



Legacy Business Registry Staff Report

Hearing Date: September 23, 2024

TREASURE ISLAND MUSEUM

Application No.: LBR-2023-24-039
Business Name: Treasure Island Museum
Business Address: 39 Treasure Island Rd., Suite 111
District: District 6
Applicant: John Hogan, Museum Director
Nomination Date: April 2, 2024
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Housed in the historic Building One, Treasure Island Museum preserves and presents the history of one of the city's unique neighborhoods via exhibitions in their gallery and online, and through free public programs. They are proud to be a significant cultural, intellectual, and artistic hub on the revitalized Treasure Island.

Treasure Island Museum's free public gallery is the first stop for many new residents and tourists. It serves as a "visitor center" for the island, and also includes a timeline of the island's history. They offer free membership to those work or live in San Francisco's 94130 zip code, which has the lowest median income of any in the city.

Treasure Island Museum is one of many tenants in Building One, which is open and free to the public every day. The gallery shares the lobby with other public venues, including Gold Bar Distillery's luxurious retro whiskey tasting room and Woods Island Club's beer and wine tap room featuring locally-produced beers and ciders. There are also other businesses within Building One, as well as the offices of the Treasure Island Development Authority—the City agency overseeing the redevelopment of the island and the use/upkeep of the historic Building One.

Treasure Island is a 400-acre artificial island that was built by the Army Corps of Engineers in 1936-37 on the shoals of neighboring Yerba Buena Island. Constructed of mud dredged from the bay, it was named Treasure Island in a tip of the hat to California's gold rush past. The federal government paid for its construction and for three permanent buildings, which would serve a potential future airport.

The original purpose of Treasure Island was to host the 1939-40 Golden Gate International Exposition. The GGIE was a glowing Art Deco "Magic City" of towers, gardens, goddesses, and dazzling lighting effects created to celebrate the ascendancy of California and San Francisco as economic, political, and cultural forces in the Pacific region. The fair also celebrated the local engineering achievements of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge and the birth of transpacific air passenger service with the advent of the Pan American Airways Clippers. The fair billed itself optimistically as "A Pageant of the Pacific."

CRITERION 1

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

Legacy Business Program

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City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
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legacybusiness@sfgov.org
www.legacybusiness.org





Yes, Treasure Island Museum has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

39 Treasure Island Rd., Suite 111 from 1976 to Present (48 years)

CRITERION 2

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

Yes, Treasure Island Museum has contributed to the history and identity of its unique neighborhood Treasure Island, San Francisco, and San Francisco Bay.

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:

- Treasure Island Museum is the primary repository of information about the Golden Gate International Exposition of 1939 (which was a world's fair celebrating the opening of the Oakland/Bay Bridge and the Golden Gate Bridge) and the 50 years when the land was turned over to the federal government and became Naval Station Treasure Island.
- Building One / Command Naval Base San Francisco Headquarters / Naval Station Treasure Island Headquarters is listed in both the California and National Register as individually significant to a district.

The beautiful 1938 Art Moderne "Building One" or "Building 1" was the administrative center for the World's Fair and the terminal building for the Pan Am Clippers, which were to remain on the island after the fair. Building One was the first building constructed on Treasure Island and is now listed on the National Register of Historic Places. The design was a collaborative effort by two of San Francisco's most prominent architects. George William Kelham had been trained at the famous L'Ecole des Beaux-Arts in Paris, and helped design and build San Francisco's Palace Hotel, worked with William Peyton Day, a San Francisco native who was vice president of the Exposition and its director of public works.

After the GGIE, from 1939 to 1945, Building One was the terminal and ticketing office for Pan American Airways. Pan Am's new flying boat terminal, consisting of the magnificent terminal building and two large hangars, was in keeping with the future plans of the airline. It was obvious from the early days of the transpacific service that the Martin M-130 flying boats, as advanced as they were in 1935, would soon need to be augmented with aircraft that could carry more payload and fly farther. In 1936, Pan Am signed a contract with Boeing Aircraft for six new flying boats, the Boeing B-314s. It was these aircraft - with three more added later - that would really showcase the Treasure Island base.

With war looming, the government saw the eminent value of a base at Treasure Island, and with the removal of the world's fair, the US Navy soon moved in, using some of the fair's 'temporary' structures. Plans for runways were scrapped. Because Pan Am and its fleet of ocean-crossing clippers was integral to America's defense, there was no question but that the airline's base would remain. When war did arrive, on the wings of Japanese warplanes at Pearl Harbor, and across the vast Pacific basin, it severed the peaceful international air routes stretching out from Treasure Island. Pan Am planes, crews, and facilities were drafted into the war effort. For most of the next four years, Pan Am's Treasure Island base served the nation. The elegant clippers were joined by big military seaplanes, also operated by Pan Am crews, to be sent out across the Pacific on wartime missions.

During World War II, Treasure Island became part of the Treasure Island Naval Base, and served as an electronics and radio communications training school, and as the major Navy departure and receiving point for sailors in the Pacific aboard surface ships and

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submarines. The Naval Station also served as an Auxiliary Air Facility airfield, Treasure Island Naval Auxiliary Air Facility (NAAF) for airships, blimps, dirigibles, planes, and seaplanes by Hangars / Bldgs. 2 & 3. The seaplanes landed in the Port of Trade Winds Harbor.

- There have been a several features and articles on the Treasure Island Museum including publications from the San Francisco Chronicle, KQED, The Bold Italic, Thrillist, and The San Francisco Standard.
- With regard to racial and social equity, Treasure Island Museum's work memorializing the Port Chicago story disaster was recognized by Nancy Pelosi during her tenure as Speaker of the House. Also, Treasure Island Museum board members and staff received a Certificate of Honor from the San Francisco Board of Supervisors in 2022. Through artifacts, photographs and personal testimonies the museum shed light on dangerous and discriminatory conditions under which African American sailors were forced to work and also explored the broader context of racial segregation and equality in the military helping to educate the public about the systemic racism that these servicemen endured and the struggles they faced in seeking justice and equality.

In addition, Treasure Island Museum is the only link between the Treasure Island neighborhood's past and its uncharted future. Their service to the community is expanding as the population of the island grows and changes with the introduction of multimillion dollar development projects, bringing new residents who are unfamiliar with the impressive, diverse history of the small island.

CRITERION 3

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

Yes, Treasure Island Museum is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Treasure Island Museum 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:

- Treasure Island Museum's gallery in the historic Treasure Island Building One.
- Events and programs about Treasure Island.

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.

- Museum.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Treasure Island Museum currently located at 39 Treasure Island Rd., Suite 111 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

September 23, 2024

TREASURE ISLAND MUSEUM

Application No.: LBR-2023-24-039
Business Name: Treasure Island Museum
Business Address: 39 Treasure Island Rd., Suite 111
District: District 6
Applicant: John Hogan, Museum Director
Nomination Date: April 2, 2024
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Treasure Island Museum, currently located at 39 Treasure Island Rd., Suite 111.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 23, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Treasure Island Museum 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 Treasure Island Museum.

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Physical Features or Traditions that Define the Business:

- Treasure Island Museum's gallery in the historic Treasure Island Building 1.
- Events and programs about Treasure Island.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Treasure Island Museum on the Legacy Business Registry:

- Museum.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –

Nays –

Abstained –

Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-039
Business Name: Treasure Island Museum
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District: District 6
Applicant: John Hogan, Museum Director
Nomination Date: April 2, 2024
Nominated By: Supervisor Matt Dorsey

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

39 Treasure Island Rd., Suite 111 from 1976 to Present (48 years)

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

☒ Yes ☐ No

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

☒ Yes ☐ No

NOTES: NA

DELIVERY DATE TO HPC: August 19, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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City and County
of San Francisco



Board of Supervisors,
District 6

MATT DORSEY

麥德誠

April 2nd, 2024

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>

San Francisco Office of Small Business

City Hall, Room 140

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear Director Tang,

The Treasure Island Museum stands as a beacon of cultural, intellectual, and artistic significance within San Francisco's diverse landscape. As a vital part of the revitalized island, its free public gallery serves as a gateway for both new residents and tourists. Notably, the museum offers complimentary membership to those residing or working in the city's 94130 Zip Code, an area characterized by its lower median income.

Since its inauguration on October 3rd, 1975, the museum has curated exhibits reflecting the rich history of the Navy, Marine Corps, and the United States Coast Guard. Evolving over time, its collections have expanded to encompass non-military themes, including the Golden Gate International Exposition, the construction of the Bay Bridge, and the history of Yerba Buena Island.

The museum's contributions extend beyond exhibitions, encompassing island tours, artifact preservation, and educational programs in its free public gallery space, generously provided by the city. Presently, the museum's leadership is dedicated to securing funding, designing, and constructing a substantial 3500-4000 square foot museum within the historic Building One.

I believe that inclusion of the Treasure Island Museum on the Legacy Business Registry would be a fitting acknowledgment of its enduring impact on San Francisco's cultural tapestry. Thank you for considering this nomination.

Sincerely,

MATT DORSEY

A handwritten signature in blue ink, appearing to read "Matt Dorsey", with a long vertical line extending downwards from the end of the signature.



Legacy Business Registry Application



Business Information

Business name: Treasure Island Museum

Business owner name(s): Nonprofit organization run by a board of directors

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

Current business address: 39 Treasure Island Road, Suite 111, San Francisco, CA 94130

Telephone: (415) 413 – 8462

Email: info@treasureislandmuseum.org

Mailing address (if different than above):

Website: www.treasureislandmuseum.org

Facebook: www.facebook.com/treasureislandmuseum

Twitter: Instagram: @treasureislandmuseum

7-digit San Francisco Business Account Number (BAN): 0 4 8 7 3 8 5

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: John Hogan

Contact person title: Museum Director

Contact telephone: (415) 413 – 8462

Contact email: john@treasureislandmuseum.org

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 39 Treasure Island Road, Suite 111 (formerly One Avenue of the Palms) Zip Code: 94130

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

Dates at this location: From: June 29, 1976 To: Present

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☐ I am authorized to submit this application on behalf of the business.
- ☐ I attest that the business is current on all of its San Francisco tax obligations.
- ☐ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☐ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☐ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☐ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☐ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name:

Signature:

John Hogan

Date:

TREASURE ISLAND MUSEUM

Written Historical Narrative

INTRODUCTION

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

Housed in historic Building One, Treasure Island Museum preserves and presents – via exhibitions in their gallery and online, as well as free public programs – the history of one of the city’s unique neighborhoods. They are proud to be a significant cultural, intellectual, and artistic hub on the revitalized Treasure Island.

b. Describe whom the business serves.

Treasure Island Museum’s free public gallery is the first stop for many new residents and tourists. They offer free membership to those work or live in San Francisco’s 94130 zip code, which has the lowest median income of any in the city.

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

Preserving Treasure Island’s history and charting its future.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Treasure Island Museum is a non-profit organization established with the California Secretary of State on June 29, 1976. The organization’s address is 39 Treasure Island Road, Suite 111, in the lobby of Building One on Treasure Island.

Treasure Island is a 400-acre artificial island that was built by the Army Corps of Engineers in 1936-37 on the shoals of neighboring Yerba Buena Island. Constructed of mud dredged from the bay, it was named Treasure Island in a tip of the hat to California’s gold rush past. The federal government paid for its construction and for three permanent buildings, which would serve a potential future airport.

The original purpose of Treasure Island was to host the 1939-40 Golden Gate International Exposition. The GGIE was a glowing Art Deco “Magic City” of towers, gardens, goddesses, and dazzling lighting effects created to celebrate the ascendancy of California and San Francisco as economic, political, and cultural forces in the Pacific region.

The fair also celebrated the local engineering achievements of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge and the birth of transpacific air passenger service with the advent of the Pan American Airways Clippers. The fair billed itself optimistically as “A Pageant of the Pacific.”

The beautiful 1938 Art Moderne “Building One” or “Building 1” was the administrative center for the World’s Fair and the terminal building for the Pan Am Clippers, which were to remain on the island after the fair. Building One was the first building constructed on Treasure Island and is now listed on the National Register of Historic Places. “The design was a collaborative effort by two of San Francisco’s most prominent architects. George William Kelham had been trained at the famous L’Ecole des Beaux-Arts in Paris, and helped design and build San Francisco’s Palace Hotel, worked with William Peyton Day, a San Francisco native who was vice president of the Exposition and its director of public works.”¹

After the GGIE, from 1939 to 1945, Building One was the terminal and ticketing office for Pan American Airways. Pan American’s new flying boat terminal, consisting of the magnificent terminal building and two large hangars, “was in keeping with the future plans of the airline. It was obvious from the early days of the transpacific service that the Martin M-130 flying boats, as advanced as they were in 1935, would soon need to be augmented with aircraft that could carry more payload and fly farther. In 1936, Pan Am signed a contract with Boeing Aircraft for six new flying boats, the Boeing B-314’s. It was these aircraft - with three more added later - that would really showcase the Treasure Island base.”²

“With war looming, Uncle Sam saw the eminent value of a base at Treasure Island, and with the removal of the world’s fair, the US Navy soon moved in, using some of the fair’s ‘temporary’ structures. Plans for runways were scrapped. Because Pan Am and its fleet of ocean-crossing clippers was integral to America’s defense, there was no question but that the airline’s base would remain. When war did arrive, on the wings of Japanese warplanes at Pearl Harbor, and across the vast Pacific basin, it severed the peaceful international air routes stretching out from Treasure Island. Pan Am planes, crews, and facilities were drafted into the war effort. For most of the next four years, Pan Am’s Treasure Island base served the nation. The elegant clippers were joined by big military seaplanes, also operated by Pan Am crews, to be sent out across the Pacific on wartime missions.”³

“During World War II, Treasure Island became part of the Treasure Island Naval Base, and served as an electronics and radio communications training school, and as the major Navy departure and receiving point for sailors in the Pacific aboard surface ships and submarines. The Naval Station also served as an Auxiliary Air Facility airfield, Treasure Island Naval Auxiliary Air Facility (NAAF) for airships, blimps, dirigibles, planes, and seaplanes by Hangars / Bldgs. 2 & 3. The seaplanes landed in the Port of Trade Winds Harbor.”⁴

¹ Pan Am’s Fabled Gateway to The Pacific, <https://www.panam.org/audio/106-treasure-island-fabled-gateway>

² Id.

³ Id.

⁴ Naval Station Treasure Island, Wikipedia, https://en.wikipedia.org/wiki/Naval_Station_Treasure_Island

Towards the close of WWII, the Pan American operation was relocated to what had become San Francisco International Airport, which would soon be seeing fleets of new landplanes replacing the aging and now obsolete flying boats.⁵

On October 3, 1975, the government opened the Navy/Marine Corps Museum in the lobby of Building One with exhibits recalling the history of the Navy and Marine Corps. The Treasure Island Museum began in 1976 as a "friend of the museum" nonprofit. They raised funds to support the Navy/Marine Corps Museum's activities.

Over time, the museum's collection and exhibitions also featured the United States Coast Guard, as well as non-military themes: The Golden Gate International Exposition, the construction of the Bay Bridge, the history of Yerba Buena Island, and related subjects.

The Navy/Marine Corps Museum went out of existence in 1997 when the government closed Naval Station Treasure Island. Oversight of Building One and artifacts from the Navy museum's collection were transferred to the Treasure Island Development Authority.

The nonprofit association Treasure Island Museum remained in existence. In 2008, it opened a new Treasure Island Museum – the same name as the organization – in Building One.

Treasure Island Museum is one of many tenants in Building One. The gallery shares the lobby with other public venues, including Gold Bar Distillery's luxurious retro whiskey tasting room and Woods Island Club's beer and wine tap room featuring locally-produced beers and ciders. There are also businesses with offices there, along with the offices of the Treasure Island Development Authority, the City agency overseeing the redevelopment of the island and the use/upkeep of historic Building One. Treasure Island Museum runs a small gallery in the building that is open and free to the public every day. It serves as a "visitor center" of sorts for the island, since it includes a timeline of its history.

San Francisco's overall redevelopment plan for Treasure Island includes a guarantee that the Treasure Island Museum will be given 3,500 to 4,000 square feet in Building One, but they do not have that much space yet. They plan to expand when funding and space become available.

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

Treasure Island Museum has always been a nonprofit that is both volunteer-based and run by a board of directors representing the community.

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

Treasure Island Museum has operated continuously, without significant interruption, since 1976.

⁵ Pan Am's Fabled Gateway to The Pacific, <https://www.panam.org/audio/106-treasure-island-fabled-gateway>

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

The volunteer-based nonprofit Treasure Island Museum provides a unique, ongoing service to the changing and expanding island community includes a free public gallery; hosting concerts and education programs that bring musicians, artists, and writers to the island for community building events; and maintaining an archive of photographs, publications, and artifacts that document the island's unique story.

Treasure Island Museum is the primary source of information and images when local media and documentarians seek assistance in telling the story of the unique and often underrepresented Treasure Island neighborhood and population.

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

Treasure Island Museum is the primary repository of information about the Golden Gate International Exposition of 1939 (which was a world's fair celebrating the opening of the Oakland/Bay Bridge and the Golden Gate Bridge) and the 50 years when the land was turned over to the federal government and became Naval Station Treasure Island.

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

Treasure Island Museum is an active and recognized part of the Treasure Island community. They often partner with other service organizations on the island, including One Treasure Island, Job Corps, the Treasure Island YMCA, and the Treasure Island Development Authority. They participate in neighborhood celebrations and community service events.

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

Following are some key media references for Treasure Island Museum:

- ***Here's what I enjoyed on my first visit to Treasure Island***
The Bold Italic
July 10, 2024
<https://thebolditalic.com/heres-what-i-enjoyed-on-my-first-visit-to-treasure-island-8c3526996f81>
- ***A New Outdoor Movie Series Comes to Treasure Island This Summer***
KQED
May 31, 2024
<https://www.kqed.org/arts/13958881/treasure-island-gold-bar-whiskey-outdoor-movie-nights>

- ***The 18 Best Museums in San Francisco, California [2024]***
Upgraded Points
February 6, 2024
<https://upgradedpoints.com/travel/best-museums-in-san-francisco/>
- ***Valentine's Day 2024: The best arts events for all ages in the Bay Area***
San Francisco Chronicle
January 31, 2024
<https://www.sfchronicle.com/entertainment/article/valentines-day-bay-area-18624100.php>
- ***Why San Francisco's Treasure Island is an ideal spot to take your date***
San Francisco Standard
August 1, 2023
<https://sfstandard.com/2023/08/01/escape-to-treasure-island-on-this-adventurous-date-itinerary/>
- ***10 Surprising Things to Do on Treasure Island***
Thrillist
May 30, 2023
<https://www.thrillist.com/travel/san-francisco/10-things-to-do-on-treasure-island>

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

Treasure Island Museum's work memorializing the Port Chicago story (Wikipedia: https://en.wikipedia.org/wiki/Port_Chicago_disaster) was recognized by Nancy Pelosi during her tenure as Speaker of the House. Also, Treasure Island Museum board members and staff received a Certificate of Honor from the San Francisco Board of Supervisors in 2022.

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

Treasure Island Museum is the only link between the Treasure Island neighborhood's past and its uncharted future. Their service to the community is expanding as the population of the island grows and changes with the introduction of multimillion dollar development projects, bringing new residents who are unfamiliar with the impressive, diverse history of the small island.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Treasure Island Museum's gallery is housed in the historic Treasure Island Building One, which is on the National Register of Historic Places, and beneath a mural created to mark the bicentennial of the United States Navy on October 13, 1975. Treasure Island Museum gives context to the building and mural through signage drafted by their resident historians and during free public tours.

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

Preserving and sharing the history of Treasure Island.

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

Treasure Island Museum has formed mutually beneficial relationships with the Treasure Island Development Authority, the City department overseeing the redevelopment of the island. TIDA is committed to Treasure Island Museum's long-term involvement. Treasure Island Museum has also secured significant ongoing funding from contractors on the island, as well as from their museum members and board of directors.

d. What challenges is the business facing today?

Treasure Island Museum, like all nonprofit organizations, depends on the goodwill of funders, including foundations, local businesses, and generous individuals who share their vision for the future of the Treasure Island community they serve. They are proud of what they have accomplished, but they would like to expand their staff and volunteer programs to ensure that the current redevelopment of the island is a successful revitalization, informed by history and respect for the long-term residents.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

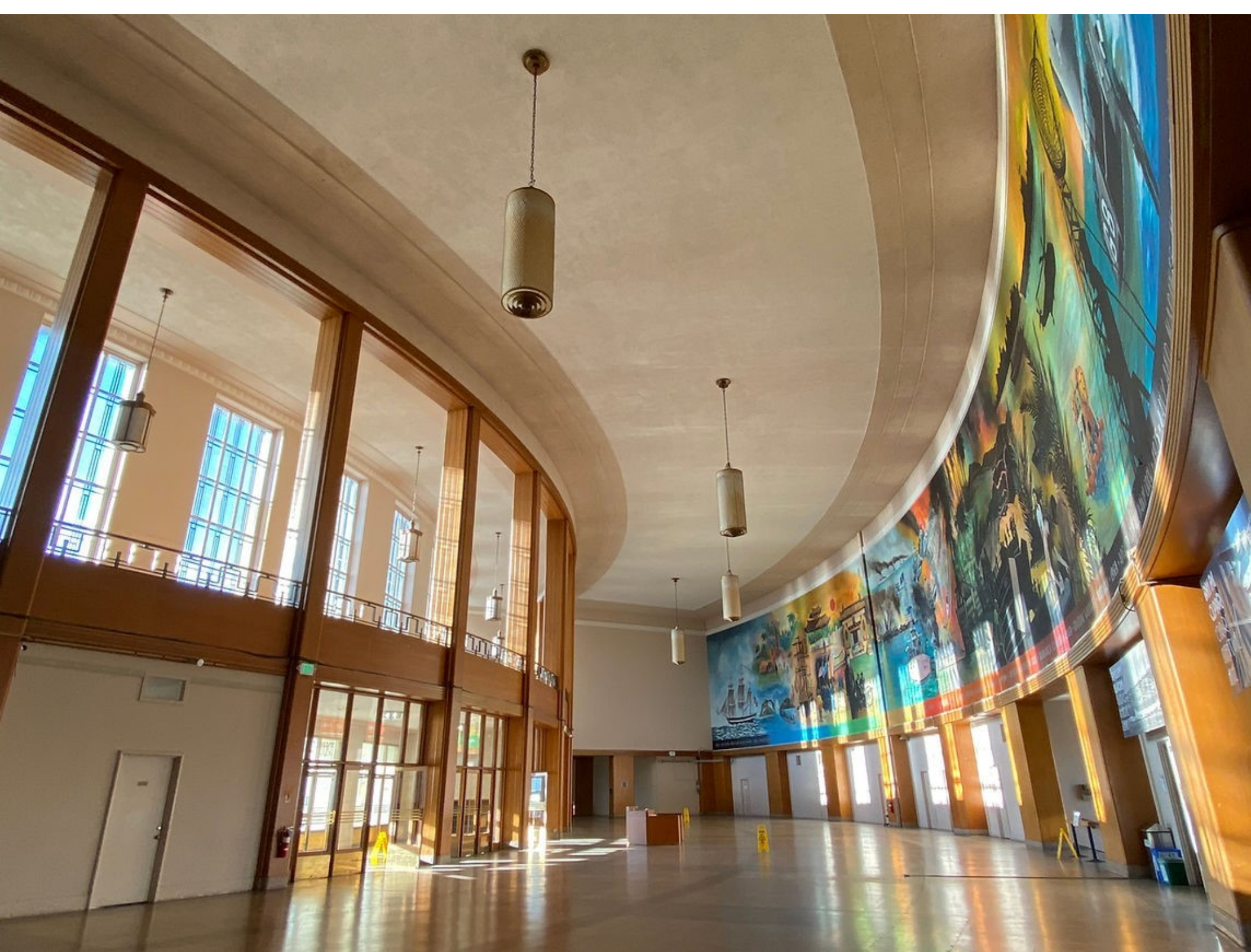
Promotion of Treasure Island.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of Building One on Treasure Island is "A - Historic Resource Present."









The Claire I. Wahrhaftig | Walt and Nancy Bilofsky Gallery

TREASURE ISLAND MUSEUM







LECTION TOWARDS THE FUTURE *****





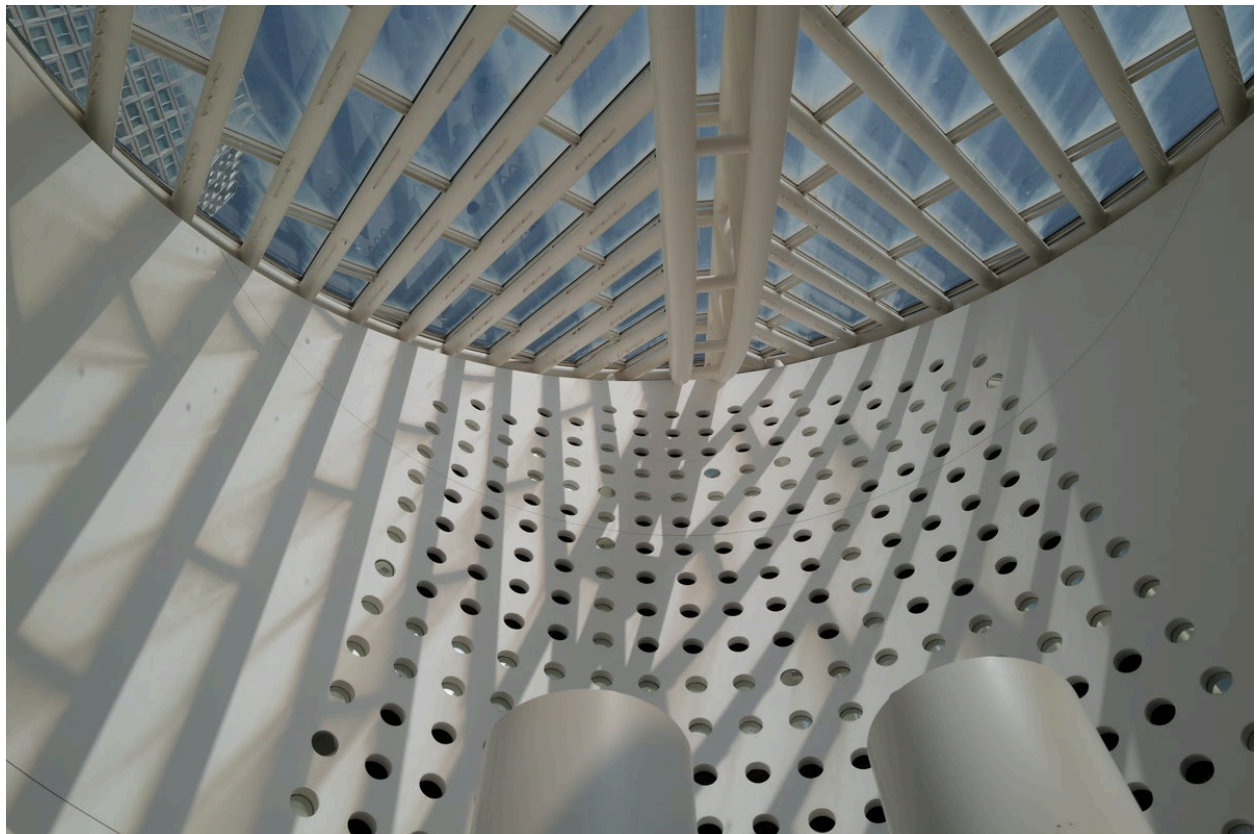


The 18 Best Museums in San Francisco, California [2024]

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San Francisco is known for being one of California's most significant cultural hubs, so it's not surprising that it is also home to some of the most important museums on the West Coast and even in the world.

From fine art to the sciences, there are museums in San Francisco for virtually any visitor, young or old. There are bound to be a few places that deserve a spot on your itinerary, no matter what trip you plan.

The 18 Best Museums in San Francisco

1. Academy of Art University Automobile Museum

2. Asian Art Museum

3. California Academy of Sciences

4. Cartoon Art Museum

5. Children's Creativity Museum

6. de Young Museum

7. Exploratorium

8. International Art Museum of America

9. Legion of Honor

10. Museo Italo Americano

11. Museum of 3D Illusions

12. Museum of Performance & Design

13. Museum of the African Diaspora

14. Museum of Russian Culture

15. San Francisco Museum of Modern Art

16. Treasure Island Museum

17. Truhlsen-Marmor Museum of the Eye

18. The Walt Disney Family Museum

16. Treasure Island Museum



Image Credit: Treasure Island Museum

Located on the artificial island of the same name, [Treasure Island Museum](#) aims to preserve the island's history and the heritage of Pacific cultures. **The island has always been home to events and art installations, many of which are showcased in the museum's exhibits through photos and artifacts.**

The museum first opened in 1975 as a naval museum as the island was, at the time, home to a military base. However, the museum has grown to incorporate items from throughout the area's interesting and diverse past.

Between in-person and online exhibits, the museum can provide a detailed history of the Bay Area and the island itself. Some of the most notable items in the facility are its collection of postcards from the Golden Gate International Expo and its assortment of sculptures from that same event.

Admission is free for all visitors. The museum is open Monday to Friday from 9 a.m. to 5 p.m. and Saturday to Sunday from 12 p.m. to 8 p.m. The nearest bus station is right in front of the Treasure Island Museum.

- **Address:** 1 Avenue of the Palms #111, San Francisco, CA 94130

“Treasure Island Museum is proud to be a significant cultural, intellectual, and artistic hub on the revitalized island. As rapid development opens a new chapter in its history, our mission is to document the island’s relevance to today’s issues and tomorrow’s concerns. Our free public programs are designed to inspire a new generation with the Bay Area’s spirit of ingenuity and community embodied by Treasure Island.”

John Hogan, Director, Treasure Island Museum

How To Get Free or Reduced Admission to San Francisco Museums

We’ve indicated with each museum whether or not children, students, or seniors receive free or reduced admission. Several other programs offer similar concessions.

The [Museums for All](#) program offers **free or reduced admission to museums through the U.S. for those receiving food assistance (SNAP benefits)**. Participating attractions in the greater San Francisco area include the American Bookbinders Museum, Asian Art Museum, California Academy of Sciences, Children’s Creativity Museum, Conservatory of Flowers, Contemporary Jewish Museum, de Young Museum, Exploratorium, International Art Museum of America, Japanese Tea Garden, Letterform Archive, Museum of Craft and Design, Museum of the African Diaspora, and more.

Bank of America’s [Museums on Us](#) program offers cardholders **free general admission on the first full weekend every month** to the following San Francisco museums: Contemporary Jewish Museum, de Young Museum, and Legion of Honor.

Capital One cardholders can enroll in a **complimentary 6-month membership** with [The Cultivist](#) (through June 22, 2024) and receive access for themselves and a guest to the San Francisco Museum of Modern Art.

Participation is subject to change; please verify participating museums and entry conditions before your visit.

Final Thoughts

San Francisco has no shortage of museums that are worth visiting. Whether you're an art lover or prefer to learn about different cultures, there's a gallery or exhibit in the city for you. With any luck, this list has helped you see what world-class museums are waiting for you in San Francisco so you can visit the ones that interest you the most.

Frequently Asked Questions

Does San Francisco have good museums?

San Francisco has some of the best museums in the U.S. It's home to various art, culture, and history museums, so there's something for everyone. Many of the museums in the city are even interactive, which offers visitors a full-sensory experience.

What is the oldest museum in San Francisco?

The de Young Museum is the oldest in the city. It was first opened to the public in 1895. However, some other museums first began as private collections, some of which predate the de Young. Others house ancient artifacts, even if they opened recently.

What days are museums free in San Francisco?

There is no specific day when San Francisco's museums offer free visitation. However, those that do waive their fees typically do so on the first Sunday, Tuesday, or Wednesday of the month. There are also usually reduced-rate ticket options available for certain visitors.

How many museums are in San Francisco?

There are at least 50 museums open in San Francisco currently. This number counts those owned by both private and public organizations. However, this number will change as new exhibits and galleries open. The list also doesn't count touring museum experiences.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: SEPTEMBER 18, 2024

Filing Date: August 18, 2024
Case No.: 2024-007641LBR
Business Name: TREASURE ISLAND MUSEUM
Business Address: 39 Treasure Island Road, Suite 111
Zoning: TI-MU,TI-OS (TREASURE ISLAND MIXED USE,TREASURE ISLAND OPEN SPACE) Zoning District
25-TI,50-TI,Special Height District Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 8901/005
Applicant: John Hogan, Museum Director
39 Treasure Island Road, Suite 111
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: edgar oropeza – 628-652-7416
edgar.oroepza@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Housed in the historic Building One, Treasure Island Museum preserves and presents the history of one of the city's unique neighborhoods via exhibitions in their gallery and online, and through free public programs. They are proud to be a significant cultural, intellectual, and artistic hub on the revitalized Treasure Island.

Treasure Island Museum's free public gallery is the first stop for many new residents and tourists. They offer free membership to those work or live in San Francisco's 94130 zip code, which has the lowest median income of any in the city.

Treasure Island Museum is one of many tenants in Building One. The gallery shares the lobby with other public venues, including Gold Bar Distillery's luxurious retro whiskey tasting room and Woods Island Club's beer and wine tap room featuring locally-produced beers and ciders. There are also other businesses within Building One, as well as the offices of the Treasure Island Development Authority—the City agency overseeing the redevelopment of the

island and the use/upkeep of the historic Building One. The Treasure Island Museum runs a small gallery in the building that is open and free to the public every day. It serves as a "visitor center" for the island, and also includes a timeline of the island's history.

Treasure Island is a 400-acre artificial island that was built by the Army Corps of Engineers in 1936-37 on the shoals of neighboring Yerba Buena Island. Constructed of mud dredged from the bay, it was named Treasure Island in a tip of the hat to California's gold rush past. The federal government paid for its construction and for three permanent buildings, which would serve a potential future airport.

The original purpose of Treasure Island was to host the 1939-40 Golden Gate International Exposition. The GGIE was a glowing Art Deco "Magic City" of towers, gardens, goddesses, and dazzling lighting effects created to celebrate the ascendancy of California and San Francisco as economic, political, and cultural forces in the Pacific region. The fair also celebrated the local engineering achievements of the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge and the birth of transpacific air passenger service with the advent of the Pan American Airways Clippers. The fair billed itself optimistically as "A Pageant of the Pacific."

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded on June 29, 1976.

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

Yes. Treasure Island Museum qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Treasure Island Museum has operated continuously in San Francisco for 48 years.
- b. Treasure Island Museum has contributed to the history and identity of Treasure Island, its unique neighborhood, San Francisco, and San Francisco Bay.
- c. Treasure Island Museum 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. Treasure Island Museum is the primary repository of information about the Golden Gate International Exposition of 1939 (which was a world's fair celebrating the opening of the Oakland/Bay Bridge and the Golden Gate Bridge) and the 50 years when the land was turned over to the federal government and became Naval Station Treasure Island.

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

Yes. The beautiful 1938 Art Moderne "Building One" or "Building 1" was the administrative center for the World's Fair and the terminal building for the Pan Am Clippers, which were to remain on the island after the

fair. Building One was the first building constructed on Treasure Island and is now listed on the National Register of Historic Places. "The design was a collaborative effort by two of San Francisco's most prominent architects. George William Kelham had been trained at the famous L'Ecole des Beaux-Arts in Paris, and helped design and build San Francisco's Palace Hotel, worked with William Peyton Day, a San Francisco native who was vice president of the Exposition and its director of public works."1

After the GGIE, from 1939 to 1945, Building One was the terminal and ticketing office for Pan American Airways. Pan American's new flying boat terminal, consisting of the magnificent terminal building and two large hangars, "was in keeping with the future plans of the airline. It was obvious from the early days of the transpacific service that the Martin M-130 flying boats, as advanced as they were in 1935, would soon need to be augmented with aircraft that could carry more payload and fly farther. In 1936, Pan Am signed a contract with Boeing Aircraft for six new flying boats, the Boeing B-314's. It was these aircraft - with three more added later - that would really showcase the Treasure Island base."2

"With war looming, Uncle Sam saw the eminent value of a base at Treasure Island, and with the removal of the world's fair, the US Navy soon moved in, using some of the fair's 'temporary' structures. Plans for runways were scrapped. Because Pan Am and its fleet of ocean-crossing clippers was integral to America's defense, there was no question but that the airline's base would remain. When war did arrive, on the wings of Japanese warplanes at Pearl Harbor, and across the vast Pacific basin, it severed the peaceful international air routes stretching out from Treasure Island. Pan Am planes, crews, and facilities were drafted into the war effort. For most of the next four years, Pan Am's Treasure Island base served the nation. The elegant clippers were joined by big military seaplanes, also operated by Pan Am crews, to be sent out across the Pacific on wartime missions."3

"During World War II, Treasure Island became part of the Treasure Island Naval Base, and served as an electronics and radio communications training school, and as the major Navy departure and receiving point for sailors in the Pacific aboard surface ships and submarines. The Naval Station also served as an Auxiliary Air Facility airfield, Treasure Island Naval Auxiliary Air Facility (NAAF) for airships, blimps, dirigibles, planes, and seaplanes by Hangars / Bldgs. 2 & 3. The seaplanes landed in the Port of Trade Winds Harbor."4

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

Yes, Building 1 / Command Naval Base San Francisco Headquarters / Naval Station Treasure Island Headquarters is listed in both the California and National Register as individually significant to a district.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

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

Yes. There have been a several features and articles on the Treasure Island Museum including publications from the San Francisco Chronicle, KQED, The Bold Italic, Thrillist and The San Francisco Standard.

Racial and Social Equity Analysis

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

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

Treasure Island Museum's work memorializing the Port Chicago story disaster was recognized by Nancy Pelosi during her tenure as Speaker of the House. Also, Treasure Island Museum board members and staff received a Certificate of Honor from the San Francisco Board of Supervisors in 2022. Through artifacts, photographs and personal testimonies the museum shed light on dangerous and discriminatory conditions under which African American sailors were forced to work and also explored the broader context of racial segregation and equality in the military helping to educate the public about the systemic racism that these servicemen endured and the struggles they faced in seeking justice and equality.

Treasure Island Museum is the only link between the Treasure Island neighborhood's past and its uncharted future. Their service to the community is expanding as the population of the island grows and changes with the introduction of multimillion dollar development projects, bringing new residents who are unfamiliar with the impressive, diverse history of the small island.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 39 Treasure Island Road, Suite 111 (1976 – Present)

Recommended by Applicant

- Treasure Island Museum's gallery is housed in the historic Treasure Island Building 1 which is on the National Historic Register of Historic Places and beneath a mural created to mark the bicentennial of the United States Navy on October 13th 1975 Treasure Island museum gives context to the building in the mural through signage drafted by the resident historians entering free public tours.

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: September 18, 2024

Case No.: 2024-007641LBR
Business Name: Treasure Island Museum
Business Address: 39 TREASURE ISLAND RD. Suite 111
Zoning: TI-MU,TI-OS (TREASURE ISLAND MIXED USE,TREASURE ISLAND OPEN SPACE) Zoning District
25-TI,50-TI,Special Height District Height and Bulk District
Block/Lot: 8901/005
Applicant: John Hogan, Museum Director
39 Treasure Island Road., Suite 111
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: edgar oropeza – 628-652-7416
edgar.oroepza@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR TREASURE ISLAND MUSEUM CURRENTLY LOCATED AT 39 TREASURE ISLAND RD, SUITE 111, BLOCK 8901 / LOT 005.

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, 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Treasure Island Museum 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 Treasure Island Museum.

Locations

Current Locations:

- 39 Treasure Island Road, Suite 111 (1976 – Present)

Physical Features or Traditions that Define the Business

- Treasure Island Museum's gallery is housed in the historic Treasure Island Building 1 which is on the National Historic Register of Historic Places and beneath a mural created to mark the bicentennial of the United States Navy on October 13th, 1975, Treasure Island museum gives context to the building in the mural through signage drafted by the resident historians entering free public tours.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on September 15, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 18, 2024