

Legacy Business Registry Staff Report

HEARING DATE DECEMBER 9, 2019

HORIZONS UNLIMITED OF SAN FRANCISCO, INC.

Application No.: LBR-2019-20-014
Business Name: Horizons Unlimited of San Francisco, Inc.
Business Address: 440 Potrero Avenue
District: District 10
Applicant: Celina Lucero, Executive Director
Nomination Date: October 22, 2019
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Horizons Unlimited of San Francisco, Inc. ("Horizons Unlimited") is a non-profit community-based organization located in the Mission District. The organization, founded in 1970, offers culturally and linguistically rooted services, in English and Spanish, for the diverse population of the Mission District and San Francisco. Services include a wide array of culturally competent and innovative substance abuse prevention and treatment, mental health, gender-specific and employment services and programs that promote healthy development and empower youth and families to take action in their community.

Horizons Unlimited's origins date back to 1965 when, under the leadership and vision of Roberto Lopez and Leandro Soto. Horizons Unlimited was established as the youth component of Arriba Juntos – a Mission agency, still active today, that had a vision and commitment to meet the needs of Latino immigrant families moving to San Francisco in the 1960s. Originally located at the St. Peter's Church building at 1200 Florida Street when society was experiencing an ever-increasing awareness and push for the development of culturally responsive services, Horizons Unlimited's programs were funded by the Economic Opportunity Council of San Francisco with a focus on dropout prevention and other educational services for youth ages 14-18. At a time where income inequality in the Mission is as great as it has ever been, the leadership and staff at Horizons Unlimited feel that their services are needed by the youth of the Mission now more than ever. Horizons Unlimited believes that being a part of San Francisco's Legacy Business Registry would make a tremendous difference in ensuring that Horizons Unlimited remains in the Mission for generations to come.

The business is located on the west side of Potrero Avenue between Mariposa and 17th 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, Horizons Unlimited of San Francisco, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

3001 22nd Street from 1970 to 1977 (7 years).
1887 and 1889 Mission Street from 1977 to 1981 (4 years).
3007 24th Street from 1981 to 1981 (1 year).
1189 Potrero Avenue from 1982 to 1984 (2 years).
2639 24th Street from 1982 to 1984 (2 years)
440 Potrero Avenue from 1984 to Present (35 years)

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

Yes, Horizons Unlimited of San Francisco, Inc. 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 property has a Planning Department Historic Resource status code of "A" (Historic Resource Present) due to its listing in the 2011 Showplace Square/Northeast Mission Historic Resource Survey. The property contains an industrial building constructed in 1924 by F. W. Kern as Premier Bed & Spring Company appears to be individually eligible for listing on the California Register organization.
- Horizons Unlimited has been documented through articles published in The San Francisco Chronicle, SF Weekly, El Tecolote, and Art Week. Horizons Unlimited has also been referenced in a number of published books about San Francisco history, including The Heart of the Mission: Latino Art and Politics in San Francisco by Cary Cordova and Latinos at the Golden Gate: Creating Community and Identity in San Francisco by Tomas F. Summers Sandoval Jr.
- Horizons Unlimited has received the following awards and/or commendations:
 - The organization's impact on the Mission District and citywide has been formally recognized by resolution on behalf of the San Francisco Commission on the Status of Women on September 28, 2016.
 - The organization received the Dolores Huerta Lifetime Achievement Award from the late Mayor Ed Lee in 2016.
 - Apartments erected along Mission Street were named in honor of Horizons' founder, Leandro Soto, in recognition of his contribution to the community.

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

Yes, Horizons Unlimited of San Francisco, Inc. is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Horizons Unlimited of San Francisco, 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.





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Physical Features or Traditions that Define the Business:

- Culturally and linguistically rooted programs focused on youth development, empowerment, community service and advocacy.
- Interior murals.
- Photos of youth and staff.
- Gathering, programming, and administrative spaces.

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.

- Services for the Latinx community.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Horizons Unlimited of San Francisco, Inc. currently located at 440 Potrero Avenue 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 DECEMBER 9, 2019

HORIZONS UNLIMITED OF SAN FRANCISCO, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2019-20-014
<i>Business Name:</i>	Horizons Unlimited of San Francisco, Inc.
<i>Business Address:</i>	440 Potrero Avenue
<i>District:</i>	District 10
<i>Applicant:</i>	Celina Lucero, Executive Director
<i>Nomination Date:</i>	October 22, 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 HORIZONS UNLIMITED OF SAN FRANCISCO, INC., CURRENTLY LOCATED AT 440 POTRERO AVENUE.

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 December 9, 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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REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Horizons Unlimited of San Francisco, 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 Horizons Unlimited of San Francisco, Inc.:

Physical Features or Traditions that Define the Business:

- Culturally and linguistically rooted programs focused on youth development, empowerment, community service and advocacy.
- Interior murals.
- Photos of youth and staff.
- Gathering, programming, and administrative spaces.

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

- Services for the Latinx community.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 9, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





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LONDON N. BREED, MAYOR

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REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2019-20-014
Business Name: Horizons Unlimited of San Francisco, Inc.
Business Address: 440 Potrero Avenue
District: District 10
Applicant: Celina Lucero, Executive Director
Nomination Date: October 22, 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

3001 22nd Street from 1970 to 1977 (7 years).
1887 and 1889 Mission Street from 1977 to 1981 (4 years).
3007 24th Street from 1981 to 1981 (1 year).
1189 Potrero Avenue from 1982 to 1984 (2 years).
2639 24th Street from from 1982 to 1984 (2 years)
440 Potrero Avenue from 1984 to Present (35 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: October 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

October 22, 2019

Richard Kurylo, Legacy Business Program Manager
Legacy Business Program
San Francisco Office of Small Business
LegacyBusiness@sfgov.org

Dear Mr. Kurylo:

I am writing this Letter of Nomination in support of Horizons Unlimited joining the City's Legacy Business Program. In 1965, the founders of Horizons Unlimited, Roberto Lopez and Leandro Soto, established the organization as the youth component of Arriba Juntos – another Mission District based agency committed to meeting the needs of Latino immigrant families moving to San Francisco in the 1960's. Horizons Unlimited was officially established as an independent agency through the California Secretary of State in 1970. The organization originally operated on 1200 Florida Street at the St. Peter's Church building, and after moving around to different areas of the neighborhood, it finally established its permanent residence at 440 Potrero Street in 1984.

Over the decades, Horizons Unlimited has functioned as a comprehensive resource center that seeks to address the ever evolving needs of the community through services in English and Spanish that include entrepreneurship training, small business development, workforce development for youth in the juvenile justice system, gang violence prevention, gender specific programming for young men and women, mental health treatment, academic supports, case management, and arts enrichment programming.

Horizons Unlimited is a major access point for native, immigrant, and newcomer Latino youth and families, and has demonstrated its commitment to the local community through its pursuit of direct advocacy, policy reforms, collective impact partnerships, and most importantly, its provision of high quality and culturally affirming programming to ensure the economic, mental, and physical well-being of the youth and families it serves. Moreover, Horizons happens to be one of the only providers of youth substance use treatment services in San Francisco, filling what would otherwise be an enormous void in the city's network of treatment services for high need populations.

As a non-profit services agency with deep historical and community roots in the Mission District, I am hopeful that Horizons Unlimited will continue to serve San Franciscans for decades to come. I am thrilled to support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

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

Supervisor Hillary Ronen
San Francisco Board of Supervisors

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:		
Horizons Unlimited of San Francisco, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Board of Directors is the governing body as a non-profit Agency.		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
440 Potrero Avenue San Francisco, CA 94110	(415) 487-6700	
	EMAIL:	
	clucero@horizons-sf.org	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.horizons-sf.org	Horizons Unlimited of San F	

APPLICANT'S NAME	
Celina Lucero	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
440 Potrero Avenue San Francisco, CA 94110	(415) 487-6717
	EMAIL:
	clucero@horizons-sf.org

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0932144	

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
3001 22nd Street	94110	February 25, 1970
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1966 to 1977	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1887 and 1889 Mission Street	94110	Start: 1977
		End: 1981

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3007 24th Street	94110	Start: 1981
		End: 1981

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1189 Potrero Avenue	94110	Start: 1982
		End: 1984

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2639 24th Street	94110	Start: 1982
		End: 1984

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
440 Potrero Avenue	94110	Start: 1984
		End: Present

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

Section Three:

Disclosure Statement.

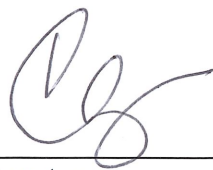
San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

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.

Celina Lucero 6/21/19 

Name (Print): Date: Signature:

HORIZONS UNLIMITED OF SAN FRANCISCO, 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.

Horizons Unlimited of San Francisco, Inc. ("Horizons Unlimited" or "Horizons") is a 510(c)(3) non-profit community-based organization located at 440 Potrero Avenue, in San Francisco's Mission District. The organization offers culturally and linguistically rooted services, in English and Spanish, for the diverse population of the Mission District and the City and County of San Francisco. Services include a wide array of culturally competent and innovative substance abuse prevention and treatment, mental health, gender-specific and employment services and programs that promote healthy development and empower youth and families to take action in their community.

Horizons Unlimited was officially established with the California Secretary of State on February 25, 1970, but its origins date back five years earlier. In 1965, under the leadership and vision of Roberto Lopez and Leandro Soto, Horizons was established as the youth component of Arriba Juntos – a Mission agency, still active today, that had a vision and commitment to meet the needs of Latino immigrant families moving to San Francisco in the 1960s.

Originally located at the St. Peter's Church building at 1200 Florida Street when society was experiencing an ever-increasing awareness and push for the development of culturally responsive services, Horizons' programs were funded by the Economic Opportunity Council of San Francisco with a focus on dropout prevention and other educational services for youth ages 14-18. Later in 1965, Horizons organized as a separate organization and was awarded federal grants through President Lyndon B. Johnson's War on Poverty programs, in addition to grants from the Mission Coalition Organization and the Economic Opportunity Council of San Francisco.

By 1966, Horizons moved to its own location at 3001 22nd Street, where the agency stayed until 1977. During this time period, Horizons Unlimited got established with the Secretary of State (1970) and was granted tax exempt status with the IRS (1971). Horizons began to expand its program offerings to include year-round and summer-specific workforce training and employment programs, which were funded through the Federal Comprehensive Employment and Training Act, the San Francisco Mayor's Offices of Manpower and Community Development and the Private Industry Council of San Francisco.

In 1977, Horizons Unlimited moved to 1887/1889 Mission Street and stayed there for four years until suffering a dramatic cut in Federal funding in 1981, at which time the organization moved

to 3007 24th Street. Shortly thereafter, Horizons maintained two separate locations at 1189 Potrero Avenue and 2639 24th Street. Once again, Horizons' expanded its offerings to address new issues facing the neighborhood – particularly the growing epidemic of youth substance use and misuse. Through state and local funding from Department of Public Health, Horizons began to offer substance use treatment and prevention, as well as HIV prevention services.

In 1984, Horizons outgrew its two locations and moved one final time to 440 Potrero Street, where the organization remains to this day – 35 years later.

Working in the Mission District for over 50 years has put Horizons in a unique position to observe the tremendous changes experienced by the community over time. Horizons is well aware of the recent dramatic increase in the cost of real estate and rent in the Mission, and the impact it has had on countless businesses, nonprofits and families who have provided invaluable contributions to the community for many years. This is why being added to the San Francisco Legacy Business Registry is of such great importance to Horizons. Without the associated benefits of being a part of the Legacy Business Registry, Horizons may be forced to relocate to a building outside the Mission, unequipped to house its programs that thousands of clients rely upon. In the worst case scenario, Horizons may be forced to close its doors. This would deprive thousands of young, highly vulnerable, in-risk individuals of the benefits and services currently and historically provided by Horizons. At a time where income inequality in the Mission is as great as it has ever been, the leadership and staff at Horizons feel that their services are needed by the youth of the Mission now more than ever. Horizons believes that being a part of San Francisco's Legacy Business Registry would make a tremendous difference in ensuring that Horizons remains in the Mission for generations to come.

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

Since its inception, Horizons Unlimited has remained in operation without any known interruptions in services.

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

Horizons Unlimited is a nonprofit organization and is not a family-owned business.

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

Horizons Unlimited has been governed by a rotating yet active Board of Directors who assume fiduciary responsibility while guiding the direction of the organization and holding decision making authority, in partnership with the Executive Director, for its effective operation.

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 organization 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.

The historic resource status of the building that houses Horizons Unlimited is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act.

The building was constructed circa 1924 as a two-story, concrete-frame, industrial building finished in stucco and capped by a flat roof. It occupies a 150 x 200-foot lot and features a main, north-facing façade that is 11 bays wide with two side façades that are each 7 bays wide. Each facade is dominated by enframed window-walls composed of metal-sash, fixed-pane and awning windows above spandrel panels. Pilasters divide each bay, with the first floor of the primary facade distinguished by vehicular openings at the fourth, eighth and tenth bays on 17th Street when counting from the left. A bracketed awning dividing the first and second floors further distinguishes the building. All facades terminate with a parapet decorated with garland and button ornamentation. The building appears to be in good condition.

CRITERION 2

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

Since it was founded, Horizons Unlimited has continually expanded its services to best address the changing needs of the community. Services include subsidized employment, entrepreneurship training and small business development, workforce development for youth in the juvenile justice system, gang prevention, gender specific programing for young men and women, mental health treatment, academic enrichment/support, case management and enrichment and arts programing including audio production, DJ, breakdancing, visual arts classes and sports teams. Horizons Unlimited is an essential "One Stop Shop" for Latino and other youth of color and their families, and employs more than 20 staff and consultants. The organization offers over 15 unique programs from a variety of sectors and serves in excess of 5,000 individual clients annually both onsite and offsite.

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

As an integral part of the community, Horizons has been deeply involved in community coalitions, mobilization/organizing efforts and planning and implementation of many historical and cultural events including Carnaval and Dia de Los Muertos. In the 1990s, when inhalant use ran rampant in the Mission and hit epidemic levels, Horizons staff organized a community wide campaign to curb inhalant use among youth and was successful in securing funds from the Department of Public Health to design and implement community-defined practices to prevent harm. Through participation in community and citywide coalitions such as The San Francisco Prevention Coalition, The San Francisco Latino Parity and Equity Coalition, and The Roadmap to Peace Community Initiative, Horizons staff has provided leadership to shape policy and introduce initiatives to help diminish health disparities. Recently, Horizons partnered with Carnaval SF to kick off its 50th Anniversary and was commissioned to design installations for Dia de Los Muertos celebrations. On the advocacy level, Prevention youth and staff were successful in passing a local resolution to ban the sale of Palcohol (powdered alcohol), while also pressuring Starbucks to pull their liquor license application to sell alcohol in their stores frequented by youth.

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

As a trailblazer in the community, Horizons' impact on the Mission District and citywide has been formally recognized by resolution on behalf of the San Francisco Commission on the Status of Women on September 28, 2016, received the Dolores Huerta Lifetime Achievement Award from the late Mayor Ed Lee in 2016 and has been documented through articles published in The San Francisco Chronicle, SF Weekly, El Tecolote, and Art Week. Horizons has also been referenced in a number of published books about San Francisco history, including *The Heart of the Mission: Latino Art and Politics in San Francisco* by Cary Cordova and *Latinos at the Golden Gate: Creating Community and Identity in San Francisco* by Tomas F. Summers Sandoval Jr. Moreover, apartments erected along Mission Street were named in honor of Horizons' founder, Leandro Soto, in recognition of his contribution to the community.

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

Horizons Unlimited was co-founded by famed Mission District community activist Leandro Soto, the namesake of the Leandro Soto apartments on Mission Street. Furthermore, throughout its history, Horizons has had the privilege of staffing a number of historically significant community leaders including former Horizons Unlimited executive director, longtime activist and “mayor of the Mission” Roberto Hernandez; Carlos Aguilar (DJ Quest), a world renown pioneer of hip-hop DJ’ing; Guadalupe Bravo from the well-known San Francisco punk band, La Plebe; playwright Luis “xago” Juarez; and Tracy Brown-Gallardo, current legislative aide to San Francisco Supervisor Shamann Walton.

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

As a major access point for native, immigrant and newcomer Latino youth and families, Horizons Unlimited has demonstrated its commitment to the community through direct advocacy, policy, collective impact partnerships and the provision of the highest quality and culturally affirming programming, including: substance use treatment (screening/assessment; individual, group and family counseling; case management; crisis intervention), substance use prevention (evidence based adult/youth leadership activities, family management, community mobilization/policy work, innovative programming), gender-specific programming for young men/women (leadership development, empowerment, peer education/training), workforce development (job readiness, career exploration, post-secondary planning, academic support, worksite placement) and mental health services (individual/group therapy, case management, service linkage).

As a result of Horizons' 54 years' commitment to the community, the Mission District has greatly benefited from the elevated economic, mental and psycho-social wellbeing of youth and families realized through a vast array of mitigated risk and enhanced protective factors including: increased family functioning/cohesion; development of positive family management skills; reduction in substance use; skill development; leadership development; development of prosocial relationships; enhanced job readiness; increase in employment/work experience; increased academic performance; increased positive/healthy coping skills; improved quality of life; development of therapeutic alliances; increased wellness; civic engagement; community/coalition building; and development of healthy navigational skills.

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

Since 1965, Horizons Unlimited has had the privilege of providing services to over 265,000 youth and families from throughout San Francisco. The target population includes in-risk Latino and other youth of color ages 10-26, and their families, who face multiple and persistent risk factors. While Horizons has historically focused on Mission District residents, widespread displacement has pushed many of the Mission residents to surrounding neighborhoods and outlying cities, yet they continue to work, attend school and seek services in the community.

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

Culture is not only represented through service, but is plastered and embedded across the entire interior of Horizons Unlimited through vibrant photos of youth and staff, art, murals and the agency altar that carries one of its most precious assets – their ancestors and those that have gone before us to pave our way to excellence. The composition of the building has been intentionally designed to meet programming and community needs, including large gathering spaces, confidential program and separate counseling spaces, multi-media studios, computer labs, dedicated tutoring/academic support loft and a kitchen that serves as the heartbeat of the building – symbolizing community building, culture and tradition.

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

The legacy Horizons staff and leadership have built, and continues to fortify, represents an irreplaceable community asset. It serves as a critical community hub, located within the community in which it is committed to serve, connected and accessible by multiple transit veins, and in a building whose interior has been transformed to meet the unique composition of service needs; including confidential counseling rooms, DJ and audio production studios, large community spaces for town halls and forums, and art filled walls including murals. As the ONLY provider of youth substance use treatment services in San Francisco, the loss of Horizons would create a gaping hole in treatment services for the entire city; leaving our most vulnerable populations susceptible to adverse effects of substance use including homelessness, mental health challenges, unemployment, family deterioration, and community violence and discord.

CRITERION 3

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

Horizons empowers, nurtures and transforms the lives of San Francisco youth through culturally and linguistically rooted programs focused on youth development, empowerment, community service and advocacy in a manner that reflects the diversity of the community's population. Services, offered in English and Spanish, include: 1) The Mayor's Youth Employment and Education Program (MYEEP), 2) Lifeworks, 3) Strengthening Families Program (Prevention), 4) Communities Mobilizing for Change (CMCA) (Prevention), 5) Substance Use Disorder (SUD) Outpatient Treatment, 6) Mental Health, 7) The DJ Project: DJing, Audio and Event Production (Arts), 8) Roadmap to Peace (Treatment), 9) Females Against Violence (Leadership Development), 10) Jovenes Education and Empowerment Program (JEEP) (Leadership Development), and 11) ReSET (intensive Case Management). To effectively offer these programs, Horizons features a staff of over 20 highly skilled individuals, many of whom are former participants and community members, and who are also renowned for their effectiveness, professionalism, warmth and willingness to go beyond traditional expectations to best support clients' needs.

With 54 years of service in its history bank, Horizon Unlimited's vision remains the same, and the organization is steadfast in its conviction to continue to offer these critical programs. This is evidenced not only by their feedback efforts that provide data to demonstrate the relevance and need for their programs, but the outcomes that their proven services produce. Moreover, within the past two years, their entire portfolio of services was up for bid. Leadership, in concert with staff, were successful in securing another 5-10 years of funding for these very services. Leadership is well aware that these services, which are rooted in a Latino-centric model and founded on the principles of La Cultura Cura, represent a lifeline to the community. This model and manner of doing business must, and will, remain consistent in order to continue to meet the needs of Horizon's 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? (e.g., business model, goods and services, craft, culinary, or art forms)

Horizons Unlimited is committed to maintaining its historical tradition as a community-based, and youth focused, non-profit organization. Funding for programs that maintain its historical traditions and define its business is continuous with cycles and awards from 5-10 years. Horizons Unlimited will be embarking on a strategic planning process in the near future to outline how they will continue to thrive and flourish while maintaining the integrity and core of who they serve, what they offer and what they stand for.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Horizons Unlimited is committed to maintaining all of the physical features of the building that define the organization. As such, the interior is decorated in murals that honor their culture and ancestors and depict their work, and photos of youth and staff strung as art to demonstrate who they are and what they value. Space design has been intentional in offering ample space for the community to gather (large, multi-purpose space for town halls, community wide events), programming spaces for youth-led and youth-focused work (computer lab for workforce programs, DJ studio for the DJ class, Music studio for the Audio Production group and confidential counseling rooms for treatment services) and ample office and administrative space to run a smooth operation.

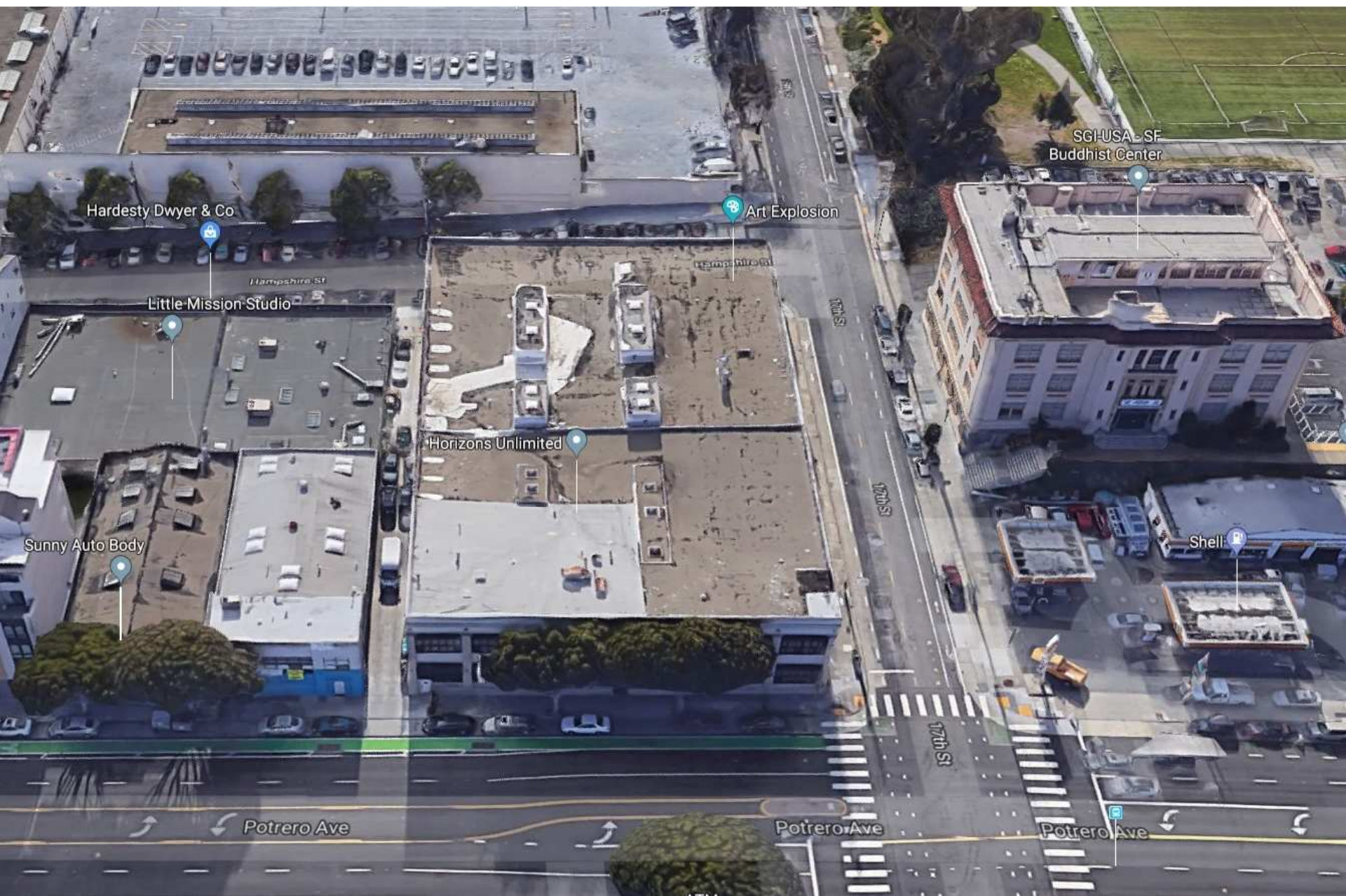
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. 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 that demonstrates the business has been a community focused non-profit organization for 30+ years is included in this Legacy Business Registry application.

HORIZONS UNLIMITED PHOTOGRAPHY PROGRAM 1981

September 19, 1981 to October 10, 1981





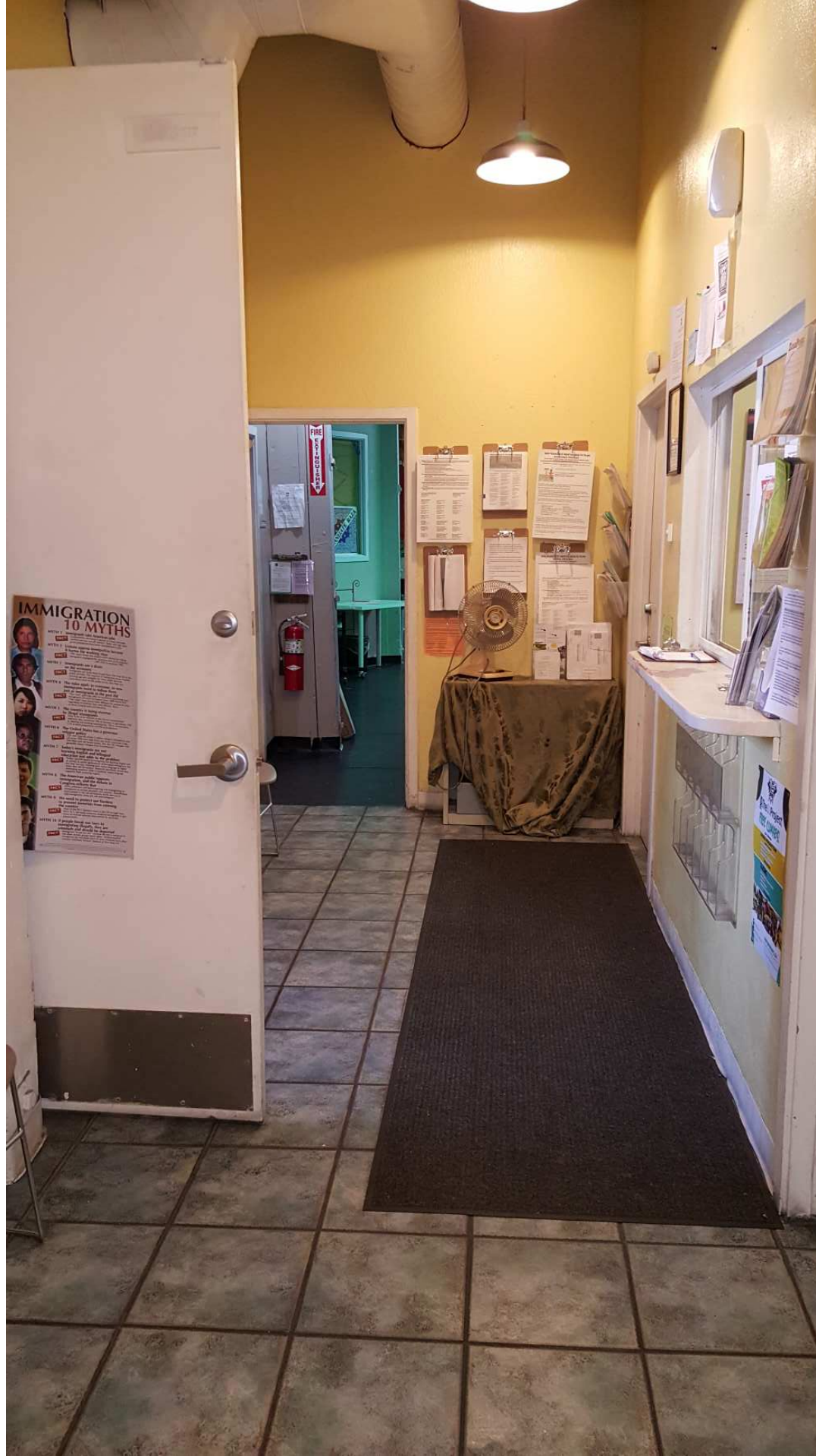








Entryway to
Building



Reception
Area

Reception Office



Employment Office - Staff





First Floor
Hallway to
Youth
Programming

Youth Programming Space



Audio Production Studio - Youth Programming



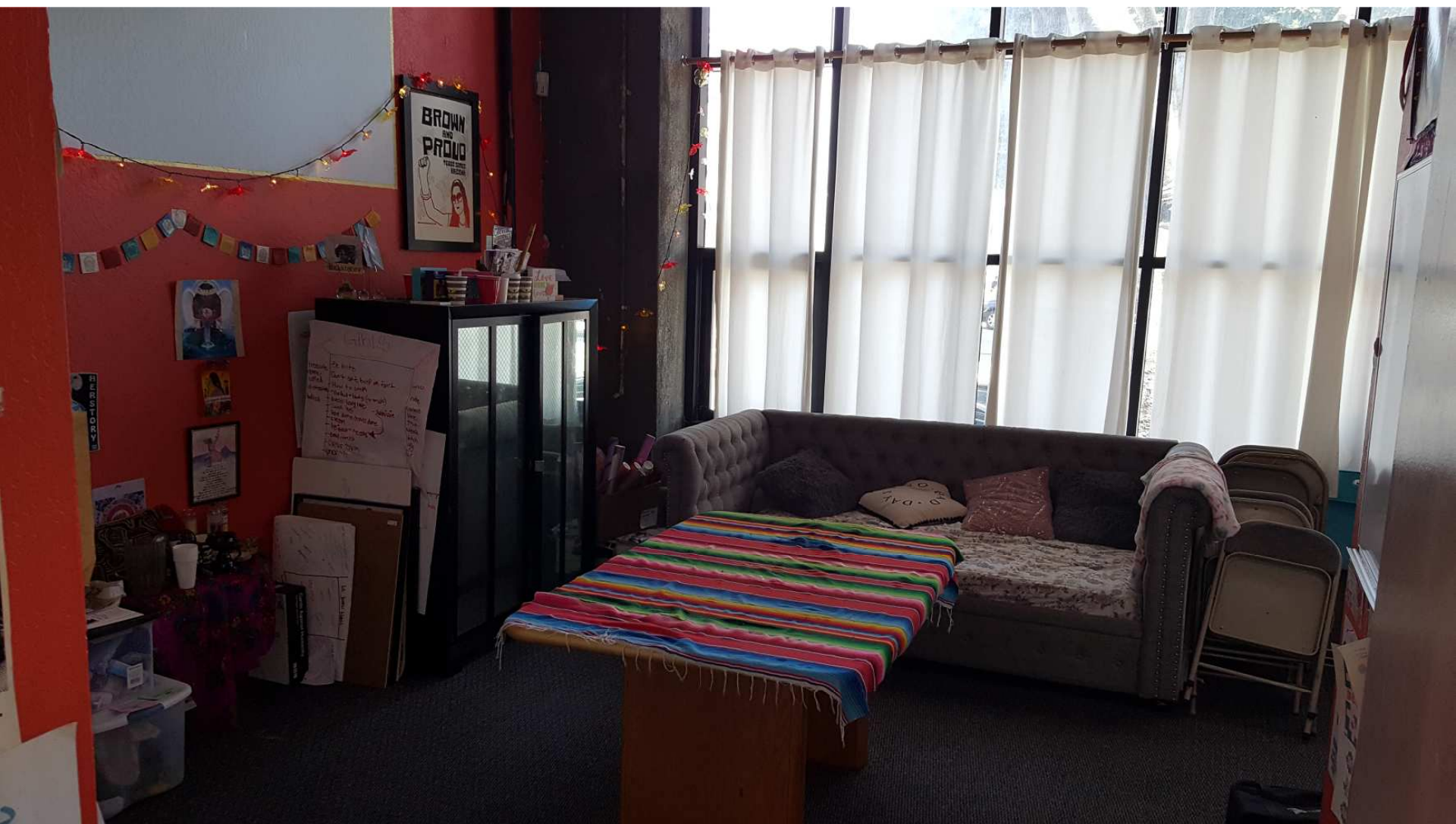
DJ Studio - Youth Programming



Youth Computer Lab



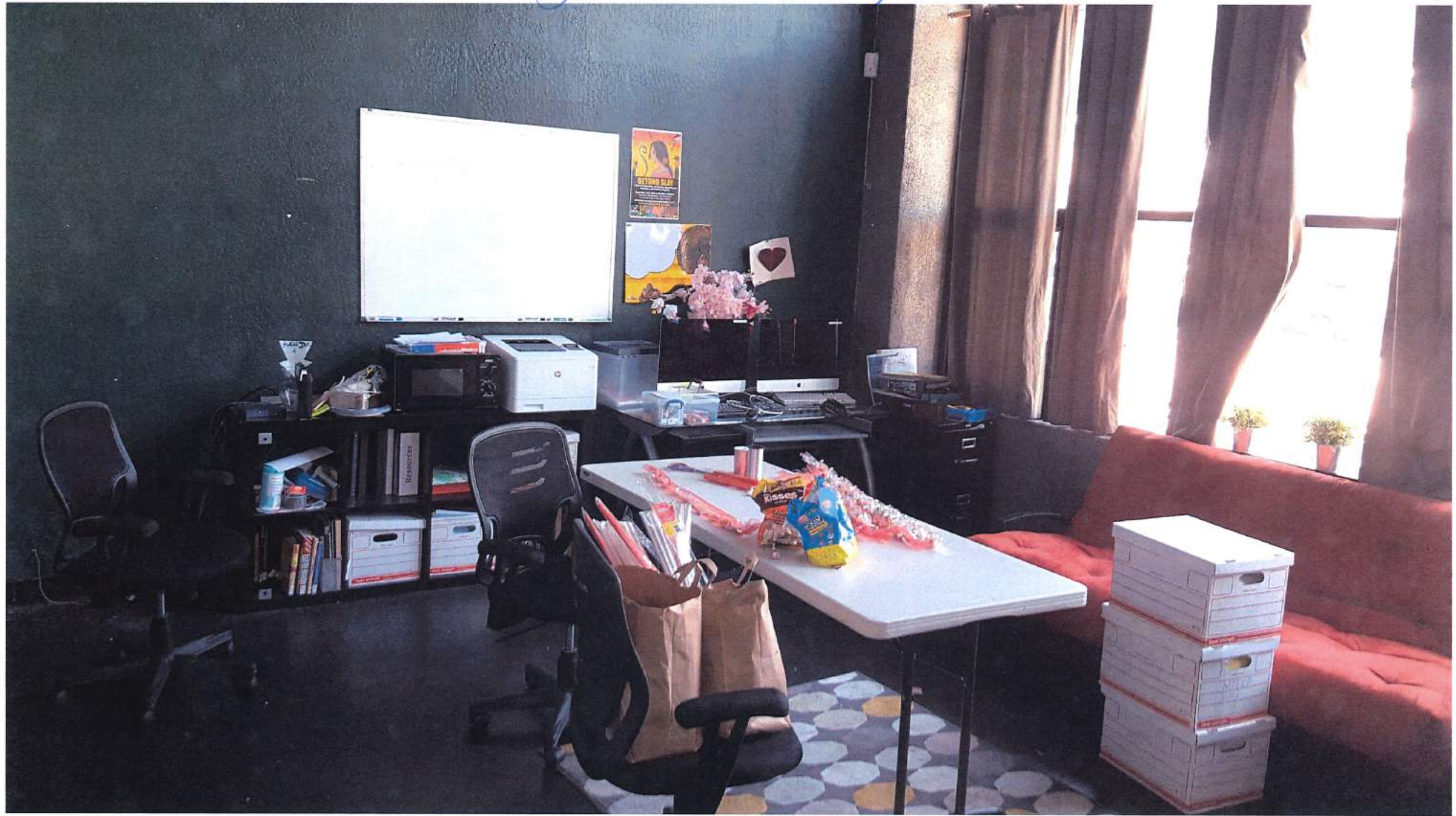
Females Against Violence Youth Programming Space



Event Production Youth Programming Space



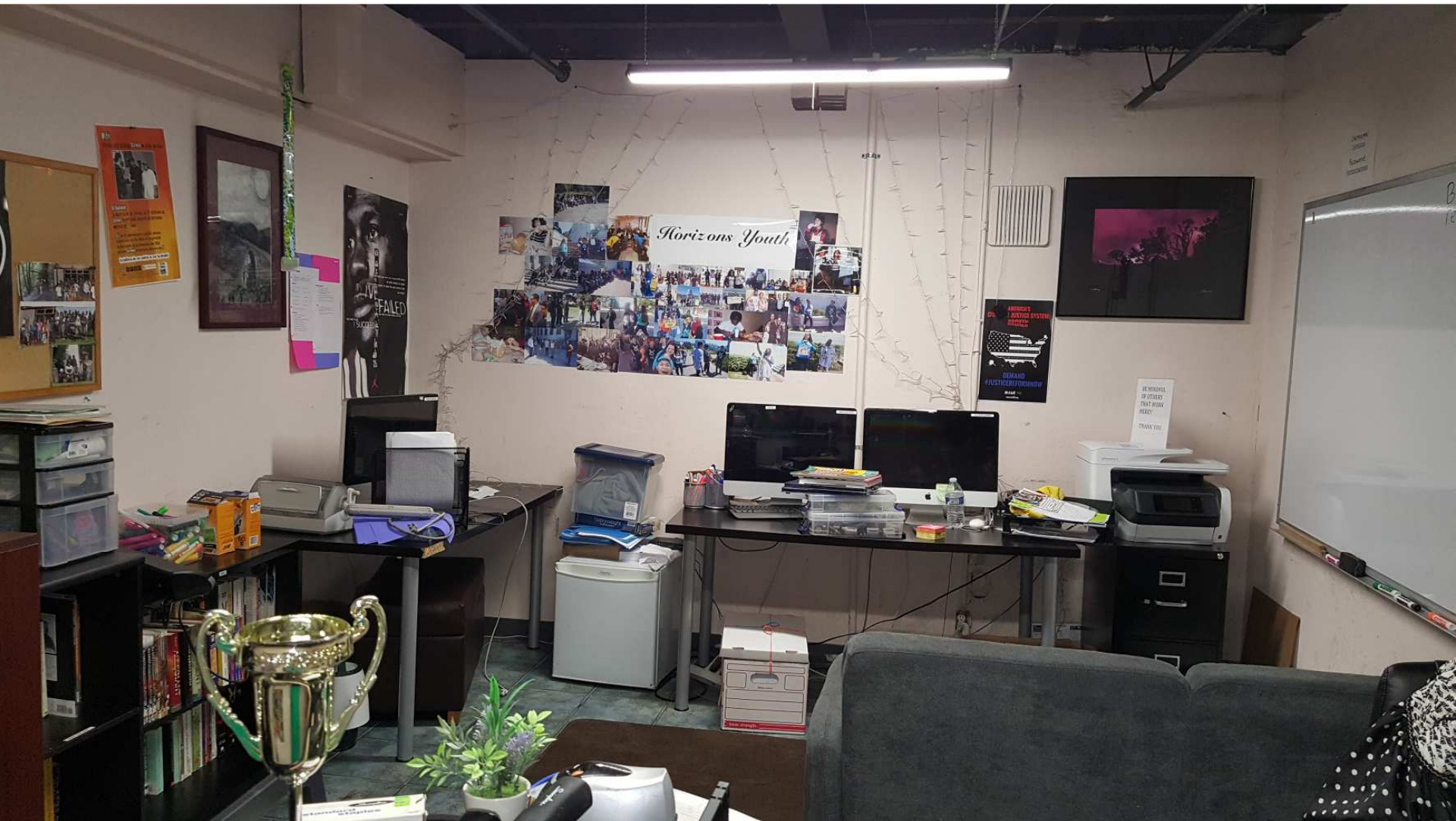
MYEEP employment space -
youth programming



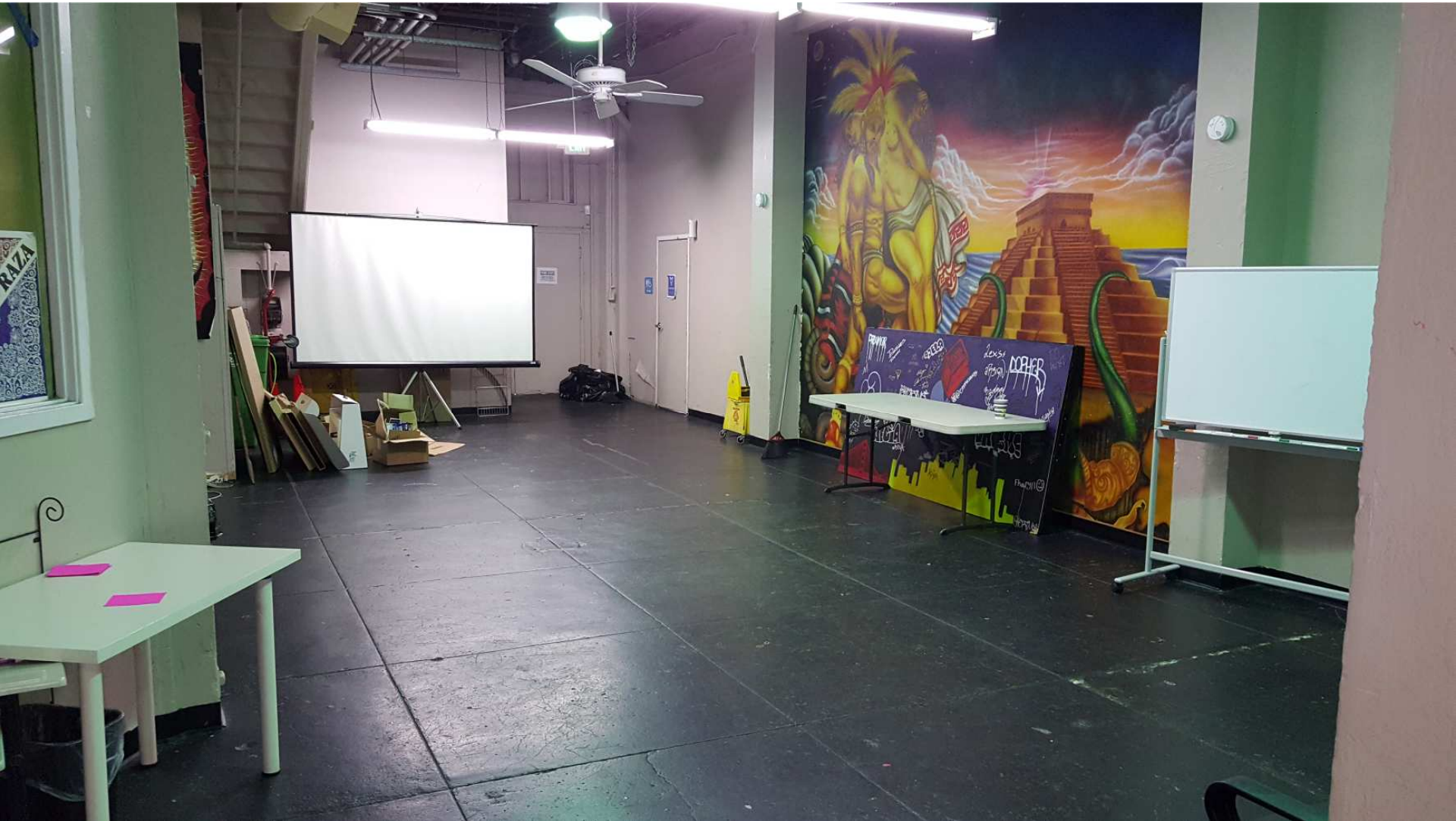
kitchen - prepare food for
youth programming



Academic Advising - Tutoring Loft



First Floor Multimedia Room - Workshops

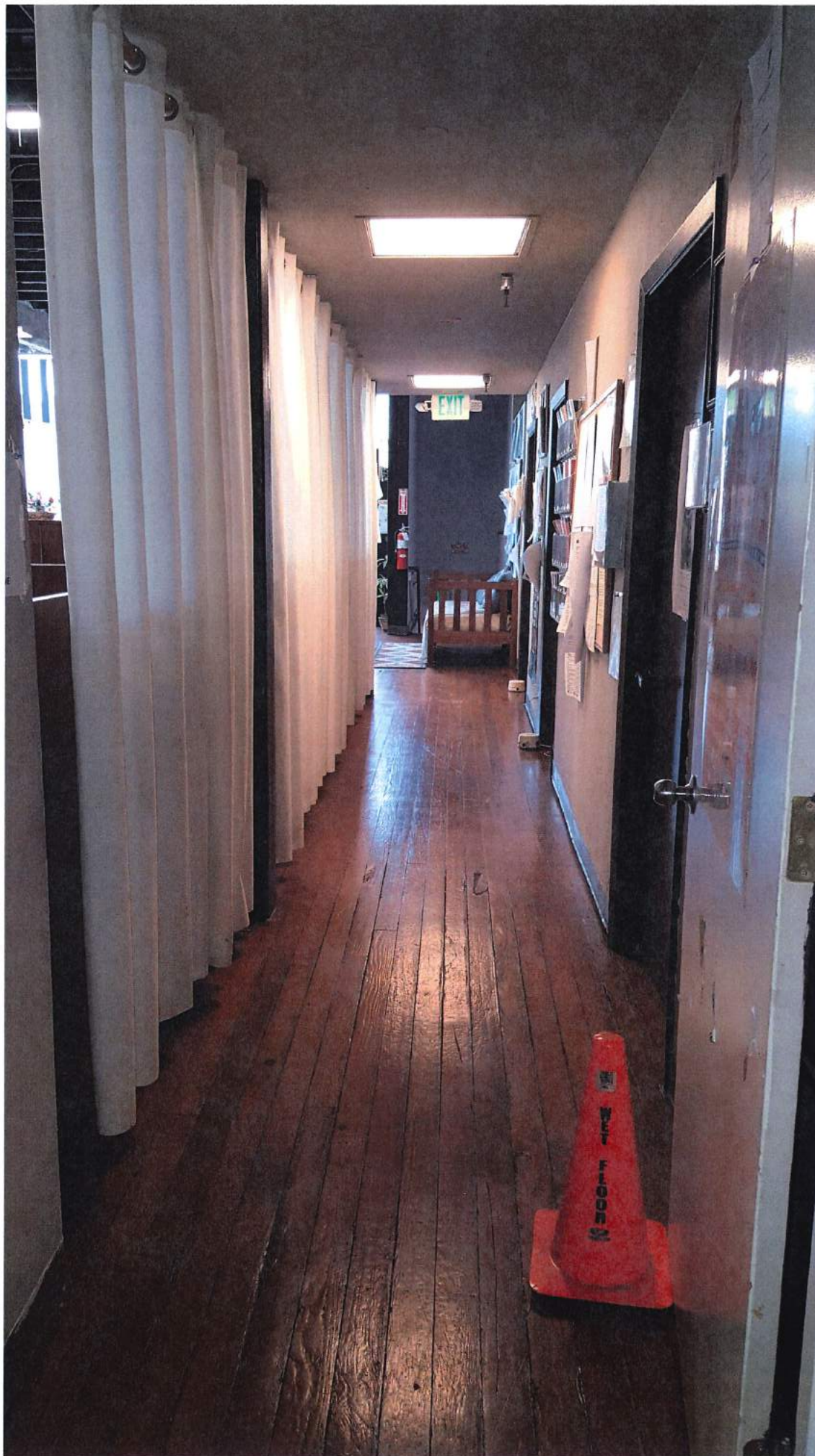




Stairmel



Wall
w/ youth
photos
early
2000s



2nd
floor
hallway



Admin



Admin



2nd
floor
multi-
purpose
space
- workshop

Conference room



Outpatient, Mental Health + Gender programming staff office





confidential
counseling
room

upstairs meeting space



PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 *Resource name(s) or number (assigned by recorder) 2401 17TH ST

P1. Other Identifier Leyser-green Co. (historic)

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: San Francisco

and P2b and P2c or P2d. Attach a Location Map as necessary.

*b. USGS 7.5' Quad: SF North

Date: 1994

*c. Address: 2401 17th St

City: San Francisco

Zip: 94110

d. UTM: (Give more than one of large and/or linear resources) Zone ____; ____mE/ ____mN

e. Other Locational Data: Assessor's Parcel Number: 3973001

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

2401-2425 17th Street is a two-story, concrete-frame, industrial building finished in stucco and capped by a flat roof. The utilitarian building occupies a 150 x 200 foot lot on the northern portion of the block bounded by 17th, Potrero, Hampshire, and Mariposa streets. The rectangle-plan building sits atop a concrete foundation. The primary facade, which is 11 bays wide, faces north; the secondary and tertiary facades, which face east and west respectively, are 7 bays wide. Each facade is dominated by enframed window-walls composed of metal-sash, fixed-pane and awning windows above spandrel panels. Pilasters divide each bay, with the first floor of the primary facade distinguished by vehicular openings at the fourth, eighth, and tenth bays on 17th St. when counting from the left. A bracketed awning dividing the first and second floors further distinguishes the building. All facades terminate with a parapet decorated with garland and button ornamentation. The building appears to be in good condition.

*P3b. Resource Attributes: (list attributes and codes) HP8. Industrial Building

P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☒ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)

*P5b. Photo (view, date, accession #
100_5302.JPG, 11/16/2007,
view to SE

*P6. Date Constructed/Age and Sources
☒ Historic ☐ Prehistoric ☐ Both
1909, Assessor's Office

*P7. Owner and Address:

Spencer William D & Claire
% William D Spencer
99 S Hill Dr
Brisbane Ca 94005

*P8. Recorded by

Tim Kelley
Tim Kelley Consulting
2912 Diamond St. #330

*P9. Date Recorded:
6/12/08

*P10. Survey Type: (Describe)
Intensive



*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

*Attachments

☐ BSOR ☐ None ☒ Continuation Sheet
☐ Archaeological Record ☐ District Record ☐ Location Map ☐ Other...
☐ Artifact Record ☐ Photograph Record ☐ Linear Feature Record



John Gallardo
Employment Counselor

(415) 864-3366

Horizons Unlimited
of San Francisco

440 Potrero Ave., San Francisco CA 94110

one of horizon's
original
business
cards



DAVE KENNEDY/Examiner

Cooking in the kitchen: Juan Guillermo and Beverly Escobar work on song lyrics in the studio of Horizons Unlimited.

Turning the turntables on teen apathy

The DJ Project lures
kids with music, trains
them for real life

BY BILL PICTURE
Of The Examiner Staff

TWO YEARS AGO, Jeff Feinman was running the employment program at Horizons Unlimited, a nonprofit organization based in the Mission that provides youth services to low-income teens. It was then and there he came up with an idea to educate and empower the young people he was working with by tapping into their passion for music.

Most Horizons clients are in high school, where many of them are doing poorly, he says. "One day I realized that the reason so many of them weren't doing well was because they had had terrible experiences with school. So I started trying to come up with some more creative educational experiences, stuff that would tap into their identity somehow and make them want to learn."

Feinman says many youth programs are unsuccessful because they fail to address young people's interests: "I thought, 'What do they like? Music.' A lot of these kids live within a four-block radius because of gangs or this or that. So I thought, 'If I can

The DJ Project: a teen music machine

Continued from HORIZONS, C1

allow them to see beyond their block, that's a cool thing.' And music is the best way to do that.

"So I was like, 'OK, what's hot right now? Turntablism and DJ-ing. Everyone can get down with that.' Music is such a part of these kids' identity, so I figured we could use it to motivate change."

In November of 2000, Feinman, with a small grant from the Private Industry Council, began The DJ Project, a three-month, hands-on workshop on the music business.

The goal of the program, Feinman explains, is that participants finish the program with a CD of their own creation. "They come up with the concept for the record. They record it. They create the artwork for the cover. And they develop the skills they need to walk into Amoeba (Records) or wherever and say, 'Hey, I'm representing The DJ Project. This is what we do. Will you stock my CD?'"

Like pieces of a puzzle

Every day after school, the teens meet in the basement storage space that Feinman and his youth leaders have converted into a small studio. There Project leaders work one-on-one with teens at designated workstations.

"One group might be working over here on the MPC, learning how to hammer out a beat," he says, displaying the studio equipment he's purchased using grant money and donations from local agencies. "Another group might work on the computer learning to layer tracks. Someone else might be in the lyrical workstation working on lyrics. Someone else might be on the (turntables) practicing their cuts. Eventually, it's like a sonic collage and before we know it, we have this CD."

Feinman, though he admits he enjoys the music as much as the kids, says it's really just a vehicle for creating positive change in the young people's lives: "The music's fun, but my whole thing isn't really the music or the technology or any of that. It's really just the process for getting them to love learning."

"I was listening to an African American author and intellectual on the radio the other day and he was talking about how the biggest challenge for youth workers today is differentiating between school and learning. Our kids are having negative experiences with

school. They're unsafe or underfunded or whatever. So our goal is to show them that school is just a place. In fact, oftentimes, it's just a warehouse. We have to separate 'learning' from school."

The non-musical reward

So far, Feinman's efforts seem to be paying off. Beverly, one of the 10 teens currently enrolled in The DJ Project, says her grades have improved slightly since she enrolled in the program last fall.

"Are your parents happy?" I ask. "Yeah," she says without looking up from the sheet of lyrics she's finishing for a song she'll record later that afternoon.

"The kids see that learning can be fun," says Juan, one of Feinman's five youth leaders. "They come here and they learn about things they're interested in. They see what they can do and they get really excited. Then when they go back to school, they stick with it."

"We're not trying to create the next big rap star or DJ Qbert," says Feinman, referring to the legendary turntablist some of his young students want to emulate. "That could very well happen, though. I mean, these kids have some mad skills. But what we're trying to do is help them develop real-life skills."

For many of these young people, just steering clear of the trouble that seems to await them around every corner is a challenge unto itself. And many have learned that self-preservation is the only means for survival in such a dangerous environment. For this reason, teaching them to get beyond each other's cultural differences and to function as a team is sometimes Feinman's toughest challenge.

The 10-week program begins with a series of activities Feinman says helps the kids get used to working together, despite their differences.

"I took them down to the rope courses and we did some team-building exercises," he says. "I'm trying to show them that they can work together even though they come from different backgrounds. In the real world, they're going to have to be able to collaborate and work with people that maybe they don't like. We've had those problems come up before and we deal with them. We're just trying to prepare them for life. I know it sounds cliché but it's true, and the schools just aren't doing it."

Why he's there

Feinman's passion clearly is on helping these young people develop to their fullest potential. Just a big kid himself, he is a mentor, big brother, teacher and friend to every one of the kids, and they appear to genuinely enjoy his company.

The fact that he has earned their respect allows Feinman to work in some traditional classroom-type lessons without much objection: "Say we bring in a guest DJ to spin some Afro-Beat. I'll pull out the map and say, 'That music comes from Ethiopia,' or wherever. 'Show me where that is.' Maybe we'll go to a restaurant and try some Ethiopian food. All of a sudden their minds are a lot broader, and it all started with music."

He also seeks to address some of the negative images that he says young people today are bombarded with. "We deconstruct a lot of lyrics. I'll print out the lyrics to a song and we'll talk about them. 'Bitch' and 'ho' come up all the time. So I'll ask the girls how that makes them feel. It stimulates a great discussion. Critical thinking, man. We wanna get these kids to think about all that crap they see and hear every day."

One of Feinman's goals for the second year of the program was to recruit more female participants. DJ-ing is still generally perceived as a male activity, and girls are often reluctant to step up to the decks for fear of being embarrassed in front of the boys. Feinman believes that mastering the turntables can help young girls overcome many of their fears: "It's like a shortcut to self-esteem."

Feinman says he'd like to see the program expand into a national pilot program. "If I could get someone to underwrite it — maybe someone in the hip-hop game — we could maybe do something similar to this in, like, five cities across the country. That's a long-term goal. The short-term goal is to set up more workshops in other local agencies or maybe even in the schools so that more kids can participate."

E-mail Bill Picture at bpicture@sfxaminer.com.

For more information on Horizons Unlimited DJ Project or to find out how you can help, go to www.horizonsdjproject.com.



DAVE KENNEDY/EJaini

Doing it all: Jacky Carrillo raps in the basement studio of Horizons Unlimited on Potrero. Carrillo and other youths take a song from beginning to end. They write lyrics, produce and perform their own music — and burn it onto discs.

VINYL EXCHANGE | CD Reviews By Bill Picture



Various Artists

THE DJ PROJECT...
DEVOLUTIONARY THEORY
DJ Project Publishing
www.thedjproject.com

The DJ Project utilizes the power of urban youth culture to affect positive change among local at-risk teens. By nurturing these young people's passion for music, the DJ Project mentors are making it easier for these aspiring young MCs, DJs and producers to safely navigate the often choppy waters of inner-city life by helping to build their character and instilling in them a sense of pride. This year's DJ Project graduates present this collection of 17 original, mostly hip-hop tunes recorded at the their headquarters in the Mission. These talented kids' tight flows and wicked beats demonstrate their proficiency in the studio and fluency with both mic and turntable, putting a lot of today's big-label offerings to shame. To purchase a copy of this CD or for more information on The DJ Project, visit www.thedjproject.com.

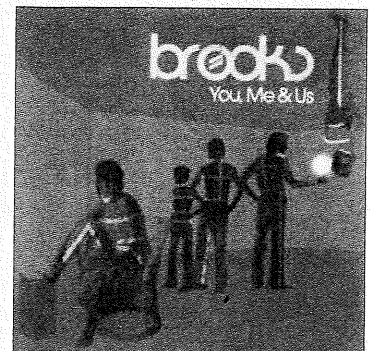


Various Artists

PROGRESSION SESSIONS JAPAN...
LIVE 2002
Good Looking Records
www.thegoodlookingorganisation.co.uk

LTJ Bukem and his Good Looking comrades have been traveling the world bringing their smooth mix of jazzy beats and uplifting rhymes to the beat-weary and bass-starved. The seventh edition of the acclaimed Progression Sessions series catches Bukem and his microphone sidekick live at the Liquid Room in Tokyo. LTJ flaunts his label's musical prowess and rocks the packed Japanese house with eleven melodic D&B tunes (ten from GLO's catalog) that demonstrate the painstaking precision and quality with which GLO and LTJ Bukem have become synonymous.

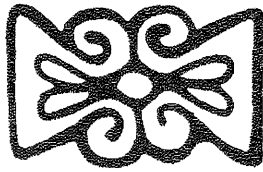
The Progression Sessions Tour returns to San Francisco next Wednesday, Sept. 4. You can catch LTJ Bukem, along with Makoto and MC Conrad at the Justice League, 9 p.m. to 2 a.m. at 628 Divisadero St., San Francisco. For information, call (415) 289-2038.



Brooks

YOU, ME & US
Mantis Recordings
www.mantis-recordings.com

Andy Brooks is a veteran, albeit a young one, of England's rave scene and proudly pulls back the silly shroud of laptop mystique to expose an artist who's not afraid to put it all out there. The twenty-something offers a dozen '80s and disco-tinted tunes that seem almost unnaturally sweet on the surface. But don't be fooled, because just underneath his catchy feel-good beats lies a layer of human emotions drawn from a deep well of life experiences that range from the boring to the bizarre and the serious to the silly. The album is an experiment in such contrasts. Label execs are touting "You, Me & Us" as one of the year's most ambitious debuts. But I'd say risky better describes Brooks' fresh take on electro because electro fans tend to be so serious, and it's clear Brooks doesn't take anything very seriously, including himself. Thank god for that.



INSTITUTO FAMILIAR DE LA RAZA, INC.

2919 Mission Street
San Francisco, CA 94110

(415) 229-0500
Health Services FAX: (415) 647-3662
Administration FAX: (415) 647-0740

May 20, 2019

City and County of San Francisco
Office of Small Business

To Whom It May Concern,

As Executive Director of Instituto Familiar de la Raza (IFR), I am pleased to submit this letter of support for Horizons Unlimited as part of their application for the San Francisco City and County-Office of Small Business' Legacy Business Registration Application.

For the past 50 years, Horizons Unlimited has provided a unique array of bilingual prevention, employment, treatment and empowerment programs for youth. Responsive to the changing needs and interests of youth, Horizons has been at the forefront to develop positive and impactful results for youth at great risk in San Francisco. Serving 5,000 youth per year, Horizons has become a go-to organization for youth seeking support. Located in the Mission District, Horizons has proven itself to be a strong anchor organization for Latino youth.

IFR, which has provided a continuum of community mental health, violence prevention, HIV prevention and support, family support, youth development, and early intervention programs and services to this same community for the past 40 years, has a long history of partnering with Horizons on numerous projects. IFR and Horizons are organizational partners in the Roadmap to Peace, an initiative providing a full spectrum of services for youth at risk for entering the juvenile justice system. The two organizations also recently completed a study on the effects of mental health stigma on youth and other Latino subpopulations. Both projects have been successful, in part because of the dedication, professionalism, and critical expertise that Horizons brings.

As health providers in the same community, IFR and Horizons have effectively supported each other for the betterment of our community. We expect to work closely with Horizons in the future, and wholeheartedly encourage your support of their application as a registered Legacy Business.

Sincerely,

Estela R. Garcia, DMH
Executive Director

Filing Date: October 23, 2019
Case No.: 2019-021159LBR
Business Name: Horizons Unlimited of San Francisco, Inc.
Business Address: 440 Potrero Avenue
Zoning: PDR-1-G (Production, Distribution & Repair – General) Zoning District
58-X Height and Bulk District
Block/Lot: 3973/001
Applicant: Celina Lucero, Executive Director
440 Potrero Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Horizons Unlimited of San Francisco, Inc. is a non-profit community-based organization located in the Mission District. The organization, founded in 1970, offers culturally and linguistically rooted services, in English and Spanish, for the diverse population of the Mission District and San Francisco. Services include a wide array of culturally competent and innovative substance abuse prevention and treatment, mental health, gender-specific and employment services and programs that promote healthy development and empower youth and families to take action in their community.

Horizons Unlimited's origins date back to 1965 when, under the leadership and vision of Roberto Lopez and Leandro Soto, Horizons was established as the youth component of Arriba Juntos – a Mission agency, still active today, that had a vision and commitment to meet the needs of Latino immigrant families moving to San Francisco in the 1960s. Originally located at the St. Peter's Church building at 1200 Florida Street when society was experiencing an ever-increasing awareness and push for the development of culturally responsive services, Horizons' programs were funded by the Economic Opportunity Council of San Francisco with a focus on dropout prevention and other educational services for youth ages 14-18.

At a time where income inequality in the Mission is as great as it has ever been, the leadership and staff at Horizons feel that their services are needed by the youth of the Mission now more than ever. Horizons believes that being a part of San Francisco's Legacy Business Registry would make a tremendous difference in ensuring that Horizons remains in the Mission for generations to come.

The business is located on the west side of Potrero Avenue between Mariposa and 17th streets in the Mission neighborhood. It is within a PDR-1-G (Production, Distribution & Repair – General) Zoning District and a 58-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1970.

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

Yes. Horizons Unlimited of San Francisco, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Horizons Unlimited of San Francisco, Inc. has operated continuously in San Francisco for 49 years.
- ii. Horizons Unlimited of San Francisco, Inc. has contributed to the history and identity of the Mission neighborhood and San Francisco.
- iii. Horizons Unlimited of San Francisco, Inc. is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes. The property contains an industrial building constructed in 1924 by F. W. Kern as Premier Bed & Spring Company appears to be individually eligible for listing on the California Register organization.

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

No. However, the property has property has a Planning Department Historic Resource status code of "A" (Historic Resource Present) due to its listing in the 2011 Showplace Square/Northeast Mission 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. Horizons' impact on the Mission District and citywide has been formally recognized by resolution on behalf of the San Francisco Commission on the Status of Women on September 28, 2016, received the Dolores Huerta Lifetime Achievement Award from the late Mayor Ed Lee in 2016 and has been documented through articles published in The San Francisco Chronicle, SF Weekly, El Tecolote, and Art Week. Horizons has also been referenced in a number of published books about San Francisco history, including The Heart of the Mission: Latino Art and Politics in San Francisco by Cary Cordova and Latinos at the Golden Gate: Creating Community and Identity in San Francisco by Tomas F. Summers Sandoval Jr. Moreover, apartments erected along Mission Street were named in honor of Horizons' founder, Leandro Soto, in recognition of his contribution to the community.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 440 Potrero Avenue

Recommended by Applicant

- Culturally and linguistically rooted programs focused on youth development, empowerment, community service and advocacy
- Interior murals
- Photos of youth and staff
- Gathering, programming, and administrative spaces

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: NOVEMBER 20, 2019

Filing Date: October 23, 2019
Case No.: 2019-021159LBR
Business Name: Horizons Unlimited of San Francisco, Inc.
Business Address: 440 Potrero Avenue
Zoning: PDR-1-G (Production, Distribution & Repair – General) Zoning District
58-X Height and Bulk District
Block/Lot: 3973/001
Applicant: Celina Lucero, Executive Director
440 Potrero Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

1650 Mission St.
Suite 400
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CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HORIZONS UNLIMITED OF SAN FRANCISCO, INC. CURRENTLY LOCATED AT 440 POTRERO AVENUE, BLOCK/LOT 3973/001.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on November 20, 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 Horizons Unlimited of San Francisco, 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 Horizons Unlimited of San Francisco, Inc.

Location(s):

- 440 Potrero Avenue

Physical Features or Traditions that Define the Business:

- *Culturally and linguistically rooted programs focused on youth development, empowerment, community service and advocacy*
- *Interior murals*
- *Photos of youth and staff*
- *Gathering, programming, and administrative spaces*

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 2019-021159LBR to the Office of Small Business November 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: