

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 23, 2019

ADOBE BOOKS AND ARTS COOPERATIVE, INC.

Application No.: LBR-2019-20-005
Business Name: Adobe Books and Arts Cooperative, Inc.
Business Address: 3130 24th Street
District: District 9
Applicant: Maximillian Godino, Board of Directors Member
Nomination Date: August 1, 2019
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Adobe Books and Arts Cooperative, Inc. was founded in 1989 by Andrew McKinley at 3166 16th Street. The store became a bohemian nexus for local artists, musicians, writers, readers and thinkers. In 2001, curator Amanda Eicher started a gallery in the back of the store where friends of the shop could show their work. The space became a defining one for Mission School artists, an art movement of the 1990s and 2000s centered in the Mission District. Musicians such as Devendra Banhart, Joanna Newsom, Thee Oh Sees and others played regularly in the shop. Internationally recognized authors such as San Francisco's own Rebecca Solnit and current San Francisco Poet Laureate Kim Shuck are regular customers, collaborators and hosts of literary events. In 2004, Adobe made national news as the only bookstore to organize its inventory by color, an artwork by Chris Cobb entitled *There is Nothing Wrong in This Whole Wide World*.

In 2012, the shop faced an untenable rent hike and a changing neighborhood. A group of Adobe supporters came together and formed a cooperative business structure in order to preserve the store. Adobe Books raised funds on a crowdfunding site, formed a cooperative corporation and found a new storefront location at 3130 24th Street in the Mission District, where the store joined a small number of existing independent bookstores adding to an informal bookstore row. The cooperative is interested in building a more explicit, dynamic connection between the bookstore and the exhibition space by encouraging artists to make site specific works that reference or engage with the bookstore. In 2018, Adobe Books hosted 159 public events, free of charge to all the artists, musicians, poets, writers and thinkers.

The business is located on the north side of 24th Street between Shotwell and Folsom streets in the Mission neighborhood.

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, Adobe Books and Arts Cooperative has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:



3166 16th Street from 1989 to 2013 (24 years)
3130 24th Street from 2013 to Present (6 years)

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

Yes, Adobe Books and Arts Cooperative has contributed to the history and identity of the Mission neighborhood and San Francisco.

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

- The business is associated with the literary arts and the Mission School artists.
- The property at 3130 24th Street has a Planning Department Historic Resource status codes of "C" (No Historic Resource Present) as the result of a 2007 historic resource survey. Built in 1907, the building is a two-story wood frame commercial building remodeled in the Mediterranean and Mission Revival styles.
- Adobe Books has appeared numerous times in the San Francisco Chronicle, San Francisco Examiner, KQED, YBCA, NPR, SFMOMA, the New York Times, Lonely Planet travel guide and more. The bookstore's most recent accolade was a \$9,000 grant from the City and County of San Francisco in 2018 as part of Mayor Lee's Bookstore SF Program.

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

Yes, Adobe Books and Arts Cooperative is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Adobe Books and Arts Cooperative, Inc. 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:

- Dedicated gallery space.
- Cooperative business model.
- Commitment to live events.

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.

- Book store.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Adobe Books and Arts Cooperative, Inc. currently located at 3130 24th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 23, 2019

ADOBE BOOKS AND ARTS COOPERATIVE, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2019-20-005
<i>Business Name:</i>	Adobe Books and Arts Cooperative, Inc.
<i>Business Address:</i>	3130 24th Street
<i>District:</i>	District 9
<i>Applicant:</i>	Maximillian Godino, Board of Directors Member
<i>Nomination Date:</i>	August 1, 2019
<i>Nominated By:</i>	Supervisor Hillary Ronen
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ADOBE BOOKS AND ARTS COOPERATIVE, INC., CURRENTLY LOCATED AT 3130 24TH 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 September 23, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Adobe Books and Arts Cooperative, Inc. 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 Adobe Books and Arts Cooperative, Inc.:

Physical Features or Traditions that Define the Business:

- Dedicated gallery space.
- Cooperative business model.
- Commitment to live events.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Adobe Books and Arts Cooperative, Inc. on the Legacy Business Registry:

- Book store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2019-20-005
Business Name: Adobe Books and Arts Cooperative, Inc.
Business Address: 3130 24th Street
District: District 9
Applicant: Maximillian Godino, Board of Directors Member
Nomination Date: August 1, 2019
Nominated By: Supervisor Hillary Ronen

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

3166 16th Street from 1989 to 2013 (24 years)
3130 24th Street from 2013 to Present (6 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: August 19, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

August 1, 2019

Dear Director Kurylo,

I am writing to nominate Adobe Books and Arts Cooperative, Inc., "Adobe," to the Legacy Business Program. Andrew McKinley opened Adobe in 1989 in the Mission District to provide an inspiring and relaxing space for book-lovers, artists, and neighbors. The shop operated on 16th street for 23 years, before moving to 24th street and becoming a cooperative in 2012.

Adobe Books has not only offered affordable reads for 30 years, it has become a neighborhood staple for everyone. Dating back to 2001, the store opened an event space for the Mission School art movement, which celebrated the Mission District's diverse, urban culture. The store regularly opens its space for San Francisco-based authors, thinkers, musicians, and poet laureates. In fact, in 2018 alone, Adobe hosted 159 completely free events for Bay Area artists. Adobe Books is also committed to empowering the Mission's Spanish-speaking population. Adobe's owners host numerous Spanish language story hours, book club meetings, poetry events, drawing classes, and more every month. The store also participates in all 24th Street-focused events, including Sunday Streets, Carnival, Paseo Artístico, and Calle 24 Art and Mural Tour.

We are so fortunate to have Adobe in the Mission and our city as an impactful space that spurs learning and creativity for San Franciscans, Bay Area residents, and travelers from around the world. With great excitement, I nominate Adobe Books and Arts Cooperative to San Francisco's Legacy Business Program.

Sincerely,

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




Hillary Ronen
Supervisor, District 9

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Adobe Books and Arts Cooperative, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Andrew McKinley Max Godino Heather Holt Kyle Knobel		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
3130 24th St 94110	(415) 864-3936	
	EMAIL:	
	hello@adobebookshop.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.adobebooks.com	Adobe Books	Adobe Books

APPLICANT'S NAME	
Maximillian Godino	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Board of Directors Member	
APPLICANT'S ADDRESS:	TELEPHONE:
	
	EMAIL:
	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0483348	C3598866

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3166 16th St.	94103	1989
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1989-2013	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3130 24th St.	94110	Start: 2013 End: present day

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in 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 the Business Assistance Grant.

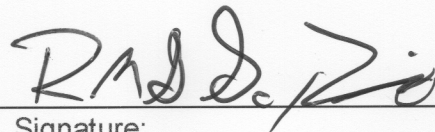
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Max Godino

July 15, 2019



Name (Print):

Date:

Signature:

ADOBE BOOKS AND ARTS COOPERATIVE, INC.

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Known affectionately as “The Living Room of the Mission,” Adobe Books and Arts Cooperative, Inc. (“Adobe Books” or “Adobe”) was founded in 1989 by Andrew McKinley at 3166 16th Street. The store became a bohemian nexus for a large and rotating cast of artists, musicians, writers, readers, thinkers and whoever was looking for an old comfortable couch and a place to feel welcome. With an open heart and open door, Adobe Books has played host over the years to an innumerable number of memorable afternoons and evenings.

In 2001, curator Amanda Eicher started a gallery in the back of the store where friends of the shop could show their work. The space became a defining one for Mission School artists.

The Mission School is an art movement of the 1990s and 2000s centered in the Mission District of San Francisco. The movement is generally considered to have emerged in the early 1990s around a core group of artists who attended (or were associated with) San Francisco Art Institute. The term "Mission School" was coined in 2002 in a San Francisco Bay Guardian article by Glen Helfand. The Mission School is closely aligned with the larger lowbrow art movement and can be considered to be a regional expression of that movement. Artists of the Mission School take their inspiration from the urban, bohemian, "street" culture of the Mission District and are strongly influenced by mural and graffiti art, comic and cartoon art and folk art forms such as sign painting and hobo art. These artists are also noted for use of non-traditional artistic materials, such as house paint, spray paint, correction fluid, ballpoint pens, scrapboard and found objects. Gallery work by these artists is often displayed using the "cluster method," in which a number of individual works (sometimes by different artists) are clustered closely together on a gallery wall, rather than the traditional gallery display method of widely separating individual works.¹

Mission School artists such as Margaret Kilgallen, Barry McGee, Chris Johanson, Alicia McCarthy, Ruby Neri, Rigo23, Chris Corales, Sean McFarland and many others displayed their artwork in the gallery. Singer-guitarist Devendra Banhart played regularly in the shop, as did harpist Joanna Newsom, Thee Oh Sees and countless more. Internationally recognized authors

¹ https://en.wikipedia.org/wiki/Mission_School

such as San Francisco's own Rebecca Solnit and current SF Poet Laureate Kim Shuck are regular customers, collaborators and hosts of literary events.

In 2004, Adobe made national news as the only bookstore to organize its 20,000 volume inventory by color, an artwork by Chris Cobb entitled *There is Nothing Wrong in This Whole Wide World*.

In 2012, with San Francisco gearing up for the second dot-com boom, the beloved 16th Street shop faced an untenable rent hike and a changing neighborhood. A group of Adobe supporters came together and formed a cooperative business structure in order to preserve the store. Through many late night meetings and hard work, a new shop was imagined that would be able to survive a new era. Adobe Books raised \$60,000 on a crowdfunding site, formed a cooperative corporation and found a new storefront location at 3130 24th Street in the Mission District, where the store joined a small number of existing independent bookstores adding to an informal bookstore row.

Much like the former store on 16th Street, the revived Adobe, a third of its previous size, feels like a neighbor's comfy living room. Its 50 bookcases house gently worn classic fiction and volumes on modern art, erudite philosophy and progressive thinkers.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Not Applicable.

c. Is the business a family-owned business? If so, give the generational history of the business.

Not Applicable.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Adobe Books and Arts Cooperative, Inc. is as follows:

1989 to 2012:	Andrew McKinley
2012 to Present:	Adobe Books and Arts Cooperative, Incorporated

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any 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.

Built in 1907, the building at 3130 24th Street is a two-story wood frame commercial building remodeled in the Mediterranean and Mission Revival styles. The historic resource status of the building is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act. It was determined ineligible for local listing or designation through the local government review process, but it may warrant special consideration in local planning.

CRITERION 2

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

Never content with merely its own store and gallery, Adobe has collaborated with dozens of literary and arts organizations around the Bay Area including, but not limited to, SFMOMA, the Yerba Buena Center for the Arts (YBCA), Oakland Museum of California, The Lab, SOMArts, Clarion Alley Mural Project, Southern Exposure, Luggage Store Gallery, New Langton Arts, Jack Hanley Gallery, Berkeley Art Museum, Calle 24 Latino Cultural District, Litquake, San Francisco State University, California College of the Arts, SF Art Institute, Academy of Art, City College of San Francisco and many others.

The current Adobe Books Backroom Gallery showcases paintings, drawings and sculptures, and hosts frequent pop-up events. The Backroom's mission is to be an alternative space where artists can make momentous decisions in their practice and experiment freely in the company of their peers. The cooperative is also interested in building a more explicit, dynamic connection between the bookstore and the exhibition space by encouraging artists to make site specific works that reference or engage with the bookstore.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

In 2018 alone, Adobe Books hosted 159 public events, free of charge to all the artists, musicians, poets, writers and thinkers that live and work in the Mission and beyond. The bookstore consistently participates in all events centered around 24th Street including Mission Arts Performance Project (MAPP), Sunday Streets, Carnival, Paseo Artístico, Calle 24 Art and Mural tour and many more. Adobe hosts children's bilingual story hour and craft tables, a monthly Spanish language book club, two different monthly poetry series, a monthly drawing class, writer's workshops and more.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Adobe has appeared numerous times in the San Francisco Chronicle, San Francisco Examiner, KQED, YBCA, NPR, SFMOMA, the New York Times, Lonely Planet travel guide and more. The bookstore's most recent accolade was a \$9,000 grant from the City and County of San Francisco in 2018 as part of Mayor Lee's Bookstore SF Program.

d. Is the business associated with a significant or historical person?

Patrons have included but certainly are not limited to: Kurt Vonnegut, Matt Gonzalez, Rebecca Solnit, Kim Shuck, Peter Coyote, John Waters and many more.

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

In addition to the hundreds of free public events that Adobe organizes, the bookstore is also an active member of the Calle 24 Latino Cultural District, MAPP, Litquake, and the Network of Bay Area Worker Cooperatives. In addition, Adobe donates books to a prison literacy project and perhaps, most importantly, offers its space free of charge to neighborhood organizations for meetings, book readings, music, bilingual children's storytime, craft extravaganzas and more.

f. Provide a description of the community the business serves.

Adobe Books mainly serves local residents of the Mission, but people come through the doors from all over the Bay Area and the world. On any given day, there may be 10 different languages spoken in the store. Most of the books are in English, but there is also a significant collection of Spanish titles as well as some in French, German and Italian.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The business is not associated with a culturally significant building, structure, site, object or interior.

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

The independent bookstore serving offline, in person communities is a dying breed. Adobe Books has been at the forefront of the Mission arts and culture community for decades and thrives to continue this tradition.

In the immortal words of the bookstore's founder, Andrew McKinley, from a recent interview: "For 30 years, I've had a bookstore in the Mission district. I started with the hope of selling

good, interesting and useful books at low prices. I never expected to attach myself to a locale that would provide me with so much entertainment, stimulation and cultural connections.

“In the dense and crowded world of the urban Mission, people needed a place to unwind and entertain — not everyone has a great home life or living situation, and I always wanted everyone to feel welcome.

“When we choose to interact with the public at a public space and in a public way, we all grow richer, sometimes in assets; but in the case of Adobe Bookshop, we are rich because we achieved an intangible — part legend and part living room. I just hope that more such spaces will arise in San Francisco.

“Never have I lived in a neighborhood so diverse or where the different cultures and races have mixed so harmoniously. People feel comfortable in the Mission, and when you are comfortable, truly great things can begin to happen.”

CRITERION 3

a. Describe the business and the essential features that define its character.

Adobe Books opened in 1989 in the Mission district of San Francisco. Andrew McKinley was the proprietor for 23 years, during which time the store became a bohemian nexus for a large rotating cast of artists, musicians, writers, readers, thinkers and whoever was looking for some old comfortable couches and a place to chill out. With an open heart and open door, Andrew played host over the years to an innumerable number of memorable evenings.

In 2001, the former back storage room was transformed into a dedicated gallery space, becoming the Adobe Books Backroom Gallery. This vision was led by Amanda Eicher, with the help of many people along the way. The new gallery lent its humble walls to a series of artists, providing an intimate space to see work. Adobe was one of the institutions which gave support to the Mission School artists.

In 2012, a group of Adobe regulars came together and formed a cooperative structure, spearheaded a fundraising campaign and moved to 24th street, where Adobe Books joined a small number of existing independent bookstores, adding to an informal bookstore row.

Today, six years on 24th street and celebrating its 30th year in business, Adobe Books has a solid crew to keep the business moving forward, all orchestrated by talented manager, Josephine Villegas Torio. In 2018, Adobe Books hosted 159 public events, free of charge to the artists, musicians, poets, writers and thinkers of our community.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character?

Adobe Books has steadfastly adhered to the idea that good books sold at affordable prices can succeed in today's digital age. The store cannot and will not change this essential core value of its business model. Nearly as important as the mere existence of printed matter is Adobe's daily commitment to live events as well as in person dialogue and communication. In our current age of smart phones and laptops, people still desire these personal interactions, and Adobe Books is happy to provide a location and platform for them to grow and evolve. The tradition of intellectual curiosity is a hallmark of this great city of ours, and w Adobe Books and Arts Cooperative, Inc. has contributed greatly to such a history. The cooperative hopes to continue this well into the future.

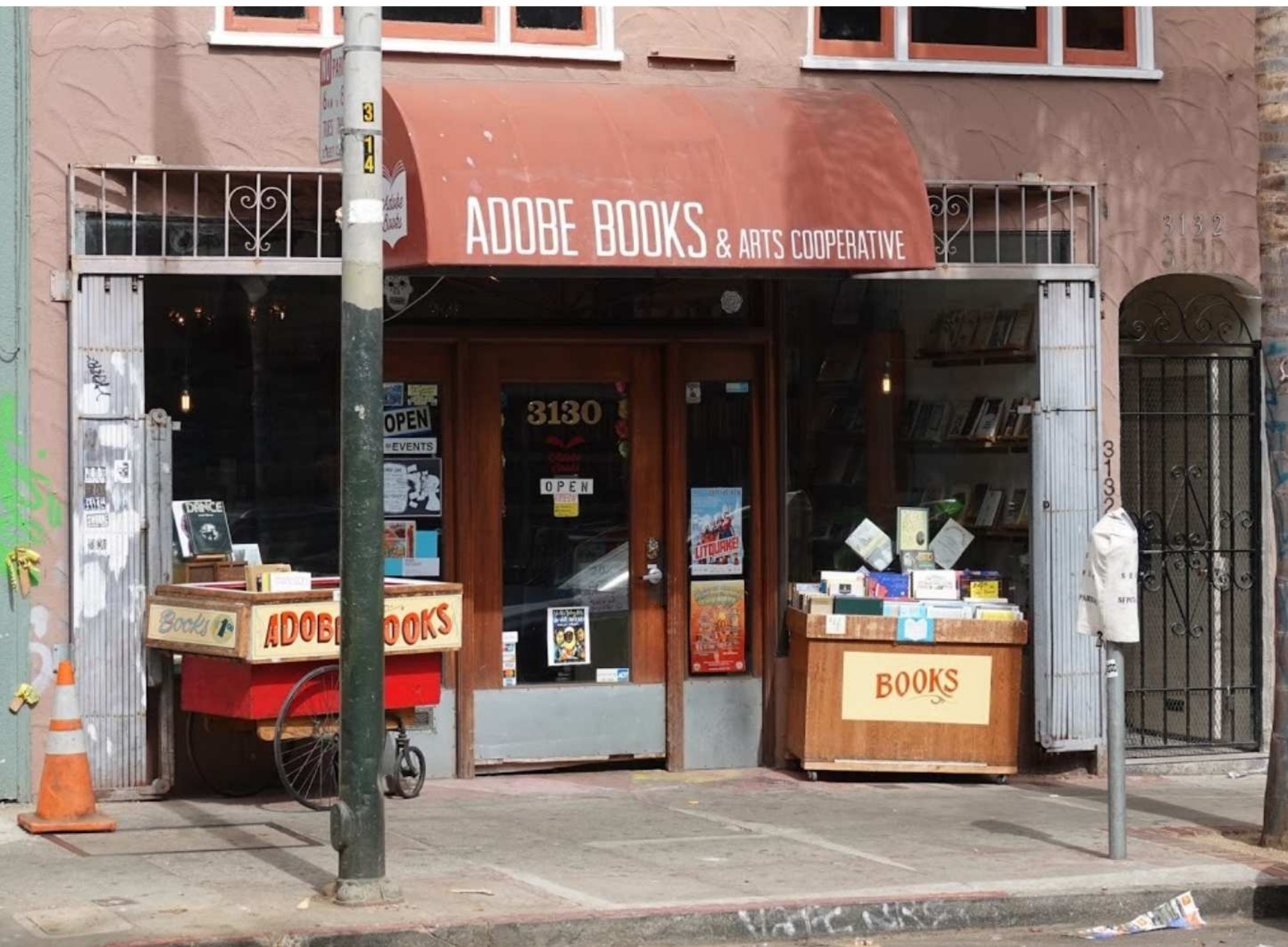
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business?

While the cooperative dearly loves their little store and the gorgeous archways and nooks it contains, this does not apply to the business.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms.

The current owners are a cooperative which consists of the previous owner, Andrew McKinley, and a small group of like-minded individuals. Andrew is still very actively involved in the leadership of the business. Please see supplemental documentation to verify that the cooperative is continuing the vision set forth by Mr. McKinley.





ADOBE BOOKS & ARTS COOPERATIVE

3130

OPEN

OPEN

EVENTS

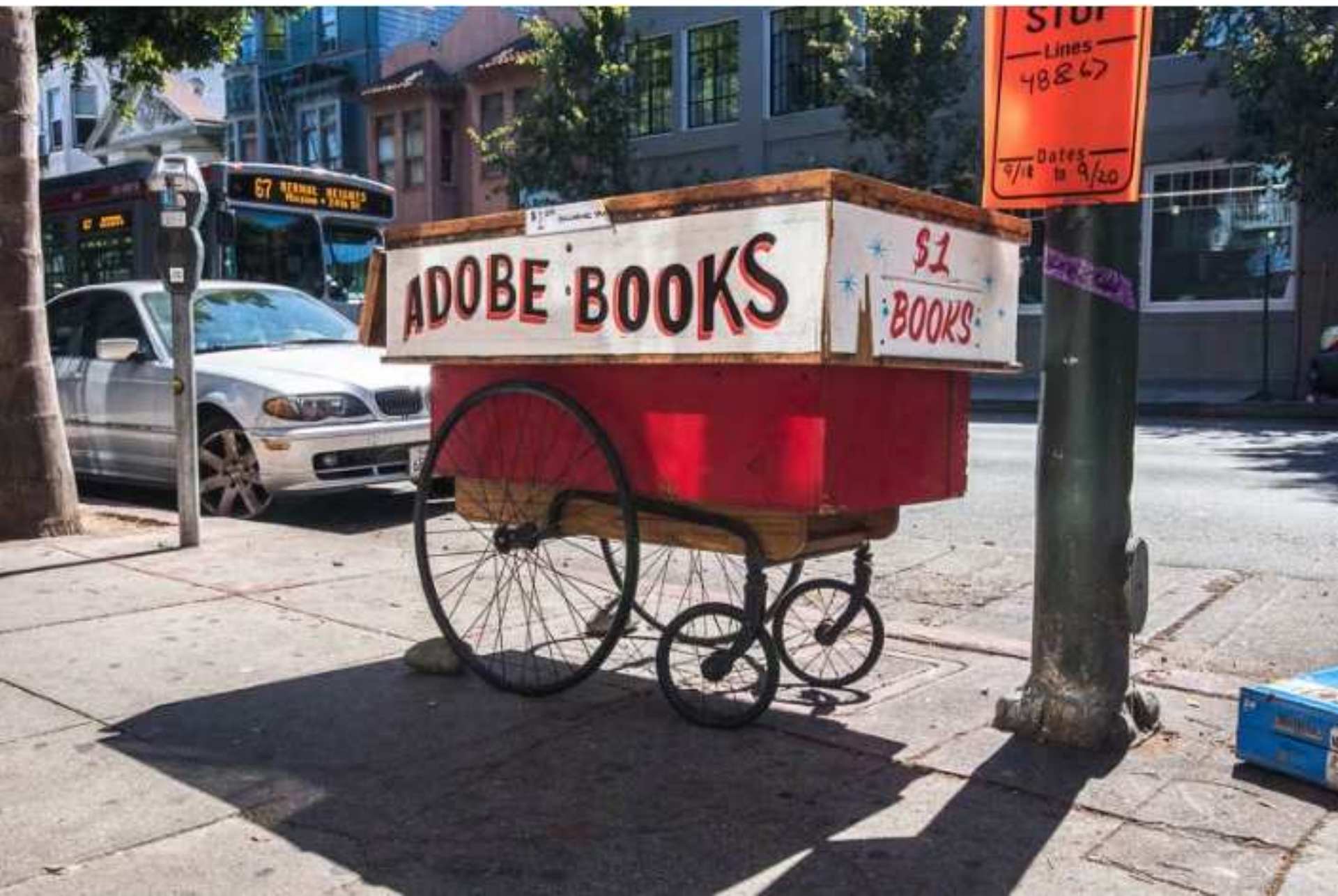
BOOKS

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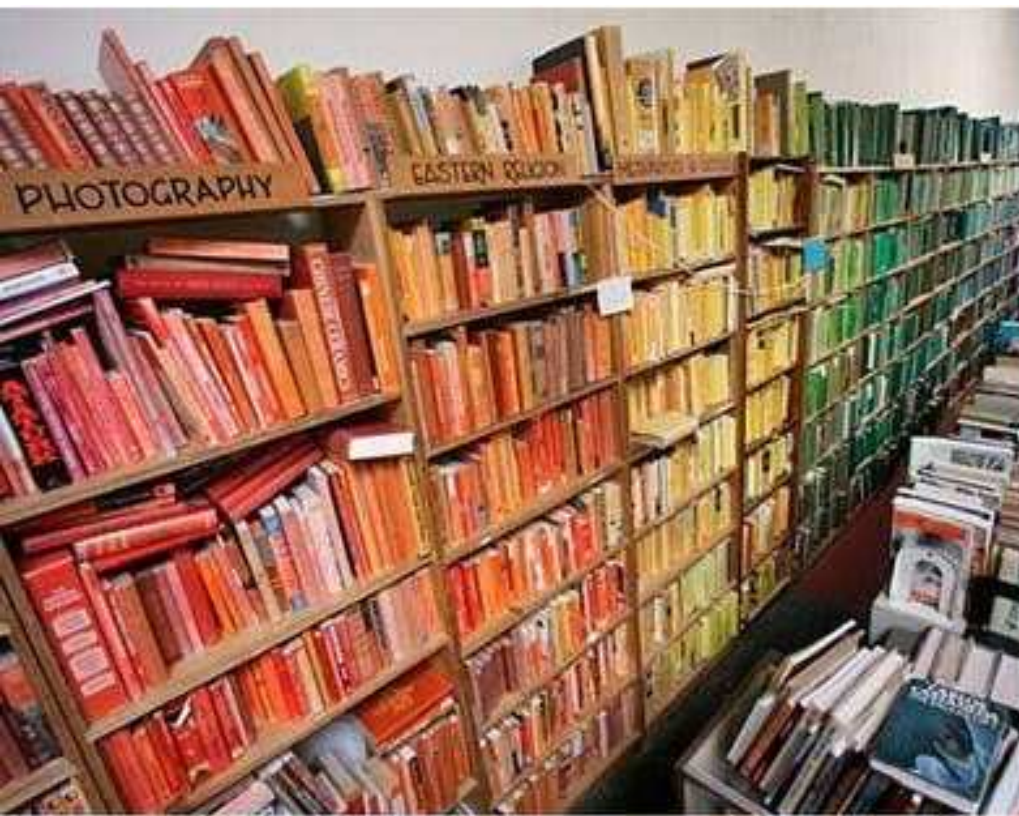
THE BACK ROOM













MISSION ARTS PERFORMANCE PROJECT (MAPP)

Saturday June 1 2013. 7-10 pm

Performance by Chris Treggiari, Justin Hoover
and Heather Holt Villyard (7:00 – 8:00 pm)

Spoken word by Michael Tank and Jade Zabrowski
(7:50 – 8:10 pm)

Music by Brother Grand (8:30 – 9:30 pm)

Visual art by Chris Carlsson, Paz de la Calzada
(Layers of History: Mapping 40 Years of Resistance),
Andrew McKinley (photography), Rachelle Reichert (drawing)
and Tiffany Sainz (photography)



3598866

FILED

Secretary of State
State of California

1pc AUG 22 2013

**ARTICLES OF INCORPORATION
OF
Adobe Books and Arts COOPERATIVE, INCORPORATED**

Article 1. The name of this Corporation is Adobe Books and Arts Cooperative, Incorporated.

Article 2. This Corporation is a cooperative Corporation organized under the California Consumer Cooperative Corporation Law. The purpose of this Corporation is to engage in any lawful act or activity for which a Corporation may be organized under such law.

Article 3. The name and address in the state of California of this Corporation's initial agent of service of process is Jeff Ray 825 30th Street, Oakland CA. 94608.

Article 4. The initial mailing and business address of the Corporation shall be 3130 24th Street, San Francisco, CA. 94110.

Article 5. The voting rights of each Member of the Corporation are equal, and each Member is entitled to one vote. The proprietary interests of each Member of the Corporation are unequal, and the rules by which the proprietary interests are determined shall be prescribed in the Bylaws of the Corporation.

Article 6. The names and post office addresses of Directors who shall serve until the first annual meeting are:

<u>Name</u>	<u>Address</u>
<u>Jeff Ray</u>	<u>825 30th Street Oakland CA. 94608</u>
<u>Andrew McKinley</u>	<u>3659 18th Street #12 San Francisco CA. 94110</u>
<u>Calcagno Cullen</u>	<u>1818 23rd Street San Francisco CA. 94107</u>
<u>Brett Lockspeiser</u>	<u>703 Haight Street San Francisco CA 94117</u>

DECLARATION

3598866

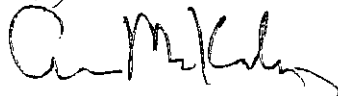
We are the persons whose names are subscribed below. We collectively are all of the initial Directors named in the Articles of Incorporation, and we have executed these Articles of Incorporation. The foregoing Articles of Incorporation are our act and deed, jointly and severally.

Executed August 14, 2013 at SAN FRANCISCO California. We, and each of us, declare that the foregoing is true and correct.



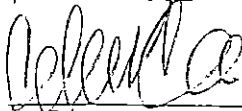
Director

JEFF RAY -




Director

ANDREW MCKINLEY



Director

Calcano Cullen



Director


Brett Lockspeiser -

IN WITNESS WHEREOF, the undersigned, being the initial Directors of this Corporation, have executed these Articles of Incorporation on AUGUST 14, 2013



Director

JEFF RAY -



Director

ANDREW MCKINLEY



Director

Calcano Cullen -



Director

Brett Lockspeiser

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2

Resource Name or #: (Assigned by recorder) 3130 24TH ST

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 3130 24TH ST

City: San Francisco

ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3641 015

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

3130 24th Street is located on a 22.5' x 90' rectangular lot on the north side of 24th Street, between Folsom and Shotwell streets. Built in 1907, 3130 24th Street is a 2-story wood frame commercial building remodeled in the Mediterranean and Mission Revival styles. The rectangular-plan building, clad in textured stucco, is capped by a flat roof. The foundation is not visible.

The primary façade faces south. The building includes 2 commercial units with 1 entrance at the street level. The main entry is located at the center of the primary façade, and features a fully-glazed wood door with sidelights, surmounted by a canvas awning. The storefront includes features typically found in 1940s-1950s storefronts, including: slight v-shaped façade setback, fixed plate glass, and wood windows with no trim atop stuccoed bulkheads. A metal security gate covers the entire storefront. There is 1 secondary entrance located in the right bay which provides access to the second-story commercial unit. The entrance is recessed behind a metal security gate. (continued)

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 Story Commercial Building

*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other

P5a. Photo



P5b. Description of Photo:

View north from 24th Street
10/16/2007

*P6. Date Constructed/Age:

☒ Historic ☐ Prehistoric ☐ Both

1907 SF Assessor's Office

*P7. Owner and Address

PUREWAL MAJOR S & PARVEEN S
196 FLYING CLOUD ISLE

FOSTER CITY CA 94404

*P8. Recorded By:

Page & Turnbull, Inc. (RF)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 11/14/2007

*P10. Survey Type:

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods Mission Survey

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☐ Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (list):

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # _____
HRI # _____
Trinomial _____

Page 2 of 2

Resource Name or #: (Assigned by recorder) 3130 24TH ST

*Recorded By: Page & Turnbull, Inc. (RF)

*Date Recorded: November 2007 ☒ Continuation ☐ Update

*P3a: Description (continued):

The upper stories feature fixed divided-lite wood-sash windows with pointed arch surrounds, and the facade terminates in a shaped parapet with a pent roof clad in Spanish clay tiles. Additional features on this facade include an awning that reads: "Community Boards." The building appears to be in good condition.

NEWS FIX

San Francisco's Adobe Books: An Appreciation

By [Jon Brooks](#) Jan 23, 2013



In 1990, I bought *1984* at Adobe Books, and I don't think a three-day period has gone by that I haven't thought about that novel since. Yeah, I've picked up a lot of great books at Adobe over the years, but substantially fewer the last five or six.



Adobe bookstore owner Andrew McKinley (Deborah Svoboda/KQED)

A job, a kid. Amazon.

HBO.

You know.

That's the core of the problem for Adobe, the not-buying-books thing. For almost 25 years, it's stood on 16th Street off Valencia in San Francisco as a repository of the printed word, holding steady in a part of the city still called the Mission but which is beginning to look a little like Tribeca with tacquerias. Now Adobe is facing a 50

percent or so rent hike that owner, Andrew McKinley says he can't pay. So the bookstore's **supporters** are trying to turn it into a collective, with a soon to-be-launched **Indiegogo** campaign. McKinley very much wants the co-op effort to succeed, even though he would no longer be running the show. In regard to this, he is philosophical though not particularly happy.

"There's a possibility the store will turn into a cooperative," he told me. "It will be a different store if that happens, with a new business model: new books, remaindered books, T-shirts, artwork."

He finds his predicament ironic.

"I was always waiting for things to get better in the neighborhood, because it was sketchy when I opened. But now it's funny to be pushed out by economic forces. We never expected this, but in retrospect we had 25 good years. They've been the best years of my life." Last Wednesday night, Adobe fans gathered to drum up support for the transformation of the store and listen to local authors **Stephen Elliott**, **Rebecca Solnit**, and **Michelle Tea** give readings related to the place and talk about how much they love it there.

Adobe looked spiffed up for the event. Not the most practical place to browse in terms of physical access: The shelves, which have the excessively worn look of the starter furniture you threw out when you got your first real job, are usually and literally overflowing with books that crowd already-narrow aisles. It's just not a masterpiece of *feng shui* -- more like *Das Boot* with a Fiction section. And I wouldn't say the most careful attention has been paid to the categorization scheme. You're as likely to find a pile of paperback thrillers sitting atop a space ostensibly devoted to, say, European history, as you are to find them in their native section.

Start stocking up on memories of what used to be.

--Rebecca Solnit

But Adobe never did give the impression it was overly interested in maximizing commerce. It's a definite take-it-or-leave-it type thing. At one point, the books were organized by color, the perfect arrangement for those in the mood to read something

with a red cover. Then there are the people who regularly hang out on the couches in the middle of the store, snoring or mumbling to no one in particular. Encountering these folks can lead to the momentary impression you've stumbled upon break time at a particularly ineffective AA meeting. While a lot of business owners will do whatever they can to ward off the homeless or the overtly destitute, the bar for admittance at Adobe in terms of ability to actually pay for something is non-existent.

"We've always enjoyed having all types of people," McKinley said. "It's one of the most diverse neighborhoods, probably in America. The mix of young and old, rich and poor, homeless and yupster. We've been very proud of that. We like to be all-welcoming. We cherish bohemians, and some of the best bohemians are the most down-and-out people. But we could use more wealthy customers at this point."

By all public accounts, and many private ones too, McKinley is a proprietor to admire. I don't know him personally, but he did give me three dollars in trade once for a Françoise Sagan novel, turning it over in his hands before we sealed the deal.

"Françoise Sagan," he had said, downright wistful. "I wish I could offer you more."

It stuck in my mind, I guess, because it was the first and only time I've ever heard that particular sentiment coming from someone who actually meant it. And also because it seemed to pack into one pregnant exchange so many unpleasant developments for the bookstore lover of today. "I wish I could offer you more," might as well have been, "It's really too bad people don't buy these things like they used to." With the subtext that as far as an appreciation of Françoise Sagan goes, well, that and \$3.50 will buy you a local latte.

David Solnit, Rebecca's brother, was at the reading. "His primary logic is not trying to make a buck," he said of McKinley. "It's harder and harder to find spaces where you can do that in San Francisco."

Actually, I have always wondered how a places like Adobe do make a buck, even when they made more of them. Some of these tomes look like they've been sent straight from central casting to populate a cultural institution that has turned a blind eye to mass tastes. *New Looks at Italian Opera*, *The Secret Diary of Harold*

Ickes, Listening to Catnip. I assume the *Harry Potter* books are somewhere, but there were about a hundred people in the store Wednesday, creating too many cul de sacs to look for much that wasn't already staring you in the face. Gloomy types may experience a small wave of depression from perusing titles like *Birds of the Great Basin* and *The Year of the Kangaroo*. Someone once labored long and hard over *The Year of the Kangaroo*. But who will read it now?

Or know it even exists if Adobe bites the dust?

Still, waiting somewhere among the warren of shelves, you can usually find something up your alley. For that and other reasons, the Adobe community is upset and forlorn about the constellation of circumstances that have conspired to put the bookstore in jeopardy.

It should probably be said around now that not everyone feels the same way -- I know plenty of people who not only like what's happening in the neighborhood, but who don't particularly rue the fact that one day Steve Guttenberg may be remembered more than Johannes Gutenberg. But at Adobe on Wednesday, there was a surplus of clarity among the faithful: They don't like e-readers, they don't like Amazon, and they don't like the **dozens of upscale new restaurants** and stores that have changed the character of the neighborhood.

"It's like a mall," said longtime Adobe patron Wade, of the new and improved area now often referred to as Valencia Corridor.

Alex, 20-something, has eschewed electronic reading. "It's the aesthetic experience of a book. I love a book with a beautiful cover; I love the way a book smells; I love the weight of a book. All books look the same on a reader. I want character, I want history, I want the inscriptions of people who owned the book before me."

"They're trying to convince us that books are obsolete," said Rebecca Solnit. "But I challenge you to show me an app that's going to last 200 years, and it's just as readable as it was in 1789."

Maybe so. But let's face it: It's not the handwriting on the wall troubling the bookstores of San Francisco, it's the **pixels**. A friend of mine in her 20s who came to the event confessed she has bought, over the past several years, exactly one printed volume. *One*. Everything else has been purchased electronically in the comfort of her own home -- or wherever else she happened to be when she got the itch to read something new.

"This has happened to many bookstores," said Andrew McKinley. "If you'd been in San Francisco 30 years ago, there were 40 or 50 used bookstores. Now there might be five or six."

There are actually a **few more than that**, but the **trajectory** is really **not looking good**.

Bookstores. Why is it that whenever another one tanks, I go a little nuts? Because I've spent literally hundreds of hours getting lost in these dusty places of possibility, which are often mistaken for repositories of obsolescence? Or is it because one can choose to view the very existence of a book as predicated on an act of generosity? Of, even, communion? Read me! says *New Looks at Italian Opera*. Check me out! exhorts *Listening to Catnip*.

1984. I'd never read it. But a chance glimpse in the "recommended" section at Adobe in 1990, and I've never really looked at anything the same way since.

I hope Adobe makes it, in whatever form. "In 10 or 20 years," said Rebecca Solnit, "you guys are gonna be like, 'Oh, you moved here after Adobe books? I remember Andrew's old Adobe books.'"

"Start stocking up on memories of what used to be."

Sponsored

SPONSORED



MISSION LOCAL

local news for a **global** neighborhood

Adobe Books Pulls Off Funding Feat to Survive as Co-op

By [Erica Hellerstein](#) | Mar 18, 2013



On March 14, after weeks of uncertainty, Adobe Books pulled off a last-minute feat of survival.

One day before the deadline of midnight on March 15, the secondhand bookshop hit \$60,000 in its all-or-nothing Indiegogo crowd-funding campaign to save the store, which has been struggling due to substantial rent hikes and other financial difficulties.

Members of the Adobe community had braced themselves for the deadline, a time stamp that would likely define the store's fate. The money would help pay for a pending rent increase that, based on market rates, would bump the rate up to between \$6,000 and \$8,000 a month — thousands more than the the current \$4,500 per month.

Community members launched the campaign as part of a larger project to change the store's business model from a sole proprietorship to a cooperative.

The fundraising was a feat for supporters, who aren't particularly wealthy, according to Adobe owner Andrew McKinley. Despite several large contributions — including one for \$5,000 — most of the funds came from small donations, according to cooperative member Calgano Cullen.

"The bookstore would die without local community support," McKinley said, crossing his arms and nodding as he stood outside Public Works during one of the store's numerous fundraising events. "It's not like a bunch of rich artists are saving this store."

The campaign's success means that, at least for now, Adobe will stick around. If it can't afford to stay at the current 16th Street location — a homey, beatnik-esque shop wedged between Valencia and Guerrero — it will move to a space nearby. What's important is its continued existence, supporters say.

Higher rent isn't the only reason Adobe was threatened with closure, however.

"Adobe as it is, as much as we love it, doesn't make any money," Cullen said. "We want to take what we love about it, being a community center, and change it to be a business that could be sustainable."

What's happening at Adobe isn't an isolated event, said Brett Lockspeiser, a co-op member who is working on the store's budget and finances. Secondhand bookstores throughout the country are struggling. Between 2002 and 2011, the number of independent bookstores registered with the [American Booksellers Association](#) dropped [from 2,400 to 1,900](#). If independent booksellers are to survive, they have to get creative and develop new models such as Adobe's plan to transition into worker-consumer co-op.

Even those who support independent bookstores recognize that revenue losses at stores like Adobe are in part due to their own consumption habits.

"I'm part of the problem," said Tim Kaihatsu, an Adobe customer of nearly two decades. "I purchase e-books. Places like this are going out of business because of people like me."

Adobe has always been an old-fashioned bookstore, with no computerized inventory and no online presence. The space itself is difficult to navigate. Books are scattered everywhere: crammed into wooden shelves, stacked on top of glass tables, shoved into sagging cardboard boxes.

McKinley acknowledges that the store can't survive as it is. The traditional used bookstore model isn't sustainable with the rise and reign of online bookselling giants like Amazon. It's

easier to browse online than in a bookstore, lowering the demand for actual retail space. Consumers' inclinations to buy and collect books have declined.

Under Adobe's proposed cooperative model, community members would buy tiered memberships of \$10, \$15 and \$30 a month and receive discounts, free events, and art subscriptions in return. McKinley would no longer own the store, but would continue searching for secondhand books at flea markets, garage sales, thrift stores, library sales, book auctions and other bookstores — an activity he candidly describes as one of his "greatest thrills."

The cooperative plans to expand the store's art and merchandise component by selling products such as cards, blank books, maps and T-shirts. It will reassess inventory and get rid of items that haven't sold in years. And under the new model, the shop will sell books online and sell new books in addition to secondhand ones. Lockspeiser says Dog Eared Books on Valencia Street is a great example of a successful bookstore that sells both new and used books.

The co-op's goal, according to its Indiegogo [campaign page](#), is to "develop a new Adobe that is everything we love about the old Adobe and more — with a sustainable business plan that can become a model for other efforts like ours to keep culture, the arts, and small businesses alive in our communities."

For customers like Kaihatsu, Adobe has occupied an important place in the Mission. On a recent evening he hovered inside the shop's checkered walkway, snapping pictures with an old-fashioned camera. A history teacher and longtime Adobe patron, Kaihatsu dropped by the store after he heard it might close.

He stared at a cluster of pictures of Adobe supporters and pondered what it would mean if, after 25 years, the store shut its doors. "If it really does close," he said, gesturing toward a stack of tattered secondhand books inside, "my God, what a loss."

Kaihatsu wasn't the only one troubled by the financial crisis; when the store's supporters heard about the increased rent and potential closure, they were stunned. Many had been frequenting the place for years and saw it as not only a bookstore but a space to share ideas, creative energy and thought.

"Adobe has been such an important part of our lives as artists, writers, book lovers and Mission dwellers," reads an excerpt from the "Who We Are" section of the Indiegogo campaign, "not only for the books, but for the impromptu events and gatherings, the gallery featuring local artists, the discussions, friendships and connections it has nurtured among us and the generous, welcoming spirit of the place — that we couldn't see the Mission without it."

By Monday, March 11, with just four days to go, the campaign still needed to raise \$20,000. Cullen said she was unsure whether the group would be able to hit its mark. "At the beginning, I

had my doubts,” she confessed. But that uncertainty quickly faded. “It’s amazing to me, in the past couple weeks we’ve gained so much support,” she said. “It’s just been amazing the amount of people that have really supported us. Now the campaign page has 1,700 likes on Facebook.”

And those likes translated. But even though the campaign reached its goal, it’s uncertain whether Adobe will be able to stay afloat after the \$60,000 runs out, or if the collective will serve as a lucrative business model for the store.

Cullen says the transition will happen slowly and cautiously.

“The thing I want people to be aware of is that we’re going to take our time in deciding exactly what changes we make and how we’re going to run the business,” she said. “We’re going to take our time and respect the huge task that we have in front of us, and try and make the most out of this campaign and ensure that Adobe’s around for a long time.”



MISSION LOCAL

local news for a **global** neighborhood

The New Adobe Books & Arts Cooperative Opens on 24th St.

By Marta Franco | Jul 1, 2013



The Adobe Books sign is displayed on the sidewalk in front of the store's new location on 24th Street.

Adobe Books is back. The popular bookstore that operated on 16th Street for 25 years has relocated to 24th Street, 3130 24th Street to be exact. And seeing the line outside two hours before opening time this morning, it's already back to business as usual.

A rent increase forced Adobe Books owner Andrew McKinley to close on 16th Street approximately two weeks ago. After months of planning, the bookstore has reopened but it's now run like a cooperative with 13 members.

"The old one was a home, Manager Christopher Rolls said referring to the old location, "but we can't duplicate that, so we had to create a new home."

<https://missionlocal.org/2013/07/the-new-adobe-books-arts-cooperative-opens-on-24th-st/>

Inside, Maximilian Godino, a cooperative member, took a picture of the first customer of the day while McKinley invited people to taste donuts he had brought in.

In between customers, Godino read Delfina Vannucci & Richard Singer's *"Come Hell or High Water: A Handbook on Collective Process Gone Awry,"* a book about collectives published by the anarchist publisher AK Press.

Just like at the 16th Street location, the bookstore has an art gallery in the back. There will be an opening party for the exhibition "We Had Nothing To Do And We Did It," curated by Calcagno Cullen, on July 13 and the show will run on August 23.

SFGATE

After nearly closing, Adobe Books turns over a new page

By [Carolyn Said](#)

Published 3:50 pm PST, Tuesday, December 30, 2014

Andrew McKinley is a bohemian eccentric, not a dollars-and-cents businessman. His convivial spirit, a throwback to more-idealistic times, permeates Adobe Books, the funky shop and cultural hangout he started a quarter century ago — and almost lost last year. “Over the years, Adobe turned into something more than a commercial business,” McKinley said. “It developed a character, a depth you don’t see in most stores.”

As real estate boomed all around Adobe’s 16th and Valencia location, a new landlord had threatened to double Adobe’s \$4,000 monthly rent by last summer. McKinley was ready to shut down, weary of “the squeeze between rising rents and diminishing book-selling income,” he said in a handwritten essay (he doesn’t own a computer). Adobe, the last of five bookstores that once flourished on a single block, was on the brink. But then authors, artists and book lovers — who for years had held readings around Adobe’s ramshackle shelves, discovered gems in its overflowing collection and found a haven on its weathered couches — stepped up.

They raised \$60,000 on crowdfunding site Indiegogo, formed a cooperative and found a new storefront location on 24th Street. The \$5,000 monthly rent, three-year lease (with option to renew for another five) and friendly landlord give them hope for the future. “It’s a phoenix from the ashes,” said manager Chris Rolls, now the only paid employee. A dozen co-op volunteers shelve books, ring up customers, and handle cleaning and bookkeeping. McKinley volunteers as a book buyer, seeking out uncommon titles, books in Spanish and poetry.

For McKinley, the new locale represents a homecoming of sorts. “Twenty-fourth is one of the first streets I saw in San Francisco,” he said. “When I was 11 years old, my mother

took me there (from their Berkeley home) to Casa Lucas to buy guava paste; she's from Chile and liked to seek out Hispanic foods." That grocer is still going strong two blocks away.

Three milestones

A genial man who remains the heart and soul of the place, McKinley welcomed guests to a midsummer party to celebrate three milestones: the store's 25th anniversary, its first year in its new location and his 57th birthday. The co-op members swathed the storefront in aluminum foil and hung silver banners throughout the funky interior, a nod both to the silver anniversary and Andy Warhol's Silver Factory.

Wearing a neon-white Andy Warhol wig, a beatific grin wreathing his rotund face, McKinley exchanged hugs with dozens of vintage-clad well-wishers while a disc jockey spun vinyl records from the '50s and '60s — the Zombies, Marv Johnson, the Dixie Cups.

The reborn used bookshop, a third of its previous size, feels like a neighbor's comfy living room. Its 50 shelves house gently worn classic fiction and volumes on modern art, erudite philosophy and leftie icons (a whole shelf is devoted to Noam Chomsky and friends). A backroom gallery showcases paintings, drawings and sculptures, and hosts frequent pop-up events. "Now the store appeals to people's eyes more," McKinley said. "It's cleaner and leaner; better run in all the business senses."

McKinley has no regrets about no longer running the show. "The responsibilities of the revenues and payments and bills are shared now," he said. "I can really focus on just the books and the arts."

Adobe's relocation wiped out McKinley's modest income, though. The new store doesn't generate enough money to pay him a salary. "I'm buying antiques and silver, all sorts of things, just to resell them," he said. "I'm a secondhand man: I've always been so, but even more now."

Three other bookstores — Press: Works on Paper, Modern Times Bookstore Collective and Alley Cat Bookstore — have set up shop within a two-block range on 24th, now dubbed Bookstore Alley.

Tourist destination

Tourists are a steady presence. Some discover the store en route to Balmy Alley, a striking collection of Chicano outdoor murals two blocks away.

“I think we’ve caught a golden point in the evolution of 24th Street,” McKinley said. “Hopefully our presence makes a stand for a more-intimate and personal type of business rather than a chain or a bar or a sexy restaurant. It’s not the most lucrative thing to have, but it’s essential to San Francisco to have stores like this, and they’re disappearing all the time.”

Ironically, when Adobe first opened on 16th Street, “We were looked on as the gentrifiers of the old neighborhood,” McKinley said. “In the end, we (became) the victims of gentrification. Maybe now we are the gentrifiers again.”

Carolyn Said is a San Francisco Chronicle staff writer. Email: csaid@sfchronicle.com; Twitter: @csaid

Editor’s note

This story is part of “A Changing Mission,” a special Chronicle report on a neighborhood in transition. For more stories, photos and videos about the Mission District, visit [**www.sfchronicle.com/the-mission**](http://www.sfchronicle.com/the-mission).

ADOBE BOOKS AND ARTS COOPERATIVE

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Beyond books / Adobe is a scrappy bookshop -- and a locus of the Mission's art scene

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April 10, 2003

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Art installation lets 20,000 books show their true colors

San Francisco Chronicle

November 18, 2004

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2005

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Andrew McKinley and Adobe Books

San Francisco Museum of Modern Art

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Adobe Books cooperative takes over

San Francisco Chronicle

January 18, 2013

<https://www.sfgate.com/books/article/Adobe-Books-cooperative-takes-over-4203755.php>

Adobe Books trying to endure

San Francisco Chronicle

March 4, 2013

<https://www.sfgate.com/books/article/Adobe-Books-trying-to-endure-4321324.php>

The New Adobe Books & Arts Cooperative Opens on 24th St.

Mission Local

July 1, 2013

<https://missionlocal.org/2013/07/the-new-adobe-books-arts-cooperative-opens-on-24th-st/>

To Stay Afloat, Bookstores Turn to Web Donors

NY Times

August 12, 2013

<https://www.nytimes.com/2013/08/12/business/bookstores-turn-to-web-donors-to-stall-the-end.html>

Adobe Books: Co-op gives longtime bookstore founder hope for future

San Francisco Chronicle

2014

<https://www.sfchronicle.com/the-mission/adobe-books/>

Adobe Books Backroom Gallery, 24th & Folsom St., San Francisco

Bay Area Now 7 (BAN7)

October 1, 2014

<https://www.youtube.com/watch?v=OZH5KdOiyGY>

After nearly closing, Adobe Books turns over a new page

San Francisco Chronicle

December 30, 2014

<https://www.sfgate.com/bayarea/article/After-nearly-closing-Adobe-Books-turns-over-a-5986175.php>

Browsing San Francisco's Best Bookstores

SF Weekly

October 7, 2015

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Adobe Books & Backroom Gallery

Lonely Planet

2017

<https://www.lonelyplanet.com/usa/san-francisco/shopping/adobe-books-backroom-gallery/a/poi-sho/383611/361858>

Eleven SF bookstores get cash assistance from city

Mission Local

October 17, 2018

<https://missionlocal.org/2018/10/eleven-sf-bookstores-get-cash-assistance-from-city/>

24th Street: San Francisco's Most Resilient Neighborhood

SF Weekly

May 8, 2019

<http://www.sfweekly.com/topstories/24th-street-san-franciscos-most-resilient-neighborhood/>

A Tale of Two Strategies: Participation and Organization at Adobe Books and SFMOMA

Create Equity

November 11, 2013

<http://createequity.com/2013/11/a-tale-of-two-strategies-participation-and-organization-at-adobe-books-and-sfmoma/>



Filing Date: August 19, 2019
Case No.: 2019-015650LBR
Business Name: Adobe Books and Arts Cooperative, Inc.
Business Address: 3130 24th Street
Zoning: 24th Mission NCT (Neighborhood Commercial Transit) Zoning District
45-X Height and Bulk District
Block/Lot: 3641/015
Applicant: Maximillian Godino, Board of Directors Member
3130 24th Street Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Adobe Books and Arts Cooperative was founded in 1989 by Andrew McKinley at 3166 16th Street. The store became a bohemian nexus for local artists, musicians, writers, readers, and thinkers. In 2001, curator Amanda Eicher started a gallery in the back of the store where friends of the shop could show their work. The space became a defining one for Mission School artists, an art movement of the 1990s and 2000s centered in the Mission District. Musicians such as Devendra Banhart, Joanna Newsom, Thee Oh Sees, and others played regularly in the shop. Internationally recognized authors such as San Francisco's own Rebecca Solnit and current San Francisco Poet Laureate Kim Shuck are regular customers, collaborators and hosts of literary events. In 2004, Adobe made national news as the only bookstore to organize its inventory by color, an artwork by Chris Cobb entitled There is Nothing Wrong in This Whole Wide World.

In 2012, the shop faced an untenable rent hike and a changing neighborhood. A group of Adobe supporters came together and formed a cooperative business structure in order to preserve the store. Adobe Books raised funds on a crowdfunding site, formed a cooperative corporation and found a new storefront location at 3130 24th Street in the Mission District, where the store joined a small number of existing independent bookstores adding to an informal bookstore row. The cooperative is interested in building a more explicit, dynamic connection between the bookstore and the exhibition space by encouraging artists to make site specific works that reference or engage with the bookstore. In 2018, Adobe Books hosted 159 public events, free of charge to all the artists, musicians, poets, writers and thinkers.

The business is located on the north side of 24th Street between Shotwell and Folsom streets in the Mission neighborhood. It is within the 24th Mission NCT (Neighborhood Commercial Transit) Zoning District and a 45-X Height and Bulk District.

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. Adobe Books and Arts Cooperative qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Adobe Books and Arts Cooperative has operated continuously in San Francisco for 30 years.
- ii. Adobe Books and Arts Cooperative has contributed to the history and identity of the Mission neighborhood and San Francisco.
- iii. Adobe Books and Arts Cooperative 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 literary arts and the Mission School artists.

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

No. Built in 1907, the building at 3130 24th Street is a two-story wood frame commercial building remodeled in the Mediterranean and Mission Revival styles.

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

No. The property has a Planning Department Historic Resource status codes of "C" (No Historic Resource Present) as the result of a 2007 historic resource survey.

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. Adobe has appeared numerous times in the San Francisco Chronicle, San Francisco Examiner, KQED, YBCA, NPR, SFMOMA, the New York Times, Lonely Planet travel guide and more. The bookstore's most recent accolade was a \$9,000 grant from the City and County of San Francisco in 2018 as part of Mayor Lee's Bookstore SF Program.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3130 24th Street

Recommended by Applicant

- Dedicated gallery space
- Cooperative business model
- Commitment to live events

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 18, 2019

Filing Date: August 19, 2019
Case No.: 2019-015650LBR
Business Name: Adobe Books and Arts Cooperative, Inc.
Business Address: 3130 24th Street
Zoning: 24th Mission NCT (Neighborhood Commercial Transit) Zoning District
45-X Height and Bulk District
Block/Lot: 3641/015
Applicant: Maximillian Godino, Board of Directors Member
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ADOBE BOOKS AND ARTS COOPERATIVE, INC. CURRENTLY LOCATED AT 3130 24TH STREET, BLOCK/LOT 3641/015.

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 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 September 18, 2019, 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 Adobe Books and Arts Cooperative, Inc. 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 Adobe Books and Arts Cooperative, Inc.

Location(s):

- 3130 24th Street

Physical Features or Traditions that Define the Business:

- *Dedicated gallery space*
- *Cooperative business model*
- *Commitment to live events*

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 2019-015650LBR to the Office of Small Business September 18, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: