

2026 | 2027 EDITION

CASTRO

GUIDE



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WELCOME TO THE CASTRO

Welcome to The Castro.

Whether you're visiting for the first time or returning to a neighborhood you know and love, we're delighted to welcome you to one of the world's most celebrated LGBTQ+ communities.

The Castro's history is known around the globe, but what makes this neighborhood truly special is that it continues to evolve. It is a place where activists, artists, entrepreneurs, and neighbors come together to create a vibrant community unlike any other.

As you explore, we encourage you to support our local businesses. From our restaurants, famous bars, cafés, and shops to the beautifully restored Castro Theatre, every business helps shape the unique character of The Castro and contributes to the energy that keeps our neighborhood thriving.

The Castro remains a beacon of authenticity, inclusion, and self-expression. It is a place where people from all walks of life are welcomed, where queer joy is celebrated, and where community continues to flourish across generations.

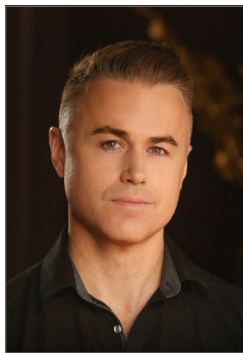
Thank you for being part of our story. By spending time here, supporting local merchants, and experiencing all that The Castro has to offer, you help ensure that this historic neighborhood remains vibrant, welcoming, and resilient for years to come.

With gratitude,

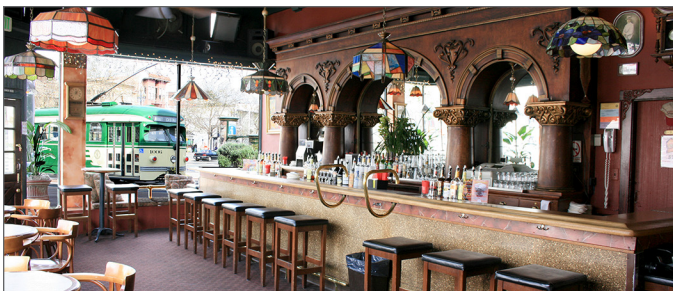
Nate Bourg

President

Castro Merchants Association



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WELCOME TO THE CASTRO

Welcome to the Castro!

It is my great honor to represent the Castro, its residents and small businesses on the San Francisco Board of Supervisors. This is the neighborhood that gave the world Harvey Milk. Some of the most important moments in San Francisco and LGBTQ history happened right here, and that legacy of inclusion and uniqueness lives on in the neighborhood today.

While you're here I encourage you to stop by one of our unique local shops, grab a drink at one of our famous bars, and indulge yourself at one of our delicious neighborhood restaurants.

Enjoy your time in the Castro.

Rafael Mandelman

President

San Francisco Board of Supervisors - District 8



THE ACADEMY



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YOUR PERFECT DAY IN THE CASTRO

Refer to the fold-out map in the center of this Guide to find your way to the many businesses listed below and have your perfect day here!

IF YOU LIKE ARTS & CULTURE

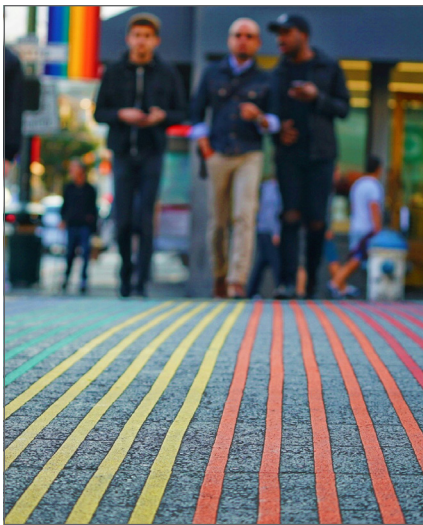
Browse local galleries like MAG Galleries (especially if it coincides with the Castro Art Walk on first Fridays), head over to Fabulosa Books, have lunch at Poesia which has outdoor seating and good people watching.

IF YOU LIKE HISTORY & HERITAGE

Visit the GLBT Historical Society, walk the Rainbow Honor Walk, if your timing is good, help change the Rainbow Flag with the Castro Merchants (happens once a quarter), check out Brand X Antiques then visit Queer Arts Featured, once the home of Harvey Milk's Camera shop. Finish your afternoon at Twin Peaks bar.

IF YOU LIKE SHOPPING & ARE A FOODIE

Start at Hot Johnnie's. There is a wonderful back patio. Sit back and enjoy the small batch smokehouse and bbq. Walk to SF Mercantile and pick up some Castro core bits to take home. Visit Sui Generis (designer consignment) which is celebrating its 20th year in the Castro and always has great window displays. Or, visit Stag & Manor to bring something luxurious home.



A unique application of the rainbow theme at the intersection of Castro & 18th Streets.

IF YOU LIKE DAYTIME CASTRO CULTURE

There are many murals throughout the neighborhood which celebrate Castro culture. Make sure you snap a ton of photos to share and tag @castromerchants. Stop by the Une Maison Bleue (the Blue House), made popular by a song in the 1970s. For lunch on the go, the falafel sandwich from Rossi's Deli is legendary.

IF YOU LIKE NIGHT TIME CLASSICS

Visit Twin Peaks Bar for cocktails and people watching through historic windows. Moby Dick, the Pilsner Inn and the Lookout also have great vibes. And, if your timing is right, grab a show at the newly remodeled Castro Theatre.

IF YOU ARE EXPERIENCED BASED

Start with lunch at Starbelly. If it's the weekend you might get lucky with the Bacon & Legs drag show, then walk to Photomatica (the photo booth museum). Take some Instagram-able snaps. See if there's a performance at Theatre Rhinoceros (one of the longest running queer theatres). Step into the Lobby Bar at the The Hotel Castro (a lovely intimate space with great cocktails).

ACT LIKE A LOCAL

Grab a coffee at Castro Coffee (and pick up a bag of beans to take home). Head up to Jane Warner Plaza to sit outside and people watch. Visit Cliff's Variety in its 90th year as a Castro staple. Have lunch at the sparkling diner, Orphan Andy's.

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CASTRO

E V E N T S

The Castro stands out among San Francisco's iconic neighborhoods, offering a vibrant mix of year-round activities for all. At its center is the

historic Castro Theatre, recently emerging from a painstakingly detailed renovation by operator Another Planet Entertainment. [thecastro.com]

Spring brings an Easter block party hosted by Castro Merchants, a lively event programmed especially for families. It also features the annual and irreverent Easter observance produced by the Sisters of Perpetual Indulgence, a San Francisco institution. Held in Dolores Park, the Sisters host an eye-popping Easter bonnet competition and an outrageous Hunky Jesus contest. [thesisters.org]

Also in spring is the San Francisco International Film Festival. This grand-daddy of American film festivals is a fifteen-day celebration of cinema featuring more than 175 films and live events, presenting twenty prestigious awards and attracting up to 80,000 attendees. The Castro Theatre serves as one of its main venues for major festival screenings and events. [sffilm.org]

The Castro Night Market lights up the neighborhood every Third Friday from 5–10 PM at 18th & Castro. Expect an open-air evening of queer joy, local vendors, delicious eats, and live entertainment—all in the heart of the Castro. Come for the vibes, stay for the community. [castronightmarket.com]

May is also a time of commemoration, with the International AIDS Candlelight Memorial. Begun in the Castro in 1983, the historic Candlelight Memorial has become an international event that takes place every third Sunday in May. The event was organized by a few San Francisco gay men who wanted to draw attention to the mysterious disease that was killing their friends and lovers. The San Francisco march, traditionally one of the largest in the U.S., starts at Harvey Milk Plaza at sundown.

Harvey Milk Day is celebrated May 22nd, the birthday of the renowned gay activist, and is observed in the Castro with speeches, a rally at Milk's former store and other commemorative events. Officially inaugurated in 2009 by the State of California, Harvey Milk Day is the first official day of recognition for any openly gay person in the U.S.

The annual Pulse Memorial takes place on June 12. Sponsored by the Castro LGBTQ Cultural District, the memorial honors the night 49 LGBTQ individuals were murdered in the shooting at Pulse Nightclub in Orlando, Florida. [castrolgbtq.org]

Castro Merchants Presents: Pride! is a Pride-themed event in June celebrating the LGBTQ+ community in the Castro, bringing folks together in support of the neighborhood. In collaboration with local merchants, the all-ages event features drag & musical performances, panel discussions, artists & makers selling their wares, and more! [castromerchants.com]

Castro Night Market



Castro Spring Block Party



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The Castro Theatre serves as the main venue for the San Francisco International LGBT Film Festival (Frameline) featuring LGBT films from around the world. Celebrating its 50th annual event in 2026, it is the oldest and largest queer film festival in the world, attracting over 60,000 attendees. [frameline.org]

San Francisco hosts the Fresh Meat Festival the third weekend in June. The three-day, multidisciplinary performance festival is the only event of its kind in North America and features transgender, gender-nonconforming and queer artists of color. The Castro is a nearby destination for artists and patrons to eat, drink and shop. [freshmeatproductions.org]

The last full weekend in June is the San Francisco LGBT Pride Parade and Celebration, the largest in the U.S. The week before the Castro is filled with celebrants from around the world, inspiring community events, and lively bars and restaurants. The official Pride Celebration and Rally, featuring world-class performances, speakers, dancing, vendors, food, and more, is held in San Francisco's Civic Center. The unparalleled Pride Parade takes place Sunday morning, as tens of thousands of spectators cheer on the marchers and floats on Market Street from Embarcadero to Civic Center. [sfpride.org]

The Trans March is held on the Friday evening of Pride weekend, inspiring trans and gender non-conforming people to realize a world where all are safe, loved and empowered. The march starts and ends in Dolores Park, following a circular route up Market and through the Castro. Before marching, a rally is held at the park featuring trans entertainers and speakers. [transmarch.org]

Since 1996, a huge pink triangle made of canvas has been installed on a Twin Peaks hillside on a Saturday morning in June by a volunteer group, Friends of the Pink Triangle. Almost 200 feet across in size, the hot pink triangle overlooks the Castro district and can be seen up to 20 miles away. It serves as a reminder of the 15,000 gay and lesbian victims of the Nazi death-camps. [thepinktriangle.com]

Held on the eve of the Pride Parade, the Dyke March brings thousands of lesbians raucously taking to the streets of the Castro, whooping and cheering. Since the first march in 1992, this has been a grassroots, grrrrs-in-the-streets event, with no corporate sponsors, no politicians on floats, and no men, who are asked to stay on the sidelines, cheering the dykes on. [thedykemarch.org]

Founded in 1980, the San Francisco Jewish Film Festival is the largest and longest-running festival of its kind and a leader in the curation and presentation of new film and media exploring the complexities of Jewish life around the world. Presenting scores of films and well over 100 screenings, performances and events over 18 days, SFJFF's highly anticipated program attracts over 40,000 filmgoers and industry professionals to venues around the Bay Area, including the Castro Theatre. [sfjff.org]

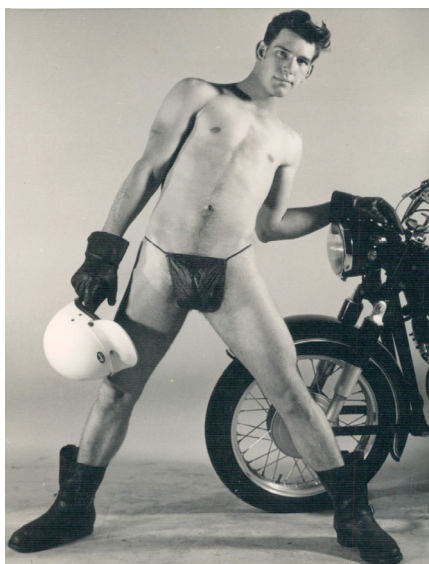
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August brings the flair to the Castro with Castro Merchants' vibrant Castro Carnival block party—complete with festive music, colorful decor, local vendors, and family-friendly games spilling into the streets. Join neighbors and revelers for a lively summer celebration under the sun, turning Market & Noe into a one-block carnival of community spirit. Poster-perfect for photos, fun, and local joy! [castromerchants.com]

The leather community celebrates Leather Week in the South of Market (SOMA) neighborhood, on Polk Street, and throughout the Castro during the week leading up to the Folsom Street Fair, usually held annually on the last Sunday in September. Parties, dances, fetish shows and workshops are held in venues throughout the city, climaxing with the Folsom Street Fair, an adults-only event which attracts up to 400,000 leather-clad (and unclad) celebrants and gawkers. [folsomstreet.org]

The first Sunday of October brings the Castro Street Fair. Founded by Harvey Milk in 1974, it has the reputation of being one of the most enjoyable of San Francisco's many annual pavement parties, where tens of thousands mingle to enjoy food and drink, arts and crafts, and the usually excellent weather. [castrostreetfair.org]

Litquake, San Francisco's annual nine-day literary festival features events such as cultural strolls, breakfasts with authors, lectures and readings, book signings and pub crawls at interesting venues throughout the city, including the Castro. [litquake.org]

Founded in 1996, the Arab Film Festival is the largest and oldest film festival showcasing cutting-edge work from and about the Arab world in North America. [arabfilmfestival.org]

Winter commemorations include the Harvey Milk and George Moscone Memorial Candlelight March and Vigil on November 27, the anniversary of the 1978 assassinations of SF Supervisor and activist Harvey Milk and Mayor George Moscone. The gathering starts around sunset at Harvey Milk Plaza (Castro and Market Streets) and includes speeches and remembrances, followed by a candlelight march through the Castro neighborhood. The event is sponsored by a group of San Francisco community organizations.



Castro Night Market



Castro Night Market



Castro Street Fair

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The annual international World AIDS Day is observed December 1 and is commemorated in the Castro in several meaningful ways. INSCRIBE, a project by George Kelly, includes students from Harvey Milk Civil Rights Academy and a group of long-term HIV/AIDS survivors called *Honoring Our Experience*, features the names of people lost to AIDS inscribed in chalk on the sidewalks along Castro Street. There is also a sunset candlelight vigil in Harvey Milk Plaza.

On the first Monday after Thanksgiving, Castro Merchants kicks off the holiday season with the Annual Holiday Tree Lighting Ceremony that includes Santa, elves, live music, and other holiday fun. The 25-foot tall tree is erected in the plaza in front of the Bank of America at Castro and 18th Streets. [\[castromerchants.com\]](http://castromerchants.com)

The Santa Skivvies Run is a festive romp through the Castro in early December benefiting the San Francisco AIDS Foundation. Starting and ending at Lookout at Noe and Market Streets, the Santa Skivvies Run has become one of the city's beloved holiday events. [\[santaskivviesrun.org\]](http://santaskivviesrun.org)

Sha'ar Zahav and Castro Merchants host a Hanukkah Menorah Lighting at Jane Warner Plaza (Castro at Market Streets). It features traditional intention settings, music, dancing, dreidel games with gelt for the winners and sufganiyot (jelly donuts), all capped by the traditional lighting of the evening's Menorah candle. Participants are urged to bring their own Menorah from home to light with others. [\[shaarzahav.org\]](http://shaarzahav.org)

Closing out the season, the San Francisco Gay Men's Chorus (SFGMC) has performed their popular Christmas Eve holiday concert, *Home for the Holidays*, to sell-out crowds since 1989. The 250+ member chorus and their special guests typically give three evening performances on December 24th at the Castro Theatre. They also appear in support of events and charitable causes throughout the year, as well as performing major concerts in the winter, spring and during Pride season. The documentary film ***Gay Chorus Deep South*** followed the Chorus on their remarkable tour of the American South, winning the Audience Award at the Tribeca Film Festival and many others since its release in 2019. [\[sfgmc.org\]](http://sfgmc.org)

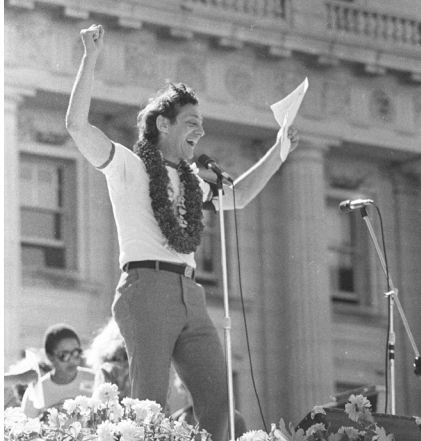
All events and schedules are subject to change by their respective producing organizations.



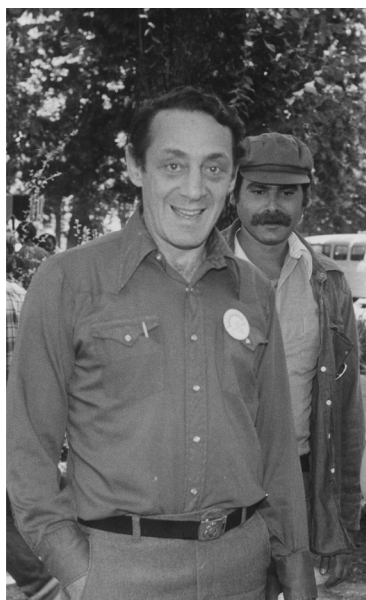
San Francisco Gay Men's Chorus
Castro Merchants' Annual Holiday Tree

The Rainbow Flag





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HARVEY MILK BRANCH
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HARVEY MILK

HARVEY

MILK

[19]

Harvey Milk, a Jewish investment analyst from New York, arrived in the Castro in 1972 and opened a camera shop

at 575 Castro Street. His great charm and deep and sincere interest in people helped dub him “The Mayor of Castro Street.” After two unsuccessful campaigns, Milk became a San Francisco Supervisor in 1978, one of the first openly gay elected officials in California. Eleven months later, on November 27, Milk and Mayor George Moscone were assassinated by Dan White, a former City firefighter and supervisor, who had resigned his position.

When White was only convicted of voluntary manslaughter on grounds of diminished capacity, an outraged gay community reacted in what are now called the “White Night” riots, setting police cars on fire and breaking doors and windows at City Hall. Later that night police retaliated, raiding bars like Elephant Walk, at Castro and 18th Streets, later renamed Harvey’s, which operated until 2023 and is listed as a historical monument.

In his brief time, Milk created an enduring legacy of both accomplishments and what he inspired others to achieve. His life has been chronicled in books, an opera, an Academy Award-winning documentary, and the 2008 Oscar-winning film *Milk*, starring Sean Penn and directed by Gus Van Sant.

He is memorialized in his former district by murals, plaques at the site of his camera shop, a plaza at Castro and Market Streets, celebrations around his birthday, and by the Harvey Milk Civil Rights Academy. In 2009, President Obama posthumously awarded Milk the Presidential Medal of Freedom. On May 22, 2010, his 80th birthday, California celebrated the inauguration of Harvey Milk Day, the first-ever statewide annual holiday to honor an LGBTQ+ person. In 2014, Milk became the first publicly LGBTQ+ person commemorated on a U.S. postage stamp. In 2019, San Francisco International Airport opened Harvey Milk Terminal 1, the first airport terminal in the world named for an LGBTQ+ leader. In 2021, the U.S. Navy launched the USNS *Harvey Milk*, the first of its vessels named for an openly LGBTQ+ person [the vessel was renamed in June 2025 as part of the Federal government’s attempt to disappear queer people from American history and culture]. Even as the awareness of his legacy grows, Harvey will forever belong to his beloved Castro.





CASTRO

ART WALK

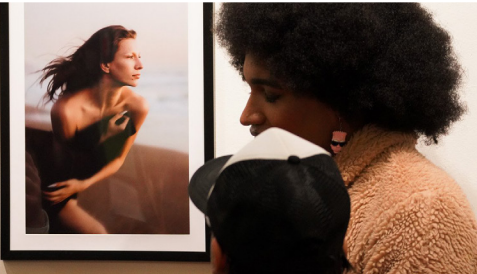
Discover the Castro's creative spirit at Castro Art Walk, held on the first Friday of every month from 5:00 to 8:00 p.m.

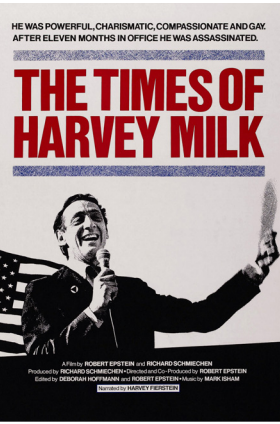
Sponsored by Castro

Merchants and the San Francisco Office of Economic & Workforce Development, this free, self-guided event invites visitors and residents to explore local artists, unique installations, live performances, and creative experiences hosted by participating small businesses throughout the neighborhood. Each month offers a new opportunity to experience the Castro's vibrant arts scene as businesses extend their hours and showcase a diverse range of artistic expression. Open to all ages, Castro Art Walk celebrates creativity, community, and the cultural diversity that makes the Castro one of San Francisco's most inspiring neighborhoods. [castroartwalk.com]









CASTRO

IN OUR CULTURE

Any place with as long, diverse, and significant a history as the Castro is bound to be referenced across popular culture from books and music to

works for the large and small screen. This presence has become even more notable as representation of the LGBTQ+ community and its history has become a frequently addressed topic. Whole books exist on the subject of the Castro and its influence. The following are just a few examples to whet your appetite.

From documentaries and television series to commercials and the proverbial "major motion picture," the Castro is always ready for its close-up. As a documentary subject, the Castro took the spotlight in *Neighborhoods: The Hidden Cities of San Francisco - The Castro* (1997), and was a prominent part of the Oscar-winning *The Times of Harvey Milk* (1984) by Robert Epstein, as well as *The Cockettes* (2002) and *We Were Here* (2011) by David Weissman and Bill Weber.

A number of television series have filmed in the Castro including *GirlBoss* (2017), the globe- and time-trotting sci-fi adventure *Sense8* (Netflix, 2015) and comedy-drama *Looking* (HBO, 2014) which starred Jonathan Groff, Scott Bakula, and Murray Bartlett.

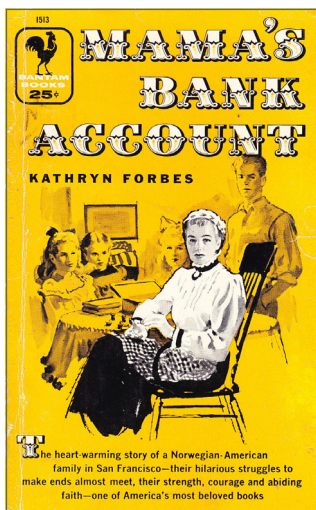
Some movies with sequences filmed in Castro locations include *Foul Play* (1978), *The Dead Pool* (1988), *EdTV* (1999), *Under the Tuscan Sun* (2003), *Steve Jobs* (2015), and, of course, the Oscar-winning *Milk* (2008) starring Sean Penn in the title role.

For more about films and series made in the Castro (and greater of San Francisco), find a copy of *Celluloid San Francisco: The Film Lover's Guide to Bay Area Movie Locations* by Jim Van Buskirk, *World Film Locations: San Francisco* by Scott Gordon Harris, or *Reel San Francisco Stories: An Annotated Filmography of the Bay Area* by Christopher Pollock. Online you can visit reelsf.com to compare production photos from classic films with the actual locations today. To learn more about LGBTQ+ representation on the screen read *The Celluloid Closet* by film historian Vito Russo or watch its Emmy-nominated screen adaptation narrated by Lily Tomlin.

The musical heart of the Castro can be summed up in one name: Sylvester. A contemporary of the legendary theatrical group The Cockettes, Sylvester regularly performed at the Elephant Walk at the corner of Castro and 18th Streets, and his 1978 disco hit "You Make Me Feel (Mighty Real)" became an anthem for the LGBTQ+ movement.

In a nod to the Castro's Scandinavian heritage, Kathryn Forbes set her 1943 novel *Mama's Bank Account* in the 1910s in a "small cottage on Castro Street" and it became the basis for the play, film, and two musical adaptations titled *I Remember Mama*, as well as the long-running series *Mama* (1949). Nowhere in fiction is the heart of the emerging LGBTQ+ community and its allies more famously explored than the mix of comedy, mystery, and soap-operatic plots of the *Tales of the City* series by Armistead Maupin, which have been adapted into two television series (1993 and 2019), a classical song cycle by Jake Heggie, and a stage musical by Jake Shears and John "JJ" Garden.

For the visually inspired, the photo book *San Francisco's Castro*, curated by longtime neighborhood personality Strange de Jim for the "Images of America" series, can serve as the basis of a "Where was this taken?" treasure hunt to match 19th-century and beyond imagery, like Knobby Clarke's famous folly, to 21st century settings.





CASTRO

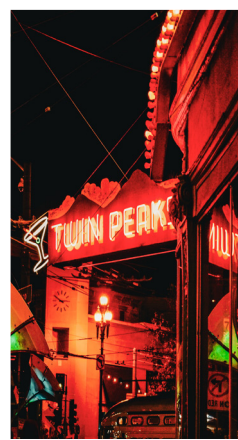
NIGHT MARKET

The Castro Night Market event series is a program that brings much-needed life and community spirit to the Castro. Kicking off in October 2024, with six recurring public events over the next year, the Night Market series

features local food vendors, merchants, and live entertainment on the 3rd Friday of select months. The event is free and open to the public.

[IG: @castro.nightmarket • castronightmarket.com]





castro

LGBTQ Cultural District

The Castro LGBTQ Cultural District is committed to preserving, sustaining, and promoting the rich cultural legacy of the Castro and its significance to San Francisco's LGBTQ+ community and beyond. The Cultural District is proud of achievements like their Living Lesbian Legends mural, which you may visit it in front of the parking lot entrance behind Walgreens (4116 18th Street between Castro & Collingwood streets). The District distributed a \$10,000 small business grant to Lobby Bar and another \$10,000 to Rikki's when they were new lesbian-owned bars in the Castro and they have provided financial support to the Dyke March and other organizations in the neighborhood. [castrolgbtq.org]



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CASTRO

THEATRE

The blade sign of the Castro Theatre is an iconic marker for this internationally renowned, historic neighborhood, and a beacon for the global LGBTQ+ community. Added to the building in the late 1930s, the lighted sign was restored and repainted in 2008 to appear as it had in the 1970s for its role in the film *Milk*. In mid-April 2024, historical renovation began on the neon blade and marquee as part of a \$41 million restoration project of the entire theatre.



The original theatre opened in 1910 at 479 Castro Street, now the site of Cliff's Variety. The new Castro Theatre opened at 429 Castro on June 22, 1922, with an invitation-only screening of *Across the Continent* starring Wallace Reid. Built for \$300,000, the Castro Theatre was designed by Timothy L. Pflueger, later a renowned local architect. It is one of the few remaining 1920s movie palaces still in operation. Janet Gaynor, the first Oscar-winning actress, once worked as a Castro usher.

Seating 1,400 patrons, the Castro ran general releases until 1976, when its programming changed to repertory cinema, foreign films, and special

engagements. In the 1970s the theatre became something of an unofficial community center, hosting a variety of fundraisers, and is home to the annual Christmas concerts of the San Francisco Gay Men's Chorus. Celebrity retrospectives, musical sing-alongs, and many other unique events are a regular part of the theatre's programming.

The theatre has historically hosted a remarkably diverse collection of film festivals, chief among them Frameline, the world's first and largest LGBTQ+ film fest. Other festivals drawing audiences from far and wide include Noir City, CAAMFest (formerly the Asian American Film Festival), the San Francisco International Film Festival (SFFILM), the San Francisco Green Film Festival, the San Francisco International South Asian Film Festival, the Arab Film Festival, and the San Francisco Jewish Film Festival.

On February 4, 2024, the theatre temporarily closed for renovations by Another Planet Entertainment, the stewards of the facility charged with this critically-needed work and the theatre's ongoing programming. Restoration of its historic features include cleaning and repairs to the decorative ceiling, wall murals, proscenium, plaster, and light fixtures, including restoration of the famous orchestra level chandelier to its original glow. Reconstruction included a new cinema screen, a flexible seating configuration, a brand new custom designed organ (thanks to the Castro Organ Devotees Association), enlarged lobby and concessions, a new heating and air conditioning system, and alterations to bring the theatre into compliance with the Americans with Disabilities Act (ADA). Work was completed and the grand dame came out in classical Castro fashion in early 2026. [castrotheatre.com]



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F-LINE

STREETCARS

just as the City has changed to embrace the emergence of social media, AI, and robotaxis as a part of daily life. A perfect embodiment of this uniquely San Francisco ability to hold both the past and the future in harmonic synergy is the F-Market and Wharves Streetcar Line that serves more than 20,000 riders per day. You can board the beautifully renovated F-Line streetcars at Jane Warner Plaza, where Market Street, Castro Street, and 17th Street meet.

According to Market Street Railway, the nonprofit organization that provides both the civic leadership and the advocacy to ensure that rail service on Market Street does not become an historical artifact, the F-Line is “the most successful vintage rail line ever opened.”

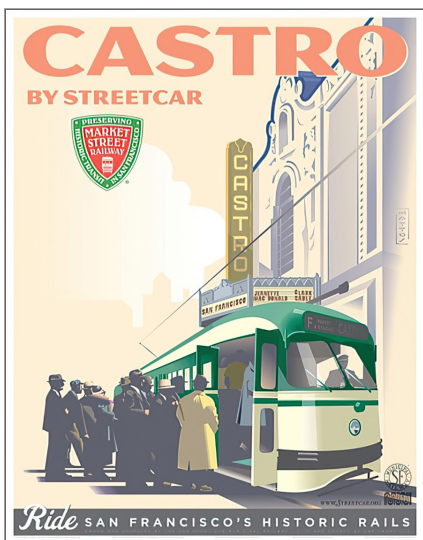
Market Street, the City's main thoroughfare, has featured rail transit service, with only occasional interruptions, since 1860. However, it was not until 1912 that service was provided by an agency of the City, a notable innovation since municipal public transit was quite rare at that time. For decades San Francisco Municipal Railway (Muni) coexisted with the private firm Market Street Railway Co., both of which serviced tracks running down Market Street from the Ferry Building to the Castro. Muni, however, was able to carry passengers beyond the Castro, through the City-built Twin Peaks Tunnel, which opened in 1918 to serve new western neighborhoods via the K, L, and M Lines, which still run to this day.

By 1958 the City replaced its original streetcar fleet with 105 art deco inspired Presidents' Conference Committee (PCC) type cars, a tram design that was hugely successful throughout North America and Europe. These streamlined PCC streetcars seemed doomed, though, along with streetcar service on the surface of Market Street, when the Muni Metro Subway opened under Market Street in 1982, using modern light rail vehicles.

But transit advocates and Castro residents, some of whom would go on to lead the nonprofit Market Street Railway, fought to keep the old streetcars running on Market Street and succeeded. Their civic activism led to the permanent F-Line, which opened in 1995. The vintage F-Line streetcars operate every day of the year, running six miles each way between Fisherman's Wharf and the Castro.

The F-line is owned and operated by the city's transit agency, Muni. Market Street Railway supports Muni's operation of the historic streetcars (and cable cars too) and continually advocates for better service. The nonprofit receives no government funding and depends on memberships and donations from those who love these “museums in motion.” To join, donate, or learn more, visit the Market Street Railway Museum at 77 Steuart Street, across from the Ferry Building at the eastern foot of Market Street. [streetcar.org]

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CASTRO

BY FOOT

"Where is Harvey Milk's camera shop?" "What's the story with the rainbow flag?" "Which movies or shows have been filmed here?" If you

are a first-time visitor to the neighborhood, or even if you live or work here, you might be asking these and other questions. Fortunately, there are plenty of opportunities to explore on your own, or check the [TRAVEL](#) section of our business listings to dive deeper into our rich and diverse neighborhood by booking a walking tour.

If you'd like to stroll through the Castro on your own, here's a pleasant itinerary that brings you face to face with many of our beloved neighborhood locales.

Start at the north-west intersection of Castro, Market and 17th Streets, across Market Street from Harvey Milk Plaza.

PINK TRIANGLE PARK AND MEMORIAL

This triangular shaped mini park is the first permanent, free-standing memorial in America to the thousands of gay, lesbian, bisexual and transgender people sent to Nazi death camps in World War II.

The park's centerpiece is an arrangement of fifteen white granite pylons, each inlaid at the top with a pink triangle. Together, they form a larger triangle set in pink gravel, with flowers and shrubbery surrounding it. During Germany's Nazi era (1933-1945), an estimated 15,000 gay men and women were sent to concentration camps, where many of them suffered torture and death. Each pylon in the park represents 1,000 lives.

The triangle theme recalls the Nazis forcing gay men to wear pink triangles sewn to their clothes as an identifier and badge of shame. Lesbians, as well as prostitutes and women who refused to bear children, were forced to wear black triangles. Pink Triangle Park was created in 2003 by the Eureka Valley Promotion Association, a neighborhood group that says the park serves as "a physical reminder of how the persecution of any individual or single group of people damages all humanity." [pinktrianglepark.org]

Cross Market Street to:

HARVEY MILK PLAZA

Memorializing San Francisco Supervisor and gay rights activist Harvey Milk, this small plaza is a gathering point for marches, demonstrations and voter drives. It also is the location of the giant rainbow flag (twenty feet by thirty feet) designed by the late Gilbert Baker that waves proudly over the Castro.

The Pink Triangle Park and Memorial



Castro Street at Market Street





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440 CASTRO ST. SAN FRANCISCO, CA 94114

On November 27, 1978, the evening of Harvey’s and Mayor George Moscone’s assassinations, thousands of Castro residents and other grieving San Franciscans gathered at the plaza. With tears, candles, and flowers, they somberly marched down Market Street to City Hall in memory of the slain leaders. The plaza, renamed for Harvey in 1985, serves as the starting point for his memorial candlelight march every year on November 27th. The lower level of the plaza, which also provides access to the southern entrance of Muni Metro’s Castro Street station, has a small display of photos from Harvey’s life and a plaque giving a brief history of his accomplishments. A major redesign of the Plaza, The Memorial at Harvey Milk Plaza, is under way that will acknowledge the plaza as sacred ground for LGBT civil rights history and create a fitting tribute to that history and to Harvey Milk. Friends of Harvey Milk Plaza, a community-based organization, is spearheading this ambitious civic project in conjunction with many City officials and departments. [harveymilkplaza.org]

THE GILBERT BAKER MEMORIAL RAINBOW FLAG

On the upper level of Harvey Milk Plaza, a 70-foot flagpole flies the huge rainbow flag, visible for miles around. At its base, a plaque commemorates San Francisco’s lesbian and gay state and local elected officials. The flag has flown over the plaza since 1998 and was formally recognized by the City as a landmark in September 2024. The flag design was created by the late Gilbert Baker, who called himself "the Gay Betsy Ross." The flag is a universal symbol for LGBTQ rights and the community’s hopes and aspirations. It has been waved by gay rights supporters in China and around the world fighting for equality and it has been displayed in innumerable ways as a sign of solidarity. Castro Merchants is honored to be responsible for stewardship of the flag.

Cross Castro Street to:

JANE WARNER PLAZA

Located at the south-east intersection of Castro, 17th and Market streets is a petite oasis that since its launch in the Spring of 2009 has become a popular meeting place in the Castro. Surrounded by plantings, the plaza is a perfect place to sip a cup of coffee, chat with a friend and watch the F-Market and Wharves historic streetcars begin their trip downtown. [Read more about the historic streetcars on Page 33.]

The plaza was named after a much-loved San Francisco Patrol Special Police Officer, Jane Warner. Affectionately known as “Officer Jane,” she walked a beat encompassing the Castro and two adjacent neighborhoods for 20 years. The Castro Community Benefit District oversees and pays for maintenance and improvements of the space and provides the plaza’s tables and chairs, and their volunteers water the plants and lend a hand as needed. [castrocbd.org]

Gilbert Baker with his art high above.

The Rainbow Flag at Harvey Milk Plaza





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Just off Jane Warner Plaza at Castro Street and 17th Street:

TWIN PEAKS TAVERN

In 1973, Twin Peaks Tavern at 401 Castro Street took the bold step of uncovering its large, wrap-around plate glass windows, becoming the first openly gay bar in San Francisco whose customers could be seen by, and see, passersby on the street. For San Francisco's gay men, the decades of hiding in dark bars and enduring humiliating police raids for "disorderly conduct" were **over**.

Proceed down Castro Street:

CASTRO THEATRE

Architect Timothy L. Pflueger's masterpiece opened in 1922 and is one of the few remaining original movie palaces in San Francisco. 429 Castro Street. [Read feature article about the Castro Theatre on Page 31.]

CLIFF'S VARIETY

One of the oldest and most beloved stores in the neighborhood, Cliff's Variety at 479 Castro Street has built a devoted customer base by providing great service, stocking over 65,000 items, and giving back to the community. **They are celebrating 90 years serving the Castro.** The DeBaca family, whose descendants the Astens and the Bennetts, still run Cliff's, opened their first small store on Castro Street in 1936, selling magazines, cigars, notions and candy. They moved twice to bigger Castro Street stores as the business flourished and their stock of merchandise expanded to include hardware, home improvement materials, housewares, arts and crafts supplies, toys, and more.

In 1971 they moved to their current building, which was erected in 1910 as the Castro Theatre. As the 1970s gay transformation of the Castro occurred, they added products their new customers wanted, from supplies for restoring Victorian houses to feathered boas for drag costumes. Cliff's Annex, next to the main store, opened in the late '80s, offering fabric, linens, bedding and bath accessories. Cliff's has a long tradition of elaborate and eye-catching window displays, especially at Halloween and Christmas. [cliffsvariety.com]

From the sidewalk outside of Cliff's, look across the street for San Francisco AIDS Foundation's modern health and wellness center, Strut:

STRUT

Strut is a multi-disciplinary wellness center specializing in sexual health services and substance use counseling, and they recently opened a pharmacy on the ground floor. They are also a venue for the celebration of queer artists, having hosted a monthly showcase of new work for over two decades. Stop in to check out their latest artwork on display, and chat with their friendly reception folk if you are interested in their services. [sfaf.org]

At the intersection of Castro Street and 18th Street:

RAINBOW CROSSWALKS

This iconic street art was installed in 2014 as part of a massive sidewalk widening and streetscaping project, and quickly became a favorite location for social media selfies.

From the corner, turn left on 18th Street and you can find:

LEONARD MATLOVICH'S HOME

Technical Sergeant Leonard P. Matlovich made history as the first gay member of the US Armed Forces to come out while serving his country. His legal struggle to remain in the Air Force after coming out landed him on the cover of Time Magazine in 1975, making him the first out LGBT person to appear on the cover of an American newsmagazine. He continued to be an influential activist for LGBT rights for the rest of his life.

He moved to San Francisco, from Washington, DC, in 1978, and lived in an apartment at 4096 18th Street, just off Castro Street. A plaque on the wall reiterates the sublime engraving on his tombstone at the Congressional Cemetery in our nation's Capital: "When I was in the military, they gave me a medal for killing two men and a discharge for loving one."

*Returning to the intersection and crossing the street, walk up 18th Street and notice the murals "Circle of Change" and "Living Lesbian Legends" (see **A** on fold-out map) in the parking lot on the side of the Local Take, a not-to-be-missed gift shop of wares by local makers. They were created by artists Serge Gay, Jr., and Tanya Wischerath for commissions from the Castro LGBTQ Cultural District [see page 29]. Across 18th Street you will find:*

GLBT HISTORICAL SOCIETY MUSEUM

The first stand-alone museum of LGBTQ history and culture in the United States, it celebrates San Francisco's vast queer past through dynamic and surprising exhibitions and programming. 4127 18th Street. [Read more about the Museum on Page 49].

Continue up 18th Street to Eureka Street and you'll find:

RAINBOW MARKET MURAL

Created in 2024, this free-form mural celebrates the Castro and its residents. (See **B** on fold-out map)

Continue up 18th Street to Douglass Street, turn left on Douglass and walk one block:

"NOBBY" CLARKE'S FOLLY

There are many ornate Victorian houses in the Castro, but the hands-down winner of the "Most Baroque" title is the huge, eccentric mansion at the corner of 250 Douglass Street where it meets Caselli Avenue, known in its day as Nobby Clarke's Folly. Built in 1892, the four-story, multi-towered house has an eclectic architectural style that has been described as "Baroque-Queen Anne." The mansion was built by Alfred "Nobby" Clarke who purchased seventeen acres in rural Eureka Valley (now known as the Castro) and used \$100,000 to construct his ornate mansion. Alas, Mrs. Clarke refused to live there. It became the elegant California General Hospital, then a rooming house for Standard Oil employees, and finally the most unique apartment house in the Castro.

From the mansion, walk uphill on Douglass Street to 19th Street and turn left, and start walking downhill, or, if you just can't get enough of our hills...

KITE HILL OPTIONAL DETOUR FOR THE HEARTY HIKER

From the mansion, walk up Caselli Avenue to Yukon Street and turn left on Yukon. From the corner of Yukon and 19th Streets you'll be staring up at a steep, grassy hillside crisscrossed with trails. Continue up Yukon Street until you see a trail with some steps leading up the hill – it's marked with a sign. Once you reach the upper part of the open space you'll be rewarded with a stunning view of Twin Peaks behind you and, as you turn, the Castro, Market Street, downtown's impressive skyline and the East Bay beyond.

Castro and Market Streets



To return to the walk, exit the park at Corbin Street and walk to the end of Corbin where it meets Douglass Street. Turn left and descend the Douglass Street steps, which feature a community garden alongside. Continue down Douglass Street one block to 19th Street. Turn right and walk down 19th Street to rejoin the walk and find:

HARVEY MILK CIVIL RIGHTS ACADEMY

A small but mighty K-5 public school renamed after the neighborhood's most famous figure in 1996. Be sure to check out the murals (see **C** on fold-out map) running along the front wall of the school located at 4235 19th Street. [harveymilkpfc.org]

*Continue down 19th Street and before reaching Collingwood Street turn left and look beyond the ball field and the dog park to see the "Time After Time" mural (see **D** on fold-out map) by Betsie Miller-Kusz on the side of the Eureka Valley Recreation Center. After crossing Collingwood, look in the windows of Spunk Salon and notice the inspirational mural of Marsha P. Johnson by Tanya Wischerath (see **E** on fold-out map). Continue down 19th Street to Castro Street and notice the comical "Hahah" mural (see **F** on fold-out map) on the side of Buffalo Whole Foods on your left. Cross Castro and turn left, then go down the hill a few stores to find:*

HARVEY MILK'S "CASTRO CAMERA" STORE

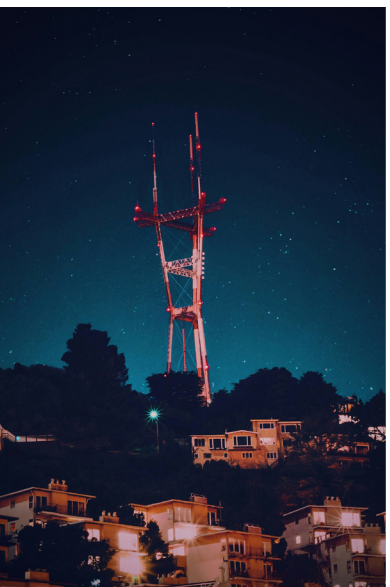
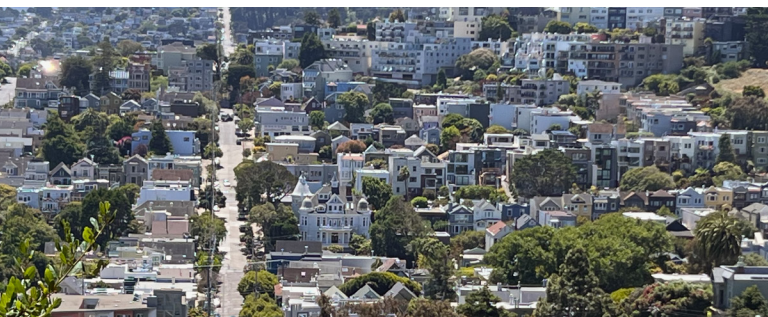
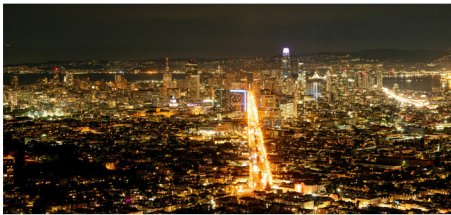
Now the home of gallery Queer A.F. (Queer Arts Featured), 575 Castro Street was the location of Harvey Milk's camera store. Milk, the first openly gay elected official of any major U.S. city, was instrumental in the rise of the LGBTQ+ community as a political force. The store was temporarily recreated as a set for the 2008 Academy Award-winning film *Milk*, starring Sean Penn. Stop to look at the mural of Harvey Milk (see **G** on fold-out map) on one of the gallery's walls. [Read more about Harvey Milk on Page 19.] [queerartsfeatured.com]

SAN FRANCISCO MERCANTILE

Created by Robert Emmons of SF Mercantile, this gift shop specializes in locally-sourced mementos of the Castro, queer focused art and clothing, and more, most of which is made in California. Folks here are also happy to help orient you to the neighborhood and point you in the direction of places that fit your interests. [shopsfmercantile.com]

The views from Kite Hill provide sweeping vistas from the Castro to downtown City landmarks.





HIBERNIA BEACH

At the southeast corner of Castro and 18th Streets, under the high-arching windows of Bank of America (Hibernia Bank of yore) you'll often find a lovingly homemade memorial to a Castro local or LGBTQ+ icon who died recently. It's a tradition that dates to the depths of the AIDS crisis in the '80s and continues today to honor those who impacted the lives of people in the community. The corner is also host to a myriad other pop-up community "events" like pet rescue adoption meet-and-greets, petition drives, political campaigning, and Girl Scout cookie sales.

Unique places worth a visit in the Castro:

CASTRO FARMER'S MARKET

Every Wednesday from 3:00 to 7:00 p.m., April through mid-November, the 200 block of Noe Street just off Market Street transforms into one of the most popular farmers' markets in San Francisco. It's a great spot for sampling locally grown fruits and veggies, locally baked breads and pastries, eggs, honey, fish, meat and more, all while enjoying great people-watching. [pcfma.org]

SAN FRANCISCO PUBLIC LIBRARY

EUREKA VALLEY / HARVEY MILK MEMORIAL BRANCH, 1 JOSÉ SARRIA COURT

In 1981, the San Francisco Library Commission officially changed the name of the Castro neighborhood's branch library to the Eureka Valley/Harvey Milk Memorial Branch Library to honor the slain Supervisor and gay activist. The library houses a special LGBT Interest collection which includes materials on the culture, history and life experience of the LGBT community: lesbians, gay men, bisexuals, transgender, queer, questioning, intersex people and other sexual minorities. 16th Street between Noe and Sanchez Streets. [sfpl.org]

In 2006, the plaza in front of the library and the adjacent block of 16th St. were named José Sarria Court in honor the San Francisco drag performer and gay activist who vigorously fought police harassment of homosexuals beginning in the late 1940s. Dressed in full drag during a period when female impersonation was a crime, José sang, performed and hosted shows at the Black Cat, a popular San Francisco gay bar. In 1961, José ran for the city's Board of Supervisors, losing the election but collecting an amazing 5,600 votes. He created a flamboyant drag character he called "The Widow Norton, Empress of San Francisco" and helped establish the Imperial Council of San Francisco, which now has chapters throughout North America. [imperialcouncilsf.org]

MISSION DOLORES PARK

Situated on nearly 16 sloping acres where the Castro meets the Mission District, this lovely and popular park is home to numerous community events. The southwest corner, the highest point in the park, is affectionately known as "Dolores Beach" whenever the sun shines, as folks drop in to enjoy the rays and the outstanding views of the downtown skyline and Mission High School's striking tower and facade. The Muni Metro J-Church Line stops at the northwest corner of the park at 18th and Church Streets. [sfrecpark.org]

Memorial tributes at "Hibernia Beach"



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SF LGBT CENTER

The Center, located at 1800 Market Street, serves the full spectrum of San Francisco's LGBTQ+ community. The 35,000 square foot Center is a central place for the community and allies to gather, organize, celebrate, and access services. They offer free services such as career counseling, job fairs, a computer lab, social activities, mentorships, and various workshops. The Center is the heart, home and hands of the San Francisco LGBTQ+ community. While you're there, take a moment to visit the exterior east wall of the Edwardian side of the campus to view their latest commissioned mural (see  on fold-out map). [sfcenter.org]

CASTRO LGBTQ CULTURAL DISTRICT (CQCD)

A relative newcomer among Castro nonprofits, The Castro LGBTQ Cultural District (CQCD) is one of several unique cultural districts recognized by the City. Formed in 2020, they are “committed to preserving, sustaining, and promoting the rich cultural legacy of the Castro and its significance to San Francisco’s LGBTQ+ community and beyond.” Besides commissioning art, like the murals on the side of Local Take, they sponsor events, facilitate dialogue, engage in advocacy, and more on behalf of the queer community. [castrolgbtq.org]

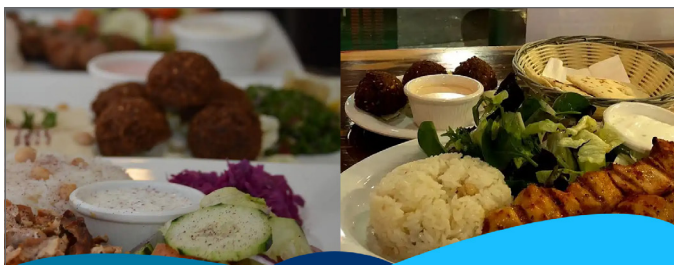
OTHER NOTABLE MURALS

Part of "Castro color" are the many creative murals that grace neighborhood homes, businesses, and public spaces.  indicates location on the fold-out map. Highlights include:

-  "Celebration of Love" - Located on the southeast corner of Noe and 19th Streets.
-  "Gear Up" - On the wall outside Moby Dick bar at Hartford and 18th Streets, more art by Serge Gay, Jr. depicts a classic leather jacket festooned with pins illustrating LGBTQ+ icons and other leather gear.
-  "Marry Me" was installed by street artist “Deb” in 2016 on behalf of her friend Camiel, who used it to propose to his future husband George on Valentine’s Day that year. Find this celebration of love at the southwest corner of Noe and 18th Streets, on the side of Kasa Indian Eatery. [[instagram.com/deb](https://www.instagram.com/deb)]
-  "Juanita Morel" - A dramatic portrait by J. Manuel Carmona profiles the larger-than-life drag personality to the right of the entrance to Bright Star Pilates on 18th Street below Sanchez Street. [[juanmanuelcarmona.com](https://www.juanmanuelcarmona.com)]

"Celebration of Love" Mural





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- L** "Hope for the World" - Located at 16th Street south of Market Street, this expansive mural was originally painted in 1998 to honor the neighborhood's heroic response to the HIV/AIDS pandemic, and was restored and augmented in recent years.
- M** Everett Middle School Tiles - On Church Street between 16th and 17th Streets, although not a mural, the front of this public school features beautifully hand-painted 4x4 tiles arranged in mosaic fashion around the front doors, protected by a columned cloister.
- N** "Market Street Railway Mural" - Located at 300 Church Street, the Market Street Railway mural shows a 180-degree bird's eye view of San Francisco's Market Street through time, divided vertically into sections corresponding to different moments in history from the 1920's onwards and into an imaginary future. The mural celebrates the vital role of public space in our cities, and it contains detailed references to local street art, activism, and various SF subcultures. Created by visual artist Mona Caron in 2004 and restored in 2017. [\[monacaron.com\]](http://monacaron.com)
- O** "Bikeway" - This large mural by Mona Caron celebrates the Duboce Bikeway, the first car-free portion of a street in San Francisco, located behind the Safeway store on Duboce and Church Streets. NOTE: Be alert to Muni Metro trains and bicycle traffic.
- P** Just across the street on Duboce, another Serge Gay, Jr. mural adorns the wall of the hospice Maitri Compassionate Care. This inspiring multi-cultural work reflects Maitri's noble care from the very start of the HIV/AIDS pandemic for people approaching the end of their lives. [\[sergegayjr.com\]](http://sergegayjr.com)

LAND ACKNOWLEDGMENT

We acknowledge that the Castro is located on the traditional territory of the Yelamu, a local tribe of Ramaytush Ohlone peoples of the San Francisco Peninsula. Yelamu families lived in the area now known as San Francisco long before California was part of Spain, Mexico, or the United States. We recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects to the Ancestors, Elders and Relatives of the Ramaytush Community and to affirm their sovereign rights as First Peoples.



Challenge: Find this one hiding in plain sight!



Everett Middle School Mosaic

Fresh produce adorns a Queen Kong on the side of Buffalo Whole Foods at 19th and Castro.





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Photo by Crawford Barton

GLBT HISTORICAL SOCIETY

MUSEUM

The GLBT Historical Society Museum, in the heart of the Castro at 4127 18th Street, is the first stand-alone museum of LGBTQ+ history and culture in the United

States. At 1,600 square feet (150 square meters), the museum, while small, packs a powerful punch, celebrating the city's vast queer past through dynamic and surprising exhibitions and programming.

Open since January 2011, the museum showcases the sheer depth and breadth of the GLBT Historical Society archives, demonstrates the importance of queer history to the public, and mounts wide-ranging exhibitions with an emphasis on diversity and social justice.

The museum contains two gallery spaces for exhibitions. The Main Gallery houses permanent collections while the Front Gallery is dedicated to rotating exhibitions on a range of themes. In addition, the GLBT Historical Society has curated online exhibitions since 2019.



This famous photo by Crawford Barton is one of many in the museum archives.

The powerful Main Gallery exhibition, “Queer Past Becomes Present,” showcases how queer history informs the present and inspires us to build a community that embraces differences, and features rich multimedia drawn from archival collections. The Main Gallery also houses “The Original Rainbow Flag,” a permanent display of a fragment of one of the two monumental rainbow flags first raised at the San Francisco Gay Freedom Day Parade on June 24, 1978. Among other objects on display are personal belongings of Harvey Milk, the first openly gay elected official in California; publications related to lesbian activists Del Martin and Phyllis Lyon; a costume worn by activist and entertaining legend José Sarria, the first openly gay man to run for public office in the United States; and photos, documents and artifacts telling the amazing stories of over a century of everyday queer life among the diverse populations of San Francisco. The GLBT Historical Society also mounts several temporary exhibitions at the museum every year.

The GLBT Historical Society is a public history center and archive that collects, preserves, exhibits, and makes materials and knowledge accessible to the public to support and promote understanding of LGBTQ+ history, culture, and arts in all their diversity. Founded in 1985, the Society maintains one of the largest collections of LGBTQ+ historical materials in the world. The museum is open Tuesdays through Sundays, 11:00 to 1:00 and 1:30 to 5:00, and is free to visitors on the first Wednesday of each month.

[glbthistory.org]

RAINBOW

HONOR WALK

In September 2014, twenty bronze portrait plaques of LGBTQ+

icons were unveiled on Castro Street and 19th Street in the heart of the Castro. After years of efforts behind the scenes, this was the debut of the Rainbow Honor Walk, a privately funded, all volunteer, nonprofit civic project. The first three-by-three-foot plaques honored Jane Addams, James Baldwin, George Choy, Federico Garcia Lorca, Allen Ginsburg, Keith Haring, Harry Hay, Sylvester James, Christine Jorgensen, Frida Kahlo, Del Martin, Yukio Mishima, Bayard Rustin, Randy Shilts, Gertrude Stein, Alan Turing, Tom Waddell, Oscar Wilde, Tennessee Williams, and Virginia Woolf.

Twenty-four more honorees have been memorialized with plaques: Alvin Ailey, W.H. Auden, Josephine Baker, Gladys Bentley, Glenn Burke, Quentin Crisp, Divine, Marie Equi, Fereydoun Farrokhzad, Barbara Jordan, Kiyoshi Kuromiya, Audre Lorde, Leonard Matlovich, Freddie Mercury, Sally Ride, Sylvia Rivera, Vito Russo, José Sarria, Maurice Sendak, Rikki Streicher, Gerry Studds, Lou Sullivan, Chavela Vargas and We'wha.

Plaques for over two-dozen additional honorees from a wide range of careers highlighting contributions “that have truly changed the world.” are slated for future installation and include Peter Adair, Willem Arondéus, Gloria Anzaldúa, Gilbert Baker, Tallulah Bankhead, Bernice Bing, Bobbi Campbell, Ester Eng, Leslie Feinberg, Sally Gearhart, Lorraine Hansberry, Magnus Hirschfeld, Billie Holiday, Langston Hughes, Carlos Jáuregui, Marsha P. Johnson, Larry Kramer, Anne Lister, Phyllis Lyon, Xulhaz Mannan, Mario Mieli, Charley Parkhurst, Marlon Riggs, Bob Ross, Oliver Sacks, John Reed Sims, Edith Windsor, and Sophie Xeon. The Rainbow Honor Walk offers a self-guided tour you may find on their website. [rainbowhonorwalk.org]

Installation of the plaque of We'wha (1849-1896), a Zuni Native American from New Mexico.



CASTRO

HISTORY

Nestled in the center of San Francisco, the area around the Castro called Eureka Valley has evolved dramatically over the last century. The architecturally

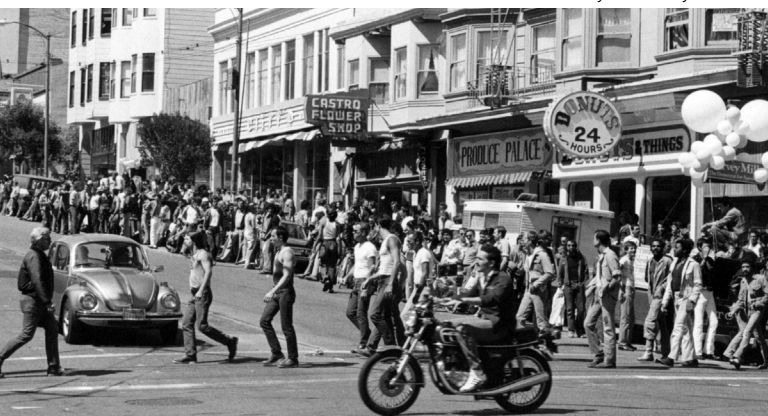
intriguing Swedish American Hall at 2174 Market Street reminds us that the neighborhood was once a Scandinavian enclave in the early 1900s. In the 1930s and continuing well after World War II, the area became a primarily working-class neighborhood of Irish Catholic residents. By the 1960s, the once-fashionable Victorian houses in the area were in desperate need of care. During that decade San Francisco - long a magnet for counter-cultural movements like the Beat Generation and the Summer of Love - had become a refuge to gays and lesbians, many of whom, discharged from Pacific theatre military service, chose to stay in this liberal, welcoming city.

As the City's economy shifted to tourism and the American Dream became owning a house in the suburbs, the gay and lesbian newcomers took advantage of the depressed urban real estate market in neighborhoods like the Castro. While this initially served to drive prices even lower, the attention these new property owners lavished on restoring their homes transformed the Castro into one of the most desirable parts of the City. By the early 1970s, the gay village of the Castro was firmly established, and a community of LGBTQ+ residents and businesses (including Harvey Milk and his camera store on Castro Street) blossomed, putting a gay spin on everything.

A decade later, the global HIV/AIDS pandemic made an indelible mark on the City. The LGBTQ+ community in the Castro - the most deeply affected population - rallied to respond. Out of heartbreak, loss, and anger emerged an extraordinary community effort to meet the needs of those who were struggling to survive, those who were dying, and those who were left behind. Castro residents and activists were part of the team that advocated for the City to fund the world's first AIDS outpatient clinic at San Francisco General Hospital. Organizations like the AIDS Emergency Fund, Project Open Hand, Shanti Project, and scores of others became models for other communities around the world in their responses to the AIDS epidemic. The breathtaking Names Project AIDS Memorial Quilt, the largest art project in the world, was created by Cleve Jones and other activists in 1987 at 2362 Market Street near Castro Street. By 1995, when innovative medical treatments finally arrived on the scene, 16,000 San Francisco residents, many from the Castro, had died.

The Castro remains the heart of the LGBTQ+ community in San Francisco, even as skyrocketing real estate prices make it less accessible to new LGBTQ+ residents and those affected by the loss of housing, the effects of the global pandemic, tariffs and war continue to ripple through the community, and the Federal government attempts to write us out of American history. Still, the SF LGBTQ+ Community Center stands sentinel at the entrance to the neighborhood at Market and Octavia Streets, the rainbow flag flies proudly above Harvey Milk Plaza, the GLBT Historical Society Museum on 18th Street reminds us whence we came, and Harvey Milk's camera store is now occupied by Queer Arts Featured gallery and boutique. As you stroll the rainbow crosswalks at 18th and Castro Streets, remember that you walk in the footsteps of heroes, gay and straight alike.

The main block of Castro Street between Market and 18th Streets has always been busy.





Castro Merchants serves as the loud and unified voice for its members, lobbying city government for policies that support local businesses, and is one of San Francisco's largest and most effective neighborhood merchant organizations. Our roots reach back to the 1970s when we grew from a merger of the longtime, traditional neighborhood merchant group, with owners and managers of newly established gay-owned businesses, including Harvey Milk's well-known camera store.

Today, the Castro is an internationally recognized center of gay life and culture, proud of its diversity. It is a mix of businesses that have served the neighborhood for many decades, entrepreneurial business owners, and some of San Francisco's best fashion, dining, and entertainment. The Merchants association offers resources and support, helping neighborhood entrepreneurs thrive.

Castro Merchants members include hundreds of businesses, generally along upper Market Street from Castro Street to Octavia Boulevard, north through Duboce Triangle, south to 21st Street, east to Octavia Boulevard, west and up the hill toward Twin Peaks, and commercially-zoned portions of cross streets throughout that area.

Castro Merchants are proud to host a website at castromerchants.com and this annual Castro Guide, distributed at businesses throughout the neighborhood as well as through visitor-centric locations including downtown hotel concierges. Castro Merchants with the support of The Mayor's Office of Economic and Workforce Development and The Civic Joy Fund sponsor and produce events throughout the year. We also join with our neighborhood partners to celebrate the life and legacy of Harvey Milk the weekend of his birthday (May 22). The Monday after Thanksgiving Castro Merchants hosts the grand holiday tree lighting ceremony to kick off the holiday shopping season.

Distinguished by the commitment from the Board of Supervisors and SFPD to attend the association's monthly meetings, the association's voice significantly impacts policies that support and encourage neighborhood business.

2026 | 2027 BOARD OF DIRECTORS

Nate Bourg, *President*
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Praveena Selvaduray
Castro Direct Primary Care

Leon Shannon
Skin on Market

CASTRO MERCHANTS

584 Castro Street - #333, San Francisco, CA 94114-2512
 415.980.0011 • info@castromerchants.com • castromerchants.com

Kristin Wojkowski, *Administrator*

CASTRO

GUIDE

All businesses are members of **Castro Merchants** as of press time. Numbers correspond to locations on the centerfold map. Entries with no number do not have a public location within the map boundaries. A ● designates a **San Francisco Legacy Business**, one which has operated in the City and County of San Francisco for over thirty years and contributed to the City's history and identity. #sflegacybiz

ARTS & ENTERTAINMENT

The Artist's Gallery 119

A diverse range of artwork by local artists

3904 17th Street, SF, CA 94114

415.626.0767 • theartistsgallerysf.com

Castro Theatre 33

Historic cinema just reopened after renovation

429 Castro Street, SF, CA 94114

415.864.0815 • apeconcerts.com

See advertisement on Page 30

Castro Way Studio 60

Studio and gallery space at 19th & Eureka

19th & Eureka, SF, CA 94114 • @castrowaystudio

Flux Castro

Pottery studio for beginners & experienced potters

2283 Market St, SF, CA 94114 • fluxcastro.com

Gooch Photography

The "official" photographer for many events

133 Buchanan Street #4, SF, CA 94102

415.960.9402 • photosbygooch.com

MAG Galleries 65

Bay Area artists exhibited in comfortable venue

3931 18th Street, SF, CA 94114

415.815.5616 • mag-galleries.com

Queer Arts Featured 23

Artist-led gallery, boutique, and gathering space

575 Castro Street, SF, CA 94114

415.562.4419 • queerartsfeatured.com

● Ruby's Clay Studio & Gallery 63

Ceramic arts nonprofit - classes, kiln, store, more

552A Noe Street, SF, CA 94114

415.558.9819 • rubysclaystudio.org

● San Francisco Gay Men's Chorus... 91

Choral group & National LGBTQ+ Arts Center

170 Valencia Street, SF, CA 94103

415.865.3650 • sfgmc.org

Theatre Rhinoceros 58

America's longest-running queer theatre

4229 18th Street, SF, CA 94114

415.552.4100 • therhino.org

BARS AND NIGHTCLUBS

440 Castro 4

Popular & welcoming nightlife spot

440 Castro Street, SF, CA 94114

415.621.8732 • the440.com

See advertisement on Page 36

The Academy SF 82

Lively social club and event space

2166 Market Street, SF, CA 94114

415.624.3429 • academy-sf.com

See advertisement on Page 7

Bar49 110

Bar with large beer+wine list and bar bites

2295 Market Street, SF, CA 94114

415.424.8397 • bar49sf.com

See advertisement on Page 8

Blackbird 84

Upscale bar for wine, cocktails, and bar cuisine

2124 Market Street, SF, CA 94114

415.872.5310 • blackbirdbar.com

Blush! Wine Bar 5

Cozy spot with long wine list & small plates

476 Castro Street, SF, CA 94114

blushwinebar.com

See advertisement on Page 46

The Café 121

Large nightclub featuring extensive event list

2369 Market Street, SF, CA 94114

415.779.3171 • cafesf.com

See advertisement on Inside Back Cover

COPPER | Bar, Kitchen & Microbrewery.... 48

Cozy, swanky little place with great atmosphere

4092 18th Street, SF, CA 94114

415.875.9690 • coppersf.com

The Edge 42

Popular neighborhood bar with friendly staff

4149 18th Street, SF, CA 94114

415.863.4027 • edgessf.com

Hi Tops 105

Lively sports bar with great food

2247 Market Street, SF, CA 94114

415.320.8575 • hitopsbar.com

Last Call Bar 64

Welcoming local bar with relaxed vibe

3988 18th Street, SF, CA 94114

415.861.1310 • lastcallbarsf.com

See advertisement on Page 16

The Lobby Bar 54
Specialty cocktails and unique spirits
 4230 18th Street Unit A, SF, CA 94114
 650.339.6012 • lobbybarsf.com

LOOKOUT 73
Fun bar & restaurant with street views
 3600 16th Street Suite #3, SF, CA 94114
 lookoutssf.com

See advertisement on Page 34

Midnight Sun 47
Pioneering video bar for over 50 years
 4067 18th Street, SF, CA 94114
 415.861.4186 • midnightsunssf.com

Millay 93
Sake, wine, and tea bottle shop and bar
 691 14th Street, SF, CA 94114 • millaysf.com

The MIX 49
Friendly bar with spacious outdoor patio
 4086 18th Street, SF, CA 94114
 415.431.8616 • themix.bar

See advertisement on Page 44

● **Moby Dick** 61
Gay watering hole with a laid-back vibe
 4049 18th Street, SF, CA 94114
 415.337.7634 • @mobydickbarsanfrancisco

Pilsner Inn 95
Longest running gay sports bar in the Castro
 225 Church Street, SF, CA 94114
 415.621.7058 • pilsnerinn.com

See advertisement on Page 12

Rikki's 101
Newer bar uniquely showcasing women's sports
 2223 Market Street, SF, CA 94114
 rikkisbarsf.com

Twin Peaks Tavern 36
Historic, welcoming LGBTQ+ bar
 401 Castro Street, SF, CA 94114 • 415.864.9470
See advertisement on Page 5

BEAUTY & GROOMING

Joe's Barbershop 83
Popular, full-service barber shop
 2150 Market Street, SF, CA 94114
 415.255.9096 • joesbarbershop.com

Locks & Whiskers 66
Expert genuine care in a warm & welcoming space
 3901 18th Street, SF, CA 94114
 415.378.2678 • locksandwhiskers.com

Louie's Barbershop 2
Long-established Castro Street drop-in barber
 422 Castro Street, SF, CA 94114
 415.552.8472 • louiesbarbershopsf.com

Skin on Market 114
Advanced skin treatments & services
 2299C Market Street, SF, CA 94114
 415.875.7546 • skinonmarket.com

SkinSpirit
Custom-tailored treatment plans by medical staff
 3939 24th Street, SF, CA 94114
 415.685.0510 • skinspirit.com

Taboo & Healing Cuts SF 71
Holistic salon with a focus on wellness
 2352 Market Street, SF, CA 94114
 415.386.2970 • healingcutssf.com

CAFES & RESTAURANTS

Aegean Delights 27
Greek/Turkish sweets, coffee, tea, music, cuisine
 545 Castro Street, SF, CA 94114
 415.829.2019 • @aegeandelights

Berry Sweet
Fresh Tanghulu - skewered fruit coated in glaze
 20875 Valley Green Drive Apt. 31
 Cupertino, CA 95014
 669.298.1986 • @berrysweettanhulu

Canela Bistro Bar 78
Spanish bistro for tapas, paella, diverse wines
 2272 Market Street, SF, CA 94114
 415.552.3000 • canelassf.com

See advertisement on Page 2

Castro Coffee 34
Fine coffees at the best competitive prices
 427 Castro Street, SF, CA 94114
 415.552.6676 • castrocoffee.com

Castro Tarts Cafe and Bakery 15
Bakery with pastries, lunch & coffee
 564 Castro Street, SF, CA 94114 • 415.861.3268
See advertisement on Page 2

Catch 69
Fresh seafood in a modern space - new ownership
 2362 Market Street, SF, CA 94114
 415.431.5000 • catchseafoodsf.com

See advertisement on Page 6

Flora King 53
Modern Argentine steakhouse, family owned
 4248 18th Street, SF, CA 94114
 flora-king.com

Gyro Express 29
Mediterranean cuisine, house-made specialties
 499 Castro Street, SF, CA 94114
 415.554.0352 • gayroexpress.square.site

See advertisement on Page 46

Heroic Italian 17
Italian food inside Swirl on Castro wine shop
 572 Castro Street, SF, CA 94114
 650.224.5999 • heroicitalian.com

See advertisement on Page 12

Hot Johnnie's 46
American smokehouse for pastrami & BBQ
 4077 18th Street, SF, CA 94114
 415.624.3171 • hotjohnnies.com

L'Ardoise 76
Casual French bistro in Duboce Triangle
 151 Noe Street, SF, CA 94114
 415.437.2600 • ardoisesf.com

See advertisement on Page 48

● **La Mediterranee** 74
Award-winning Mediterranean restaurant
 288 Noe Street, SF, CA 94114
 415.431.7210 • lamednoe.com

See advertisement on Page 44

Leadbetter's Bake Shop 13
Small-batch English muffins and more baked daily
554 Castro Street, SF, CA 94114
415.875.9644 • leadbetterbakeshop.com

● **Marcello's Pizza** 1
Pizza, subs, burgers, calzone, salads, wings
420 Castro Street, SF, CA 94114
415.863.3900 • marcellospizza420.com
See advertisement on Page 16

Orphan Andys 37
American breakfast, lunch, dinner - 24 hours
3991-A 17th Street, SF, CA 94114 • 415.864.9795

Parasol @ Cafe Flore 77
Mediterranean forward California BistroBar
2298 Market Street, SF, CA 94114
650.670.8099 • parasolsf.com

Poesia 50
Intimate Italian restaurant, popular coffee house
4072 19th Street, SF, CA 94114
415.252.9325 • poesiasf.com

Starbelly 112
Casual café serving California comfort food
3583 16th Street, SF, CA 94114
415.252.7500 • starbellysf.com

COMMUNITY ORGANIZATIONS

Castro Community Benefit District .. 26
Improving area cleanliness, safety & prosperity
549A Castro Street, SF, CA 94114
415.500.1181 • castrocbdd.org

● **Castro Country Club** 51
Safe & sober community center and LGBTQ refuge
4058 18th Street, SF, CA 94114
415.552.6102 • castrocountryclub.org

Castro LGBTQ Cultural District 89
Preserving LGBTQ+ heritage & culture
1800 Market Street, SF, CA 94102
415.425.2051 • castrolgbtq.org

Castro Street Fair
Annual event founded by Harvey Milk in 1974
castrostreetfair.org

Congregation Sha'ar Zahav 96
San Francisco's only LGBTQIA+ synagogue
290 Dolores Street, SF, CA 94103
415.861.6932 • shaarzahav.org

Duboce Triangle Neighborhood Association
Representing DT neighborhood concerns
2261 Market Street, PMB #301, SF, CA 94114
510.823.6809 • dtna.org

Eureka Valley Neighborhood Association
Longest-standing SF neighborhood association
P.O. Box 14137, SF, CA 94114 • evna.org

● **GLBT Historical Society** 43
First US stand-alone LGBTQ history & culture museum
4127 18th Street, SF, CA 94114
415.777.5455 • glbthistory.org
See advertisement on Page 48

Market Street Railway
Preserving SF's unique transit history
870 Market Street Suite 803, SF, CA 94105
415.956.0472 • streetcar.org
See advertisement on Page 32

Most Holy Redeemer Church 57
Welcoming & inclusive Catholic church
100 Diamond Street, SF, CA 94114
415.863.6259 • mhr.org
See advertisement on Page 32

Openhouse 88
Enabling LGBTQ+ seniors to overcome challenges
65 Laguna Street, SF, CA 94102
415.296.8995 • openhousesf.org

PCFMA - Castro Farmers' Market
Wednesdays 3-7, Apr-Nov, @ Noe & Market
5060 Commercial Circle Suite A
Concord, CA 94520
925.825.9090 • pcfma.org

SF LGBT Center 90
Connecting people to resources & each other
1800 Market Street, SF, CA 94102
415.865.5555 • sfcenter.org

FITNESS

Body SF 108
Fitness tailored to every body experience
2275 Market Street, SF, CA 94114
720.429.4387 • body-sf.com

Club Pilates 104
Individual attention in a fun group setting
2241 Market Street, SF, CA 94114
clubpilates.com

FITNESS SF Castro 118
Popular local, family-owned health club
2301 Market Street, SF, CA 94114
415.348.6377 • fitnesssf.com

Flagship Training 85
Boutique gym, personalized training & classes
160 Church Street, SF, CA 94114
415.407.0157 • trainflagship.com

Live Fit Gym - Castro 98
State-of-the-art fitness facility
2145 Market Street Suite C, SF, CA 94114
415.655.3395 • livefitgym.com
See advertisement on Page 38

MX3 Fitness 72
Classes, personal training, wellness coaching
2336 Market Street, SF, CA 94114
415.236.2556 • mx3fitness.com

StretchLab 79
One-on-one assisted stretching guided by experts
2258 Market Street, SF, CA 94114
415.854.1880 • stretchlab.com

GROCERY & LIQUOR

● **Castro Village Wine Co.** 22
Diverse wines, spirits, & related products
4121 19th Street, SF, CA 94114
415.864.4411 • castrowine.com

Mollie Stone's Markets 59
Full service grocery, catering, + delivery
4201 18th Street, SF, CA 94114
415.255.8959 • molliestones.com

Rossi's Deli 3
Family owned and operated since 1976
426 Castro Street, SF, CA 94114 • 415.863.4533

Safeway 87
Local branch of national supermarket chain
2020 Market Street, SF, CA 94114
415.861.7660 • safeway.com

HEALTH & WELLNESS

Castro Direct Primary Care 100
Direct patient access to their primary doctor
2191 Market Street Suite D, SF, CA 94114
415.943.4806 • castroddpc.com

● **For Your Eyes Only Optometry** 12
Eyecare services & wide selection of eyewear
552 Castro Street, SF, CA 94114
415.626.0858 • castrovision.com

Jae Greenman Massage 10
Integrated therapeutic and clinical massage
550A Castro Street, SF, CA 94114
415.361.9044 • jaegreenman.massagetherapy.com

M SPA 99
Men's facials, treatments, massage & waxing
2187 Market Street, SF, CA 94114
415.556.9100 • mspasf.com

Mercuré 115
Personalized hormone & regenerative aesthetics
317 Noe Street, SF, CA 94114
415.969.3070 • mercuré.life

Midpoint Sports Chiropractic 62
Top-rated Chiropractic health and wellness clinic
4044 18th Street, SF, CA 94114
415.621.5772 • mpsportschiro.com

mistr 117
PREP prescribed online and delivered to your door
2301 Market Street, SF, CA 94114
747.999.6249 • heymistr.com

Pause Castro 80
Recover, recharge, and reconnect - wellness studio
2234 Market Street, SF, CA 94114
609.439.9211 • pausestudio.com/locations/castro

See advertisement on Page 2

Rouse Relational Wellness 40
Sex & relationship therapy & workshops
4124 18th Street, SF, CA 94114
415.200.2119 • rousetherapy.com

San Francisco Counseling Collective 56
Psychotherapy & clinical mental health counseling
4200 18th Street Suite 104, SF, CA 94114
415.830.3440 • sfcounselors.com

Robert F. Tyminski, DMH 100
Jungian & psychodynamic therapist
2191 Market Street Suite E, SF, CA 94114
415.552.1747 • roberttyminski.com

Phillip Whitely, LMFT 9
Solution-focused Cognitive Behavioral Therapy
540 Castro Street, SF, CA 94114
415.891.9665 • phillipwhitely.com

Zoranovich Chiropractic 11
Feel at home in your body, heal from the past
550A Castro Street, SF, CA 94114
415.735.1778 • doctorsamz.com

LODGING

● **Beck's Motor Lodge** 81
Modern, comfortable motel central to Castro
2222 Market Street, SF, CA 94114
415.621.8212 • becksmotorlodge.com

The Hotel Castro 55
Stylish boutique hotel, personalized service
4230 18th Street, SF, CA 94114
415.854.9029 • thehotelcastro.com

Parker Guest House 67
Cozy B&B with attentive service
520 Church Street, SF, CA 94114
415.621.3222 • parkerguesthouse.com

MEDIA

Bay Area Reporter
Long-standing LGBTQ+ news publication
44 Gough Street #302, SF, CA 94103
415.861.5019 • ebar.com
See advertisement on Page 10

Hoodline
Online platform for neighborhood news
707.484.0241 • hoodline.com

● **San Francisco Bay Times**
LGBTQ+ news, arts, entertainment & lifestyle
2261 Market Street #309, SF, CA 94114
415.601.2113 • sfbaytimes.com

PET SERVICES

Kitty Chateau 52
Luxury bed & breakfast for felines
4406 18th Street, SF, CA 94114
415.529.1819 • kittychateau.com

Mudpuppy's Tub & Scrub Castro 8
Pet salon for bathing, grooming & pet care
536 Castro Street, SF, CA 94114
888.505.2998 • mudpuppys.com

PROFESSIONAL SERVICES

Alexander Nurseries & Garden Design
Propagation, landscape design, maintenance
2123 12th Avenue, SF, CA 94116
415.412.3371 • alexandernurseries.com

Apella Wealth
Employee-owned firm of financial advisors
2001 Union Street Suite 540, SF, CA 94123
415.563.3000 • apellawealth.com

Bean Counter 70
Bookkeeping & payroll for small businesses
2358 Market Street, SF, CA 94114
415.637.6660 • facebook.com/beancountersf/

Consult Jenny, Inc
Consulting for nonprofits, small biz, startups
26 Eagle Street, SF, CA 94114
415.200.6533 • consultjenny.com

**Doug McAllister
Gateway Financial Advisor** 70
Experienced financial planner
2358 Market Street, SF, CA 94114 • 415.519.1319

Eigenstate Consulting LLC 107
Technology consulting firm
2269 Market Street, SF, CA 94114 • 415.401.7180

Espinosa-Ramos Law
Full-service immigration and employment law
415.236.3994 • espinosaramoslaw.com

Alexis B. Levy, Esq. 44
Estate planning, business & real estate law
4111 18th Street, SF, CA 94114
415.921.9300 • alexisblevy.com
See advertisement on Page 30

MATAX
Accounting, bookkeeping, admin solutions
584 Castro Street #612, SF, CA 94114
415.787.2750 • mataxhq.com

Nicholas Goldman Law 106
Expert legal advice and representation
2261 Market Street #14, SF, CA 94114
415.283.2099 • nicholasgoldmanlaw.com

Recology
Recycling, composting, & garbage collection
250 Executive Park Boulevard Suite 2100
SF, CA 94134
415.330.1300 • recology.com/sanfrancisco

Smack Happy Design
Websites, content marketing, branding & design
219 Hartford Street, SF, CA 94114
415.814.5885 • smackhappy.com

Ten Tigers 111
Professional body piercing studio
3506 16th Street, SF, CA 94114 • 415.796.2008
beststudioever.com/pages/ten-tigers
See advertisement on Fold Out Map

Third Act Services
Design, content & publishing to tell your story
PO Box 5218, La Quinta, CA 92248
415.867.3004 • thirdact.services
See advertisement on Fold Out Map

Traci Hollander Insurance Agency ... 14
Insurance products & services
556 Castro Street, SF, CA 94114
415.575.3775 • traciollander.com

REAL ESTATE

435 Duboce 86
Modern apartment building
435 Duboce Avenue, SF, CA 94117

Ethical Home Solutions
Residential property purchasing firm
350 Bay Street Suite 100 #317
SF, CA 94133 • 415.429.6150
sellmysanfranciscohousefastforcashoffer.com

Mark D. McHale and Associates 25
Representing residential buyers, sellers, & investors
555 Castro Street, SF, CA 94114
415.735.8037 • markdmchale.com

Vanguard Properties 25
Property sales, leasing & management
555 Castro Street, SF, CA 94114
415.655.5600 • vanguardproperties.com

RETAIL

The Apothecarium 92
Best-designed dispensary - Architectural Digest
2029 Market Street, SF, CA 94114
415.500.2620 • apothecarium.com

AutoErotica 45
Curated LGBTQ-themed memorabilia
4077A 18th Street, SF, CA 94114
415.861.5787 • @autoerot.ca
See advertisement on Page 14

Brand X Antiques 16
Well-curated collection of jewelry & antiques
570 Castro Street, SF, CA 94114 • 415.626.8908
See advertisement on Page 10

Castro Street Chevron 122
Service station & convenience store
2399 Market Street, SF, CA 94114 • 415.621.2570

Chartreuse by Roje 94
Spacious one-of-a-kind floral boutique
2095 Market Street, SF, CA 94114
415.374.7812 • chartreusebyroje.com

● **Cliff's Variety** 31
Hardware, home goods & novelties for 90 years!
471-479 Castro Street, SF, CA 94114
415.431.5365 • cliffsvariety.com
See advertisement on Page 4

Crossroads 97
Consignment clothing, accessories & shoes
2123 Market Street, SF, CA 94114
415.552.8740 • crossroadstrading.com

Eureka Sky 38
Central Castro cannabis dispensary
3989 17th Street, SF, CA 94114
415.706.7759 • eurekasky.com
See advertisement on Page 1

Fabulosa Books 30
LGBTQ+ literature & related materials
489 Castro Street, SF, CA 94114
415.658.7015 • fabulosabooks.com
See advertisement on Page 10

FAVE 116
Screen printing and Queer Mall
329 Noe Street, SF, CA 94114 • favebrandsf.com

Freeborn Designs 32
Unique & stylish apparel & accessories
463 Castro Street, SF, CA 94114
415.275.1525 • wearefreeborn.com

Full Proof 39
Curated selection of spirits, wine, beer, and NA bev
 4126 18th Street, SF, CA 94114
 628.286.5683 • fullproofsf.com

Giddy Candy 113
One stop shop for your sweet tooth
 2299 Market Street Store B, SF, CA 94114
 415.857.4198 • giddycandy.com

Hot Cookie 35
Delicious, and sometimes outrageous, cookies
 407 Castro St, SF, CA 94114
 415.621.2350 • hotcookie.com
See advertisement on Page 34

Local Take 41
Locally made clothing, accessories, home goods
 4122 18th Street, SF, CA 94114
 415.556.5300 • localtakesf.com
See advertisement on Page 38

The Love Potion Library 75
Bookstore, tea room, honoring romance novels
 284 Noe Street, SF, CA 94114
 thelovepotionlibrary.com

Photomatica Photo Booth Corp 109
Working, accessible photo booth museum
 2275 Market Street, SF, CA 94103
 415.466.8700 • photomatica.com

● **PO Plus** 19
One-stop shipping, printing & business services
 584 Castro Street, SF, CA 94114
 415.864.5888 • poplus.com

Rock Hard 7
Neighborhood, friendly adult novelty emporium
 518 Castro Street, SF, CA 94114 • 415.437.2430

San Francisco Mercantile 28
Locally made clothing, accessories, home goods
 525 Castro Street, SF, CA 94114
 415.757.0003 • sfmercantile.com
See advertisement on Inside Front Cover

STAG & MANOR 120
Modern furnishings/decor with global perspective
 2327 Market Street, SF, CA 94114
 415.997.8241 • stagandmanor.com

Sui Generis Consignment 102
Consignment designer clothing, accessories, shoes
 2231 Market Street, SF, CA 94114
 415.437.2231 • suigenerisconsignment.com
See advertisement on Back Cover

Swirl 18
Premiere wine & spirits shop and wine bar
 572 Castro Street, SF, CA 94114
 415.864.2262 • swirloncastro.com

● **Underglass Custom Picture Framing** 103
Crafting elegant custom picture frames for 40 years
 2239 Market Street, SF, CA 94114
 415.252.9844 • underglassframing.com

UPS Store 68
Shipping, mailing, business service center
 2370 Market Street #103, SF, CA 94114
 415.431.0121 • theupsstore.com

Walgreens 6
National pharmacy and convenience store
 498 Castro Street, SF, CA 94114
 415.861.3136 • walgreens.com

ZGO 20
The Castro's go-to destination for fragrance
 600 Castro Street, SF, CA 94114
 415.692.6511 • zgoperfumery.com

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FRANK-IN-CISCO 21
Personalized, quality tours in English & German
 4115 19th Street, SF, CA 94114
 917.891.2154 • frankincisco.com
See advertisement on Page 8

● **Yankee Clipper Travel** 21
Quality leisure travel planning for three+ decades
 4115 19th Street, SF, CA 94114
 414.356.2260 • yankeeclippertravel.com
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Detail from the "Market Street Railway" mural by Mona Caron.



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