



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution

HEARING DATE AUGUST 2, 2017

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ADOPTING FINDINGS RECOGNIZING CASA SANCHEZ AS SAN FRANCISCO'S 100TH BUSINESS INCLUDED ON THE LEGACY BUSINESS REGISTRY AND COMMENDING IT FOR ITS CONTRIBUTIONS TO THE CITY'S HISTORY AND IDENTITY.

Planning
Information:
415.558.6377

WHEREAS, the R. Sanchez & Company Tortilla Factory was established in 1924 by Mexican immigrants, Roberto and Isabel Sanchez at 1523 Steiner Street; and

WHEREAS, the business was the first mechanized tortilla factory in Northern California;

WHEREAS, the business developed into a popular "Mexicatessen" that sold and distributed a variety of prepared Mexican foods, specializing in Mexican *tamales*, *tortillas*, *tortilla* chips, and *salsas*;

WHEREAS, the business moved into the Fillmore in the 1960s where it opened a sit-down restaurant that turned into "Club Sanchez" by night, serving as venue to a variety of musical acts and contributing to the neighborhood's lively jazz scene; and

WHEREAS, the business moved to 24th and York Street in the Mission District and changed its name to Casa Sanchez in 1968; and

WHEREAS, Casa Sanchez became a fixture of the Mission District Latino community, contributing to the formation of the 24th Street Merchants Association and the 24th Street Festival; and

WHEREAS, Casa Sanchez gained international recognition beginning in 1999 when it offered to provide free meals for life to anyone who tattooed the company's "Jimmy the Cornman" logo onto their body; and

WHEREAS, Casa Sanchez remains a family run business and currently operates under the direction of third and fourth generations; and

WHEREAS, Casa Sanchez is one of San Francisco's first known Mexican American-owned businesses; and

WHEREAS, Casa Sanchez has contributed to the culinary heritage of the city by making Mexican food available to San Francisco residents for generations including delivering hot food to neighborhood residents and selling tortillas to restaurants in the city; and

WHEREAS, Casa Sanchez sold the first ever fresh packaged salsa in the country; and

WHEREAS, Casa Sanchez brand salsa is now the highest selling salsa in California;

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, Casa Sanchez was designated as the City's 100th Legacy Business on September 11, 2017; and

WHEREAS, October is recognized as Latino Heritage Month in San Francisco, when the city celebrates the important social, cultural, and economic contributions that Latinos have made to the City and County of San Francisco;

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby commends** Casa Sanchez as the City's 100th Business included on the Legacy Business Registry and for its continued contributions to the community.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 4, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: