



Legacy Business Registry Staff Report

HEARING DATE DECEMBER 12, 2016

ARROW STAMP & COIN CO.

Application No.: LBR-2015-16-064
Business Name: Arrow Stamp & Coin Co.
Business Address: 2395 21st Avenue
District: District 4
Applicant: Denis J. Norrington, Owner
Nomination Date: October 13, 2016
Nominated By: Supervisor Katy Tang
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Founded in 1955 by John and Betty Norrington, Arrow Stamp & Coin Co. buys, sells, appraises, and consigns stamps and coins for collectors. Located on 21st Avenue at Taraval Street, the family-owned business has operated in the Sunset District for 61 years, catering to local interests and providing a space for stamp collectors to shop and interact. With a large inventory of stamps from all over the world, their store displays the history, geography, world affairs and cultures of the U.S. and abroad. The business has evolved over the years by necessity. In the 1970s, it manufactured stamp packages that were sold in Woolworth's outlets throughout the country, while in recent years the business has focused on selling higher priced and rarer stamps for specialized collectors. Rarer stamps include those from now-defunct countries as well as limited edition stamps that are no longer carried by the U.S. Postal Service. Customers come from all over the city but many are local to the Sunset, Parkside, and West of Twin Peaks areas. Now run by John and Betty's son, Denis Norrington, Arrow Stamp & Coin Co. continues to serve as the only full-time philatelic establishment in the city.

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

1102 Taraval Street from 1955-1981 (26 years)
2395 21st Avenue from 1981-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, the applicant has contributed to the Sunset District neighborhood's history and identity.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

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:

- Arrow Stamp & Coin Co. is associated with the art of philately, or stamp collecting and selling.
- Arrow Stamp & Coin Co. has contributed to the history and identity of the Sunset District and the city by providing a space for locals and visitors to engage in the tradition of stamp collecting.
- The property has been previously evaluated by the Planning Department and was determined to be a "Category A" building. Further evaluation is needed to determine if the property is significant for its association with events or persons.

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

Yes, Arrow Stamp & Coin Co. is committed to maintaining the physical features and traditions that define its tradition of buying, selling, appraising, and consigning stamps.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Arrow Stamp & Coin Co. 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:

- Direct one-on-one retail of stamps.
- Large inventory of stamps from all over the world, including rare stamps.
- Tools of stamp collecting including plastic mounts, specially designed tongs, watermark detectors, albums and catalogs.
- Photographic and other evidence of the history of the establishment.
- Original painted sign.
- Distinct company logo.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Arrow Stamp & Coin Co. currently located at 2395 21st Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

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



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

Small Business Commission Draft Resolution

HEARING DATE DECEMBER 12, 2016

ARROW STAMP & COIN CO.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-064
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Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ARROW STAMP & COIN CO., CURRENTLY LOCATED AT 2395 21ST 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 12, 2016, 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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SMALL BUSINESS COMMISSION

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REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Arrow Stamp & Coin Co. 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 Arrow Stamp & Coin Co.:

Physical Features or Traditions that Define the Business:

- Direct one-on-one retail of stamps.
- Large inventory of stamps from all over the world, including rare stamps.
- Tools of stamp collecting including plastic mounts, specially designed tongs, watermark detectors, albums and catalogs.
- Photographic and other evidence of the history of the establishment.
- Original painted sign.
- Distinct company logo.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 12, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-064
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Business Address: 2395 21st Avenue
District: District 4
Applicant: Denis J. Norrington, Owner
Nomination Date: October 13, 2016
Nominated By: Supervisor Katy Tang

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? X Yes No

1102 Taraval Street from 1955-1981 (26 years)
2395 21st Avenue from 1981-Present (35 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: October 17, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 4



City and County of San Francisco

KATY TANG

October 13, 2016

Regina Dick-Endrizzi
Legacy Business Program
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

I would like to nominate Arrow Stamp and Coin Co. for inclusion on San Francisco's Legacy Business Registry. Founded in 1955 by John S. Norrington, Arrow Stamp and Coin Co. buys, sells, appraises and consigns stamps and coins for collectors.

John, his wife, and his son Denis all worked together at their family business. Denis attended Abraham Lincoln High School and San Francisco State University and later took over his father's business operating it until the present day. Arrow Stamp and Coin Co. works with stamps from all over the world. Over the years, the stamp business has changed considerably. Different country's stamps lose and gain popularity, and the cost of stamps has increased from three cents in 1955 to 47 cents today. Arrow Stamp and Coin Co. has evolved with the business and its customers transitioning from retail sales to private sales of rarer stamps for specialized collectors. Over the years, Arrow Stamp and Coin Co. has worked with generations of people teaching history, geography, and world affairs given that the nations of the world use postage stamps as a way to demonstrate their unique attributes and histories.

With over six decades of history in the Sunset District, our office would like to nominate Arrow Stamp and Coin Co. for inclusion in the Legacy Business Registry Program. If you have any further questions, please contact me at (415) 554-7460 or katy.tang@sfgov.org.

Sincerely,

A handwritten signature in black ink that reads "Katy Tang".

Katy Tang
Supervisor, District 4
City and County of San Francisco

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:		
Arrow Stamp and Coin Co.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Denis J. Norrington		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
2395 21st Ave. San Francisco, Ca. 94116	(415) 731-1842	
	EMAIL:	
	freedomman1@sonic.net	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
none yet--grant funds will help set up all of these	same as website	same as website

APPLICANT'S NAME	
Denis J. Norrington	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner-sole proprietor	
APPLICANT'S ADDRESS:	TELEPHONE:
2395 21st Ave, S.F. 94116 (h) 106 Crespi Dr. San francisco Ca. 94132	(415) 425-6683
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0436473	

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
1102 Taraval St.	94116	1955
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1955-1981	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2395 21st Ave.	94116	Start: 1981
		End: Present

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Denis J Norrington 10/16/2016

Name (Print):

Date:

Signature:



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.

Arrow Stamp and Coin Co. was founded in 1955 by my father, John S. Norrington. He had contracted multiple sclerosis a year earlier and his doctor told him to get into a business that was not physically strenuous since with that illness he was basically unemployable, and there were no welfare support programs for handicapped people back in those days. I still have the original sales tax license certificate issued to him in 1955.

I was the family philatelist (stamp collector), but my dad had a knowledge of business since he obtained an MBA from Stanford University in 1939. My mom had a degree from Stanford (her father was a professor there). The three of us worked in the business from its inception.

Jacques Minkus, a stamp industry leader, once told us, "In this business you'll have a million stamps, but you'll never have a million dollars!" So far he has been proven right.

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

Not applicable.

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

The founding principals of the business, John S. and Betty Norrington, had very extensive and deep roots in San Francisco at the time the business was founded in 1955.

John S. Norrington, my father, received his MBA from Stanford University in 1939. His father, my grandfather, arrived in San Francisco as an immigrant with his family in 1886, having said directly "around the horn" by Clipper ship in that year. His entire family settled in San Francisco and began a lifelong association with the city carried on by my father, who used his knowledge acquired from his MBA education plus his sales and other business experience in San Francisco and the Bay Area afterwards to set up and start Arrow Stamp Co. when he became permanently disabled with multiple sclerosis in 1955.

Betty M. Norrington, his wife, grew up on the Stanford University campus. Her father was a professor there until his untimely death in 1935. After my parents married, they lived their entire lives in the City of San Francisco, both very active in community organizations back in those days – Cub Scouts, Boy Scouts and service organizations like the Lions Club.

In addition to assisting my father in his activities both business and social, Betty Norrington wrote a news column for a local area newspaper, the Parkmerced news from 1952 up until 1980. The paper later became the Lake Merced Independent and subsequently the San Francisco Independent newspaper. Her father was a professor of journalism at Stanford and

she used her knowledge of that craft to contribute to the community, since most local writers were not compensated financially for their efforts.

After the founding of the business in 1955, my parents continued their activities in their organizations, to the extent that the business and their health allowed them too. Meanwhile, I, Denis Norrington, was a student in the public school system of San Francisco. I attended San Francisco State University from 1959 to 1964 and 1965 to 1969 earning a B.A. and M.A. In International Relations, which my parents and I thought would make an excellent background for our business, dealing as it did in stamps of the entire world, every nation, every country (the U.N. Had only 55-60 members back in those days). I continued my studies at the Ph.D. Level at U.C. Berkeley from 1968-1974 while I served as lecturer and instructor at San Francisco State University from 1967-1973 while also working in the business to help and assist my parents, expanding my knowledge of philately.

I was able to use the knowledge gained from my education to supplement my parents' business knowledge and, as the one active philatelist of the family prior to the business' founding, was able to enhance our sales efforts.

As a native born San Franciscan, I am proud to have contributed in perhaps a small way, to the betterment of our fine city and to making San Francisco one of the most interesting places to live in the USA and, for that matter, in the entire world.

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

Not applicable.

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.

A remnant of the original sales tax license still exists, indicating the founding of the business in 1955.

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.

Unknown.

Criterion 2

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

The Principals of Arrow Stamp and Coin Company, now in its 60th year of operation, have deep roots in the San Francisco Bay Area, the City of San Francisco, and the specific area in which the business has operated – the western part of the city. Despite its specialized nature, the business of stamps for collectors founded as Arrow Stamp Co. had from its inception many clients and patrons from the immediate Sunset, Parkside and West of Twin Peaks areas.

Basically speaking, stamp collecting is a great way to learn history, geography, and world affairs, as the nations of the world all use postage stamps to publicize and promote their history, politics, economies and culture, including famous personalities. This is especially important in a time when financial restraints are hampering educators' efforts to teach children about these important facts. Today, Arrow Stamp and Coin Company is in its 60th year and it has come a long way since the days when the Muni streetcars that ran down Taraval St. still had the old metal cowcatchers on them, the cars we took Drivers Ed in still had hand gear shifts and foot clutches, and Laughing Sal still entertained San Franciscans at Playland at the Beach.

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

The nature of the stamp business has changed immensely since the founding of our business in 1955. At that time the first class postage rate was 3 cents. Now it costs 49 cents to mail a letter. When we first went into business, there was extensive over-the-counter retailing of stamps for collectors, so our original focus on retailing paid off. The now defunct Woolworth's chain had stamps for collectors in its several thousand retail outlets throughout the country. A large mail order house in Boston, H.E. Harris and Company, serviced these outlets and produced a line of stamp packets for collectors.

The old Emporium department store on Market St. had a Stamp and Coin Department on the first floor, founded in 1959 as a direct result of our opening our own business. The owner of that department store philatelic department's chain (in department stores of up to 29 different cities in the US) had personally talked to my parents and me before he opened his philatelic and numismatic department.

We were able to secure a contract with the H.E. Harris organization (then a subsidiary of General Mills) back in the 1970s to assemble and produce a large number of the stamp packets. In the 1970s and 1980s, we manufactured some of the packages that the company placed in the more than 3,000 Woolworth's outlets throughout the US and in some foreign countries.

In recent years, the place of the old retail and mail order firms has been taken over by the United States Postal Service, which has undertaken extensive marketing efforts to promote stamp collecting and has issued hundreds of fascinating and interesting stamps for collectors. This program has been very helpful to our business.

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

Unknown.

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

The business has evolved away from pure over-the-counter retailing and toward private treaty type sales of higher priced and rarer stamps for specialized collectors. We have had many fine clients during the years we have been in business. One of them, a wonderful lady who was an Inner Sunset resident, built a stamp collection of 110 volumes under our exclusive tutelage. Another gentleman, a Jewish refugee from Europe who was a Richmond resident and who invented a bombsite that enabled the Allies to conduct pinpoint bombing of Nazi Germany from

high altitudes, was the owner of an extensive chain of camera stores here in the Bay Area. He built up enormous specialized collections of United States, Germany, France, Russia, Austria, Switzerland, Liechtenstein, and Japan when he was one of our clients.

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

My parents and I joined whatever local merchant associations there were (Taraval-Parkside Merchants Association was one) in order to contribute to the community.

To help spread philately, we have prepared numerous exhibits for public libraries throughout our area and San Francisco. All this was undertaken by us on a volunteer basis. In recent years, due to rising costs and the passing of my parents, the founders of the firm, we have been unable to continue these activities.

Also, on a strictly local and neighborhood basis, we have given lectures on stamps and stamp collecting to students in many of our public schools. We have also tried to encourage the pursuit of the hobby among young people by helping them form stamp clubs. All these activities are especially important now, as our public schools struggle with budget problems. Philatelic pursuits and the study of stamp collecting are great ways for students to learn geography, history and the understanding of diverse cultures in a painless and interesting way. All this was undertaken by us on a volunteer basis.

In recent years, due to rising costs, and the passing of my parents, the founders of the firm, we have been unable to undertake as much of these activities as we would wish. If grant funds are made available, one of the activities that will be resumed are the visits to schools and the displays in public libraries that were always, and still will be, done on a volunteer basis.

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

Arrow Stamp and Coin Company is committed to helping spread philately, not only in our own immediate area, but throughout San Francisco. We are happy to provide a service to encourage the pursuit of philately because we know the value of the hobby as an education tool, especially for the numerous young people who have been among some of our most erstwhile clients since we opened our doors in 1955. Now, as our public schools struggle with budget problems, philatelic pursuits and the study of stamp collecting are great ways for students to learn geography, history and the understanding of diverse cultures in a painless and interesting way.

In promoting philately and developing our clientele over the last 60 years, we have been attuned to and dealt with clients from almost every ethnic, cultural and gender oriented background in San Francisco. As the mix of populations has changed, our clientele has tended to reflect this. This aspect of our business is encouraged by the vast diversity of types of postal emissions (stamps) issued by the various governments of the world, including the United States Postal Service, whose marketing policies in recent decades have helped the hobby of philately enormously. All you have to do these days is walk into any Post Office and see the displays on the most recent stamp issues. The one right in our district, Taraval Parkside branch Post Office, is a good one. The stamps issued by the postal service reflect the increasing diversity of our population, both locally and nationally. There is a Black Heritage series of stamps that the Postal Service adds to every year. They also issue stamps for Chinese New Year, Hannukkah, Eides (an Islamic holiday signaling the end of Ramadan) and numerous Hispanic leaders and cultural activities, including a 37 cent stamp for Cesar Chavez and a set of 44 cent stamps for Latino/Hispanic music legendary performers. In 2014 they came out with a 44 cent stamp

honoring our city's own late supervisor and gay political leader, Harvey Milk. The stamp was a 44 cent stamp. It was enthusiastically adopted by many San Franciscans. Since the Post Office discontinued sale of all stamps after one year, we try to maintain a good inventory of these types of philatelic items long after the Post Office has ceased to sell them.

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

Unknown.

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

We are the only full time retail philatelic establishment in San Francisco and one of the few remaining in the United States. All the other retail philatelic outlets in San Francisco are long gone. Most of the ones who have closed here and in other major cities were located in downtown areas and were essentially driven out by rent increases and new construction and development. As the only one of its kind here in the city, we can provide customers and those interested in philately and especially the educational aspects of it, with access to a world wide assortment of postage stamps from almost every country in the world. Visiting our establishment is, in itself, a rather unique educational experience for those that wish to make it so; even when they may be primarily interested in buying, selling or trading stamps for their collections.

Criterion 3

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

We are the only full time retail philatelic establishment in San Francisco.

We try to maintain the tradition of direct one-on-one retail selling. We sometimes haggle with customers over the proper price of a more expensive stamp, try to service their needs by providing them with a large selection of stamps from the entire world and also give them a place where, in addition to pursuing their own interests, they can discuss their philatelic passions with other clients if they are so inclined and happen to run into them.

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)

As far as tools and artifacts go, the tools of stamp collecting are much like they were when we first went in business. Stamp collectors still use stamp hinges to mount their stamps in stamp albums. The only difference is that when we started in business in 1955, a pack of 1,000 cost 29 cents; now the price is \$2.50. For better stamps, collectors use plastic mounts, now available in a vast array of specialized sizes far removed from the four basic sizes that existed back then. Of course collectors still use specially designed tongs (tweezers that pick up stamps) as well as gauges to measure the size of perforations (those little jagged edges on the sides of the stamps) and watermark detectors to identify watermarks in the paper the stamps are printed on.

Albums for stamps have changed enormously since we opened. Three volume world books have morphed into 15 to 16 volume giants, while single volume stamp catalogs are now 7 volumes annually.

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.). Does the building occupied by the business relate to the immediate neighborhood?

We have many of the original types of albums and catalogs that were in use when we first started our business. We maintain photographic and other evidence of the history of our establishment (some of which is enclosed as documentary supplements to this application) and of course our inventory still consists of many of the postage stamps issued by the United States and other nations going back to when we started and before (the world's first postage stamp was issued in 1840). The postal services of the world, including our own, have issued (and continue to issue) a vast array of postal emissions. A number of these emissions have featured San Francisco landmarks, such as the Golden Gate and San Francisco-Oakland Bay Bridges, the buildings around and including the Palace of Fine Arts and other structures of the famous Panama Pacific Exhibition of 1915, buildings on Treasure Island featured in the 1939 Golden Gate Exposition, Coit Tower, Mission Dolores and other San Francisco landmarks of note. We can also count among our inventory stamps with much interesting historic value, including those of nations now defunct, like Yugoslavia, the Soviet Union and those parts of Africa that were still colonies of Europe when we started our business back in 1956.

Arrow Stamp and Coin Co. has always handled stamps of the entire world. About half of our business has always been stamps of the United States; the remaining half of our business has been stamps of all the other 200+ nations both in and out of existence throughout the world. At the time of our beginning the most popular countries outside of the USA were Great Britain, Germany and other European nations and their colonies. During our more recent years the nations of Asia have experienced a surge in popularity, especially the stamps of China (PRC) with stamps of Latin America, Africa and the Middle East all gaining in popularity.

Arrow Stamp and Coin Company has done its best to preserve those aspects of the history of our community relating to its operations and its vast and varied clientele for the last 60 years of its existence here in San Francisco. With inclusion on the Legacy Business Registry, it will hopefully continue to do so for the next 60 years, including continuing to pursue educational activities in our schools and other institutions here in San Francisco.

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.

Not applicable.

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2017


EXPIRATION DATE
06-30-2017


FY 2016-17

BUSINESS ACCOUNT NUMBER 0436473	LOCATION ID 0436473-01-001
TRADE NAME (DBA) ARROW STAMP AND COIN CO	BUSINESS LOCATION 2395 21ST AVE
BUSINESS NORRINGTON DENIS J	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

NORRINGTON DENIS J
2395 21ST AVENUE
SAN FRANCISCO CA 94116-2431

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

ARROW
STAMP CO.
PROFESSIONAL STAMP DEALERS SINCE 1958



2395





The sign at the top of the bldg is the original sign placed over our entrance at 1102 Taraval in June of 1956. Legacy Fund will be used to restore this sign if possible



ALFARO
STAMP CO.
PROFESSIONAL STAMP DEALERS FOR 25 YEARS

ARROW
STAMP CO.
2395 21st AVENUE
ENTRANCE 

ARROW
STAMP CO.
~~2395 21st AVENUE~~
2395 21st AVE.

2395









future initial home
of ARROW Stamp Co.

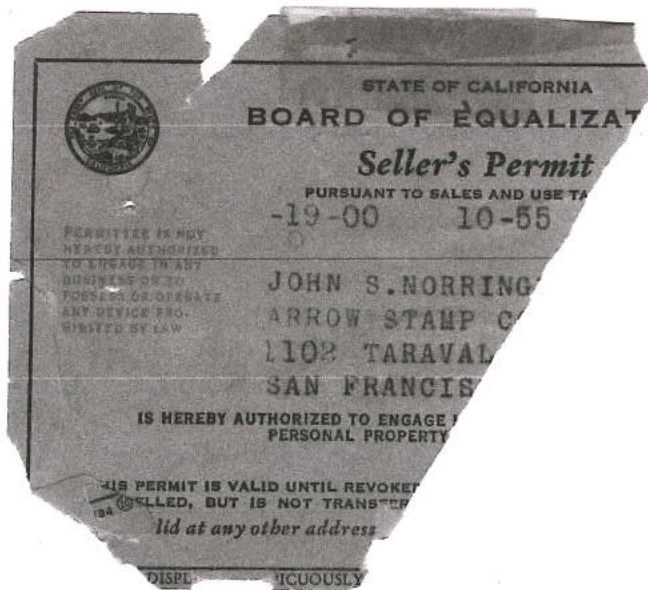
Taraval and 21st Ave. a few years before we opened the business



Another view of Taraval and 21st Ave. looking down 21st Ave. a few years before we opened our business







1) Remnant of original sales tax license taken out by my father John Norrington, in October of 1955 (on back - "No. 425790")



2) Original CCSF Business License taken out by my father, probably in 1955-1956

My father, the founder of the firm,
joined many stamp collector groups. The one
below was one of the first

IF WE DON'T HAVE IT ...
WE'LL DO OUR BEST TO GET IT FOR YOU

 **ARROW STAMP CO.** 
STAMPS - ALBUMS - SUPPLIES

JOHN S. NORRINGTON
SEabright 1-1842

1102 TARAVAL STREET
SAN FRANCISCO 16

799

NUMBER

John S. Norrington

This is to certify that the above named is a member in
good standing of J. R. HUGHES PHILATELIC BUYERS
ASSOCIATION.

Expires December 31, 1956

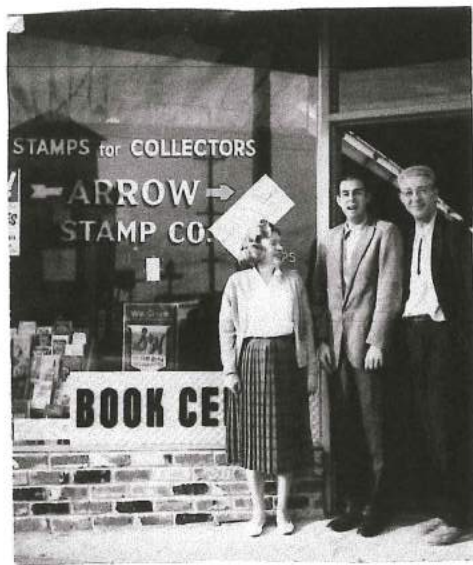
NOT TRANSFERABLE

J. R. HUGHES
Philatelic Broker — Stamp Auctions

GARFIELD 1-1898

68 POST STREET
SAN FRANCISCO 4

Pictures of our store with me and my family taken around 1960. The handsome dude in the middle in the left hand photo is yours truly. I had all my hair back then. The photo on the right shows yours truly inside our store. The two older people in the left hand photo are my parents John and Betty Norvington.



DO NOT REMOVE

PRICE LIST

OFFICE COPY

STAMPS

OF THE UNITED STATES

1 9 5 7	UNITED NATIONS CONFEDERATE STATES U. S. POSSESSIONS CANADA NEWFOUNDLAND	1 9 5 7
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PRICE 25c—REFUNDABLE—SEE ORDER BLANK

ARROW STAMP CO.

1102 TARAVAL STREET

SAN FRANCISCO 16, CALIFORNIA

PERMISS NARRINGTON

*Cover of 100+ page Stamp price list put out by us
in 1957*



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: NOVEMBER 16, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: October 17, 2016
Case No.: 2016-014209LBR
Business Name: Arrow Stamp & Coin Co.
Business Address: 2395 21st Avenue
Zoning: NCD (Taraval Street Neighborhood Commercial District)
65-A Height & Bulk District
Block/Lot: 2350/017
Applicant: Denis J. Norrington, Owner
2395 21st Avenue
San Francisco, CA 94116
Nominated By: Supervisor Katy Tang, District 4
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Founded in 1955 by John and Betty Norrington, Arrow Stamp & Coin Co. buys, sells, appraises, and consigns stamps and coins for collectors. Located in a two-story 1933 commercial building at the northwest corner of Taraval Street and 21st Avenue, the family-owned business has operated out of its Sunset District space for 61 years, catering to local interests and providing a space for stamp collectors to shop and interact. With a large inventory of stamps from all over the world, their store displays the history, geography, world affairs, and cultures of the U.S. and abroad. The business has evolved over the years by necessity. In the 1970s, it manufactured stamp packages that were sold in Woolworth's outlets throughout the country, while in recent years the business has focused on selling higher priced and rarer stamps for specialized collectors. Rarer stamps include those from now-defunct countries as well as limited edition stamps that are no longer carried by the U.S. Postal Service. Customers come from all over the city but many are local to the Sunset, Parkside, and West of Twin Peaks areas. Now run by John and Betty's son, Denis Norrington, Arrow Stamp & Coin Co. continues to serve as the only full-time philatelic establishment in the city.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*
1955.
2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Arrow Stamp & Coin Co. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Arrow Stamp & Coin Co. has operated for 61 years.
- ii. Arrow Stamp & Coin Co. has contributed to the history and identity of the Sunset District and the city by providing a space for locals and visitors to engage in the tradition of stamp collecting.
- iii. Arrow Stamp & Coin Co. is committed to maintaining the physical features and traditions that define its tradition of buying, selling, appraising, and consigning stamps.

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

Yes. The business is associated with the art of philately, or stamp collecting and selling.

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

The property has been previously evaluated by the Planning Department and was determined to be a "Category A" building. Further evaluation is needed to determine if the property is significant for its association with events or persons.

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

No.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2395 21st Avenue

Recommended by Applicant

- Direct one-on-one retail of stamps
- Large inventory of stamps from all over the world, including rare stamps
- Tools of stamp collecting including plastic mounts, specially designed tongs, watermark detectors, albums and catalogs
- Photographic and other evidence of the history of the establishment
- Original painted sign
- Distinct company logo

Additional Recommended by Staff

No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE NOVEMBER 16, 2016

Case No.: 2016-014209LBR
Business Name: Arrow Stamp & Coin Co.
Business Address: 2395 21st Avenue
Zoning: NCD (Taraval Street Neighborhood Commercial District)
65-A Height & Bulk District
Block/Lot: 2350/017
Applicant: Denis J. Norrington, Owner
2395 21st Avenue
San Francisco, CA 94116
Nominated By: Supervisor Katy Tang, District 4
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ARROW STAMP & COIN CO., CURRENTLY LOCATED AT 2395 21st AVENUE (BLOCK/LOT 2350/017).

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 Sunset District neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on November 16, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Arrow Stamp & Coin Co. 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 Arrow Stamp & Coin Co.

Location (if applicable)

- 2395 21st Avenue

Physical Features or Traditions that Define the Business

- *Direct one-on-one retail of stamps*
- *Large inventory of stamps from all over the world, including rare stamps*
- *Tools of stamp collecting including plastic mounts, specially designed tongs, watermark detectors, albums and catalogs*
- *Photographic and other evidence of the history of the establishment*
- *Original painted sign*
- *Distinct company logo*

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-014209LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 16, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: