francisco* adopted in October 20150, gay men found a level of freedom in bathhouses that was otherwise unavailable to them, as they were able to meet other men and engage in sexual activity in a relatively safe and private environment.

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

   Prior evaluation found the building ineligible for listing on the California Register. The Department currently considers 2051 Market Street a "Category C Property."

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.

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

   Yes. The Advocate, "Beyond the bathhouse," by Chicklet; The Bay Guardian, May 6, 1992, "Safe-sex club opens on Market Street," by Kathleen Baca. On November 22, 2005, the San Francisco Board of Supervisors issued a Resolution Commending Buzz Bense and Bob West for their work to promote healthy and responsible sexual behavior. EROS was awarded the title of "Best Sex Club" by the Bay Guardian in their Best of the Bay Awards in 201 and 2014.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2501 Market Street

Recommended by Applicant

- Community center atmosphere, including active art gallery, community classroom
- Small, licensed massage studio
- Sex education, including promotion of safe sex practices and education to reduce sexual transmission of diseases

Additional Recommended by Staff

No additional recommendations

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Historic Preservation Commission
Resolution No. 799

HEARING DATE OCTOBER 19, 2016

Case No.:	**2016-012232LBR**
Business Name:	EROS: The Center for Safe Sex
Business Address:	**2051 Market Street**
Zoning:	NCT-3 (Moderate Scale Neighborhood Commercial Transit)/ 85-X Height and Bulk District
Block/Lot:	3535/015
Applicant:	Kenneth Rowe 2051 Market Street San Francisco, CA 94114
Nominated By:	Supervisor Jane Kim, District 6
Staff Contact:	Desiree Smith – (415) 575-9093 desiree.smith@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822 tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR EROS: THE CENTER FOR SAFE SEX, CURRENTLY LOCATED AT 2051 MARKET STREET (BLOCK/LOT 3535/015).

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 20 or more years, with no break in San Francisco operations exceeding two years; and

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

WHEREAS, the subject business is at significant risk of displacement; 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 October 19, 2016, 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 EROS: The Center for Safe Sex qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location for 20 or more years, has continued to contribute to the community, and is at significant risk of displacement.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for EROS: The Center for Safe Sex

Location (if applicable)

- *2051 Market Street*

Physical Features or Traditions that Define the Business

- *Community center atmosphere, including active art gallery, community classroom*
- *Small, licensed massage studio*
- *Sex education, including promotion of safe sex practices and education to reduce sexual transmission of diseases*

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 2016-012232LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 19, 2016.

Jonas P. Ionin
Commission Secretary

AYES: Hasz, Johnck, Johns, Pearlman

NOES: None

ABSENT: Hyland, Matsuda, Wolfram

ADOPTED: October 19, 2016