



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: JULY 17, 2019

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**THIS REPORT PROVIDES RECOMMENDATIONS FOR THE FOLLOWING FOURTEEN (14) LEGACY BUSINESS REGISTRY APPLICATIONS.**

- Case No. 2019-013281LBR: 1320 Egbert Avenue, "Anco Iron & Construction, Inc."
- Case No. 2019-013282LBR: 370 Hayes Street, "F. Dorian, Inc."
- Case No. 2019-013283LBR: 5150 Geary Boulevard, "Hobby Company"
- Case No. 2019-013674LBR: 3982 24<sup>th</sup> Street, "Just For Fun"
- Case No. 2019-013289LBR: 2031 Bush Street, "Kinmon Gakuen"
- Case No. 2019-013291LBR: 309 Sutter Street, "Lang Antique and Estate Jewelry"
- Case No. 2019-013678LBR: 1899 Irving Street, "Lucca's Foods Deli & Wine Shop"
- Case No. 2019-013310LBR: 1832 Buchanan Street, "Nichi Bei Foundation"
- Case No. 2019-013312LBR: 1684 Post Street, "National Japanese American Historical Society, Inc."
- Case No. 2019-013680LBR: 601 Union Street, "Original Joe's North Beach"
- Case No. 2019-013681LBR: 444 Battery Street, "Punch Line San Francisco"
- Case No. 2019-013696LBR: 1965 Al Scoma Way, "Scoma's Restaurant, Inc."
- Case No. 2019-013682LBR: 1950 Innes Avenue, #2, "Tin Wah Noodle Co."
- Case No. 2019-013291LBR: 1790 Sutter Street, "Yasukocki's Sweet Shop"

**The associated Legacy Business Registry Applications are not printed for distribution due to their size, but are available online at: <https://sfplanning.org/hearings-hpc>**

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013281LBR  
*Business Name:* Anco Iron & Construction, Inc.  
*Business Address:* 1320 Egbert Avenue  
*Zoning:* PDR-2 (Core Production, Distribution, and Repair) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4910/005  
*Applicant:* Hector Colina, President  
1320 Egbert Avenue  
San Francisco, CA 94124  
*Nominated By:* Supervisor Malia Cohen  
*Located In:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Anco Iron & Construction, Inc. (“Anco Iron & Construction” or “Anco”) is a third-generation family-run company founded in 1969 that is dedicated to fabricating and installing ironwork throughout the Bay Area. Anco has worked on many notable structures including Candlestick Park, Ghirardelli Square and the San Francisco International Airport.

Anco was established by brothers William and Tony Colina. The two left Mexico in the 1950s and arrived in San Francisco with an entrepreneurial spirit, beginning Anco Iron & Construction in a basement when the brothers constructed a hand rail. A neighbor saw how great their work was and asked for one as well, and eventually they grew from jobs in residential to commercial work as well. Anco has had multiple locations over the years from Dog Patch to Bayview Hunter’s Point.

In the 1990s, William Colina’s son Hector Colina joined his father in the business, and eventually Hector’s children joined, as they grew up and all currently work in the business for the last five years. Though the Great Recession threatened to shutter Anco for good, the family worked hard, made sacrifices including not getting paid for weeks, and survived to become the thriving family- and minority-owned business today.

The business is located on the north side of Egbert Avenue between Ingalls and Jennings streets in the Bayview neighborhood. It is located within a PDR-2 (Core Production, Distribution, and Repair) Zoning District and a 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1969.

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

Yes. Anco Iron qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Anco Iron has operated continuously in San Francisco for 50 years.
- ii. Anco has contributed to the history and identity of Bayview Hunter's Point and San Francisco.
- iii. Anco is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the craft of ironwork.

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

Yes. Anco worked on many important San Francisco buildings including Candlestick Park, Ghiradelli Square, SFO, the Ferry Building, the Chase Center, the new Bayview Library, War Memorial, and the Mission Cultural Center. Rufino Tamayo, a notable Mexican painter, worked on a sculpture made out of steel for the San Francisco International Airport. He asked William and Tony Colina to help install his artwork, which is still present at the SFO International Terminal today.

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

No. The property has Planning Department Historic Resource status codes of "B" (Historic Resource Present) because of the building's age (constructed 1962).

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

No.

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

Yes, in Clark Construction's Western Regional Quarterly Report Magazine and Superstructure Magazine for their work at the Chase Center.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1320 Egbert Avenue

#### **Recommended by Applicant**

- Fabricating and installing iron work for commercial and residential projects
- Leaders in Minority Business Enterprise (Mexican), hiring at least 50% of staff locally
- Five core values of passion, integrity, growth, positivity, and going green
- Training program

#### **Additional Recommended by Staff**

- Iron signage "ANCO"

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013282LBR  
*Business Name:* F. Dorian, Inc.  
*Business Address:* 370 Hayes Street  
*Zoning:* Hayes Street NCT (Neighborhood Commercial Transit) Zoning District  
40-X/50-X Height and Bulk District  
*Block/Lot:* 0809/012  
*Applicant:* Michael F. Miller, Owner  
370 Hayes Street  
San Francisco, CA 94102  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

The gift shop F. Dorian was formally established in 1991, although it had its beginnings in 1985 as a business called Accessions. In 1982, Michael Miller and Richard Portugall moved from Detroit to San Francisco. Portugall worked for a local architectural firm and Miller represented a line of ethnic textiles. In 1983, Miller and Edward Brown opened The Miller Brown Gallery which featured contemporary, ethnic textiles. Eventually the Gallery evolved into a fine arts gallery, and the owners were invited to operate the gift store for the San Francisco Craft and Folk Art Museum at Fort Mason. In 1985, they opened a retail business on Hayes Street named Accessions which featured contemporary California crafts, and in 1990, Portugall joined the management.

When Brown died in 1991, and Miller and Portugall changed the name of the business to the present F. Dorian. The store features contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. Their wares include holiday decor and ornaments, jewelry, glassware, ceramics and more. The business has historically represented Bay Area craft artists who work in ceramics, glass, sculpture and jewelry. In 2001, F. Dorian moved from 388 Hayes Street to 370 Hayes Street to allow Absinthe restaurant to open their private dining room.

The business is located on the north side of Hayes Street between Gough and Franklin streets in the Hayes Valley neighborhood. It is located within the Hayes Street NCT (Neighborhood Commercial Transit) Zoning District and a 40-X/50-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1991.

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

Yes. F. Dorian qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. F. Dorian has operated continuously in San Francisco for 28 years, has significantly contributed to the history and identity of Hayes Valley, and is facing significant risk of displacement. The business's lease expires in June 2022.
- ii. F. Dorian has contributed to the history and identity of the Hayes Valley neighborhood and San Francisco.
- iii. F. Dorian is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the decorative arts.

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

Yes. 368-370 Hayes Street was built in 1906 and is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile. The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District.

From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. The period of significance is 1855-1929.

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

No. However, the property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic districts.

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

No.

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

Yes. F. Dorian has been featured in several publications and news articles, including the following:

- A book by Zahid Sardar titled "San Francisco Modern: Interiors, Architecture and Design" published in 1998.
- An article in the San Francisco Chronicle by Sylvia Rubin titled "5 Bay Area jewelry artists to notice" dated August 7, 2011.
- An article in CBS SF Bay Area by Joanna Metheny titled "Best Places To Buy Christmas Ornaments In San Francisco" dated December 1, 2015.
- Listings in Fodor's Travel Guides and Foder's Flashmaps published by Foder's Travel Publications.
- The Hayes Valley Guide.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 370 Hayes Street

**Recommended by Applicant**

- Inventory of decorative arts
- Quality of displays, including the holiday window displays
- Use of vivid colors
- Signature front entrance red double doors
- Yellow, red and purple feature walls
- Logo on front window and banner
- Front window mullions
- Exposed earthquake bracing

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013283LBR  
*Business Name:* The Hobby Company of San Francisco  
*Business Address:* 5150 Geary Boulevard  
*Zoning:* NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1447/049  
*Applicant:* Gina Mark, Owner  
5150 Geary Boulevard  
San Francisco, CA 94118  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Located In:* District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

The Hobby Company of San Francisco (“The Hobby Company”) opened its doors at 5150 Geary Boulevard in 1975, and supplies craft and hobby needs seven days a week. It serves everyone from dedicated crafters to novices of all ages including for model builders, basic crafts for schoolchildren, beads for jewelry makers, yarn for knitters, miniatures for dollhouse enthusiasts, toys for kids, and more.

The Hobby Company believes in carrying merchandise as “hands on” crafts and hobbies for today’s kids to recognize the fun of making something with their imagination. The Hobby Company has gone through three owners. Rob Brost founded The Hobby Company in 1975 and owned it for 10 years before selling the store to Leslie Hatch-Wong in 1985. She maintained the store and made it successful by adding new hobbies, attending craft shows and bringing in the latest crafting fads. Gina Mark started working at the Hobby Company in 1990 and worked as the bookkeeper for many years before buying the business in 2006.

The business is located on the north side of Geary Boulevard between 15th and 16th avenues in the Inner Richmond neighborhood . It is within a NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### ***Review Criteria***

1. *When was business founded?*

The business was founded in 1975.

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

Yes. The Hobby Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The Hobby Company has operated continuously in San Francisco for 44 years.

- ii. The Hobby Company has contributed to the history and identity of the Richmond District and San Francisco.
  - iii. The Hobby Company is committed to maintaining the physical features and traditions that define the organization.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*  
Yes. The business is associated with arts and crafts, providing supplies especially to students for school projects.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*  
No.
5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*  
No. The property has Planning Department Historic Resource status codes of "B" (Historic Resource Present) because of the building's age (constructed 1924).
6. *Is the business mentioned in a local historic context statement?*  
No.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*  
Yes, in the San Francisco fashion journal BIENTOT and the Richmond Review neighborhood newspaper.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 5150 Geary Boulevard

#### **Recommended by Applicant**

- Arts and craft supply inventory
- Family-oriented business
- Donations to schools and to non-profits
- "Model contests"

#### **Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013674LBR  
*Business Name:* Just For Fun  
*Business Address:* 3982 24<sup>th</sup> Street  
*Zoning:* 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 3654/017  
*Applicant:* David Eiland, Co-Owner  
3982 24<sup>th</sup> Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy  
*Located In:* District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
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## **BUSINESS DESCRIPTION**

Just For Fun is a retail store featuring a diverse collection of art supplies, gifts, toys, and stationery. Robert Ramsey conceived the concept of Just For Fun and opened the first store in 1987 selling recycled paper products, greeting cards and small toys and novelty items. Just For Fun in Noe Valley outgrew its original location at 4068 24<sup>th</sup> Street and relocated a block down to its current location at 3982 24<sup>th</sup> Street. The new location offered a significant opportunity to change the business model beyond greeting cards and novelty toy products since it was significantly larger, and the product offerings started to include frames, photo albums, stationery product and more significant toy and general gift items.

In 1991, David Eiland became a co-owner of Just For Fun in Noe Valley. The collaboration of the new partnership resulted in the development of small “departments” within the overall store, allowing the store to maximize on trends and stock product broadly and deeply for maximum inventory and cross merchandising of juvenile, adult, housewares, decorative and gifts in the same trend category. In 1993, the store added Stationery as a department with the addition of Crane & Company and other fine paper lines. As a natural extension, the store opened the first Custom Invitation department featuring on-site printing through the purchase of a new computer system out of Boston, Inscribe, Inc. It proved to be such a huge success in Noe Valley that the store knocked out the back-room walls and made a dedicated room for Custom Printing and Social Stationery. In 1996, Just For Fun leased the storefront next door, underwent a total reconstruction and combined the two locations.

In February 2004, the owners leased a small second floor storefront across the street from Just For Fun and opened “Artsake, for artists of all ages.” At Artsake, customers could buy fine art supplies and take classes in cartooning, drawing, acrylics, oils and workshops for all levels of experience. After spending 5 years developing the business and customer base for Artsake, it was reallocated into Just For Fun, minus the classes and workshops, becoming a department of the store.

The business is located on the north side of 24<sup>th</sup> Street between Noe and Sanchez streets in the Noe Valley

neighborhood. It is within the 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1987.

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

Yes. Just For Fun qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Just For Fun has operated continuously in San Francisco for 32 years.
- ii. Just For Fun has contributed to the history and identity of the Noe Valley neighborhood and San Francisco.
- iii. Just For Fun is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes. The property is located within the 24<sup>th</sup> Street historic district displays the architectural congruity necessary to qualify for listing under Criterion 1 for its early history as the commercial corridor for the Noe Valley streetcar suburb. Generally, the 24th Street historic district features a range of one to three story buildings that have ground floor commercial storefronts that were constructed either originally as part of the building, or were later alterations made to residential buildings. As the street became more and more commercialized, early residences were modified to accommodate a retail space on the ground floor. Contributors to the historic district are mixed residential and commercial buildings constructed sometime between the 1880s, when the first residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.

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

No. However, the property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic districts.

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

No.

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

Yes. Just For Fun has been referenced in many trade magazines like Gifts and Decorative Accessories, and was the featured retailer in Art Materials Retailer in the Fall 2018 edition. For a number of years, Just For Fun was recognized as First Place in a number of categories in J Magazine Readers Choice awards including Favorite Children's Store, Favorite Invitations and Favorite Gift Store.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 3986 24<sup>th</sup> Street

**Recommended by Applicant**

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies

**Additional Recommended by Staff**

- Signage

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013289LBR  
*Business Name:* Kinmon Gakuen (Golden Gate Institute, Inc.)  
*Business Address:* 2031 Bush Street  
*Zoning:* RH-3 (Residential, House, Three-Family) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 0679/001  
*Applicant:* Richard Hashimoto, Board Member  
2301 Bush Street  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Kinmon Gakuen was founded as a Japanese language school in 1910 in Japantown. A core group of activists from the Japanese American Association establish the organization to support educational opportunities for their children who were denied access to the public school system due to their race. The first location was a rented house at 2301 Bush Street. In 1918, a group of Japanese American citizen advocates met with the Japanese Consulate to make plans for a permanent building for Kinmon Gakuen. In 1924, Kinmon Gakuen legally became recognized as Golden Gate Institute, Inc., a State of California organization, and, in 1926, the building at 2031 Bush Street was completed.

Acts of violence and discrimination against Japanese Americans continued to escalate well into the 1940s. Leading up to World War II, tensions between the United States and Japan were steadily increasing and Japanese language schools, including Kinmon Gakuen, were under intense scrutiny for their suspected involvement in "anti-American" activities and the assumption that they promoted a Japanese nationalist ideology. Soon after the Japanese attack on Pearl Harbor, the United States began to impression Japanese "enemy aliens" based on race. Under the authority of Executive Order 9066 signed by Franklin Delano Roosevelt in 1942, "all enemy aliens and all persons of Japanese ancestry" were subject to military regulation. Following the signing of Executive Order 9066, Kinmon Gakuen was forced to cease operations and its building was taken over by the United States military for use as a "processing" center where persons of Japanese descent were required to report before being detained and eventually deported to War Relocation Camps throughout remote locations in the Western United States.

African Americans began to occupy the housing stock in Japantown that had previously been occupied by the Japanese American community. The Booker T. Washington Community Service Center was formed in 1919 in response to the lack of access for African Americans to recreational and social services that white San Franciscans enjoyed. By 1942, it moved into the Kinmon Gakuen Building at 2031 Bush Street after the Japanese language and culture school was forced to close. In 1952, the Booker T. Washington Community Service Center transitioned into a new space at 800 Presidio Avenue, allowing for the full return of the

building to Kinmon Gakuen. Kinmon Gakuen returned to its historic location at 2031 Bush Street in May of 1952.

The business is located on the southwest corner of Bush and Steiner streets in the Japantown neighborhood. It is within a RH-3 (Residential, House, Three-Family) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1910.

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

Yes. Kinmon Gakuen qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Kinmon Gakuen has operated in San Francisco for 109 years with one break in operations caused by exceptional circumstances. Soon after the signing of Executive Order 9066 on March 21, 1942, President Roosevelt signed Public Law 50, and the Kinmon Gakuen building was seized by the government to be used as a processing center for internment of Japanese Americans in San Francisco and ceased operations from 1942 to May 1952, when it returned to the Japanese Americans. Since then, Kinmon Gakuen has not ceased operations.
- ii. Kinmon Gakuen has contributed to the history and identity of the Japantown neighborhood and San Francisco.
- iii. Kinmon Gakuen is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The school is associated with the Japanese language.

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

Yes. Kinmon Gakuen is significant for its association with the social, cultural and educational enrichment of Japanese Americans in San Francisco during the twentieth century as the home of Japanese language and culture school, Kinmon Gakuen ("Golden Gate Institute"), from 1926 to the present. The organization was established in 1911, representing one of the earliest Japanese language schools established in the continental United States. Since children of Japanese descent were not allowed to attend American public schools, a core group of activists from the Japanese American Association gathered to establish an organization that would support and further educational opportunities for children who were excluded from attending public schools.

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

No. However, On April 3, 2019, the San Francisco Historic Preservation Commission unanimously approved Kinmon Gakuen as a Landmark Designation. The designation will be presented to the

Board of Supervisors later this year for permanent status. The property is also located within the Japantown Cultural District.

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

Yes. The business is named in the Japantown Historic Context Statement.

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

Yes. In the 109-year history of Kinmon Gakuen, there have been numerous media and historical documents. Unfortunately, due to theft and accidental destruction of documents, most of the original records are no longer available. However, the Historic Preservation Landmark Designation Report dated April 3, 2019 lists an extensive number of books, reports, newspapers, and websites that speak about Kinmon Gakuen.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 2031 Bush Street

**Recommended by Applicant**

- Japanese bilingual and bicultural services
- Auditorium and social hall
- Exhibits of Japanese art cultural demonstrations
- The architectural character-defining features listed in the landmark designation report

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013291LBR  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*Zoning:* C-3-R (Downtown Retail) Zoning District  
80-130-F Height and Bulk District  
*Block/Lot:* 0294/023  
*Applicant:* Nicole Corsini, Marketing Manager  
309 Sutter Street  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Lang Antique and Estate Jewelry was established in 1969 by Jarmilla Lang, a native of Czechoslovakia. The store is most famous for both its vast and diverse selection of antique and vintage jewels as well as their large selection of estate and vintage engagement rings, many of which date to the Edwardian and Art Deco periods. Current owner Mark Zimmelman purchased the store from Jarmilla Lang in 1991. Zimmelman is a third-generation jeweler who grew up in the trade with his father and grandfather in Los Angeles prior to relocating to San Francisco in 1987. Mark Zimmelman brought on Suzanne Martinez as co-owner 1992. Martinez received a Graduate Gemologist diploma from the Gemological Institute of America (GIA) in 1981 and has been the GIA Alumni Chapter co-president since 1992. She is also the founder of Antique Jewelry University, Lang Antiques' educational arm and resource guide.

Lang Antique and Estate Jewelry has moved three times over the store's history, all within the same 300 block of Sutter Street. The original location at 361 Sutter Street housed not only jewelry but an array of decorative home accessories and beautiful objects. In the mid-1980s, Lang moved to 323 Sutter Street and changed their focus almost exclusively to vintage jewelry. It was at this location where Lang became famous for their jam-packed, sparkle-filled front window displays. In October 2014, Lang Antique and Estate Jewelry moved to its present location of 309 Sutter Street. The bright and spacious new store provided more room for jewelry display and additional office space for their growing staff and allowed Lang to set up an in-house jeweler's studio for repairs, restoration and sizing.

The business is located on the south side of Sutter Street between Stockton Street and Grant Avenue in the Downtown neighborhood. It is within the C-3-R (Downtown Retail) Zoning District and an 80-130-F Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1969.

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

Yes. Lang Antique and Estate Jewelry qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Lang Antique and Estate Jewelry has operated continuously in San Francisco for 50 years.
- ii. Lang Antique and Estate Jewelry has contributed to the history and identity of the Downtown neighborhood and San Francisco.
- iii. Lang Antique and Estate Jewelry is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the jewelry craft.

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

Yes. The building, constructed in 1909, is a contributor to the Kearny-Market-Mason-Sutter Conservation District, which is historically significant for its architecture and early 20<sup>th</sup> century development pattern.

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

Yes. The property is a contributory building within the Kearny-Market-Mason-Sutter Conservation District.

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

No.

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

Yes. Lang Antiques is recognized by both industry trade publications and popular jewelry media. A significant Lang brooch was used on the Spring 2017 cover of *Gems & Gemology*, the GIA's quarterly publication.

- "Gem Gossip" visits Lang Antiques at 309 Sutter St. in 2016.
- "Gem Gossip" visits Lang Antiques at 323 Sutter in 2010.
- "Diamonds in The Library" features wedding jewelry loaned from the Lang Antiques inventory.
- "The Adventurine" features an article on vintage engagement rings from Lang Antiques.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 309 Sutter Street

#### **Recommended by Applicant**

- Diverse vintage jewelry collection

- “Jewel box” interior décor
- Deco-inspired marquise header
- Front window displays

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013678LBR  
*Business Name:* Lucca's Foods, Deli & Wine Shop  
*Business Address:* 1899 Irving Street  
*Zoning:* Irving Street NCD (Neighborhood Commercial District) Zoning District  
105-A Height and Bulk District  
*Block/Lot:* 1774/042  
*Applicant:* Osama Kaleh, Owner  
1899 Irving Street  
San Francisco, CA 94122  
*Nominated By:* Supervisor Katy Tang  
*Located In:* District 4  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin -- (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Lucca's Foods, Deli & Wine Shop, also known as "Lucca's Foods" or "Lucca's", is a small neighborhood grocery store and delicatessen located in the Sunset district. It was initially opened in 1927 by Joseph Selvani. It features home and personal essentials, hot and cold sandwiches, beer, wine and spirits for the local community in addition to a mix of imported goods from different countries and local goods that are not commonly found in corporate supermarkets. Since 1997 it has been owned and operated by Osama Kaleh and his family.

Lucca's Foods provides quality food and groceries for the local community. They specialize in deli products and sandwiches. They have also kept the same operating hours since 1927 to honor the role of being a reliable corner store for the community and fulfilling its late-night grocery needs. Lucca's is a known and respected part of the community, providing a safe space for everyone that walks through its doors. Lucca's serves a wide variety of customers ranging from young students to professionals on a quick lunch break. The store is warm and welcoming and functions as a regular hangout spot for the community. Finally, Lucca's is also recognized as a San Francisco Green Business by the City and County of San Francisco for meeting the stringent environmental standards of the San Francisco Green Business Program.

The business is located on the south side of Irving Street between 19<sup>th</sup> and 20<sup>th</sup> avenues in the Sunset neighborhood. It is within the Irving Street NCD (Neighborhood Commercial District) Zoning District and a 105-A Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1927.

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

Yes. Lucca's Foods, Deli & Wine Shop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Lucca's Foods, Deli & Wine Shop has operated continuously in San Francisco for 92 years.
- ii. Lucca's Foods, Deli & Wine Shop has contributed to the history and identity of the Sunset neighborhood and San Francisco.
- iii. Lucca's Foods, Deli & Wine Shop is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with small neighborhood grocery stores and delis.

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

Yes. Lucca's current building on Irving Street is located within the Irving Street NCD and was documented by the Planning Department in a reconnaissance level survey effort. This property was identified as a potential historic resource for its early construction date (1926) in the development period of the corridor, its fine architectural features, and its relatively high integrity.

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

No. The property is Planning Department Historic Resource status code "B" (unknown/age eligible).

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

No.

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

Yes. Lucca's has been featured in several publications, usually in relation to the food and drink lineup at Outside Lands including in San Francisco Eater, "Here's The Food and Drink Lineup for Outside Lands 2019," by Caleb Pershan, May 22, 2019 and in the San Francisco Chronicle, "Outside Lands 2019: Full lineup of food and drink options," by Justin Phillips, May 22, 2019. The Bay Area A-List, a competition decided by city voters, has recognized Lucca's as the "Best Deli" and "Best Place for a Sandwich" on multiple occasions.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1899 Irving Street

#### **Recommended by Applicant**

- Grocery store and deli (including current unique inventory of imported and local goods not found in corporate supermarkets)
- Menu of deli products and sandwiches
- Maintaining stringent environmental standards as part of San Francisco Green Business Program

- Exterior building features including large storefront windows and green tile bulkhead

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013310LBR  
*Business Name:* Nichi Bei Foundation  
*Business Address:* 1832 Buchanan Street  
*Zoning:* Japantown NCD (Neighborhood Commercial District)/RM-3 (Residential-Mixed, Medium Density) Zoning District  
40-X/50-X Height and Bulk District  
*Block/Lot:* 0675/051  
*Applicant:* Kenji G. Taguma, President  
1832 Buchanan Street, Suite 207  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

The Nichi Bei Foundation and its publication the Nichi Bei Weekly (2009 to present) is part of the Nichi Bei Shimbun (1899-1942) and Nichi Bei Times (1946-2009) legacy of community media. The Nichi Bei Shimbun was founded in 1899 by publisher Kyutaro Abiko, known by historians as one of the most influential Japanese immigrants in America. Upon his death in 1936, his wife Yona Abiko became the publisher of the Nichi Bei Shimbun until 1942. At its peak in the 1920s, the Nichi Bei Shimbun was the most widely read Issei (Japanese immigrant) newspaper in the United States, with a reported circulation of 25,000 and an office in Los Angeles. It reflected Abiko's beliefs that the Issei should shun intentions of returning to Japan in favor of setting up roots in America.

The Nichi Bei Times, which printed its first edition in 1946, was the oldest Japanese American bilingual newspaper in Northern California. It was established to get the Japanese American community "reconnected" after their wartime incarceration in American concentration camps. Although it retained many of the same staff as the pre-war Nichi Bei Shimbun, the Nichi Bei Times was set up as a corporation, as a rebuilding community pooled their resources together.

Since the paper's inception, it has been situated at three different locations. Initially, the Nichi Bei Times office was located at 1775 Sutter St. in San Francisco's Japantown. Within a year, the business had relocated to 1375 Eddy St. in the Western Addition. Due to the redevelopment of the area, the Nichi Bei Times was forced to relocate to its last location, 2211 Bush St., in November of 1972.

Nichi Bei Times fell victim to a harsh economic climate and changing demographics among Japanese-speaking persons during the Great Recession. As Nichi Bei Times was closing down in the summer of 2009, a group of Nichi Bei Times staff, community leaders and media professionals set out to establish the Nichi Bei Foundation, a nonprofit educational and charitable organization that launched the first nonprofit ethnic community newspaper of its kind in the country, the Nichi Bei Weekly. Without missing a week of

publication, the nonprofit publication continued a legacy of keeping the Japanese American community connected, informed and empowered, while documenting the community's history, and preserving Japanese culture and community.

The business is located on the east side of Buchanan Street between Bush and Sutter streets in the Japantown neighborhood. It is within the Japantown NCD (Neighborhood Commercial District)/RM-3 (Residential-Mixed, Medium Density) Zoning Districts and 40-X/50-X Height and Bulk Districts.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1899.

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

Yes. Nichi Bei Foundation qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Nichi Bei Foundation has operated in San Francisco for 120 years with one break in operations caused by exceptional circumstances. The forced relocation and incarceration of the Japanese American community forced the Nichi Bei Shimbun — and other Japanese newspapers on the West Coast — to close in 1942. The founders of the postwar Nichi Bei Times re-launched with its first edition on May 18, 1946, the first Japanese American community newspaper to form in Northern California after the war. It played a vital role in getting the now-scattered community reconnected after their devastating wartime incarceration.
- ii. Nichi Bei Foundation has contributed to the history and identity of the Japantown neighborhood and San Francisco.
- iii. Nichi Bei Foundation is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the Japanese language and journalism.

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

Yes. Kyutaro Abiko, the newspaper founder, remains one of Japanese America's most legendary Issei pioneers. He reportedly ran away to Tokyo at the age of 14 and arrived in 1885 in San Francisco with only a dollar in his pocket. He became a labor contractor and one of the founders of the Japanese American Industrial Corporation. His company, founded in 1902, became one of the largest labor contracting agencies in California, supplying Japanese laborers to various industries.

In addition to founding the Nichi Bei Shimbun, he founded the American Land and Produce Company, which purchased 3,200 acres of underdeveloped desert land near the San Joaquin Valley town of Livingston. They were parceled into 40-acre lots and sold to Japanese farmers. In total he helped to form three Japanese farming colonies in the Central California towns of Cortez, Cressey

and Livingston (also known as the Yamato Colony).

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

No. The property has Planning Department Historic Resource status codes of "C" (No Historic Resource Present) because of the building is not age-eligible for listing on a historic resource registry (construction date 1982). The property is also located within the Japantown Cultural District.

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

Yes. The business is referred to in the Japantown Historic Context Statement.

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

Yes. Throughout history, the various incarnations of the Nichi Bei publications and its leaders have been referenced in numerous newspaper articles and historical books, such as "Issei: The World of the First Generation Japanese Immigrants 1885-1924" by Yuji Ichioka (1988, Macmillan, Inc.), "Strangers From a Different Shore: A History of Asian Americans" by Ronald Takaki (1998, Little, Brown and Company), "Between Two Empires: Race, History, and Transnationalism in Japanese America" by Eiichiro Azuma (2005, Oxford University Press) and "Encyclopedia of Japanese American History: An A-to-Z Reference from 1868 to the Present" edited by Brian Niiya (2001, Checkmark Books).

Moreover, Shichinosuke Asano, the Japanese editor of the prewar Nichi Bei Shimbun and the main founder of the postwar Nichi Bei Times, has two biographical books written about him in Japanese, including an autobiography and "Nikkeijin no Yoake: Zaibei Issei Janarisuto Asano Shichinosuke no Shogen" (The Dawn of the Nikkei: Testimony Made by Shichinosuke Asano, Issei Journalist) written by Yoshimichi Nagae (1987, Iwate Nipponsha). Asano was featured as one of "100 Japanese Who Changed the World" on March 13, 2009 on Tokyo TV.

The closure of the Nichi Bei Times and pioneering rebirth of the Nichi Bei Foundation and the Nichi Bei Weekly was widely reported in local and international media, including the San Francisco Chronicle, New America Media, ABC7, Kyodo News and Asahi Shimbun.

### *Physical Features or Traditions that Define the Business*

#### **Location(s) associated with the business:**

- 1832 Buchanan Street

#### **Recommended by Applicant**

- Print newspaper publication and website
- Educational programming
- Vintage typewriter, linotype leads and old advertising plates

#### **Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013312LBR  
*Business Name:* National Japanese American Historical Society, Inc.  
*Business Address:* 1684 Post Street (primary); 640 Mason Street (secondary)  
*Zoning:* Japantown NCD (Neighborhood Commercial District) Zoning District  
50-X Height and Bulk District  
*Block/Lot:* 0686/034  
*Applicant:* Rosalyn Tonai, Executive Director  
1684 Post Street  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

The National Japanese American Historical Society, Inc. (“NJAHS”) was established in 1981, as “Go For Broke, Inc.,” whose purpose was to promote the military exploits of the Japanese American veterans of the 100th Battalion/442nd Regimental Combat Team and the Military Intelligence Service during World War II in Europe and the Pacific. In 1983, the organization changed its name to the National Japanese American Historical Society to reflect its broader mission to collect, preserve, interpret and share the Japanese American experience for national and global audiences.

From 1981 to 1997, NJAHS was located at 1855 Folsom Street. The organization moved to Japantown and was housed in the Japan Center East Mall between 1998-1999, then moved to its present location at 1684 Post Street in 1999. Its Post Street headquarters serves the Japantown community, national membership and visitors with a gallery, book store/gift shop, archives, research library and visitor kiosk.

In 2013 after two decades of planning, NJAHS opened the Military Intelligence Service (MIS) Historic Learning Center in Building 640 (640 Mason Street) at Crissy Field in the Presidio of San Francisco. This 13,000-square-foot interpretive center is the original site of the historic U.S. Army Intelligence Language School, where Japanese American military linguists secretly trained one month before Pearl Harbor (November 1, 1941) and were deployed to the Pacific theater of war after graduating in May 1942. Operated by NJAHS as a nonprofit Park Partner tenant, the center (including replica MIS classroom, permanent gallery and shop) is an adaptive reuse project of the NJAHS, the Presidio Trust and Golden Gate National Recreation Area. NJAHS’s dual site strategy is to bring new audiences to both sites, thus enhancing the Japanese American experience in San Francisco.

The business is located on the northeast corner of Post and Buchanan streets in the Japantown neighborhood. It is within Japantown NCD (Neighborhood Commercial District) Zoning District and a 50-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1981.

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

Yes. The National Japanese American Historical Society qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The National Japanese American Historical Society has operated continuously in San Francisco for 38 years.
- ii. The National Japanese American Historical Society has contributed to the history and identity of the Japantown neighborhood and San Francisco.
- iii. The National Japanese American Historical Society is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the Japanese and Japanese-American history.

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

Yes. The Post Street property is the site of the former Sakai Fish Market. In 2006, Uoki Sakai was recognized as one of the Japantown's most enduring and significant businesses during neighborhood centennial celebrations.

The second property, 640 Mason Street in the Presidio, is located in historic Building 640 at the Presidio. It is significant as the former location of the U.S. Army Intelligence Language School, the first military language school, which opened in 1941. During its 2012 rehabilitation, the roof unexpectedly collapsed into the structure. The framing, trusses, and most of the foundation were reconstructed and seismically strengthened, and the original concrete flooring left intact. The wood from the ceiling was salvaged and incorporated into a new ceiling. The original windows and window panes were individually removed, cleaned and put back into place in the rehabilitation phase.

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

The Post Street property has Planning Department Historic Resource status codes of "C" (No Historic Resource Present) because of the building is not age-eligible for listing on a historic resource registry (construction date 1982). The property is also located within the Japantown Cultural District.

The Presidio property is part of the National Register of Historic Places-listed Presidio National Park.

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

Yes. The business is referred to in the Japantown Historic Context Statement.

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

Yes. NJAHS is identified as an important social heritage resource in the JCHESS, one of a “rich network of community-serving organizations and institutions [that] provide a range of services and benefits to the local community, as well as Japanese Americans from around the region.” The product of a 15-year community-led process, JCHESS is the first document in San Francisco created to focus specifically on how to preserve and promote a neighborhood’s cultural heritage.

NJAHS programming has been highlighted in numerous media, including San Francisco Chronicle, Rafu Shimpō, Nichi Bei Times and others. The New York Times has described NJAHS as “as a source of Japantown’s dynamism and a model for the preservation and interpretation of a community’s history.” In 2010 and 2013, Japan’s Foreign Ministry recognized NJAHS for its “extensive contributions toward the exchange between Japan and the United States by preserving historical materials relating to Japanese immigration to the U.S., educating and enlightening citizens throughout the United States about the wartime experience of Japanese Americans, and undertaking wide-reaching initiatives in public education about Japanese Americans.”.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 1684 Post Street
- 640 Mason Street

**Recommended by Applicant**

- Dedicated to the preservation of cultural heritage and Japanese-American history
- Exhibits and public programs
- Collection of objects, documents, and photos of Japanese American World War II military, incarceration camp and pre-war ephemera
- Participation in festivals, traditions, and advocacy for the Japantown community
- Floor-to-ceiling storefront windows

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013680LBR  
*Business Name:* Original Joe's North Beach  
*Business Address:* 601 Union Street  
*Zoning:* North Beach NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 0117/001  
*Applicant:* Joe's Union LP  
601 Union Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Original Joe's North Beach is an Italian-American sit-down restaurant located. Original Joe's was initially opened in 1937 at 144 Taylor Street in the Tenderloin by a Croatian immigrant, Tony Rodin, and his business partner, Louis Rocca. It started as a 14-stool counter and grew into a culinary landmark institution. Serving old-fashioned, Italian-American fare, the restaurant prepares dishes in an open kitchen, providing hearty portions at reasonable prices. It is still owned and operated by the family of Tony Rodin. Original Joe's moved to its present-day location in North Beach after a fire in 2007 at 144 Taylor Street.

The oldest of all the "Joe's" restaurants, Original Joe's was the innovator of the now nationally renowned "Joe's Concept": exhibition kitchen, notable leather booths and a menu offering an evolution of Italian-American cuisine. After the 2007 fire at the Taylor Street location, items were salvaged from the fire and restored including original signage, booths, wood paneling, original brick from the back bar for the fireplace, kitchen counter stools, bar stools, artwork on the walls and architectural pieces. These pieces, coupled with period décor, frame the sense of substance that prevails throughout the restaurant and bar. Rich walnut woodwork, inlaid tabletops, ambient lighting, custom flooring, unique accents additionally define the distinct interior of Original Joe's.

On January 26, 2012, Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking Washington Square Park. The late Mayor Ed Lee signed a resolution (Number 23-12, File Number 120027) recognizing "Original Joe's as a staple of San Francisco's history and tradition and proclaiming January 26th, 2012, as Original Joe's Day in the City and County of San Francisco."

Original Joe's is located on the south side of Union Street between Stockton and Columbus streets in North Beach. It is within the North Beach NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1937.

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

Yes. Original Joe's North Beach qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Original Joe's North Beach has operated in San Francisco for 77 years. On April 8, 2019, the Small Business Commission determined that a fire that occurred in 2007 and resulted in Original Joe's being closed for 5 years was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry
- ii. Original Joe's North Beach has contributed to the history and identity of San Francisco.
- iii. Original Joe's North Beach is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with Italian-American cuisine and culture and San Francisco restaurants.

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

Yes. 601 Union Street is a contributing building to the Washington Square Historic District. 601 Union Street is a historic building eligible for the California historic register according to previous surveys. The building itself, built in 1912, previously was an Italian theatre known as Bersaglieri Hall, which contributed to the development of Italian theatre in San Francisco. The building later housed Fior D'Italia Italian restaurant for over six decades. Both previous occupants were significant Italian institutions that helped shape the cultural character of North Beach.

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

Yes. The property has Planning Department Historic Resource status code "A" (Historic Resource Present) because of its location within the California Register-listed Washington Square Historic District.

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

No.

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

Yes. Original Joe's has been featured in many local, regional and national publications. These publications include, but are not limited to: Bon Appetit, Conde Nast, San Francisco Chronicle, Saveur, Eater National, Eater San Francisco, Newsweek, 7x7 Magazine, Harper's Bazaar and San Francisco Business Journal. Zagat named Original Joe's as one of "9 SF Bay Area Restaurant Families You Need to Know", Eater named Original Joe's as one of the "Best Family Owned

Restaurants in the U.S., and Conde Nast named Original Joe's as one of the "San Francisco's Best New Restaurants."

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 601 Union Street

**Recommended by Applicant**

- Menu offering an evolution of Italian-American cuisine
- "Joe's Concept": exhibition-style open kitchen, notable leather booths, counter seating, bar
- Original artwork (mermaid wall art and OJ door handles)
- Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting)
- Original signage including "Joe's" sign, "Original Joe's" sign, and "Joe's Chef Head" sign

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013681LBR  
*Business Name:* Punch Line San Francisco  
*Business Address:* 444 Battery Street  
*Zoning:* C-3-O (Downtown Office) Zoning District  
200-S Height and Bulk District  
*Block/Lot:* 0204/019  
*Applicant:* Live Nation Worldwide, Owner  
7060 Hollywood Boulevard  
Los Angeles, CA 90028  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Punch Line San Francisco is the longest-running a comedy club in the City, established in 1978. The Punch Line was originally founded by Jonathan and Anne Fox along with Jeffrey and Patricia Pollack. The Foxes are the founders of the San Francisco International Comedy Competition. The venue was sold to Bill Graham in 1980. Bill Graham was a German-American impresario and rock concert promoter who made famous The Fillmore and Winterland Arena and had a profound influence around the world. In 1997, SFX Entertainment purchased Bill Graham Presents and then in 2000, Clear Channel Entertainment bought SFX. Clear Channel operated the venue until 2005 when it spun off into a new company name: Live Nation Worldwide, Inc. The venue has operated under the "Clubs & Theaters" division of Live Nation since then, called House of Blues Entertainment.

The Punch Line quickly established itself as a premier comedy club for performers and audiences alike. The citywide comedy festival SF Sketchfest operates in partnership with the Punch Line for 3 weeks out of each year. The Punch Line's weekly Sunday showcase is the longest-running comedy showcase in the entire city of San Francisco. The Punch Line has had comedy shows at least six nights a week for the past 40 years. Stars like Robin Williams, Dana Carvey, Ellen Degeneres, Wanda Sykes, Drew Carey, Dave Chappelle and Chris Rock all took the first steps of their show biz journeys on the Punch Line's stage. Then there are Zach Galifianakis, Ali Wong, Amy Schumer, Nick Swardson, Hannibal Buress, Bill Burr, Mike Birbiglia, Marc Maron, John Mulaney, Margaret Cho and so many more who regularly played the Punch Line. Many still make guest appearances and perform surprise shows.

The business is located on the east side of Battery Street between Washington and Clay streets in the Financial District neighborhood. It is located within a C-3-O (Downtown Office) Zoning District and a 200-S Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1978.

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

Yes. Punch Line San Francisco qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Punch Line San Francisco has operated continuously in San Francisco for 41 years.
- ii. Punch Line San Francisco has contributed to the history and identity of San Francisco.
- iii. Punch Line San Francisco is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the art of stand-up comedy.

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

Yes. As a comedy performance venue, the business is associated with many famous comedians as well as Bill Graham, the original owner.

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

No. The property has Planning Department Historic Resource status codes of "B" (Historic Resource Present) because of the building's age (constructed 1967).

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

No.

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

Yes. The Punch Line has been featured in tons of Bay Area publications such as The Chronicle, The Examiner, SF Weekly, SF Bay Guardian and San Jose Mercury News. The Punch Line was listed as #3 in Vulture Magazine's "top 15 comedy clubs." The Punch Line can be seen in the "3 Still Standing" documentary, as well as "Robin Williams: Come Inside My Mind," the official HBO Documentary. Dozens of comedy albums have been recorded at the Punch Line, as well as a few comedy specials.

### *Physical Features or Traditions that Define the Business*

#### **Location(s) associated with the business:**

- 444 Battery Street

#### **Recommended by Applicant**

- Stand-up comedy performance 6 nights per week
- The mural on the stage backdrop
- The neon sign of the comedy and tragedy masks

- Dan Dion's photographs of comedians
- Brick interior walls
- Intimate scale of the space

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013696LBR  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*Zoning:* C-2 (Community Business) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 9900/047  
*Applicant:* Cheryl Scoma Creedon, Shareholder  
1965 Al Scoma Way  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – 415-575-9117  
[Jeff.Joslin@sfplanning.org](mailto:Jeff.Joslin@sfplanning.org)

## **BUSINESS DESCRIPTION**

Scoma's Restaurant, Inc. is a brand and seafood restaurant on Fisherman's Wharf, opened by brothers Albert and Joseph Scoma in May 1965. From 1965 until the early 1990's, the Scoma brothers operated restaurants in four other locations; Sausalito, Marin's Larkspur Landing center, Rancho Mirage, and another SF location by the Transamerica Pyramid. In the early 1990's, the restaurants in Larkspur and Rancho Mirage were sold, and a new Fish Receiving Station was constructed in 1993 on Pier 47. This station allowed for the offloading of fish directly from boats to the restaurant and allowed the public a view of the fish preparation. Scoma's entered the retail market in the late 2000's through the launch of "Take Us Home" for their crab cakes, eventually expanding to online sales in 2010.

Scoma's retains their original Fisherman's Wharf location and continues the long-standing tradition of service to their guests and community. They partner with the Seafood Watch program and remain 100% sustainable, a value that has been an integral part of Scoma's identity. Scoma's commitment to environmental efforts is seen in their practices like recycling efforts, for which Scoma's was honored for diverting over 90% of waste from landfills. In addition to recycling, Scoma's is committed to sustainable fishing practices through the FLOSS philosophy (Fresh, Local, Organic, Sustainable, and Seasonal), and is focused on supporting local fisherman, farms, and businesses. In 2017 the restaurant won the Golden Gate Restaurant Association's Saucy Award for Most Sustainable Restaurant. The business is located on Al Scoma Way, a street that was dedicated in 2002 in celebration and recognition of the dedication of Al Scoma and Scoma's Restaurant to San Francisco and Fisherman's Wharf.

Scoma's is located on the south side of Al Scoma Way between the Hyde Street Pier and Pier 45 in the Fisherman's Wharf neighborhood. It is within the C-2 (Community Business) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in May 1965.

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

Yes. Scoma's Restaurant, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Scoma's Restaurant, Inc. has operated continuously in San Francisco for 54 years.
- ii. Scoma's Restaurant, Inc. has contributed to the history and identity of the Fisherman's Wharf neighborhood and San Francisco.
- iii. Scoma's Restaurant, Inc. is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the development of the culture of Fisherman's Wharf, the practice of local and sustainable fishing, leadership in environmental efforts, and pier-to-plate cuisine.

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

Yes. The Al Scoma Way property is located on Fisherman's Wharf, one of the most visited attractions in the state. Scoma's has maintained a presence at Fisherman's Wharf since the restaurant opened in 1965.

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

No. The property has a Planning Department Historic Resource status codes of "B" (Unknown/Age Eligible) due to the building's construction date (1965).

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

No.

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

Yes. Scoma's has been cited in numerous articles and publications. "Where Magazine" readers voted Scoma's as a favorite restaurant in 1998 and 2001. "Newsweek Magazine" recognized Scoma's in 2005 for having one of the best clam chowder recipes in the country. In 2018, Scoma's was awarded the People's Choice Award at the Saucy Awards, which recognizes "the excellence of the San Francisco Bay Area culinary community". Other publications that have featured Scoma's Restaurant, including newsletters, travel books, and videos, are as follows:

- Proclamation from Mayor Frank Jordan and Mayoral Dedication of the Fish Receiving Station, November 1993
- Street Naming Ceremony, Mayor Willie L. Brown Jr. dedicates Al Scoma Way, February 22, 2002

- Best of Citysearch, 2004 and 2011
- Scoma's 40th Anniversary – Proclamations from Mayor Gavin Newsom, Senator Dianne Feinstein, San Francisco Board of Supervisors, May 25, 2005
- Food Network Barbeque with Bobby Flay, 2005
- Scoma's awarded Small Business of the Year – Proclamations or Recognitions from Mayor Gavin Newsom, Assembly member Mark Leno, Senator Carole Migden, May 17, 2007
- Michelin Guide recommendation, 2007 and 2008
- Travel Channel, 2007
- Wine Spectator annual recognition, 2010 through 2019
- Trip Advisor Certificate of Excellence, 2015
- Scoma's 50th Anniversary –Proclamations from Mayor Edwin Lee, Assembly members David Chiu and Phil Ting, Senator Mark Leno, June 18, 2015

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 1965 Al Scoma Way

**Recommended by Applicant**

- Pier-to-plate menu of local Pacific seafood
- Orange Scoma's sign above the restaurant
- Mural of San Francisco located on fish receiving station
- Scoma's fishing vessel
- Al Scoma Way street sign
- Leadership in environmental efforts and sustainable fishing

**Additional Recommended by Staff**

- Location on and proximity to Fisherman's Wharf

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013682LBR  
*Business Name:* Tin Wah Noodle Company  
*Business Address:* 1950 Innes Avenue #2  
*Zoning:* PDR-2 (Core Production, Distribution, Repair) Zoning District  
80-X Height and Bulk District  
*Block/Lot:* 5250/005  
*Applicant:* Ginger Kong, Daughter of Business Owner  
1950 Innes Avenue #2  
San Francisco, CA 94080  
*Nominated By:* Supervisor Shamann Walton  
*Located In:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

## **BUSINESS DESCRIPTION**

Tin Wah Noodle Company is currently located in San Francisco's Bayview neighborhood. Founded sometime in the 1940s, it was originally located in two different storefronts in Chinatown, including 870 Washington Street and 805 Stockton Street, before moving to the Bayview. It is a noodle manufacturer specializing in Taiwanese and Japanese style noodles and wraps with a current product line of ramen, udon, soba and gyoza. The business caters to wholesalers, restaurants and culinary institutions throughout the Greater San Francisco Bay Area. Their noodles are served in some of the Bay Area's favorite establishments, including several award-winning eateries.

The current owners, The Kong Family, have a long history with the business and the craft of noodle-making. Tin Wah Noodle Company has been in continuous operation since husband and wife team, Aaron and Connie Kong, purchased the business in 1994. When the Kongs purchased the business, Tin Wah Noodle Company only specialized in egg noodles and a handful of Taiwanese-style pasta and wrappers. The company now makes a range of fresh, artisanal noodles using traditional noodle-making methods passed down through the generations. The vintage machinery used to make the noodles are culturally significant and no longer in production. The mixers, rollers and cutters were passed down from artisanal noodle makers at Tin Wah Noodle Company made in the United States and in Asia. The craft of operating these heavy machines requires a master noodle maker.

The business is located on the north side of Innes Avenue in the Bayview neighborhood. It is within a PDR-2 (Core Production, Distribution, Repair) Zoning District and an 80-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in the 1940s, but the exact date is unknown. According to the applicant,

a photograph taken by a famous San Francisco photographer, Fred Lyon, dated 1948 shows Tin Wah Noodle Company at 870 Washington Street in San Francisco's Chinatown. The photo is published in Fred Lyon's book "San Francisco, Portrait of a City: 1940-1960."

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

Yes. Tin Wah Noodle Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Tin Wah Noodle Company has operated continuously in San Francisco for 70 years.
- ii. Tin Wah Noodle Company has contributed to the history and identity of San Francisco.
- iii. Tin Wah Noodle Company is committed to maintaining the physical features and traditions that define the organization.

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

Yes. Tin-Wah Noodle Co. is significant for its associations with the noodle-making industry in the Bay Area. It is also significant for its associations with Taiwanese and Japanese cuisine. Additionally, the vintage machinery used to hand-craft the noodles is culturally significant and no longer in production.

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

No.

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

No. The property has a Planning Department Historic Resource status codes of "B" (Historic Resource Present) because of the building's age (constructed 1964).

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

No.

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

Yes. A photograph of Tin Wah Noodle Company was featured in Fred Lyon's book "San Francisco, Portrait of a City: 1940-1960," published September 16, 2014. The picture appeared in an SFO Museum Exhibit titled "Fred Lyon: San Francisco Yesterday 1948-1958" from March 2013 to May 2013 and in an article in the San Francisco Chronicle titled "San Francisco during the 40s and 50s, captured by photographer Fred Lyon" dated July 23, 2016. A family member of the previous owner of Tin Wah Noodle Company recounted his experience working at the noodle shop in Edmund S. Wong's book "Growing Up in San Francisco's Chinatown: Boomer Memories: Boomer Memories from Noodle Rolls to Apple Pie," published February 5, 2018.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1950 Innes Avenue #2

**Recommended by Applicant**

- Production of a variety of artisanal Taiwanese and Japanese noodles and wraps
- Use of traditional noodle-making techniques, machinery, and recipes
- Use of fresh ingredients

**Additional Recommended by Staff**

- None

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013291LBR  
*Business Name:* Yasukochi's Sweet Shop  
*Business Address:* 1790 Sutter Street  
*Zoning:* Japantown Neighborhood NCD (Neighborhood Commercial District)  
Zoning District  
50-X Height and Bulk District  
*Block/Lot:* 0675/039  
*Applicant:* Hatsuye Yasukochi, Owner  
1790 Sutter Street  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – 415-575-9117  
Jeff.Joslin@sfplanning.org

## **BUSINESS DESCRIPTION**

Yasukochi's Sweet Stop is a bakery located within the Super Mira grocery store in Japantown. Opened by husband and wife Hisao Thomas "Moses" Yasukochi and Hatsuye "Hatsy" Yasukochi on December 18, 1974, Yasukochi's Sweet Shop has remained in the same location for all of its 45 years of operation. Yasukochi's Sweet Stop has been written up in many articles over the years and is mostly known for their ever-popular original Blum's Coffee Crunch Cake.

Moses Yasukochi was born in 1937 in San Francisco and has lived in the City his entire life except for the Japanese imprisonment years during World War II. At 18 years old, he attended a retail baking class at San Francisco City College, which at the time had a very popular culinary program. While going to school, Moses held a part-time job at a bakery at the Stonestown Mall and also worked cleaning at Delee's Bakery on Irving Street. After graduating, Moses worked at Eickle's Bakery (at 18th and Geary) before getting drafted into the U.S. Army. Moses then became a baker at Fort Ord (1960- 1962). After the Army, Moses went back to working at Eickle's Bakery until one of the bakers at Eickle's (Ralph Harms) and Moses partnered together to buy a bakery called "Antoine's" in Lakeside Village on Ocean Avenue. Moses worked at Antoine's for seven years until a friend (Kaz Nakamoto) invited him to open up his own bakery within a new building that housed the grocery store "American Fish Market." It was then that Moses and Hatsy made the leap and decided to open up their own bakery, Yasukochi's Sweet Stop.

Yasukochi's Sweet Shop is located on the northeast corner of Sutter and Bush streets in the Japantown neighborhood. It is within the Japantown NCD (Neighborhood Commercial District) Zoning District and a 50-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded on December 18, 1974.

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

Yes. Yasukochi's Sweet Shop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Yasukochi's Sweet Shop has operated continuously in San Francisco for 45 years.
- ii. Yasukochi's Sweet Shop has contributed to the history and identity of the Japantown neighborhood and San Francisco.
- iii. Yasukochi's Sweet Shop is committed to maintaining the physical features and traditions that define the organization.

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

Yes. Yasukochi's Sweet Shop is one of the few remaining Japanese-owned businesses in Japantown and their most famous cake, the Coffee Crunch Cake, is a staple for many locals and tourists alike visiting Japantown.

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

No.

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

No. The property has a Planning Department Historic Resource status codes of "C" (No Historic Resource Present) because of the building's age (constructed 1974).

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

No.

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

Yes. Yasukochi's Sweet Shop has been published in numerous newspaper articles, Japantown tours, and other literature:

- Square's Legacy Project, Featuring Yasukochi's Sweet Stop, 2019
- San Francisco dessert experiences you need to try at least once (SF Chronicle, May 3, 2018)
- Lost San Francisco dishes you thought you might never taste again (SF Chronicle, Feb 27, 2018)
- A Brief History of the Coffee Crunch Cake (Nob Hill Gazette, Oct 1, 2017)
- A Classic Cake Lives On (The New Fillmore, June 4, 2017)
- A May 12, 2016 Nichi Bei Weekly article in which Yasukochi Sweet Stop was honored with an award from the National Japanese American Historical Society as a longtime Japantown business.
- 50 Things You Need to Eat in San Francisco Before You Die (Thrillist, June 18, 2015)
- San Francisco's 7 Best Cakes, Ranked (7x7, September 4, 2014)
- This Japantown Coffee Cake has Sold Out for Decades (Zagat, Feb 26, 2014)
- Tom Yasukochi perfects coffee crunch cake (SF Gate, Nov 6, 2011)
- Best Cake, Yasukochi's Sweet Stop, Food & Drink, San Francisco (SF Weekly, May 28, 2008)

- Yasukochi's Sweet Stop - Food Network

*Physical Features or Traditions that Define the Business*

**Location(s) associated with the business:**

- 1790 Sutter Street

**Recommended by Applicant**

- Blum's Coffee Crunch Cake
- Donation of the "Welcome Royalty" cake annually at the Cherry Blossom Festival
- Weekly support of community via pastry donation to Buddhist Church of San Francisco and Kimochi Senior Nutrition Program
- Location within Japantown

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013281LBR  
*Business Name:* Anco Iron & Construction, Inc.  
*Business Address:* 1320 Egbert Avenue  
*Zoning:* PDR-2 (Core Production, Distribution, and Repair) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4910/005  
*Applicant:* Hector Colina, President  
1320 Egbert Avenue  
San Francisco, CA 94124  
*Nominated By:* Supervisor Malia Cohen  
*Located In:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ANCO IRON & CONSTRUCTION CURRENTLY LOCATED AT 1320 EGBERT AVENUE, BLOCK/LOT 4910/005.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission** hereby recommends that Anco Iron & Construction, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Anco Iron & Construction, Inc.

**Location(s):**

- 1320 Egbert Avenue

**Physical Features or Traditions that Define the Business:**

- *Fabricating and installing iron work for commercial and residential projects*
- *Leaders in Minority Business Enterprise (Mexican), hiring at least 50% of staff locally*
- *Five core values of passion, integrity, growth, positivity, and going green*
- *Training program*
- *Iron signage "ANCO"*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013281LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013282LBR  
*Business Name:* F. Dorian, Inc.  
*Business Address:* 370 Hayes Street  
*Zoning:* Hayes Street NCT (Neighborhood Commercial Transit) Zoning District  
40-X/50-X Height and Bulk District  
*Block/Lot:* 0809/012  
*Applicant:* Michael F. Miller, Owner  
370 Hayes Street  
San Francisco, CA 94102  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR F. DORIAN, INC. CURRENTLY LOCATED AT 370 HAYES STREET, BLOCK/LOT 0809/012.**

**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 20 or more years, with 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, would face a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that F. Dorian, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 F. Dorian, Inc.

*Location(s):*

- 370 Hayes Street

*Physical Features or Traditions that Define the Business:*

- *Inventory of decorative arts*
- *Quality of displays, including the holiday window displays*
- *Use of vivid colors*
- *Signature front entrance red double doors*
- *Yellow, red and purple feature walls*
- *Logo on front window and banner*
- *Front window mullions*
- *Exposed earthquake bracing*

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013282LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013283LBR  
*Business Name:* The Hobby Company of San Francisco  
*Business Address:* 5150 Geary Boulevard  
*Zoning:* NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1447/049  
*Applicant:* Gina Mark, Owner  
5150 Geary Boulevard  
San Francisco, CA 94118  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Located In:* District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE HOBBY COMPANY OF SAN FRANCISCO CURRENTLY LOCATED AT 5150 GEARY BOULEVARD, BLOCK/LOT 1447/049.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that The Hobby Company of San Francisco 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 The Hobby Company of San Francisco.

***Location(s):***

- 5150 Geary Boulevard

***Physical Features or Traditions that Define the Business:***

- Arts and craft supply inventory
- Family-oriented business
- Donations to schools and to non-profits
- "Model contests"

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013281LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013674LBR  
*Business Name:* Just For Fun  
*Business Address:* 3982 24<sup>th</sup> Street  
*Zoning:* 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 3654/017  
*Applicant:* David Eiland, Co-Owner  
3982 24<sup>th</sup> Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy  
*Located In:* District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JUST FOR FUN CURRENTLY LOCATED AT 3982 24<sup>TH</sup> STREET, BLOCK/LOT 3654/017.**

**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 City's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Just For Fun 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 Just For Fun.

**Location(s):**

- 3986 24th Street

**Physical Features or Traditions that Define the Business:**

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies
- Signage

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013674LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013289LBR  
*Business Name:* Kinmon Gakuen (Golden Gate Institute, Inc.)  
*Business Address:* 2031 Bush Street  
*Zoning:* RH-3 (Residential, House, Three-Family) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 0679/001  
*Applicant:* Richard Hashimoto, Board Member  
2301 Bush Street  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR KINMON GAKUEN CURRENTLY LOCATED AT 2031 BUSH STREET, BLOCK/LOT 0679/001.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission** hereby recommends that Kinmon Gakuen 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 Kinmon Gakuen.

***Location(s):***

- *2031 Bush Street*

***Physical Features or Traditions that Define the Business:***

- *Japanese bilingual and bicultural services*
- *Auditorium and social hall*
- *Exhibits of Japanese art cultural demonstrations*
- *The architectural character-defining features listed in the landmark designation report*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013289LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013291LBR  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*Zoning:* C-3-R (Downtown Retail) Zoning District  
80-130-F Height and Bulk District  
*Block/Lot:* 0294/023  
*Applicant:* Nicole Corsini, Marketing Manager  
309 Sutter Street  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LANG ANTIQUE AND ESTATE JEWELRY CURRENTLY LOCATED AT 309 SUTTER STREET, BLOCK/LOT 0294/023.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Lang Antique and Estate Jewelry 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 Lang Antique and Estate Jewelry.

*Location(s):*

- 309 Sutter Street

*Physical Features or Traditions that Define the Business:*

- *Diverse vintage jewelry collection*
- *“Jewel box” interior décor*
- *Deco-inspired marquise header*
- *Front window displays*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013291LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013678LBR  
*Business Name:* Lucca's Foods, Deli & Wine Shop  
*Business Address:* 1899 Irving Street  
*Zoning:* Irving Street NCD (Neighborhood Commercial District) Zoning District  
105-A Height and Bulk District  
*Block/Lot:* 1774/042  
*Applicant:* Osama Kaleh, Owner  
1899 Irving Street  
San Francisco, CA 94122  
*Nominated By:* Supervisor Katy Tang  
*Located In:* District 4  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin -- (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LUCCA'S FOODS, DELI & WINE SHOP CURRENTLY LOCATED AT 1899 IRVING STREET, BLOCK/LOT 1774/042.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Lucca's Foods, Deli & Wine Shop 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 Lucca's Foods, Deli & Wine Shop.

***Location(s):***

- 1899 Irving Street

***Physical Features or Traditions that Define the Business:***

- Grocery store and deli (including current unique inventory of imported and local goods not found in corporate supermarkets)
- Menu of deli products and sandwiches
- Maintaining stringent environmental standards as part of San Francisco Green Business Program
- Exterior building features including large storefront windows and green tile bulkhead

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013678LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013312LBR  
*Business Name:* National Japanese American Historical Society, Inc.  
*Business Address:* 1684 Post Street (primary); 640 Mason Street (secondary)  
*Zoning:* Japantown NCD (Neighborhood Commercial District) Zoning District  
50-X Height and Bulk District  
*Block/Lot:* 0686/034  
*Applicant:* Rosalyn Tonai, Executive Director  
1684 Post Street  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – (415) 575-9117  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY, INC. CURRENTLY LOCATED AT 1684 POST STREET (PRIMARY LOCATION), BLOCK/LOT 0686/034 AND 640 MASON STREET (SECONDARY LOCATION), BLOCK/LOT 0284/025.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that National Japanese American Historical Society, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for National Japanese American Historical Society, Inc.

***Location(s):***

- 1684 Post Street
- 640 Mason Street

***Physical Features or Traditions that Define the Business:***

- *Dedicated to the preservation of cultural heritage and Japanese-American history*
- *Exhibits and public programs*
- *Collection of objects, documents, and photos of Japanese American World War II military, incarceration camp and pre-war ephemera*
- *Participation in festivals, traditions, and advocacy for the Japantown community*
- *Floor-to-ceiling storefront windows*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013310LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013310LBR  
*Business Name:* Nichi Bei Foundation  
*Business Address:* 1832 Buchanan Street  
*Zoning:* Japantown NCD (Neighborhood Commercial District)/RM-3 (Residential-Mixed, Medium Density) Zoning District  
40-X/50-X Height and Bulk District  
*Block/Lot:* 0675/051  
*Applicant:* Kenji G. Taguma, President  
1832 Buchanan Street, Suite 207  
San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NICH I BEI FOUNDATION CURRENTLY LOCATED AT 1832 BUCHANAN STREET, BLOCK/LOT 0675/051.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Nichi Bei Foundation 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 Nichi Bei Foundation.

***Location(s):***

- *1832 Buchanan Street*

***Physical Features or Traditions that Define the Business:***

- *Print newspaper publication and website*
- *Educational programming*
- *Vintage typewriter, linotype leads and old advertising plates*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013310LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013680LBR  
*Business Name:* Original Joe's North Beach  
*Business Address:* 601 Union Street  
*Zoning:* North Beach NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 0117/001  
*Applicant:* Joe's Union LP  
601 Union Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ORIGINAL JOE'S NORTH BEACH CURRENTLY LOCATED AT 601 UNION STREET, BLOCK/LOT 0117/001.**

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

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with one break in San Francisco operations exceeding two years that was deemed an "exceptional circumstance" by the Small Business Commission at its April 8, 2019 hearing; and

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Original Joe's North Beach 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 Original Joe's North Beach.

**Location(s):**

- *601 Union Street*

**Physical Features or Traditions that Define the Business:**

- *Menu offering an evolution of Italian-American cuisine*
- *"Joe's Concept": exhibition-style open kitchen, notable leather booths, counter seating, bar*
- *Original artwork (mermaid wall art and OJ door handles)*
- *Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting)*
- *Original signage including "Joe's" sign, "Original Joe's" sign, and "Joe's Chef Head" sign*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013680LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013681LBR  
*Business Name:* Punch Line San Francisco  
*Business Address:* 444 Battery Street  
*Zoning:* C-3-O (Downtown Office) Zoning District  
200-S Height and Bulk District  
*Block/Lot:* 0204/019  
*Applicant:* Live Nation Worldwide, Owner  
7060 Hollywood Boulevard  
Los Angeles, CA 90028  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PUNCH LINE SAN FRANCISCO CURRENTLY LOCATED AT 444 BATTERY STREET, BLOCK/LOT 0204/019.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Punch Line San Francisco 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 Punch Line San Francisco.

**Location(s):**

- *444 Battery Street*

**Physical Features or Traditions that Define the Business:**

- *Stand-up comedy performance 6 nights per week*
- *The mural on the stage backdrop*
- *The neon sign of the comedy and tragedy masks*
- *Dan Dion's photographs of comedians*
- *Brick interior walls*
- *Intimate scale of the space*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013681LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013696LBR  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*Zoning:* C-2 (Community Business) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 9900/047  
*Applicant:* Cheryl Scoma Creedon, Shareholder  
1965 Al Scoma Way  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – 415-575-9117  
[Jeff.Joslin@sfplanning.org](mailto:Jeff.Joslin@sfplanning.org)

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Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SCOMA'S RESTAURANT, INC. CURRENTLY LOCATED AT 1965 AL SCOMA WAY, BLOCK/LOT 9900/047.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Scoma's Restaurant, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 years or more 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 Scoma's Restaurant, Inc.

**Location(s):**

- *1965 Al Scoma Way*

**Physical Features or Traditions that Define the Business:**

- *Pier-to-plate menu of local Pacific seafood*
- *Orange Scoma's sign above the restaurant*
- *Mural of San Francisco located on fish receiving station*
- *Scoma's fishing vessel*
- *Al Scoma Way street sign*
- *Leadership in environmental efforts and sustainable fishing*
- *Location on and proximity to Fisherman's Wharf*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013696LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013682LBR  
*Business Name:* Tin Wah Noodle Company  
*Business Address:* 1950 Innes Avenue #2  
*Zoning:* PDR-2 (Core Production, Distribution, Repair) Zoning District  
80-X Height and Bulk District  
*Block/Lot:* 5250/005  
*Applicant:* Ginger Kong, Daughter of Business Owner  
1950 Innes Avenue #2  
San Francisco, CA 94080  
*Nominated By:* Supervisor Shamann Walton  
*Located In:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin - (415) 575-9117  
[jeff.joslin@sfgov.org](mailto:jeff.joslin@sfgov.org)

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR TIN WAH NOODLE COMPANY CURRENTLY LOCATED AT 1950 INNES AVENUE #2, BLOCK/LOT 5250/005.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Tin Wah Noodle Company 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 Tin Wah Noodle Company.

***Location(s):***

- *1950 Innes Avenue #2*

***Physical Features or Traditions that Define the Business:***

- *Production of a variety of artisanal Taiwanese and Japanese noodles and wraps*
- *Use of traditional noodle-making techniques, machinery, and recipes*
- *Use of fresh ingredients*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013682LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2019-013291LBR  
*Business Name:* Yasukochi’s Sweet Shop  
*Business Address:* 1790 Sutter Street  
*Zoning:* Japantown Neighborhood NCD (Neighborhood Commercial District)  
 Zoning District  
 50-X Height and Bulk District  
*Block/Lot:* 0675/039  
*Applicant:* Hatsuye Yasukochi, Owner  
 1790 Sutter Street  
 San Francisco, CA 94115  
*Nominated By:* Supervisor Vallie Brown  
*Located In:* District 5  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – 415-575-9117  
[Jeff.Joslin@sfplanning.org](mailto:Jeff.Joslin@sfplanning.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR YASUKOCHI’S SWEET SHOP CURRENTLY LOCATED AT 1790 SUTTER STREET, BLOCK/LOT 0675/039.**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Yasukochi's Sweet Shop qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 years or more 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 Yasukochi's Sweet Shop.

**Location(s):**

- *1790 Sutter Street*

**Physical Features or Traditions that Define the Business:**

- *Blum's Coffee Crunch Cake*
- *Donation of the "Welcome Royalty" cake annually at the Cherry Blossom Festival*
- *Weekly support of community via pastry donation to Buddhist Church of San Francisco and Kimochi Senior Nutrition Program*
- *Location within Japantown*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013291LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-013  
*Business Name:* Anco Iron & Construction Inc.  
*Business Address:* 1320 Egbert Avenue  
*District:* District 10  
*Applicant:* Hector Colina, President  
*Nomination Date:* September 27, 2018  
*Nominated By:* Supervisor Malia Cohen

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

833 22<sup>nd</sup> Street from 1969 to approx. 1993 (24 years)  
1786 Carroll Avenue from 1993 to 2005 (12 years)  
1320 Egbert Avenue from 2005 to Present (14 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



President, Board of Supervisors  
District 10



City and County of San Francisco

**MALIA COHEN**  
**馬莉亞郭嫻**

September 27, 2018

Office of Small Business  
Attn: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

Anco Iron & Construction Inc.  
Attn: Colina Family  
1320 Egbert Avenue  
San Francisco, California 94124  
(415) 822-3931

Re: Legacy Business Nomination for Anco Iron & Construction Inc.

To Whom It May Concern:

I am writing to express my support for Hector Colina's application to recognize Anco Iron & Construction Inc. as a Legacy Business.

Anco, a family-owned steel company, has been a part of the San Francisco community since 1960. Currently housed in the Bayview, they have worked on projects ranging from the Bayview library to installing Rufino Tamayo's artwork at the San Francisco airport.

As development in the Bayview continues to grow, it is crucial that we support businesses like Anco so that they remain in our community and compete for potential contracts. Anco Iron and Construction is a critical asset to the city of San Francisco.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia".

Malia Cohen  
President, Board of Supervisors

# Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Anco Iron & Construction Inc		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Hector Colina		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
1320 Egbert Ave. San Francisco, CA 94124	(415 ) 822-3931	
	<b>EMAIL:</b>	
	[REDACTED]	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
ancoiron.com		

<b>APPLICANT'S NAME</b>	
Hector Colina	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
President	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
1320 Egbert Ave. San Francisco, CA 94124	[REDACTED]
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
321242	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
833 22nd St. San Francisco, CA	94107	1969
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1969 - Approx. 1993	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1786 Carroll Ave., SF CA	94124	Start: Approx. 1993
		End: 04/17/2005

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1320 Egbert Ave., SF CA	94124	Start: 04/18/2005
		End: Current (2019)

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.

Hector Colina      6/17/19        
Name (Print):                      Date:                      Signature:

**ANCO IRON & CONSTRUCTION INC.**  
**Section 4: Written Historical Narrative**

**CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Anco Iron & Construction Inc. (“Anco Iron & Construction” or “Anco”) is an honest, local, family-run company founded in 1969 that is dedicated to fabricating and installing ironwork in many of the buildings seen scattered around the Bay Area. Throughout its history, Anco has worked on many notable structures including Candlestick Park, Ghirardelli Square and the San Francisco International Airport.

Anco was established by brothers William and Tony Colina. The two left Mexico in the 1950s in search of the American Dream. They arrived in San Francisco with an entrepreneurial spirit and a willingness to work hard to achieve their goals. Anco Iron & Construction had humble beginnings in a basement when the brothers constructed a hand rail. A neighbor saw how great their work was and asked for one as well. After numerous small jobs in many residential homes, Anco grew and started moving into commercial work as well.

Anco has had multiple locations over the years starting at 22nd Street in the Dog Patch, then moving to 1786 Carroll Avenue. Today the business is located in Hunter’s Point at 1320 Egbert Avenue. Anco has always been located in San Francisco.

In the 1990s, William Colina’s son Hector Colina joined his father in the business. Hector grew up in the business, but left and later rejoined the business in 1994. Hector’s children – Nick, Jenifer & Dani Colina – have all grown up in the business. Each left for some time, but all have been currently worked in the business for the last five years. William Colina stopped working in 1998, and Tony retired in 2005.

During the Great Recession that began in 2008, Anco nearly closed its doors. A number of construction companies went out of business. Many shops in the Bayview closed. William Colina rejoined the business in 2009, and the family vowed to do everything in their power to keep the business open. That meant many long nights, not getting paid for weeks at a time and numerous sacrifices. Finally the recession ended, and the Colina family began to see the fruits of their labor come to fruition. Anco Iron & Construction survived and thrived.

Today, Anco Iron & Construction is owned by Hector Colina and run by the entire Colina family, who have made major strides in creating a sustainable business. Regardless, there is still gentrification happening in the Bayview and Hunters Point neighborhoods. Being added to the

Legacy Business Registry would provide Anco with the necessary tools to combat eviction and help keep the historic business in San Francisco.

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

Anco has never closed for more than six months, but the business has been close to closing a few times during the Great Recession; however, Anco is resilient and has always found a way to make it through.

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

Anco Iron & Construction Inc. is a third generation family-owned business started by two brothers, William and Tony Colina, in 1969. They first started out by making a handrail in their garage for their house. Their neighbors saw their work and asked the brothers to make handrails for them as well. Soon they were doing handrails throughout the Bay Area and slowly grew and moved into the commercial realm. The business was eventually passed down to Hector Colina who is currently running it alongside his three children – Nicholas, Jenifer and Daniella Colina.

**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.**

An ownership history of Anco Iron & Construction is as follows:

1969 to 1994:	Tony Colina and William Colina
1994 to 1998:	Tony Colina, William Colina and Hector Colina
1998 to 2005:	Tony Colina and Hector Colina
2005 to Present:	Hector Colina

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building that houses Anco Iron & Construction at 1320 Egbert Street is classified by the Planning Department as Category B (“Unknown / Age Eligible”) with regard to the California Environmental Quality Act.

Anco has been located in the Bayview district for the majority of its lifetime. The Bayview is a historically underutilized community with a business community that has often been ignored. The firm is located in the 94124 zip code, which enables it to be in the first tier of contractors for opportunities in the Bayview district in the shipyard, as well as for other city, state and federal projects that have local hiring requirements. Departments with such requirements include the San Francisco International Airport, the San Francisco Public Utilities Commission, the Office of Community Investment & Infrastructure and the San Francisco Municipal Transportation Agency.

## **CRITERION 2**

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

Anco helped build many of the buildings that makes San Francisco the city that it is today. Anco worked on Candlestick Park, Ghirardelli Square, San Francisco International Airport, the Ferry Building, the new Chase Center and many more. The company most recently helped build the first commercial kitchen in Hunters Point Shipyard. We have also played major roles in building and renovating the new Bayview Library, the Harvey Milk Library, the Mission Cultural Center and the San Francisco War Memorial.

Anco is not only dedicated to building the physical buildings of San Francisco but the people and businesses in our community as well. Anco has been a consistent presence in the Bayview-Hunter's Point since the 1960s and has a strong connection with the community. Nicholas Colina is following in the footsteps of his father, Hector, as a leader in helping to build up the community. Nicholas sits on the board of the National Association of Minority Contractors (NAMC), a nonprofit organization that helps minority contractors win contracts and grow their businesses. Nicholas has given countless hours in hosting networking events, cultivating relationships, hosting internship fairs and catering to NAMC members. NAMC has been key in getting many local, minority contractors opportunities, and Nicholas has played a major role in revitalizing NAMC. "This non-profit gave me an opportunity to help other local contractors bid work and receive contracts. Through my own family's experience, I understood the value of work and its impact on small business and their employees." Nick vows to continue his strong passion for local hiring and minority inclusion.

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

Anco is very involved in our local community. We are present and involved in many Office of Community Investment & Infrastructure meetings representing our local minority contractor community.

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

Anco Iron & Construction was featured in Clark Construction's Western Regional Quarterly Report Magazine for our work at the Chase Center. The company will also be featured in Clark Construction's Superstructure magazine for its work at the Chase Center.

Anco was referenced in the newspaper for the construction of the Rufino Tamayo art project that still stands in the SFO International Terminal today. Anco was also referenced on the front page of Clark's strategic partnership spotlight section in their Western Region's Quarterly Report as an up-and-coming family-owned business.

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

Rufino Tamayo, a notable Mexican painter, worked on a sculpture made out of steel for the San Francisco International Airport. He asked William and Tony Colina to help install his artwork, which is still present at the SFO International Terminal today.

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

Community involvement has been one of the pillars of our business and giving back to our community is very important to us. Anco's unofficial motto is "work hard and be good to people along the way." We have provided countless jobs to many San Francisco residents and we intend to provide many more. Anco believes it is necessary to build and improve its community. Anco is dedicated to hire locally for at least 50% of its staff so that the surrounding community grows with the company.

We value our San Franciscan workforce who have constructed and renovated buildings with us like the Bayview Library; the new San Francisco Office of the Chief Medical Examiner; the Ferry building; Candlestick Park; AT&T Park; the Chase Center; projects as the Presidio; Ghirardelli Square; the Golden Gate Bridge; San Francisco General Parking Garage; Mission Bay Park 5; Alice Griffith Block 5; Block 50; Hunter's Point Commercial Kitchen; Fire Stations 3, 43, 16 and 23; and many more. We take pride in building our city.

Anco believes in a job well done. Anco will do everything in its power to ensure that every job is completed on time and to the highest quality attainable.

Anco is committed to growth in our community by our strong presence in local and minority business meetings that discuss ways to meet Local Business Enterprise (LBE) and Minority Business Enterprise (MBE) goals that many projects in San Francisco are expected to attain. Anco is not only present but also vocal in the ways that LBE and MBE presence is seen in the construction of San Francisco. Anco seeks and helps voices of local and minority business owners that otherwise are too soft to be heard. Anco prides itself in raising the bar for the community as a whole and not just itself.

Anco Iron & Construction is a Contract Monitoring Division-certified Small-Micro Minority LBE and one of the few steel companies left in the Bayview. San Francisco values their LBEs, and our

location and certifications enables us to have an opportunity to bid work in our community. Building our community is vital to our values and success. "We want to work hard and lift a community," states Jenifer Colina, Chief Estimator.

Anco has donated countless hours and materials to the newly renovated South San Francisco Alano Club.

Nicholas Colina is helping to organize the 50th Anniversary Gala of NAMC in 2019 which will be a great opportunity for many of our members to network and gain more business opportunities.

Lastly, Anco has provided food to many of the homeless people who live on Egbert Street for years. Many individuals know that if they ring our bell and they're hungry, we will feed them. We value people and we care.

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

Anco Iron & Construction Inc. is a steel fabricator and installer serving a mixture of residential and commercial construction. Anco has had a helping hand in stabilizing many San Francisco homes through seismic retrofitting to ensure they will be able to withstand the next big earthquake. Seismic retrofitting is just one of Anco's specialties.

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

Anco has helped build many of the buildings that makes San Francisco the city that it is today. Anco has worked on many notable projects including the San Francisco Ferry Building, San Francisco International Airport, Ghirardelli Square, Mission Cultural Center, Candlestick Park, San Francisco General Hospital Parking Garage, the new Chase Center that is currently under construction along with many more.

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

If Anco were to shut down, it would have a direct impact on the community. Many of the employees who have been working at Anco's shop have been working there for over 25 years, and a closure would greatly impact their lives. General contractors would also lose a great company to use as their LBE and MBE. There would no longer be a strong presence and voice to represent LBE and MBE companies at many of the events in San Francisco. Anco values having a San Franciscan workforce, and we understand the value of having our community help build our city. We are dedicated to providing as many jobs for our San Francisco workforce as possible. We know that a good, stable job that allows employees to feel empowered is irreplaceable.

## **CRITERION 3**

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

Anco Iron & Construction prides itself in its five core values that are believed by Anco to be necessary to succeed in today's industry:

1) Passion: Passion for the construction industry is what started Anco in the first place. Passion is what keeps the people of Anco doing their best each and every day at work not only for themselves but for the good of the company and community.

2) Integrity: Anco strongly believes that integrity is imperative to keeping good relationships between clients. It is with these relationships that Anco is successful and thus ensures that every job is done correctly, fast and with the utmost integrity.

3) Growth: Anco believes that there is always room for improvement. As time goes on, the construction industry is constantly changing and evolving. Anco is a leader in the small minority business field in these changes and thrives on progression.

4) Positivity: Positivity is necessary to create the great work environment. Anco believes in empowering its employees. This is crucial to getting the job done right and on time.

5) Going Green: Anco believes it is their responsibility to help reduce their carbon footprint. Steel is one of the most sustainable building materials in the world. A steel building can last hundreds of years and requires much less maintenance than a building made of wood. It can also be recycled and creates much less waste than a wooden structure that needs to be torn down. Anco takes pride in looking for new ways to remain green whether it is as small as bidding on the computer to save paper to seeking out LEED projects.

Anco employees are considered family. We work as a team to complete every job to Anco's standards. Anco relies on excellent training to help mold its people into the great workers they are today. Anco is happy to provide continuing education and certifications so that their employees can reach their maximum potential.

### **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)**

Anco Iron & Construction Inc. demonstrates a commitment to maintaining the historical traditions that define the business by keeping Anco as a family-owned business run by like-minded individuals. As a third generation family-owned business, Anco plans on keeping it this way for many generations to come. That way, the traditions are kept alive and handed down through each generation. A big part of what makes Anco a strong company is its staff. Anco takes pride in the fact that it has kept the bulk of its staff for over 25 years. The main

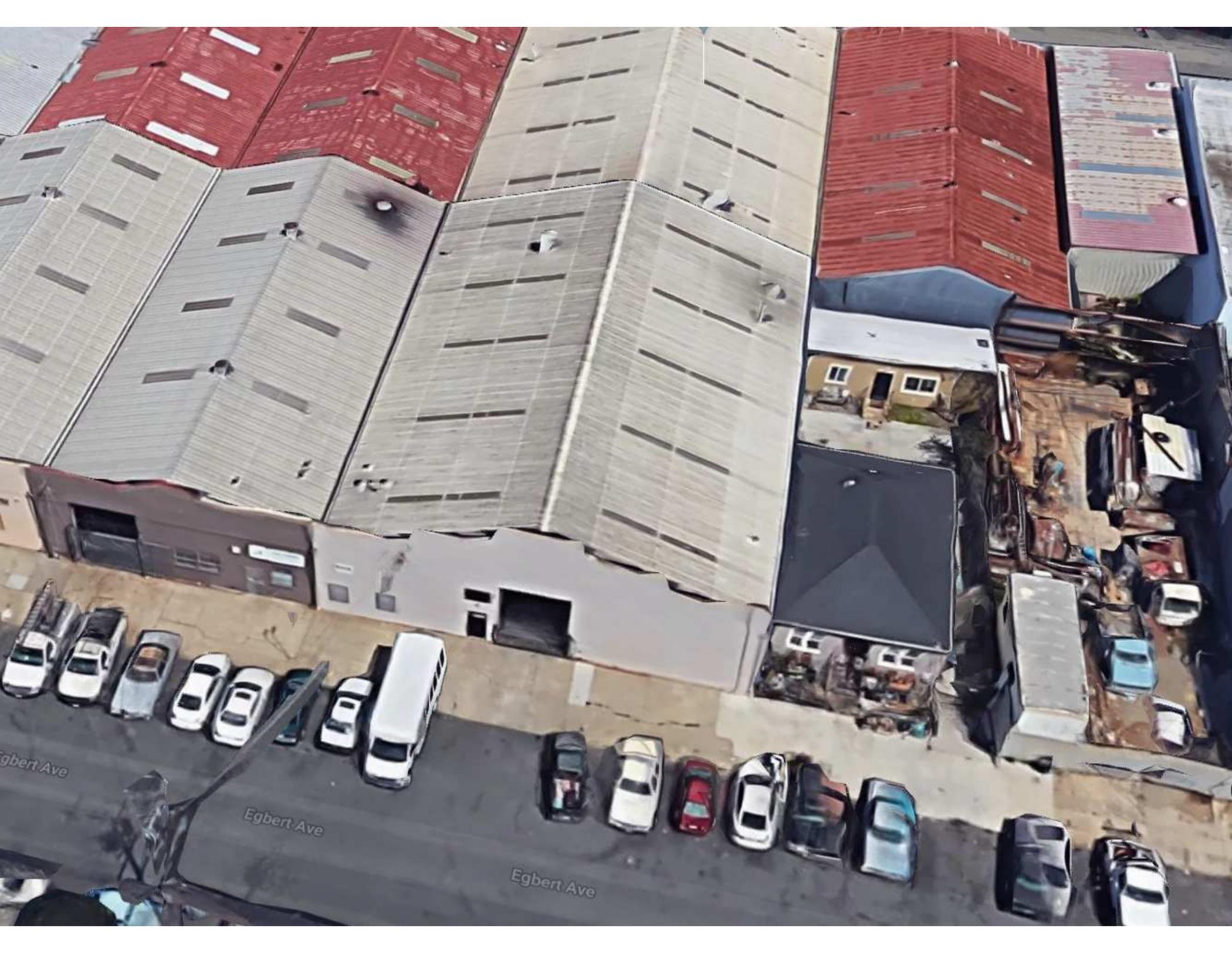
characteristics of Anco that should always remain traditions are the belief system that Anco should rise as a company and help their community rise alongside it. The longevity of Anco's staff shows Anco's commitment to its community members. Hector Colina, Anco's president, often goes into jails to speak to the young men about turning their lives around. The rest of the Colina family has participated in various community development projects as well. All of these are a reflection of how important and deeply rooted community development is with this family-run business.

**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.).**

Anco Iron & Construction is a fabrication shop. It's noisy; it's busy; it's a place where the middle-income skilled worker feels at home. This country and the Bay Area in general have always provided steel workers employment dating back to before Rosie the Riveter in Richmond. Anco wants to remain local to maintain that legacy. Why hire steel workers from outside San Francisco?

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

Anco Iron & Construction has been fabricating and installing ironwork since it was founded in 1969.



Egbert Ave

Egbert Ave

Egbert Ave



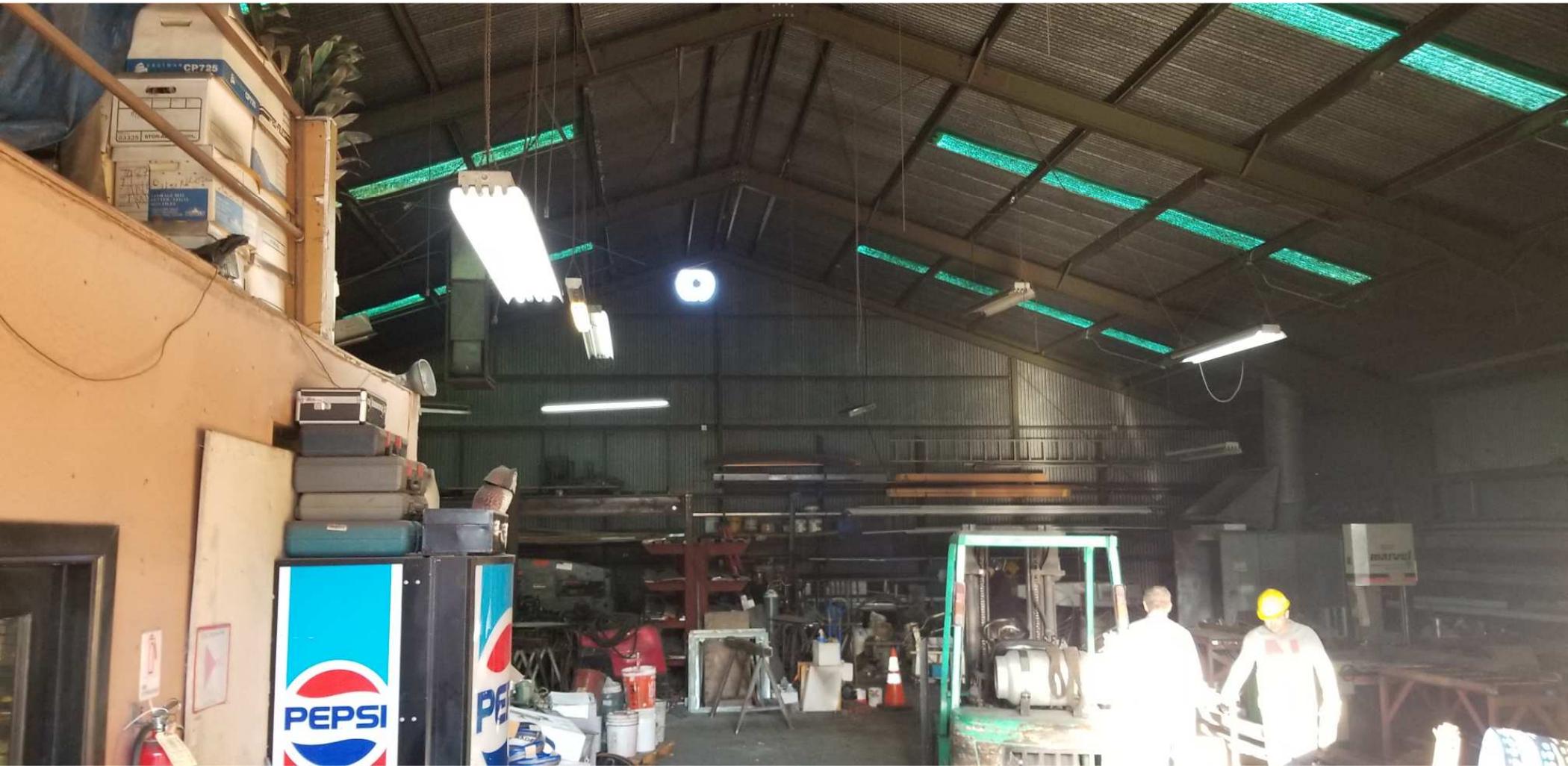
LEO GOMEZ  
Commercial Real Estate  
1320 13th St. N. #100  
Tomball, TX 77375

KCK  
BUILDERS

ANCO

1320

















**ANCO IRON & CONSTRUCTION INC. | BUILDING THE BAY AREAS SINCE 1969**



**Anco Iron Construction Inc** A Family owned, Minority Business Enterprise based out of San Francisco catering to Commercial/Residential steel fabrication and installation.



#### **Structural and Miscellaneous Iron Fabrication and Installation**

##### **Notable Projects**

- Candlestick Redevelopment
- SF Ferry Building
- SF General Parking Garage
- Commercial Kitchen at Hunters Point Ship Yard
- Jackie Robinson Apartments at Hunters Point
- Hetch Hetchy Dam.

##### **Structural Steel**

- Columns
- Beams
- Tube Steel
- Seismic Retrofitting
- Metal Decking

##### **Miscellaneous Steel**

- Handrails
- Guardrails
- Metal Stairs
- Grating

##### **Certifications**

- License B/C #749293
- Micro-LBE/SBE [San Francisco]
- CMD 111713349
- DIR Registration #10000015284
- Clearinghouse MBE VON 15050034
- Local Iron Workers Union 377
- NAMC Member



**Anco Iron & Construction Inc.** 1320 Egbert Ave. San Francisco CA 94124 P. 415 822 3931 F. 415 822 3937

E-mail [HColina@ancoiron.com](mailto:HColina@ancoiron.com), [estimating@ancoiron.com](mailto:estimating@ancoiron.com) **President Hector Coilna**

# Supplier Profile

## State of California Certification



Certification ID : 2004264

Legal Business Name  
Anco Iron & Construction Inc.

Address  
1320 Egbert Ave  
San Francisco  
CA 94124

Doing Business As (DBA) Name1:

Doing Business As (DBA) Name2:

Email:  
anco6737@sbcglobal.net  
(mailto:anco6737@sbcglobal.net)

Office Phone Number  
415/822-3931

Total No. of Employees  
7

Business Fax Number

Business Types:  
Construction , Service

Business Web Address  
( )

Notification Preference  
Email

Service Areas  
Contra Costa , Marin , Napa , San Francisco , San Mateo

[View Keywords](#)

[View Classifications](#)

[View SB](#)

[Amend SB](#)

[Apply as Disabled Veteran Business Enterprise \(DVBE\)](#)

### Active Certifications

[?](#)

Certification Type	Application Date	Status	Status Date/Time	From	To	Cancel
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# IRON WORKERS LOCAL 378

UNION OFFICE OF BRIDGE, STRUCTURAL, ORNAMENTAL AND REINFORCING

3120 Bayshore Road, Benicia CA 94510 | [www.ironworkers378.org](http://www.ironworkers378.org)

P. (707) 746-6100 | F. (707) 746-0979



**Robert J. Lux**  
President  
Business Agent

December 31, 2015

**Jeff McEuen**  
Business Manager  
Financial Secretary-  
Treasurer

## RE: Signatory Status

**Jason Gallia**  
Vice President/  
Business Agent

To Whom It May Concern:

**Ken Miller**  
Business Agent/  
Organizer

The following letter serves to inform you that the apprenticeship standards submitted by the International Association of Bridge, Structural, Ornamental, and Reinforcing Iron Workers Local 378/377 JAC have duly been approved by the Federal Department of Labor and the California Department of Industrial Relations-Division of Apprenticeship Standards. The California Field Iron Workers Apprenticeship and Training Facility Local 378/377 serves fourteen (14) counties in Northern California.

Please be advised that Anco Iron & Construction Inc. is a signatory employer to the District Council of Iron Workers of the State of California and Vicinity. Signatory status grants Anco Iron & Construction Inc. approval to train registered apprentices.

Apprentices dispatched and employed by Anco Iron & Construction Inc. that perform Iron Work are registered with the Federal Department of Labor and the California Division of Apprenticeship Standards.

The California Field Iron Workers Apprenticeship and Training Facility Local 378/377 actively conduct Pre-Apprentice Trainings in order to attract and increase retention rates of a diverse work force; including but not limited to women and minorities. Should you have any questions or concerns, please feel free to contact our office at (707) 746-6100.

Regards,

  
Jeff McEuen  
Business Manager  
Financial Secretary-Treasurer

JM;mf  
Opeiu-29/AFL-CIO



***SUPPLIER CLEARINGHOUSE  
CERTIFICATE OF ELIGIBILITY***

CERTIFICATION EXPIRATION DATE: **January 14, 2019**

The Supplier Clearinghouse for the Utility Supplier Diversity Program of the California Public Utilities Commission hereby certifies that it has audited and verified the eligibility of:

***Anco Iron & Construction Inc.  
Minority Business Enterprise (MBE)***

pursuant to Commission General Order 156, and the terms and conditions stipulated in the Verification Application Package. This Certificate shall be valid only with the Clearinghouse seal affixed hereto.

Eligibility must be maintained at all times, and renewed within 30 days of any changes in ownership or control. Failure to comply may result in a denial of eligibility. The Clearinghouse may reconsider certification if it is determined that such status was obtained by false, misleading or incorrect information. Decertification may occur if any verification criterion under which eligibility was awarded later becomes invalid due to Commission ruling. The Clearinghouse may request additional information or conduct on-site visits during the term of verification to verify eligibility.

This certification is valid only for the period that the above firm remains eligible as determined by the Clearinghouse. Utility companies may direct inquiries concerning this Certificate to the Clearinghouse at (800) 359-7998 in Los Angeles.

***VON: 15050034***

***DETERMINATION DATE: January 14, 2016***

# Anco Iron & Construction Company

GENERAL  
BUILDING  
CONTRACTOR

License No. 314140

833 TWENTY-SECOND STREET  
Phone: (415) 648-4424

RESIDENTIAL  
COMMERCIAL  
INDUSTRIAL

SAN FRANCISCO, CALIFORNIA  
94107



## Proposal

TO : Maestro Rufino Tamayo  
Callejón Del Santísimo 12  
San Angel, Mexico 20,  
D.F.

DATE : February 15, 1983

PROJECT : Tamayo Sculpture

GENTLEMEN: Attn: Eva Leibman

WE PROPOSE TO PERFORM THE FOLLOWING WORK:

Furnish & erect one steel plate sculpture with pipe stiffeners to be used on the lower rear edge of plate "A", and on both edges of plate "E".

Install concrete foundation base at job site to carry same.

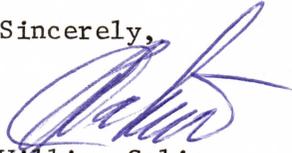
Sculpture to be blast-clean to SSPC-SP-6 prime with 1.5 to 2.5 mils DFT Tnemec Zinc #90-94 Body coat 4.0 to 5.0 mils DFT Tnemec's #66 series epoxy finish 2.0 to 3.0 mils DFT Tnemec's #70 aliphatic finish colors to be decided by Mr. Tamayo.

Sculpture to be carry to job site by truck and to be install in place by helicopter during regular working hours.

Our price includes all risk, fine arts floater insurance, as per binder 391, also a umbrella insurance for \$ 1,000,000.00

All this work to be done as per building code an plans by Forell Elsesser Engineers Inc. Structural Engineers at 101 Howard Street, San Francisco, CA 94105 for the price of \$72,086.00

Sincerely,

  
William Colina  
WC:s1

FOR THE SUM OF

( \$ ) : ALL IN ACCORDANCE WITH PLANS AND SPECIFICATIONS, EXCEPT AS NOTED ABOVE: AND ALL SUBJECT TO THE TERMS AND PROVISIONS ON THE REVERSE SIDE OF THIS PROPOSAL.

ANCO IRON & CONSTRUCTION COMPANY

BY \_\_\_\_\_

ACCEPTED

BY \_\_\_\_\_

RECEIVED MAR 15 1983



348-4321

# THE POST

San Mateo/Foster City/San Carlos/Belmont/Redwood City

A San Mateo Times Group Newspaper

Vol. 36 No. 19 DELIVERED EVERY WEDNESDAY MORNING WEDNESDAY, MAY 11, 1983

## Spectacular sculpture adds artistic touch at the airport

By GEORGE GOLDING

Whirling 50-foot-long blades, the Bell 214 helicopter churned huge billowing dust clouds from the ramp outside San Francisco International Airport's new passenger terminal building Wednesday noon, lifting a steel sculpture called "Man in Flight."

The 32-foot arrowhead of steel lifted slowly from the flat-bed truck which had carried it from the paint shop in Hayward, 5,500 pounds of dead weight hanging plumb-bob straight at the end of a 200-foot steel cable.

The helicopter churned more, its turbine engines whining, and hoisted the Mexican-designed artwork over the uncomplete terminal building.

Then its pilot centered the load over the delta-shaped open atrium in the building's center and slowly lowered it, blowing more dust, scattering sand the landscapers had laid down only hours before, blowing loose scraps of paper and plastic wildly.

Workmen, squinting eyes against the flying dust, strained against the red-and-blue steel, lining it up on a concrete pedestal.

Welder Hans Diekelt of South San Francisco quickly "tacked" the sculpture into place with short welds, then settled down to make the job permanent. The \$200,000 artwork is in place to stay.

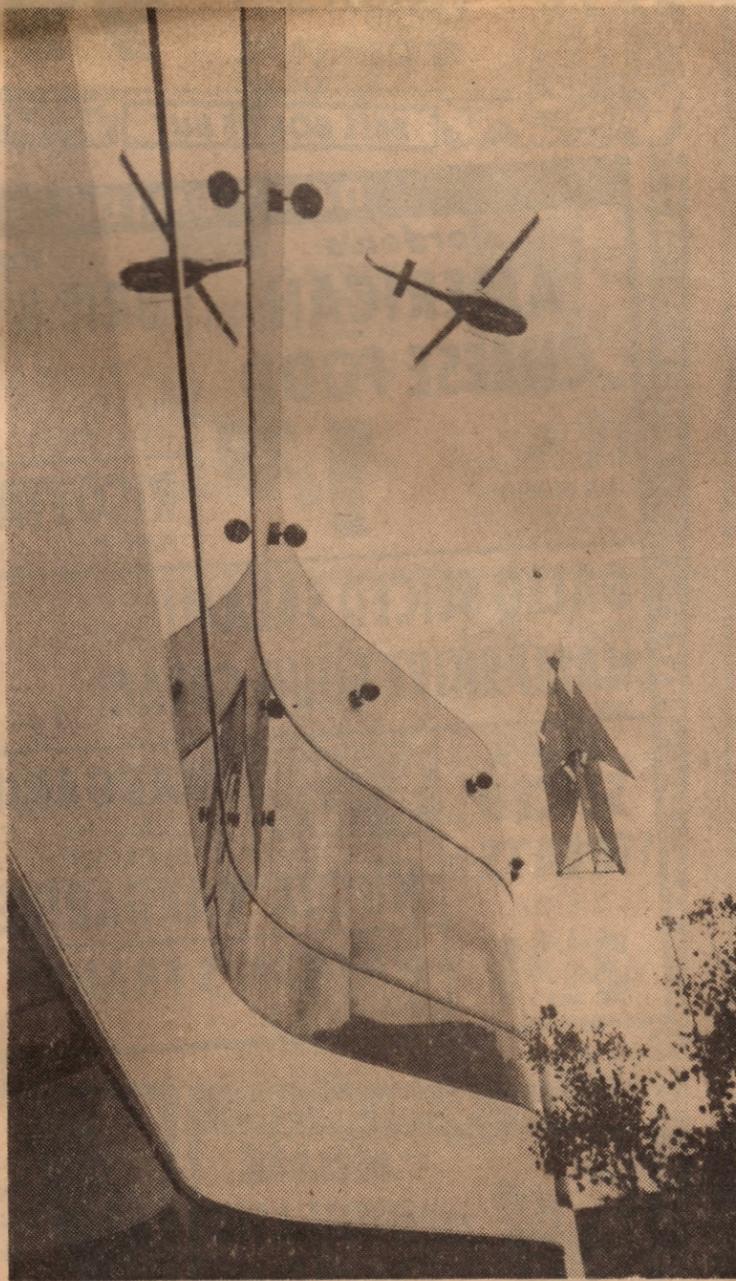
Overhead, the Rocky Mountain helicopter disconnected its load sling and churned away. The entire lift-in had taken several minutes. Preparations had been under way for months.

First, San Francisco Arts Commissioner Peter Rodriguez suggested that Ruffino Tomayo, a world-known artist from Mexico City, be invited to submit proposals for a statuary or sculpture to be erected in the open fountain area centering the new international passenger arrival-departure area.

The Arts Commission approved and the invitation was sent.

Tomayo submitted two maquettes, or models, and a subcommittee of Arts and Airports commissioners made their choice. The Airports Commission finances art at the airport, but the Arts Commission does the spending. The two commissions work together to make sure each is getting something acceptable.

Once the selection was made,



'MAN IN FLIGHT' LANDING

A steel sculpture titled "Man in Flight" is reflected in the windows of the roofless atrium of the new international traveler area of San Francisco International Airport Wednesday noon as it dangles beneath a helicopter at the end of a 200-foot steel cable. The sculpture will serve as centerpiece for the new terminal which will open later this year.

Arts Commission staffers worked with Gensler & Associates, the architects guiding current airport construction, to make sure the piece would be appropriately sized and mounted.

The job of cutting steel and welding was turned over Guillermo Colimo of Anco Iron Works in San Francisco. Colimo

worked with a structural engineer to make sure the piece would not only support its own weight, but stand artistically in all kinds of weather.

Then the painting was done in Hayward, where special paint was applied to protect the steel against weather.

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Times Staff Writer

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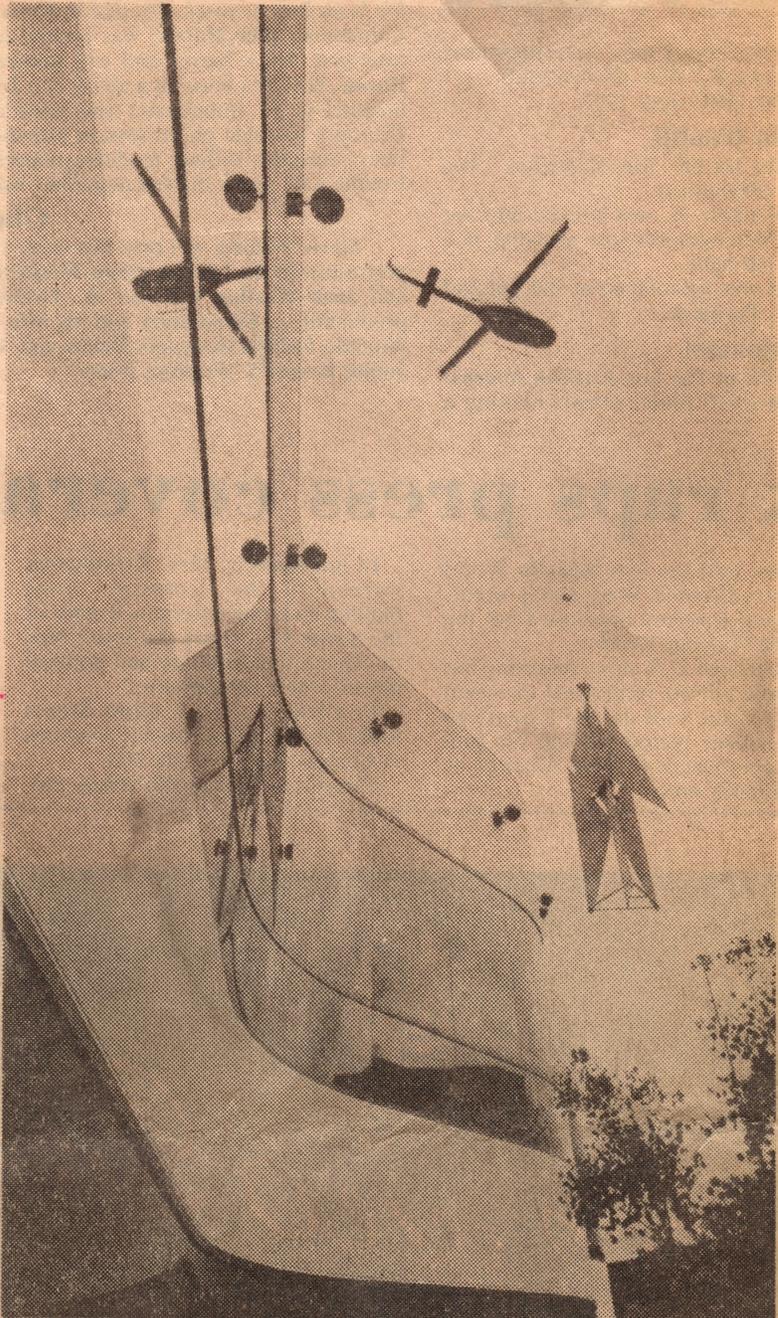
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(See Page 14, Column 1)



(Times Photo by Mike Spinelli)

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## New airport artwork in place

(Continued from Page 1)

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Rodriguez said the sculpture was not of a particular style, though its stark angular lines and bold hard colors bespeak a Mexican influence.

One other commissioner described the 2½-ton structure as "a Tapoltepec angel."

Rodriguez said it is more an artistic statement of Tomayo himself, a man nearing the end of his eighth decade.

"I think it's going to be really good," said sculptor Jo Hanson, a member of the Arts Commission.

"I think it's going to look really good with the fountain and the plants all around," she said.

Tomayo, said Rodriguez, "is one of the best-known artists alive

today, but he is known more for his painting than his sculpture."

He said the artist will appear May 19 at the Mexican Museum in San Francisco and then go to the airport to see the sculpture.

As an art piece, the triangular steel, spearing into the open sky from the atrium, will be one of the first things a passenger arriving at the new international terminal will see. First, there will be the jetway, a short expanse of carpeted area; and then the sculpture-centered atrium before the passenger proceeds to customs.

"I think it will make a nice welcome to San Francisco," Rodriguez said.

## ANCO IRON & CONSTRUCTION, INC. FORGES THRIVING BUSINESS

Succeeding as a family business is a challenge. According to Forbes Magazine, "less than one-third of family businesses survive the transition from first to second generation ownership. Another 50% don't survive the transition from second to third generation." Family run Anco Iron and Construction, Inc. is beating the odds.

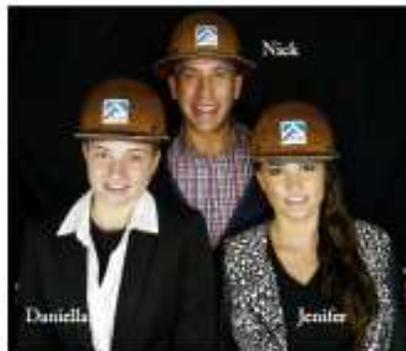
Brothers William and Tony Colina left their hometown of Veracruz, Mexico and moved to San Francisco in 1949, armed with construction skills and a dream. After building a hand-rail for a neighbor, word spread that the Colina brothers do good work. This led to other residential projects and then commercial work. In 1969, Anco Iron and Construction, Inc. was born and the next generation of Colinas is living the entrepreneurial dream.



Hector Colina

Hector, William Colina's son, is now President of the company. Hector's children help run the business, too: Nick as Administrator of Operations, Jenifer as Chief Estimator, and Daniella is the Office Administrator.

Anco still installs hand rails these days, but on a much grander scale. They have worked at some high-profile projects in the San Francisco area: AT&T Park, The Ferry Building,



and thanks to their involvement with Clark's Strategic Partnership Program (SPP), the San Francisco Office of Chief Medical Examiner (OCME), and the Chase Center.

"My father and I joined the SPP program because for many years, it was difficult to win projects, despite our extensive work history," recalls Nick. "Viki Bamba [Director of Small Business Development and Community Relations] recommended us to the program and we loved it. Clark helped us to be a better business by teaching us their way of doing business. We learned about estimating, insurance coverage, contract writing, presentation skills, how to write a company profile, and even the elevator pitch. These courses help us in our business today."

Anco's recent \$2.3 million contract on the Chase Center project is their largest to date. "We are very proud to be supplying the beams that will be used as the foundation for the stadium. Of course, we're also big Warriors fans."

"Paying attention to details and building relationships are our biggest takeaways from the SPP. Clark reinvigorated our desire to be a better

business. We fine-tuned our details and continue to strive to make all aspects of our business better," adds Nick who recommends the SPP to his peers in the small business community.

Over the last 48 years, Anco Iron and Construction, Inc. has worked with a lot of general contractors. According to Nick, there's one thing that separates Clark from the rest. "It is very clear that Clark values hiring people from the community. When you work for Clark you feel like you are part of their team and that they are supporting you. From helping with change orders or working with local agencies to hire local workforce, Clark empowers people and is always there for the workers. Anco strives to do the same."

"We want to build a long-lasting family business for generations to come. We work hard and are kind to people along the way. Like Clark, when we achieve success, we want to bring someone else up."

According to Staci Tsuda, project executive at OCME, "Anco is one of those subcontractors we wish we could have on every project. We are glad to be part of expanding their business and look forward to seeing them continue to grow."

Anco Iron and Construction, Inc. is MBE, SNE, LBE, SFPUC LBE, Micro/Small LBE, and DBE (pending) certified and is based in the Bay area. Their services include the fabrication, installation, and supplying of miscellaneous metals and structural steel. ■



Hector Colina [second from left] and his children Jenifer, Daniella, and Nick.

## SPOTLIGHT ON: ANCO IRON & CONSTRUCTION

### A Family-Run Business Seizes Opportunity to Grow and Help Shape San Francisco's Landscape

**Preparing small businesses to take hold of the next big opportunity** is one of the primary goals of Clark's Strategic Partnership Program. San Francisco small business owners Hector and Nick Colina graduated from the program in 2017 and are applying many of the lessons they learned during the class on their biggest project to date—the highly-anticipated Chase Center.

Formed in San Francisco in 1969 by brothers William and Tony Colina, the company, which performs commercial and residential steel fabrication and installation, has been passed down through generations and is now headed by William's son Hector Colina, and supported by Hector's children Nick, Jenifer, and Daniella.

"This is a third-generation

minority business," says Nick Colina, Anco's Administrator of Operations. "My grandfather came over from Mexico and started it with his brother and began with only a dream."

Run out of a small, unassuming shop in San Francisco's Bayview neighborhood, Anco has worked on some of the city's most notable structures, including the San Francisco War Memorial, Candlestick Park, the Ferry Building, and most recently, Chase Center, the future home of the Golden State Warriors. As the company's largest contract to date at \$2.3 million, the new sports and entertainment venue is an opportunity that enabled the firm to grow both literally and figuratively.

While today Anco manages anywhere from 20 to 25 active jobs at one time, this family business had its fair share of difficult times. "It was a shock when my dad and my uncle retired, and I was left holding the key," recalls Hector. For a period, Hector carried the family business alone,

weathering a difficult recession and diminishing sales. But when Hector's children joined Anco, the company's fortune changed. In 2013, Nick and his sisters, Daniella and Jenifer, presented their father with a plan to renew Anco.

Their plan worked. "We really just stuck with our values of working hard and being good to people along the way," notes Nick. The Colina's earnest approach to doing business, coupled with a small staff of tenured, hard-working employees, some beneficial small business training, and the right opportunities at the right time, changed Anco's trajectory; annual sales jumped from \$250,000 in 2013 to \$3 million today.

"Winning the Chase Center contract was an important element of our success," recounts Nick. Anco is a steel contractor and supplier at Chase Center responsible for supplying piles, studs, security rails, rebar, miscellaneous metals, and structural beam fabrication—a role that has kept them involved with the project from its infancy. "We needed a good job with a good client to help us get out of the recession and move to the next level. The Bayview community does not get as much business as it should, but Chase Center joint venture partner Clark is one of the best contractors in terms of including the community and expanding local growth," states Nick.

While Chase Center is Anco's largest contract to date, it was an earlier opportunity with Clark that helped prepare the Colinas for it. Both Nick and Hector are graduates of Clark's Strategic Partnership Program (SPP), a 10-month MBA-style course designed to help small business owners build capacity. Nick points to the relationships Anco gained as one of the most important aspects of the SPP experience. "I still call on Clark executives for references; they've helped with our company profile, coaching on estimates and change orders, and introduced us to other subcontractors that led to new work," says Nick. "Their advice is gold."

In addition to Hector and Nick's leadership, Anco's growth is also being shepherded by the Colina sisters, Jenifer and Daniella, who are proud to be paving the way for women in the construction industry. "It is gratifying to build up San Francisco and help my family at the same time," says Daniella, who is integral in Anco's office operations.

One of Anco's values is to continue the tradition of assisting other companies that need help, notes Jenifer, who is responsible for the firm's estimating efforts. "I take pride in the idea that we are not just interested in growing our own business, but like Clark has done with us, we try to give other minority businesses opportunities," she says. "I'm really excited that we are third generation. I feel like we can keep it going and build for our next generation." ■

# San Francisco Chronicle

## COLINA, Guillermo (William) "Bill"

Published 4:00 am PST, Wednesday, November 26, 2003

COLINA, Guillermo (William) "Bill" - July 10, 1930-November 22, 2003 Bill was born in Veracruz, Mexico, to Mario Colina and Margarita Salcedo. He first came to the U.S. in 1949 and chose SF as his new home where his family joined him in 1953. He moved his residence to San Mateo in the mid 1970s. He held two jobs until founding Continental Iron Works, an ornamental iron business in the '60s. Bill and his brother, Antonio became partners and later renamed the company ANCO Iron and Construction, Inc, now operating under the direction of Hector Colina. The nature of the business shifted from ornamental iron to structural steel. Bill was very well known in the Latino community and his work, which can still be viewed, includes installation of fencing around the Hidalgo Bust at Dolores Park and installation of the Rufino Tamayo' sculpture at SFO Airport's International Wing. In the late '70s, he opened a shop on Union St. that featured hand blown glass pieces. He was a member of the San Mateo Elks Club, and he loved to golf. Bill retired in 1998 and moved to Florida with his wife, Maria. Bill's legacy is his example of achieving his dreams through hard work, sharing his success and helping so many attain theirs as well. He touched our lives and will never be forgotten. He passed away Saturday, November 22, 2003. Husband of Maria Colina; father of Norma Gomez, Hector Colina, Sergio Colina, Laura Rios and Irma Colina; grandfather of Anthony and Cynthia Gomez; Nicholas, Jennifer and Daniella Colina; Suzanne, Stevan, Denise and Laura Rios; Jessica and Donnie Aish; great grandfather of Anthony Gomez Matos; brother of Arturo, Mario and Antonio Colina. Family and friends are invited to attend Viewing, Friday, November 28, 6-9 pm, Funeral Service Saturday, November 29, 10 am, Crosby-N. Gray & Co. 2 Park Road, Burlingame. Celebration of Guillermo's life immediately following, Crystal Springs Golf Course, 6650 Golf Course Drive, Burlingame, 650-342-4188. Donations to the charity of your choice preferred.



November 30, 2018

Office of Small Business  
Attention: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

Anco Iron and Construction  
Attn: Colina Family  
1320 Egbert Avenue  
San Francisco, California 94124

To Whom It May Concern:

I am writing to express my support for Hector Colina's application to recognize Anco Iron and Construction (Anco) as a Legacy Business.

Anco, a family and minority owned small business, has a long history in the Bayview and in San Francisco. Anco has worked on a myriad of projects in San Francisco, including projects for our company, Clark Construction. Anco matriculated through our small business training program, the Clark Strategic Partnership Program, and has worked successfully as a subcontractor on our Office of the Chief Medical Examiner Facility project as well as the Chase Center project.

We consider Anco an important partner on our projects and an asset to the San Francisco contracting community.

I appreciate your consideration of Mr. Colina's application.

Sincerely,

A handwritten signature in black ink, appearing to read "Marivic Bamba Chennault", with a stylized flourish at the end.

Marivic Bamba Chennault  
Director, Community Relations and Small Business Development

Miguel M. Bustos

December 14, 2018

Office of Small Business

Attn: Small Business Commission City Hall, Room 110

1 Dr. Carlton B. Goodlett Place San Francisco, California 94102

Re: Legacy Business Nomination for Anco Iron & Construction Inc.

To Whom It May Concern:

I am writing to express my full support for Anco Iron & Construction Inc.'s application to be a designated Legacy Business within the City and County of San Francisco.

Anco Iron is a family-owned business that has been molding and strengthening the incredible buildings and infrastructure that make up the City and County of San Francisco since 1960. The Colina Family has proudly contributed to the beautiful skyline of our city for over 50 years.

Their business is in the Bayview District and the jobs and community benefits provided to the local community are too numerous to list. However, the Colina Family's desire to build a business and a community at the same time have never been lost after all these years.

When I thought of the idea that has now become the San Francisco Legacy Business Program, it was for businesses, like Anco Iron, that I sought to protect. Protecting businesses that grew with the community and the City over time; and businesses that understood the importance of hiring your neighbors and giving back to the city you love.

I am proud to support this Legacy Business application and encourage its approval.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Miguel Bustos", with a long horizontal flourish extending to the right.

Miguel Bustos



12/05/2018

NAMCNC

8100 Capwell Dr  
Oakland, CA 94621

Re: Legacy Business Nomination for Anco Iron & Construction Inc.

TO WHOM IT MAY CONCERN:

I am writing to express my support for Hector Colina's application to recognize Anco Iron & Construction Inc. as a Legacy Business.

Anco, a family-owned steel company, has been a part of the San Francisco community since 1960. Currently housed in the Bayview, they have worked on projects ranging from the Bayview Multifamily housing and support the local communities.

Anco is member of our organization and his son Nick Colina serves on NAMCNC Board as a Board of Director. As development in the Bayview continues to grow, it is crucial that we support businesses like Anco so that they remain in our community and compete for potential contracts. Anco Iron and Construction is a critical asset to the city of San Francisco.

Regards

Pete Varma  
President  
NAMCNC

C# 650-302-5615



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-066  
*Business Name:* F. Dorian, Inc.  
*Business Address:* 370 Hayes Street  
*District:* District 5  
*Applicant:* Michael F. Miller, Owner  
*Nomination Date:* June 11, 2019  
*Nominated By:* Supervisor Vallie Brown

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? \_\_\_\_\_ Yes \_\_\_\_\_  No

388 Hayes Street from 1991 to 1993 (2 years)  
Craft and Fold Art Museum at Fort Mason (gift shop operation) from 1991 to 2004 (13 years)  
Center for the Arts (gift shop operation) from 1991 to 1997 (6 years)  
370 Hayes Street from 1993 to Present (26 years)

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?  
\_\_\_\_\_  Yes \_\_\_\_\_ No

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

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

**NOTES:** F. Dorian's lease expires in June 2022. There are concerns the landlord may not be willing to renew their lease because they already operate three businesses in the building, and they may be interested in expanding one of their existing businesses into 370 Hayes Street or adding a fourth business.

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 5



City and County of San Francisco

**VALLIE BROWN**  
浦慧理

Tuesday June 11, 2019

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate F. Dorian, located at 370 Hayes Street, for the Legacy Business Registry Program.

Since 1991, F. Dorian has operated as a family-owned business providing the community with original crafts and art from around the Bay Area. F. Dorian has established itself as a vital member of the Hayes Valley community.

Today, F. Dorian operates as a local gift shop displaying the work of Bay Area artists in the manner of a museum. This establishment adds to the character of the Hayes Valley neighborhood. F. Dorian has been an active member of the community and has done its part to preserve and uplift community voices.

With the strong belief that F. Dorian will continue to build on its decades of legacy, I elect to nominate F. Dorian for the Legacy Business Registry Program. For any additional questions about F. Dorian, contact Nikki Yoshikawa by email at: [nikkiyoshikawa@gmail.com](mailto:nikkiyoshikawa@gmail.com).

Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Vallie Brown".

Vallie Brown  
Supervisor, District 5  
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.

<b>NAME OF BUSINESS:</b>		
F. Dorian, Inc.		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
Michael F. Miller Richard Dorian Portugall		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
370 Hayes Street	(415) 861-3191	
	<b>EMAIL:</b>	
	[REDACTED]	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
	fdorianhayesvalley	

<b>APPLICANT'S NAME</b>	
Michael F. Miller	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
owner	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
[REDACTED]	[REDACTED]
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
164356001	C1516585

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
388 Hayes Street	94102	1991 (1990 as Accessions)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1991 - 1993	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Craft and Fold Art Museum at Fort Mason (gift shop operation)	94123	Start: 1991 (1986 as Accessions) End: 2004

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Center for the Arts (gift shop operation)	94103	Start: 1991 End: 1997

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
370 Hayes Street	94102	Start: 1993 End: Current

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.

Michael F. Miller

Name (Print):

Date:

Signature:

**F. DORIAN, INC.**  
**Section 4: Written Historical Narrative**

**CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

F. Dorian, presently located at 370 Hayes Street in Hayes Valley, was officially established on February 1, 1991. It had its beginnings in 1985 as a business called Accessions, and its prehistory dates back to 1982.

In 1982, Michael Miller and Richard Portugall moved from Detroit to San Francisco. Richard worked for a local architectural firm and Michael represented a line of ethnic textiles. In 1983, Michael met Edward Brown and, because of their mutual interest in textiles, they decided to open The Miller Brown Gallery on the ground floor of 355 Hayes Street. There they featured contemporary, ethnic textiles. When the Miller Brown Gallery opened, there were only four other establishments on the 300 block of Hayes Street: two restaurants and two antique dealers. All the other ground-level spaces were vacant. Eventually The Miller Brown Gallery evolved into a fine arts gallery. Subsequently Michael and Edward were invited to operate the gift store for the San Francisco Craft and Folk Art Museum at Fort Mason. They ran that store (simultaneously with their gallery) for 18 years.

In 1985, Michael and Edward open a retail business on the second floor of 355 Hayes Street named Accessions which featured contemporary California crafts. From 1985 through 1988, Accessions moved from the second floor of 355 Hayes Street to the street level of 381 Hayes Street and The Miller Brown Gallery remained at 355 Hayes Street. In 1990, Richard Portugall joined Michael Miller and Edward Brown in running Accessions at 388 Hayes Street, which is the present day Absinthe restaurant's private dining room.

1991, Edward Brown died and Michael Miller and Richard Portugall changed the name of the business to the present F. Dorian.

F. Dorian is a not your ordinary gift shop. The store features contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. F. Dorian is a one stop shop for gifts, holiday decor and ornaments, jewelry, glassware, ceramics and more. The business has historically represented Bay Area craft artists who work in ceramics, glass, sculpture and jewelry.

In 2001, F. Dorian moved from 388 Hayes Street to 370 Hayes Street to allow Absinthe restaurant to open their private dining room. F. Dorian has remained at 370 Hayes Street to the present day.

Although F. Dorian has not yet operated in San Francisco for 30 or more years, it has significantly contributed to the history and identity of the Hayes Valley neighborhood and, if not included in the Registry, would face a significant risk of displacement. F. Dorian's lease expires in June 2022. Michael and Richard would like to renegotiate a lease, but there are concerns that the landlord, Absinthe Properties, may not be willing to renew their lease. Absinthe Properties already operates three businesses in the building – Absinthe Brasserie & Bar, Arlequin Café and Arlequin Wine Merchant – and they may be interested in expanding one of their existing businesses into 370 Hayes Street or adding a fourth business. Being listed on the Legacy Business Registry could help F. Dorian significantly with lease negotiations.

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

F. Dorian has not ceased operations since it opened in February 1991.

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

F. Dorian is a family-owned business, described here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. F. Dorian is a corporate partnership between Michael Miller and Richard Portugall who have been life partners for 49 years.

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

The ownership history of F. Dorian has not changed since the business was founded in 1991:

1991 to Present: Michael Miller and Richard Portugall

**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.**

Not applicable.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District. Built in 1906, 368-370 Hayes Street is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile.

## **CRITERION 2**

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

F. Dorian was instrumental in forming the original Hayes Street Merchants Association which promoted the "Hayes Valley" identity with the creation of a brochure identifying the variety of businesses located in the Hayes Valley district which stretches from Franklin to Laguna streets. The brochure was given to tourist offices and to hotel concierges as well as tourists and locals alike visiting the area. F. Dorian also attended the monthly meetings at the local police precinct engaging in sharing information regarding police activity in the Western Addition. In addition Michael Miller and Richard Portugall collaborated with the Hayes Street Baptist Church to improve the quality of life in Hayes Valley by attending numerous meetings with the San Francisco Planning Department and San Francisco Building Department.

F. Dorian contributes significantly to the retail environment of Hayes Valley. The business is not your ordinary gift shop! They feature contemporary crafts, ethnic arts and home decor displayed with a museum aesthetic. Customers will find jewelry, accessories, ornaments, African art, home decor, glassware, handmade products from around the world and more.

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

The storefront windows at F. Dorian during the December holidays with mechanical displays of carnival rides and enchanting themes have attracted young families as an annual event for years. The proof is having to wipe away all the nose prints on the windows at the end of each day.

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

F. Dorian has been featured in several publications and news articles, including the following:

- A book by Zahid Sardar titled “San Francisco Modern: Interiors, Architecture and Design” published in 1998.
- An article in the San Francisco Chronicle by Sylvia Rubin titled “5 Bay Area jewelry artists to notice” dated August 7, 2011.
- An article in CBS SF Bay Area by Joanna Metheny titled “Best Places To Buy Christmas Ornaments In San Francisco” dated December 1, 2015.
- Listings in Fodor’s Travel Guides and Foder’s Flashmaps published by Foder’s Travel Publications.

F. Dorian organized with other merchants in Hayes Valley to create the *Hayes Valley Guide*, a fold out map for customers showing the location of participating merchants in an easy graphic presentation. The *Hayes Valley Guide* was distributed to several hotel concierge desks who in turn handed them out to their guests. As part of this campaign, F. Dorian hosted a cocktail event to encourage concierges to visit the neighborhood and become aware of what it has to offer.

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

Some of the famous clients who have shopped at our store are Ellen DeGeneres, Anne Heche, Sharon Stone, Tom Waits, Danielle Steel, Michael Tilson Thomas, Adell, Senator Diane Feinstein and opera singers Frederica von Stade, Karita Mattila and J'Nai Bridges.

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

F. Dorian donates items to the San Francisco Boys Chorus and the Opera Guild for their annual fundraising auctions. The business hosts an annual event to raise funds for the UCSF Breast Cancer Research Campaign with a percentage of sales donated to the Center. F. Dorian sponsored a competition and sale of original holiday wreaths by local artists and donated the proceeds to local charities. F. Dorian has also provided Halloween candy to neighborhood and visiting children every year.

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

Customers of F. Dorian come from all areas of the Bay Area. The store enjoys many repeat customers attending the San Francisco Opera, San Francisco Symphony and San Francisco Jazz Center. Michael and Richard had customers over the years attending the Nutcracker Ballet with their children. Now, their children have children that are going to see the Nutcracker. Shopping at F. Dorian has become a generational event.

Customers shop at F. Dorian from Southern California and across the United States and abroad. Most of the shipping goes to New York, Boston, Chicago and Los Angeles.

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

Significant physical features of the business include the signature front entrance red double doors; the yellow, red and purple feature walls; the logo, which appears on the front window and banner; the front window mullions, which repeat across the length of the building all the way to Gough Street; and of course the exposed earthquake bracing so iconic to San Francisco.

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

If F. Dorian were to close, Hayes Valley and San Francisco would lose the traditions that Michael and Richard have cultivated over the years. The city would lose a one-of-a-kind business that would likely be replaced by a corporate entity with multiple locations.

**CRITERION 3**

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

F. Dorian is a retail store that features contemporary crafts, ethnic arts and home decor including ornaments, jewelry, glassware, sculpture and ceramics. Much of the contemporary work presented at the store is handmade by local artists, including jewelry, ceramics and glass. The traditional work – weather African, Asian or Mexican – is hand-selected from reliable sources that Michael and Richard have been working with for years.

What sets apart F. Dorian from other stores in Hayes Valley is the outstanding quality of our displays and selection of merchandise. Our customers describe how our store reminds them of a museum. They also enjoy that they can handle and try on the jewelry and scarves as well as see the quality of the objects we present.

We pride ourselves with our presentation of merchandise which is carefully arranged in “color stories,” origin, theme and size. We are known for vivid colors throughout the store bright purples, yellow and hot pink. We enjoy comments from our customers who say we have the best and unique selection and we are their favorite store. Ninety percent of our shipping goes to Boston, New York, Los Angeles, Chicago and Hawaii.

**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 business's historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

F. Dorian is committed to maintaining the historical traditions that define the business – a retail store featuring contemporary crafts, ethnic arts and home décor.

**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.).**

The physical features that define the business are the red double doors; the yellow, red and purple feature walls; the logo; and the front window mullions.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.

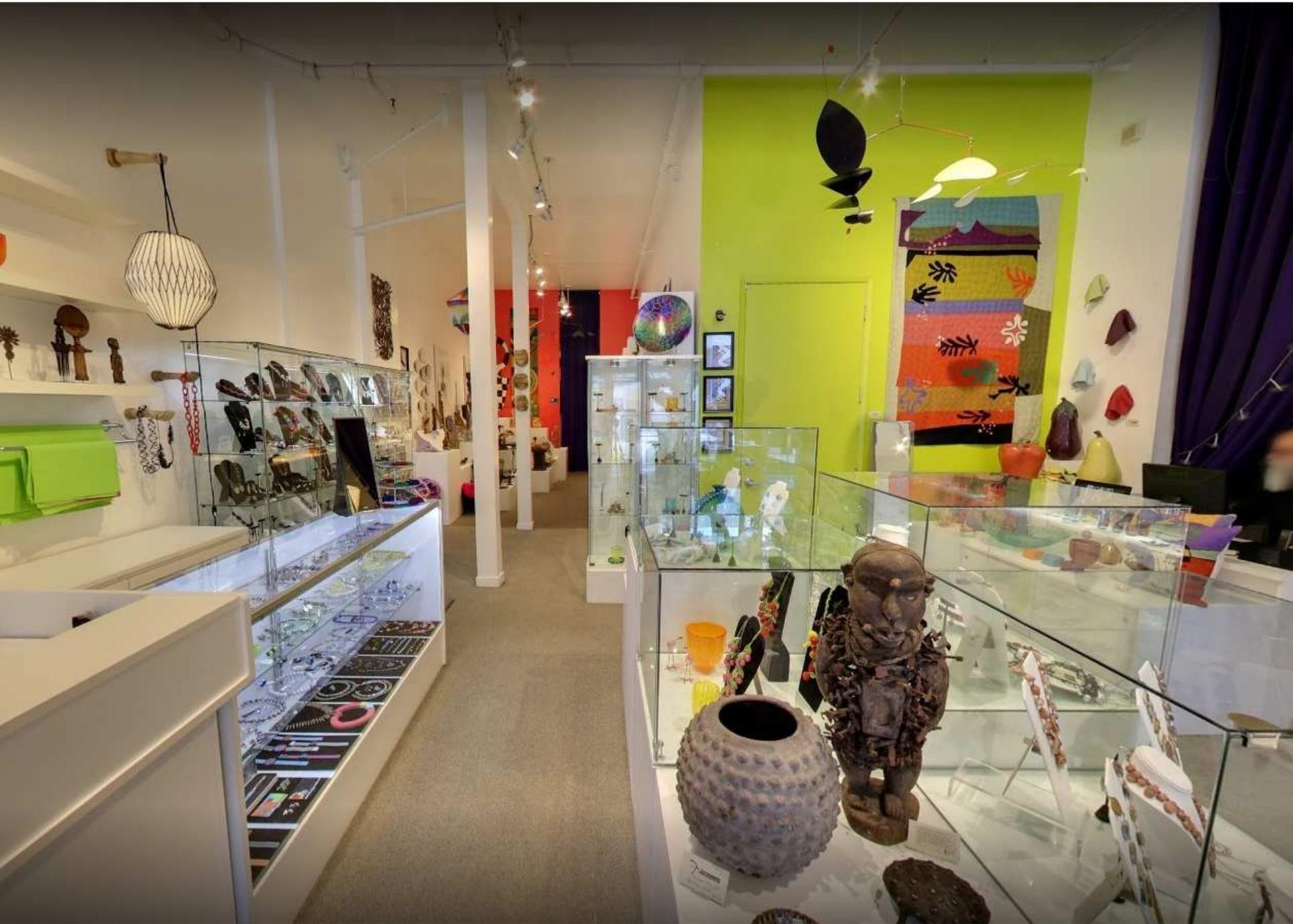








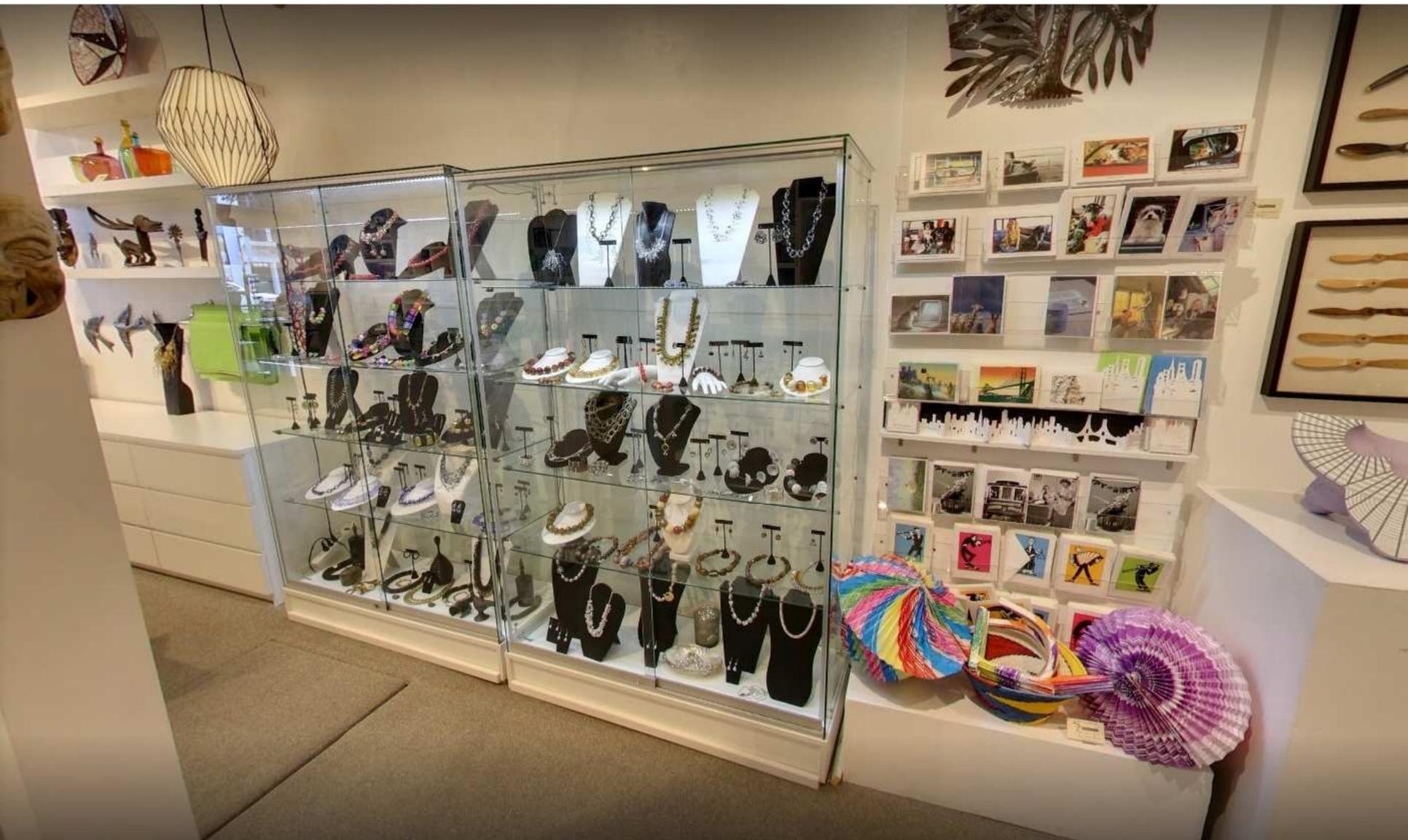






























State of California — The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
 Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1 \*Resource name(s) or number (assigned by recorder) 368-370 Hayes St.

P1. Other Identifier: \_\_\_\_\_

\*P2. Location:  Not for Publication  Unrestricted \*a. County: San Francisco  
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)  
 \*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)  
 \*c. Address: 368-370 Hayes St. City: San Francisco Zip: 94102  
 d. UTM: Zone: 10 \_\_\_\_\_ mE/ \_\_\_\_\_ mN (G.P.S.)  
 e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 0809-012

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)  
 368-370 Hayes St. is located on a 25' x 120' through-block lot on the north side of Hayes St. between Gough and Franklin Streets. Built in 1906, 368-370 Hayes St. is a 2-story, wood frame, multiple family and commercial building designed in the Mediterranean Revival style. The rectangular-plan building, clad in stucco, is capped by a flat roof. The primary façade faces south and is 2 bays wide. The first story features a storefront across most of the elevation. The storefront features a centered, recessed entrance with double-leaf, glazed wood doors capped by a transom. The entrance is flanked by metal-frame plate glass windows with divided bottom lights. A recessed entrance with glazed wood door and transom is set at the right end of the elevation. The upper story is characterized by chamfered bay windows in both bays with one-over-one, double-hung wood sash and hipped roofs clad in red clay tile. The façade terminates in a false parapet featuring a pent roof clad in red clay tile. The building appears to be in good condition and contributes to the potential Hayes Valley Commercial Historic District (see DPR 523 D form).

\*P3b. Resource Attributes: (list attributes and codes) HP3: Multiple Family Property, HP6: 1-3 Story Commercial Building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photo



P5b. Photo: (view and date)  
View from south  
9/12/2006

\*P6. Date Constructed/Age and Sources:  Historic  
1906  
SF Assessors Office

\*P7. Owner and Address:  
Ghi Ltd  
% Seela L Lewis  
351 Hazel Ave  
Mill Valley, CA

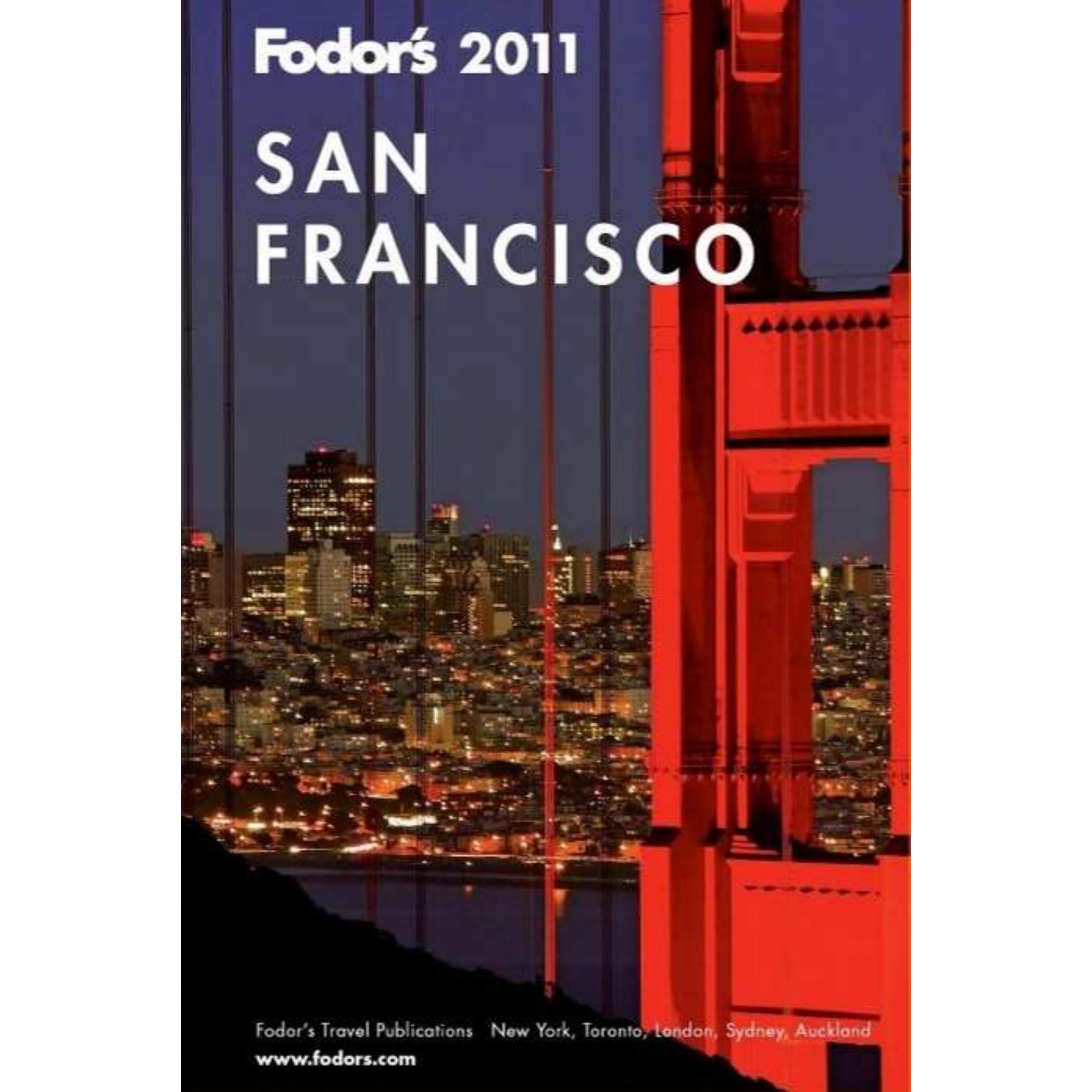
\*P8. Recorded by:  
Page & Turnbull, Inc.; CP, TS  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
9/12/2006

\*P10. Survey Type:  
Reconnaissance

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (list)



**Fodor's 2011**

# **SAN FRANCISCO**

Fodor's Travel Publications New York, Toronto, London, Sydney, Auckland  
[www.fodors.com](http://www.fodors.com)

## HANDICRAFTS AND FOLK ART

**F. Dorian.** In addition to cards, jewelry, and other crafts from Central and South America, Africa, Asia, and the Middle East—a carved wooden candleholder from the Ivory Coast is one example—this store carries brightly colored glass and ceramic works by local artisans and whimsical mobiles. ☒ *370 Hayes St., between Franklin and Gough Sts., Hayes Valley* ☎ *415/861-3191.*

**Global Exchange.** A branch of the well-known nonprofit organization, the store carries handcrafted items from more than 40 countries. The staff works directly with village cooperatives and workshops. Whether

Copyrighted material

### Handicrafts and Folk Art > 363

you buy a Nepalese sweater, a South African wood carving, or Balinese textiles, employees can explain the origin of your purchase. ☒ *4018 24th St., between Noe and Castro Sts., Noe Valley* ☎ *415/648-8068.*

**Ma-Shi'-Ko Folk Craft.** Beautiful Mashiko pottery, rustic pieces fired in a wood kiln and coated with a natural glaze, are the specialty here. The wealth of unique pottery and antiques, including many ceramic vases and wooden chests, makes a visit here worth the somewhat chilly reception from the proprietor. ☒ *Kinokuniya Bldg., 1581 Webster St., 2nd fl., Japantown* ☎ *415/346-0748.*

**Polanco.** Devoted to showcasing the arts of Mexico, this gallery sells everything from antiques and traditional folk crafts to fine contemporary paintings. Brightly painted animal figures and a virtual village of Day of the Dead figures share space with religious statues and modern linocuts and paintings. ☒ *393 Hayes St., between Franklin and Gough Sts., Hayes Valley* ☎ *415/252-5753.*



# SF's Embarcadero Center lights up for holiday shopping season

**Posted** Nov 20 2015 10:32PM PST

With less than a week until Black Friday, merchants and shoppers say they're ready. At San Francisco's waterfront, crowds gathered Friday night to watch the annual tradition where thousands of lights lit up the Embarcadero Center.

"It just brings out the spirit. It just looks nice. It's a beautiful thing to see especially with all the people out here," said Michelle Day of Greenbrae who brought her 3-year-old son to the event.

The lighting ceremony is a symbol of the holiday season that merchants hope will inspire people to go out and shop.

In Hayes Valley, Minimal, a gift store is banking on its unique Scandinavian homeware to draw customers from large retailers.

The merchant says holiday shopping season accounts for 30 percent of sales for the year.

"We're going to be running some deals on certain items between 10 and 40 percent so Black Friday is going to be a busy day for us," said Glenn Marshall with Minimal.

The National Retail Federation predicts that sales will be up 3.7 percent over last year's holiday period

But one expert says that may be overly optimistic because consumers are wary.

"They've seen big increases in things like healthcare, taxes and so forth. They also weathered a tough storm in the recession," said Kit Yarrow, a consumer psychologist with Golden Gate University.

WalletHub, a personal finance website, advises consumers that Black Friday is a good day to purchase some items, but not others.

Consumers will find substantial savings for books, movies, music, toys and consumer electronics.

But the discounts are much smaller for clothing, furniture and jewelry.

<http://www.ktvu.com/news/mobile-app-ktvu/sfs-embarcadero-center-lights-up-for-holiday-shopping-season>

"I think there are a lot of deals already starting to happen at stores before the Black Friday rush and many deals continue afterwards and cyber Monday," said Tessa Kaneene of San Francisco. She says she won't be shopping on Thanksgiving or Black Friday.

At F. Dorian, a contemporary craft store in Hayes Valley, there won't be Black Friday specials, But the manager says seasonal items such as ornaments should sell very well.

"We have a lot of repeat customers and they're always coming back to see what's the new ornament or the new jewelry," said Mitch Durkee, manager of F. Dorian

Merchants tell KTVU they hope a strong economy and consumer confidence will be a boom for business.

Some say business has started picking up right after Halloween.

## Best Places To Buy Christmas Ornaments In San Francisco

December 1, 2015 5:00 AM



Christmas Ornament (credit: FREDERICK FLORIN/AFP/Getty Images)

With Thanksgiving over and Christmas fast approaching, it's that time of year again to start decorating for the holidays. Many San Franciscans choose to celebrate the season by setting up and adorning a Christmas tree with everything from lights to garlands. Tree ornaments abound at area stores throughout the holiday season, but finding truly unique or artful decorations can sometimes prove challenging. Here are five San Francisco stores that sell a variety of original Christmas tree ornaments.

### F. Dorian

370 Hayes St.  
San Francisco, CA 94102  
(415) 861-3191   
[fdoriansf.tumblr.com](http://fdoriansf.tumblr.com)

Throughout the year, the Hayes Valley F. Dorian carries an eclectic assortment of unique handcrafted goods and art. Customers will find everything from sculpture and ceramics to wall art and jewelry. Each year during the holiday season, F. Dorian also stocks a variety of Christmas ornaments. Previous offerings have included decorative glass balls, funky animals and trains.

### Terrasol SF

1742 Polk St.  
San Francisco, CA 94109  
(415) 290-8875   
[terrasolSF.com](http://terrasolSF.com)

Terrasol is a Nob Hill boutique filled to the brim with all manner of gift items. This shop carries toys, bath items, furniture, jewelry and more. Each year immediately following Halloween, Terrasol undergoes a Christmastime transformation complete with tabletop displays and decorated trees. Ornament options range from heavy glass German ones to the nostalgic and illuminated. For those looking to get into the holiday spirit while browsing for ornaments, make sure to swing by Terrasol.

### The Holiday Shoppe

660 Bridgeway  
Sausalito, CA 94965

## LATEST WEATHER



## TV SCHEDULE

(415) 332-7432   
[www.theholidayshoppe.com](http://www.theholidayshoppe.com)

Located just over the bridge in Sausalito, The Holiday Shoppe is just what it sounds like. The store carries everything for the holidays from ornaments and hooks to miniature cityscape displays and nativity sets. With what is likely the largest selection in the Bay Area, The Holiday Shoppe stocks a massive choice of ornaments including traditional Santas and snowmen, as well as the more unusual Elvis and Sponge Bob. The shop also stocks several lines of customizable ornaments.

*Related:* [Best Places To Cut Your Own Christmas Tree In The Bay Area](#)

**Wishbone**  
 601 Irving St.  
 San Francisco, CA 94122  
 (415) 242-5540   
[www.wishbonesf.com](http://www.wishbonesf.com)

Open seven days a week, the Inner Sunset's Wishbone is a sweet little gift shop that carries something for everyone. The store stocks a wide variety of toys, housewares, stationery and jewelry. Around the holidays, Wishbone brings in a good selection of unique Christmas ornaments. With affordable prices and plenty to browse through, Wishbone is a must-stop when looking for something to adorn the tree.

**Dandelion**  
 55 Potrero Ave.  
 San Francisco, CA 94103  
 (415) 436-9500   
[secure.dandelionsf.com](http://secure.dandelionsf.com)

Specialty store Dandelion has been a San Francisco fixture for close to 50 years. The shop is dedicated to celebrating all things seasonal and holiday through the sale of a mix of home goods, garden wares, books and toys. Swing by the Potrero store front during the holidays to peruse the eclectic mix of affordable Christmas ornaments. Keep an eye out for complimentary egg nog.

*Related:* [Neighborhoods With The Best Holiday Lights In The Bay Area](#)

*Joanna Metheny is a freelance writer covering all things South Bay. Her work can be found on [Examiner.com](#).*

## 'Flintstone House' Additions Raise Ire Of Hillsborough Neigh...

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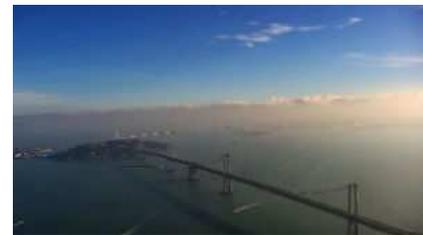
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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-067  
*Business Name:* The Hobby Company of San Francisco  
*Business Address:* 5150 Geary Blvd.  
*District:* District 1  
*Applicant:* Gina Mark, Owner/President  
*Nomination Date:* June 11, 2019  
*Nominated By:* Supervisor Sandra Lee Fewer

**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

5150 Geary Blvd. from 1975 to 2019 (44 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:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program





**SANDRA LEE FEWER**

李麗嫦 市參事

June 11, 2019

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

Dear Director Regina Dick-Endrizzi,

I am writing to nominate The Hobby Company for inclusion in the Legacy Business Registry. The family-owned business has served Richmond residents since 1974, offering a variety of supplies ranging from paints to radio control cars. At a time when young people's lives are increasingly dominated by screens, The Hobby Company provides an invaluable space for students to pursue their passions and find the supplies they need for school projects.

Brick and mortar hobby shops are becoming fewer and farther between as online merchants increasingly control the market, making The Hobby Company's inclusion in the Legacy Business Registry more urgent than ever. If we continue teaching younger generations that walking past vacant storefronts and shopping exclusively online are the norm, a time will come when there are no family owned legacy businesses, and our communities will suffer the consequences.

People often rely on The Hobby Company to find products that aren't available elsewhere, and many who visited the store as children now bring their own kids. The Hobby Company has also repeatedly donated to support local schools over the years, helping to pay for supplies and field trips. In every way, The Hobby Company is firmly anchored in the values of the communities they serve.

Among those who have supported The Hobby Company over the decades are comedian and actor Robin Williams, Channel 2 Newscaster Christien Kafton, Mythbusters host Adam Savage, and artist Frank Wong. For their continued commitment to going above and beyond the expectations of a local retailer, and dedication to the well-being of their community, I am proud to nominate The Hobby Company for the San Francisco Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Lee Fewer".

Sandra Fewer  
Supervisor, District 1

# 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.

<b>NAME OF BUSINESS:</b>		
The Hobby Company of San Francisco		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
Gina Mark		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
5150 Geary Blvd San Francisco, CA. 94118		(415) 396-2602
		<b>EMAIL:</b>
		hobbycosf@yahoo.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.hobbycosf.com	The Hobby Company of SF	

<b>APPLICANT'S NAME</b>	
Gina Mark	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Owner/President	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
[REDACTED]	[REDACTED]
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
145575	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
5150 Geary Blvd	94118	1975
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1975-Present (2019)	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
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<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
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<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

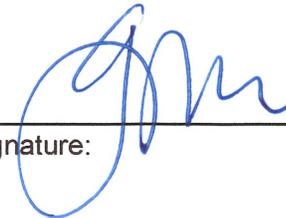
Gina Mark

5/8/2019

Name (Print):

Date:

Signature:



## **THE HOBBY COMPANY OF SAN FRANCISCO**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

The Hobby Company of San Francisco (“The Hobby Company”) opened its doors in 1975 making it a total of 44 years in business to date. The Hobby Company, located at 5150 Geary Blvd., is a one-stop shop for everyone’s craft and hobby needs, serving the Inner Richmond District community seven days a week. There is something for everyone and for all ages offering items for model builders, basic crafts for schoolchildren, beads for jewelry makers, yarn for knitters, miniatures for dollhouse enthusiasts, toys for kids and much more.

The Hobby Company is the last standing hobby store in San Francisco. What has kept the store running and open for business are its many loyal customers who enjoy a wide range of products in several departments in the store with different options for all ages. The store believes in carrying merchandise as “hands on” crafts and hobbies for today’s kids to recognize the fun and their ability to make something with their imagination and to call their own.

The Hobby Company has gone through a total of 3 different owners: Rob Brost, Leslie Hatch-Wong and Gina Mark.

Rob founded The Hobby Company in 1975 and owned it for 10 years. He sold the store to Leslie in 1985. Leslie owned the The Hobby Company from 1985 to 2006 and was an independent Asian American business woman. She maintained the store and made it successful by adding new hobbies, attending craft shows and bringing in the latest crafting fads.

After many years, Leslie made the decision to live abroad with her husband and decided to either sell or close down the store. Gina started working at the Hobby Company in 1990 and worked as the bookkeeper for many years before continuing as the manager of the store. Leslie sold the business to Gina in 2006 instead of closing it down. The offer was an incredible opportunity for Gina to take over and keep The Hobby Company doors open for all hobbyists who loved and enjoyed the store. Gina is also an Asian American business woman, married 15 years with two children.

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

N/A

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

The business is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Gina Mark is the sole owner of the business.

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

The ownership history of The Hobby Company of San Francisco is as follows:

1975 – 1985	Rob Brost
1985 – 2006	Leslie Hatch-Wong
2006 – Present	Gina Mark

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 5150 Geary Blvd is classified by the Planning Department as Category B, Unknown / Age Eligible with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Loyal customers have helped keep the store in business all these years. Providing hard to find items and being the only craft store in the neighborhood has made The Hobby Company a “go-to” store for a lot of individuals. One of our biggest niche markets is students who shop at the store for all their project needs. The Hobby Company is considered “project headquarters” where students and parents can find all the necessary accessories for diorama’s including California’s Mission churches, solar system models and art supplies and materials. Parents and students from schools in the Richmond District – as well as schools downtown, in the Mission

and in other neighborhoods throughout the city – are able to find what they need to build that specific project.

The Hobby Company celebrates holidays by encouraging customers to make their own gifts and create homemade crafts. Valentine’s Day, Easter, Halloween and Christmas are popular holidays at The Hobby Company, where customers can find craft essentials for each individual holiday. For Valentine’s Day, customers buy paper hearts to decorate with paints, glitter, beads and ribbons. For Halloween, the store sells supplies like face paints, felt, glue guns and fabric markers, just to name a few.

The Hobby Company currently employs five part-time workers, and all have been with the store for over five years. Being with the company for so long, each employee offers experience and knowledge and helps make customer service a top priority for the store. One employee, Erik, has been with The Hobby Company for 30 years and is one of the only radio control experts in the community, offering his advice and expertise on repairs and problems. He is definitely an essential part of the store in serving the help that no one else can find.

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

The Hobby Company hosted an in-store Annual Model Contest from 1977 to 2001, featuring car models, tank and military models and dioramas. The contest was available for modelers from ages 11 to adults. Official judges chose the winners. The Hobby Company also participates annually in Small Business Saturday event held on the Saturday after Thanksgiving. The store is decorated with balloons and signage, and customers receive canvas bags, stickers and pens as giveaways.

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

Mireille Schwartz, the editor for the multicultural San Francisco fashion journal BIENTÔT Magazine, recommended The Hobby Company on October 9, 2005.

*“Being a single parent here in the city means I have to improvise a lot. This shop has been in the same location for 35 years and it’s clear to see why. For the true aficionados, they have unparalleled model-making resources. For the rest of us they have comprehensive selection of glass beads, make-it-yourself dolls and houses, cherry wood and walnut veneers, and general art supplies to make a rainy day fly by. Last week I had a bona fide summer time sidewalk chalk emergency and Hobby Co. came to our rescue, bien sur!”*

In addition, The Hobby Company was mentioned in the Richmond Review/Sunset Beacon on February 13, 2019, in an article titled, “A sense of Community can be built with small items,” written by Jan Robbins on June 1, 2018.

*“Richmond District resident Christine Raher is trying to build neighborhood community with very small items, ‘fairy garden’ items to be exact. Her fairy garden is located on Cabrillo Street at 31<sup>st</sup> Avenue and is attracting participants young and old.*

*‘Making a fairy garden is as simple as placing marbles in a circle,’ claims Raher. ‘The most fun comes from finding creative ways to make miniature items from recycled materials, or just hand painting a rock with a heart on it.’*

*In addition to on-line resources on how to create fairy garden items, Raher also highly recommends a familiar neighborhood store, The Hobby Company of San Francisco, located on Geary Boulevard at 16<sup>th</sup> Avenue.*

*They have an incredible selection of inexpensive miniature items that go perfectly in a fairy garden. Children love to create homes and places for the little critters to play and rest, and the selection allows for every person to put their own personal touch on their magical space. This shows you that community can be built with something very, very small.’”*

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

The Hobby Company has been visited by a lot of well-known celebrities in the past. The business was fortunate to have the opportunity to serve the late Robin Williams and his family in school projects and radio controlled items. Last year, Adam Savage from the TV show MythBusters, Christien Kafton from Channel 2 News and famous singer Sinead O'Connor have visited the store. Longtime customer Frank Wong, who has been shopping with The Hobby Company for years, is an artist who designs miniature models of his Chinese heritage traditions growing up. He currently has an exhibit of his life's work displayed at the Chinese Historical Society Museum in Chinatown. He explains that he has come to shop at The Hobby Company to buy a lot of his materials to make his miniatures.

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

The Hobby Company has been a big supporter in helping out schools and education. The business has, for years, donated gift certificates and craft supplies, which were auctioned off at school events to help raise money for needed school supplies, buses for field trips and school building improvements. Throughout the years, The Hobby Company has also donated to numerous nonprofit establishments such as The Boys and Girls Club, Home Away from Homelessness and Horizons Unlimited to name just a few. Offering craft and hobby supplies has been helpful to each and every organization so they can enjoy crafting in their lives.

In 1977, the store began a long-running model contest for the community. The Hobby Company hosted an Annual Model Contest for avid and passionate model builders. There were numerous levels in the contest including car models, tank and military models and dioramas. Judges choosing the winners were official and from the International Plastic Model Society (IPMS). The contest was available for young modelers from age 11 to advanced adults. The model contest

was a way to bring the community together and celebrate hobbyists and their passion. The last model contest was held in 2001.

The Hobby Company has successfully been in business for 44 years selling all the great same craft and hobby supplies that customers love. Patrons of The Hobby Company know they can rely on the store to get exactly what they need. A day does not go by without customers expressing their gratitude to the business for serving the community all these years for their projects, their children's projects and now their grandchildren's projects.

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

The Hobby Company is a diverse retail store that serves a diverse community. The store offers many different items for all ages. Some customers live around the corner in the Richmond District where the store is located. Some customers are visitors to San Francisco staying in downtown hotels, stopping by looking for hard-to-find hobby merchandise. And some customers live in the East Bay and call the store to see if they carry specific items. The Hobby Company is for everybody, from true hobbyists to anybody who wants to give it a start.

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

N/A

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

If the Hobby Company closed its' doors, the Richmond District will lose a friendly, family-oriented unique store. There wouldn't be a place for students to come for all their project needs: hard-to-find items such as Native American figures for their Mission dioramas and Styrofoam balls for their solar systems. Children would be disappointed. A lot of customers do not like supporting big chain stores and online shopping because they believe in supporting local small businesses. Losing The Hobby Company would be a big loss and major disappointment for the neighborhood.

**CRITERION 3**

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

In business for over 40 years, The Hobby Company of San Francisco has been dedicated to helping customers with their craft and hobby needs. The store has an extensive selection of products for helping crafters of all ages, including paints, brushes, glues, adhesives, beads, jewelry, crafts, dioramas, model kits, supplies, needlework, miniatures, R/C (radio control), trains and seasonal items. The Hobby Company has knowledgeable and friendly associates and in-store events, and informative displays that offer an inspiring shopping experience for customers to reach their creative goals.

**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)**

The Hobby Company is dedicated to keeping the importance of “hands-on” crafts and hobbies in our community. Our children today should know the importance of family time, either putting together a puzzle or painting a plastic model, things that they can reflect upon after and recognize that they actually created something.

The age of video games, cell phones and ordering things online has made people forget about the importance of going out, getting exercise and enjoying shopping in a real store. Changes in lifestyle and shopping practices have already resulted in the closing of other hobby shops in San Francisco in the past like Franciscan Hobbies and Chan's Trains and Hobbies. The increasing rate of people who order merchandise online will hurt all small businesses and brick and mortar stores in a matter of years.

The Hobby Company should remain a part of the community to remind people that there still is a place they can go to and buy items to fulfill their crafting and hobby needs. People still enjoy walking into a small business and seeing, feeling, touching and smelling the products for sale. The Hobby Company is a special place that has something for everybody, from ages 1 to 99. The Hobby Company supports everyone and enjoys serving the neighborhood, and intends to keep craft and hobbies a tradition in people’s lives.

**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.).**

N/A

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been operating for 30+ years is included in this Legacy Business Registry application.



**THE HOBBY CO.**

crafts • hobbies • models • beads • miniatures

SOLUTIONS



2" Styrofoam Ball  
39¢ each

2 1/2" Styrofoam Ball  
49¢ each

3" Styrofoam Ball  
79¢ each

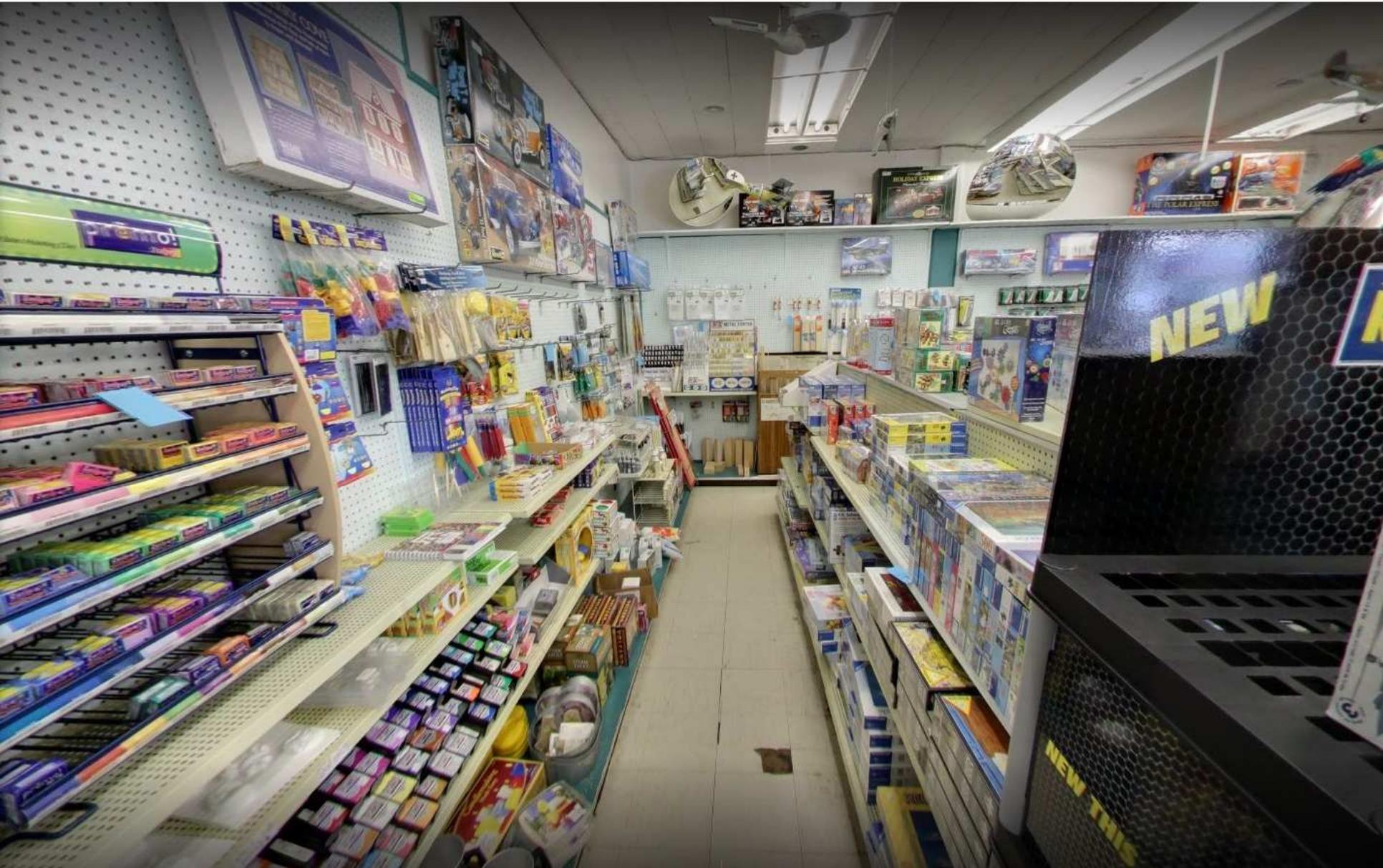
4" Styrofoam Ball  
\$2.19 each

5" Styrofoam Ball  
\$2.99 each

6" Styrofoam Ball  
5.99 each











**ON THE TOWN**

*With Mireille Schwartz*

# Bientôt editor finds cool and hot spots

By Aidin Vaziri

CHRONICLE STAFF WRITER

Mireille Schwartz, a former Lucasfilm employee whose grandfather was a U.N. ambassador in East Africa, is the editor of the new multicultural San Francisco fashion journal *Bientôt*. These are some of her favorite S.F. spots:

**St. Jude Shrine, 2390 Bush St.** "You don't have to be religious at all to enjoy this tranquil oasis in Pacific Heights. For one thing, it's massive, and just the old-school Florentine architecture alone should leave you profoundly awestruck. Once you step inside this usually pretty empty cathedral and catch sight of the endless sea of white candles, you can actually feel your blood pressure drop. I usually do the formal ritual thing of lighting a candle, then sit for a minute to meditate and reflect on the day or a hectic series of events. I can categorically say this is my number one chill spot in the city."

**Otis, 25 Maiden Lane.** "After all the soul-searching, I head to this semiprivate lounge, San Francisco's answer to Studio 54, for a glass of Sangiovese. Co-owners Joseph Latimore and Damon White firmly adhere to their bold claim that the club is 'as inclusive as it is exclusive.' Everyone can stop in and check out Otis during the daytime starting at 2 p.m. The club wisely takes a break from 7 until 8 p.m. Then, if you're lucky enough to be blessed with a super-secret membership, you get to spend your evenings partying alongside the Dandy Warhols on a rug made entirely of fresh sod, realizing that perhaps there really is a renaissance taking place in our city right now."

**Shangri-La Vegetarian Chinese Restaurant, 2026 Irving St.**

many tiny cups of Chinese tea with gusto. True to their claim, there truly is not one iota of fish here at all. An additional bonus is that chef Luke Sung will custom-make you just about anything, even if it's not on the menu, so bring your creativity with you to this spot. After stuffing your face with their signature spiced tofu dishes and washing it all down with a Tsingtao or two, there's always that almost guilty moment of pleasure when you get the check and note it's never much more than 20 bucks."

**Amoeba Records, 1855 Haight St.** "It's tried and true, and there is some universal algorithm in place that guarantees that every time you enter this shop searching for that obscure out-of-print '80s indie CD you've been jonesing for, you will find it in under 60 seconds flat. And that it'll be less than \$10. No matter what I'm in the mood for, this hallowed music hall satiates me. The occasional live music shows the store hosts on Fridays are guaranteed to have you bopping in the aisles, plus there's always the offhand chance that the dude who's helping you

**"You get to spend evenings partying alongside the Dandy Warhols, realizing that there really is a renaissance in our city right now."**

find that old Mark Farina CD in the discount bin is actually a budding rockstar. Check it out."



Mireille Schwartz engages in a shoe fantasy with a Lanvin pump, P

stand. This woman shall remain nameless. In the heart of Presidio Heights lies a shop you must hurry past each time you are even on that same side of the street, a store so seductive you have to promise yourself that you can only go in there once a month, and then only to look. Prada, Comme des Garçons, Jil Sander and Jimmy Choo abound here, and the stylists pamper you and know how to select a few baubles that actually really work with your own personal style."

**Green Apple Books, 506 Clement St.** "Never mind that I used to date a guy who worked here whom I will now cryptically refer to only as 'Groovy Kevin.' Heck, we made up eons ago and I now have the benefit of his swanky employee discount. New or used, best-seller or antique, this bookstore never disappoints. All the staff members are clearly avid readers, so their recommendations

cia St. "I've been inked here and there around the city over the years, but these gurus go so far as to hand-mix their own colors. They are the disciples of Don Ed Hardy, who has since gone Hollywood, but these four artists remain firmly planted in San Francisco to claim his former title. My favorite is the adorable (but painfully shy), bespectacled Jeff Rasser; he's Clark Kent all the way. Jeff recently put some big fat military stars on my wrists with marksman-like precision. Next up: finishing my full back piece with a bold flower and hummingbird design."

**Vorpall Gallery, Gough and Grove.** "The gallery was ensconced on the People's Republic of Grove Street, but owner Muldoon Elder has since gone on to greener pastures. The landladies initially offered him a sweetheart lease, then reneged (hey, it's San Fran-



KATY RADDATZ/The Chronicle

**Mireille Schwartz** engages in a shoe fantasy with a Lanvin pump, Prada pump and Jimmy Choo sling-back at Susan on Sacramento.

stand. This woman shall remain nameless. In the heart of Presidio Heights lies a shop you must hurry past each time you are even on that same side of the street, a store so seductive you have to promise yourself that you can only go in there once a month, and then only to look. Prada, Comme des Garçons, Jil Sander and Jimmy Choo abound here, and the stylists pamper you and know how to select a few baubles that actually really work with your own personal style."

**Green Apple Books**, 506 Clement St. "Never mind that I used to date a guy who worked here whom I will now cryptically refer to only as 'Groovy Kevin.' Heck, we made up eons ago and I now have the benefit of his swanky employee discount. New or used, best-seller or antique, this bookstore never disappoints. All the staff members are clearly avid

cia St. "I've been inked here and there around the city over the years, but these gurus go so far as to hand-mix their own colors. They are the disciples of Don Ed Hardy, who has since gone Hollywood, but these four artists remain firmly planted in San Francisco to claim his former title. My favorite is the adorable (but painfully shy), bespectacled Jeff Rasser; he's Clark Kent all the way. Jeff recently put some big fat military stars on my wrists with marksman-like precision. Next up: finishing my full back piece with a bold flower and hummingbird design."

**Vorpal Gallery**, Gough and Grove. "The gallery was ensconced on the People's Republic of Grove Street, but owner Muldoon Elder has since gone on to greener pastures. The landladies initially offered him a sweetheart lease, then reneged (hey, it's San Fran-

cisco, after all). Luckily, not much has been lost in the translation, and a smaller private studio is now located a block away on Gough Street. He's still got the amazing Escher prints, Toulouse-Lautrec originals and even a Picasso and a Rembrandt or two. You can still go check it all out and arrange an appointment to view the classics up close and personal if you simply call the old Vorpal Gallery number."

**Hobby Co. of San Francisco**, 5150 Geary Blvd. "Being a single parent here in the city means I have to improvise a lot. This shop

has been in the same location for 35 years and it's clear to see why. For the true aficionados, they have unparalleled model-making resources. For the rest of us they have a comprehensive selection of glass beads, make-it-yourself doll houses, cherry wood and walnut veneers, and general art supplies to make a rainy day fly by. Last week I had a bona fide summer time sidewalk chalk emergency and Hobby Co. came to our rescue, *bien sûr!*"

E-mail Aidin Vaziri at [avaziri@chronicle.com](mailto:avaziri@chronicle.com).

San Francisco Chronicle  
**STYLE**

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## Richmond Review/Sunset Beacon

NEWS FOR SAN FRANCISCO'S RICHMOND AND SUNSET DISTRICTS

TUESDAY, JUNE 18TH, 2019



COMMUNITY

# A sense of community can be built with small items

ON JUNE 1, 2018 • ( LEAVE A COMMENT )

by Jan Robbins

Richmond District resident Christine Rahe is trying to build neighborhood community with very small items, "fairy garden" items to be exact. Her fairy garden is located on Cabrillo Street at 31st Avenue and is attracting participants young and old.





A fairy garden at 31st Avenue and Cabrillo Street is comprised of miniature artworks, many of which are created from recycled and reused items. Courtesy photos.

The idea came after visiting her youngest son and family in Portland, where “fairy gardens” are common in the front yards of homes.

“Portland’s north-west moisture easily transforms small areas of grass- and moss-covered stones into miniature gardens, and neighborhoods are filled with them. It becomes a community activity where children walk by to move and add small items, like shiny stones, miniature toadstools and painted doorways. I call mine a ‘rock fairy garden’ because it’s mostly rocks,” Raher said.

After announcing the creation of a community fairy garden on the Next Door website, donations began to arrive. Especially welcome were items made with repurposed materials, like marbles, popsicle sticks and seashells. Rather discovered several fairy garden sites on Pinterest and used ideas she found, including a marble on a golf tee to make a “gazing ball.”

“I took out my glue gun and bamboo skewers and had a couple of ladders in no time,” laughs Raher. “Luckily, a very talented neighbor has taken an interest in the garden and has produced some beautiful items, including painted doorways on rocks, a picnic bench made of coffee stirrers and a lovely painted bed for the fairies to rest. I call her the rock fairy godmother.”



Christine Raher holds a miniature picnic bench from her fairy garden that was created with coffee stirrers.

In addition to the large square flower bed used for the fairy garden, the Raher household also participated in the Public Bench Project and secured a bench for one side of the garden.

“Having the bench really made the fairy garden come alive,” Raher said.

“It allows neighborhood walkers to take a break and look at developments in the garden, since it always changes. Each day my husband and I run to the window when we hear someone active in the garden. Sometimes, it’s children moving little pieces around, or, it’s senior ladies speaking their native language while they admire and smile at

all of the miniatures they see, occasionally adding something.”

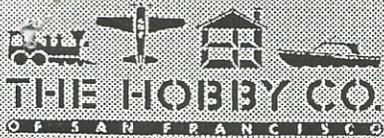
Raher’s ultimate vision is seeing more Fairy gardens throughout the Richmond neighborhood. Perhaps even creating a “fairy garden walk” for small children.

“Making a fairy garden is as simple as placing marbles in a circle,” claims Raher. “The most fun comes from finding creative ways to make miniature items from recycled materials, or just hand painting a rock with a heart on it.”

In addition to on-line resources on how to create fairy garden items, Raher also highly recommends a familiar neighborhood store, The Hobby Company of San Francisco, located on Geary Boulevard at 16th Avenue.

“They have an incredible selection of inexpensive miniature items that go perfectly in a fairy garden. Children love to create homes and places for the little critters to play and rest, and the selection allows for every person to put their own personal touch on their magical space. This shows you that community can be built with something very, very small.”

3ULLPEN COPY



5150 Geary Blvd.  
San Francisco, CA 94118  
415 / 386-2802

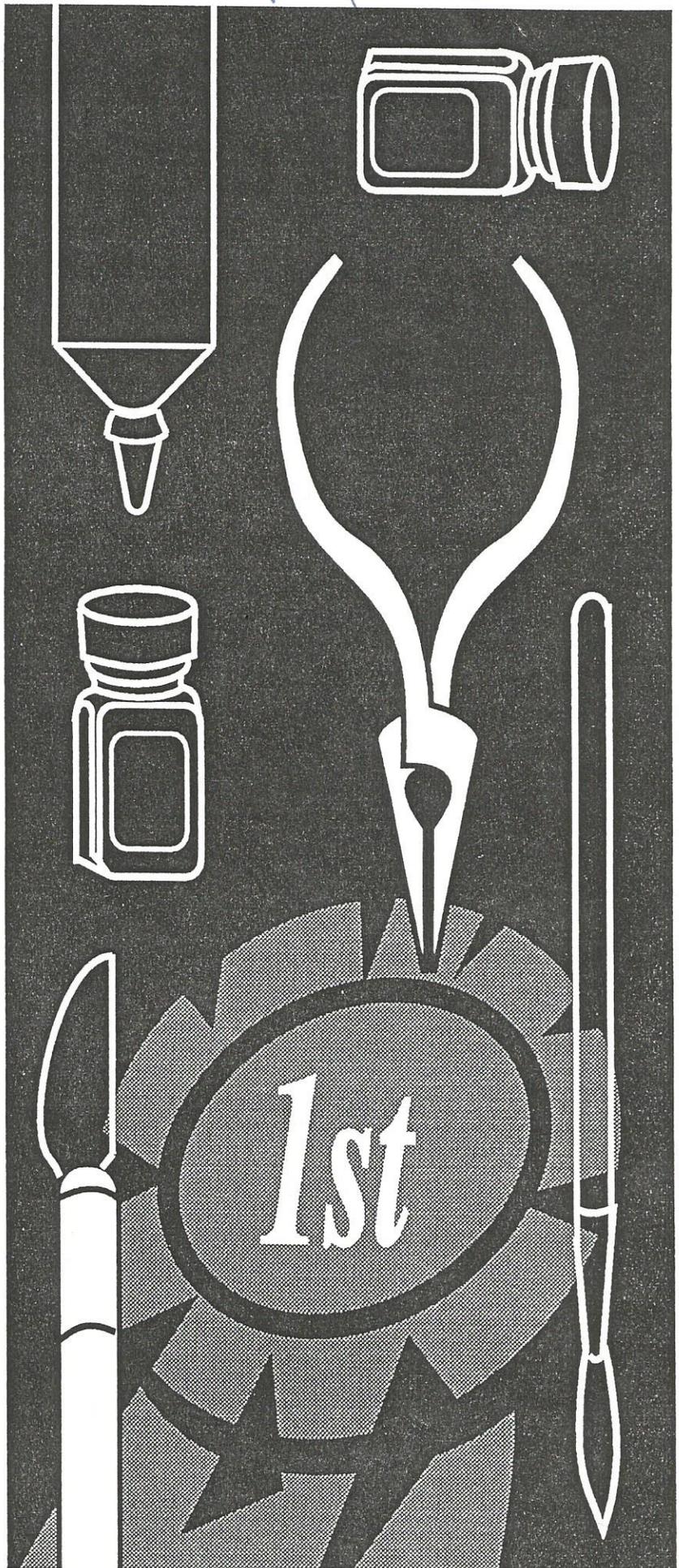
# 1993 17th annual model contest

entries accepted  
August 23 - August 29,  
1993

- ribbons
- trophies
- gift certificates
- and more

Entry blanks available  
with \$5.00 minimum  
purchase.

**DEADLINE:**  
August 29, 1993, 5 p.m.  
**NO EXCEPTIONS!**



# CATEGORIES and prizes

## CATEGORIES:

1. Land Vehicles (cars, trucks, motorcycles, etc.)
2. Aircraft
3. Wooden Aircraft
4. Space Craft and Support Vehicles
5. Watercraft (boat, ships-naval, merchant and civilian)
6. Military Equipment
7. Trains and other rail vehicles
8. Figures
9. Diorama (no larger than 16" x 18")

## AGE GROUP:

- A. 11 years and under
- B. 12 years to 17 years
- C. 18 years and older

## PRIZES:

BEST OF SHOW (1)

\$100.00 gift certificate, trophy and a Hobby Co. ribbon

GRAND PRIZE / AGE GROUP (3)

\$50.00 gift certificate, trophy and a Hobby Co. ribbon

FIRST PLACE IN EACH CATEGORY / AGE GROUP (18)

\$5.00 gift certificate and a ribbon

SECOND AND THIRD PLACE AWARDS AND HONORABLE MENTIONS:

ribbons

MOST CREATIVE AWARD (1)

\$25.00 gift certificate, trophy and a ribbon.

*ALL ENTRIES RECEIVE A 10% DISCOUNT CARD GOOD FOR ONE MONTH*

# RULES

1. Models will be accepted **AUGUST 23 - AUGUST 29, 1993** at the store.
2. Entry deadline: **SUNDAY, AUGUST 29, 1993; 5:00 p.m. NO EXCEPTIONS!**
3. Contest judging: **Tuesday August 31, 1993.**
4. Results posted: **Thursday September 2, 1993.**
5. One (1) Entry form is required for each model entered and can be obtained with each purchase of \$5.00 or more.
6. Each contestant may enter one (1) model in each of the nine categories. A separate entry form must accompany each model.
7. **Age group "A" will enter in to a general competition (i.e. no categories).**
8. Dioramas entries can be no longer than 16" x 18". **NOTE: ALL ELEMENTS OF THE DIORAMA MUST BE FIRMLY ATTACHED TO THE BASE; DIORAMAS WITH LOOSE COMPONENTS SUCH AS GROUND COVER, VEHICLES AND / OR FIGURES WILL NOT BE ACCEPTED.**
9. Previous Hobby Co. Contest entries are not eligible.
10. **PROFESSIONAL MODELERS ARE NOT ELIGIBLE.**
11. Entries are assumed to be the sole work of each individual competing. Cooperative efforts will be disqualified.
12. Models must be picked up by the following dates. Any model left 30 days beyond the pickup date will become the property of the Hobby Co.
  - Best of Show, Best of each Age Group and First Place winners will be required to leave their models until September 15, 1993.
  - All other entries can pick up models after September 9, 1993. (We might ask some of these models to remain longer.)
13. Self-contained, battery powered electric models will be operated only during judging. For safety reasons, electric models will not be plugged in.
14. **EVERY EFFORT WILL BE MADE TO SAFEGUARD YOUR MODEL, BUT WE CANNOT BE RESPONSIBLE FOR ACCIDENTAL DAMAGE OR LOSS.**
15. Decisions of the judges are final.
16. I.P.M.S. (International Plastic Model Society) will present awards in their own categories.◆

**From:** Sally Walen

**Sent:** Saturday, June 08, 2019 6:55 PM

**To:** LegacyBusiness (ECN) <LegacyBusiness@sfgov.org>

**Subject:** Support for The Hobby Company

Dear Richard,

I am writing to express my support to approve the legacy business application for The Hobby Company. San Francisco desperately needs stores like The Hobby Company. In an increasingly Amazon-dominated world there are very few brick and mortar establishments left where families and hobby enthusiasts can find the materials they need to do arts and crafts projects.

If the City really wants to walk the walk to keep families here it needs to protect places like The Hobby Company. It is a true treasure in the Richmond District.

Sincerely,  
Sally

Sally Walen

Freelance Copywriter

[www.sallyandstephanie.com](http://www.sallyandstephanie.com)

Celebrating  
44 Years



THE HOBBY CO.  
O F S A N F R A N C I S C O



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-015  
*Business Name:* Just For Fun  
*Business Address:* 3982 24th Street  
*District:* District 8  
*Applicant:* David Eiland, Co Owner  
*Nomination Date:* September 27, 2017  
*Nominated By:* Supervisor Jeff Sheehy

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

4068 24th Street from 1987 to 1990 (3 years)  
3982 24th Street from 1991 to Present (28 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

**JEFF SHEEHY**

September 27, 2017

Re: Nomination of Just for Fun & Scribbledoodles for the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Just for Fun & Scribbledoodles for the Legacy Business Registry. Since 1987, Just for Fun & Scribbledoodles has served San Francisco and the Bay Area with the most diverse collection of gifts, toys, candles, frames, photo albums, journals, pens as well as the largest social stationery and invitation department. Further, the Scribbledoodles staff prides itself on handmade invitations. They employ natural papers from around the world, and other exciting materials to create one-of-a-kind invitations.

I believe this business would greatly benefit from becoming part of San Francisco's Legacy Business Registry. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy  
Member, San Francisco Board of Supervisors

# Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Just For Fun (ynk, Inc. dba/Just For Fun)		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Robert Ramsey David Eiland		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
3982 24th Street San Francisco, CA 94114		((415))285-4068
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
justforfun.awesomethis.com	just for fun	

<b>APPLICANT'S NAME</b>	
David Eiland	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
co owner (vp/sec ynk, inc.)	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
3982 24th Street	(415) 285-4068
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0338846	c1829502

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
4068 24th Street	94114	1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1987 - 1990	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3982 24th Street	94114	Start: 1991
		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.

David V. Eiland 4/18/19



Name (Print):

Date:

Signature:

## **JUST FOR FUN**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Just For Fun is a retail store located at 3982 24th Street in Noe Valley featuring a diverse collection of art supplies, gifts, toys, candles, frames, photo albums, journals, pens, social stationery and invitations. In 3,600 square feet of retail space, customers will find the store stocked floor to ceiling with everything from the practical to the bizarre.

Robert Ramsey conceived the concept of Just For Fun and opened the first store in 1987 at 4068 24th Street selling recycled paper products, greeting cards and small toys and novelty items, most of which were Disney licensed. Over the first few years, the product range began to morph into more gift and stationery products.

Within the first year, the store opened two more locations: the Hearst Building at Five 3rd Street , Ground Floor, in 1988 and 2426 Fillmore Street in 1988. After the Loma Prieta Earthquake in 1989, the Market Street location became a sale outlet store until the end of the lease in 1990. The Fillmore store was not experiencing the robust customer interest as the Noe Valley location and became an outlet store until the end of its lease in 1991.

Just For Fun in Noe Valley outgrew its original 500 square foot location at 4068 24th Street and relocated a block down to its current location at 3982 24th Street, which had been a rotation of many businesses since it was built. The new location offered a significant opportunity to change the business model beyond greeting cards and novelty toy products since it was significantly larger, an increase to 2,100 square feet. The product offerings started to include frames, photo albums, stationery product and more significant toy and general gift items.

In 1991, David Eiland became a co-owner of Just For Fun in Noe Valley. David had left a 20+ year career in publishing and had just retired from Random House, which had a West Coast office in Noe Valley.

The collaboration of the new partnership resulted in the development of small “departments” within the overall store of Just For Fun. It allowed the store to maximize on trends and stock product broadly and deeply for maximum inventory and cross merchandising of juvenile, adult, housewares, decorative and gifts in the same trend category. An example would be the craze of “Moon and Stars,” “Western and Lodge” and “Winnie The Pooh,” which were all huge trends in all markets in the early 1990s with products ranging from toy to blankets to high end décor and

furniture. These “categories” were all mini departments unto themselves. We started changing the layout of the fixtures to create 8- or 10-foot areas for specific trend categories which we called departments.

In 1993, the store added Stationery as a department with the addition of Crane & Company and other fine paper lines. As a natural extension, the store opened the first Custom Invitation department featuring on-site printing through the purchase of a new computer system out of Boston, Inscribe, Inc. It proved to be such a huge success in Noe Valley that the store knocked out the back room walls and made a dedicated room for Custom Printing and Social Stationery. The department exploded in popularity. In 1996, Just For Fun leased the storefront next door, underwent a total reconstruction and combined the two locations into one 4,500 square foot store and branded the stationery and invitation department as Scribbledoodles, employing 5 to 6 employees dedicated to that department alone. One of those employees was dedicated to corporate and business-to-business development alone. It was the boon years of tech and corporate entertaining, serving this department well.

In January 2000, Robert and David wandered in to a showroom of hand-blown glass ornaments while at a gift show in Atlanta. After mulling it over, they took the leap of developing the store into a true holiday environment for the winter holidays, developing relationships with producers of hand blown glass ornaments and hiring professional tree designers. The designers taught the staff how to light trees and decorate them for maximum impact, and a tradition in Noe Valley was born. The holiday tradition has grown to include the extensive decoration of the storefront and now the parklets in front of the store. The tradition expanded to include “Reindeer Night,” when the store hosts two live reindeer and Santa Claus.

In February 2004, Robert and David leased a small second floor storefront across the street from Just For Fun and opened “Artsake, for artists of all ages” in 700 square feet. At Artsake, customers could buy fine art supplies and take classes in cartooning, drawing, acrylics, oils and workshops for all levels of experience. After spending 5 years developing the business and customer base for Artsake, it was reallocated into Just For Fun, minus the classes and workshops, becoming a department of the store.

Today, Just For Fun, and its departments Scribbledoodles and Artsake, continues to carry greeting cards and novelty toys from which it began, but is also a full-service mini department store, variety store, stationery store, art supply store housewares store and give store. Scribbledoodles features five InScribe machines for personalized stationery, the entire Infinite Design Catalog and the ability to work with any custom artwork or photographs to make invitations unique and totally custom. In most cases, orders are delivered in less than a week. Natural papers from around the world are used with other exciting materials to create one-of-a-kind invitations. The department also features a full-service corporate division that works with event planners and in-house marketing departments seven days a week. The client base stretches from the Philippines to Boston to Hong Kong.

A couple of years ago, our landlord Anges Brunner passed away, and his son now manages the property. During lease negotiations, he made it clear to Just For Fun's attorney that the present lease would be the last lease, ending in November 2021. This poses the store's biggest challenge – finding a new location, which the owners are in the process of doing. It is hoped that getting listed on the Legacy Business Registry would put the store in a better position.

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

Just For Fun has never ceased operation since 1987.

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

The business is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of (the business) is as follows:

1987 to 1990	Robert Ramsey
1991 to Present	Robert Ramsey and David Eiland

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building that houses Just For Fun is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the eligible 24th Street Commercial Corridor Historic District.

**CRITERION 2**

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

Just For Fun has morphed over its 33 years in Noe Valley to match the changing needs of the demographics of the neighborhood. The store added custom printing (Scribbledoodles) with the ability to plan birthday parties, baby showers, etc. to match the growing population of families since the neighborhood became more family centric. Since incorporating the custom stationery business, Just For Fun has helped celebrate weddings with invitations, which led to baby showers with birth announcements, then birthday parties, christenings, Bar/Bat Mitzvahs and graduations, and full circle back to wedding invitations with a second generation.

Just For Fun has helped an untold number children with their class projects, such as constructing volcanoes, through the Artsake department. Just For Fun has wrapped untold thousands of birthdays presents on Saturday mornings, helped children spend untold dollars in allowance or "chore" money and seen tooth fairy earnings from thousands of baby teeth.

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

Over the years, Just For Fun has participated in every neighborhood event, in many cases acting as a major sponsor. The store continues to be the Co-Sponsor of the Grand Menorah Lighting, which Just For Fun originated with Chabad of Noe Valley 15+ years ago. Just For Fun was one of the founding members of the Noe Valley Merchants and Professionals Association (NVMPA) Events Committee and a major sponsor in the beginning years of the 24 on 24 Holidays and Noe Valley Association Easter Egg Hunt. Just For Fun continues to be the sole sponsor of Reindeer Night on 24th, an event now going in to its 10th year. David Eiland and Robert Ramsey have served on the Steering Committee, Startup Committee and the Board of Directors of the Noe Valley Association. David has served as Vice President since the formation of the CBD and is active in its functioning operations as needed or requested by the executive director. David and Robert have been willing donors for school auctions and fund raisers in the community and never once turned down a sponsorship request or donation from a worthy local organization.

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

Just For Fun has been referenced in many trade magazines like Gifts and Decorative Accessories, and was the featured retailer in Art Materials Retailer in the Fall 2018 edition. For a number of years, Just For Fun was recognized as First Place in a number of categories in J Magazine Readers Choice awards including Favorite Children's Store, Favorite Invitations and Favorite Gift Store.

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

Not applicable.

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

Just For Fun has always had a policy of paying full time employees full health insurance and 10 days of personal paid days off.

Just For Fun donates to many community schools, organizations and charities. Over the years the owners have hired dozens of students as their summer, holiday and first jobs from within the community and for customers as they have grown to work age. A couple returned after college and worked in management positions while deciding where to land career-wise. For a couple of years James Lick (High School?) had a “Mentors Program” that Just For Fun participated in.

David Eiland serves on the Board of Directors of the Noe Valley Association, which manages the Noe Valley Community Benefit District (CBD). He has served as the Vice-President since the CBD’s formation and is also Chairperson of the Streetscape Committee. When applicable, the owners participate in community meetings and city hearings. Just for Fun co- sponsors many community events with the Noe Valley Merchants, Friends of Noe Valley and the Noe Valley Association.

Just For Fun donated and maintains the two play structures in the parklet in front of the store – a painting board and a shape and gear action board – where kids can be creative and active while the adults relax at bistro tables and chairs in the parklet, which Just For Fun maintains for the Noe Valley Association.

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

Just For Fun’s customer base includes young single professionals, families with children, older long-term residents, artists, teenagers and young children. There is no average demographic profile for the Just For Fun customer; the store serves all age groups.

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

Not applicable.

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

Just For Fun started as simple, small neighborhood card and gift/novelty store and is now one of the few remaining general merchandise, multi department/category retailers in the city. If the store were to close, the community would lose a place to buy stationery, greeting cards, toys, art supplies, birthday party gifts, supplies for school projects, Christmas ornaments and decorations, Judaica related products and Jewish Holiday supplies. There is no place else that still carries fine writing pens and refills in Noe Valley. The variety of higher quality housewares

and many other categories of business would disappear, leaving only mass market options from grocery stores and drug stores. There would be a loss of old fashioned customer service – knowing your customers’ names, the dogs’ names, etc. It would be a loss of a culture that rarely exists anymore in large cities.

Starting a multi-faceted, multi department retail operation from scratch would be close to impossible in the current era of retail. The loss of this type of resource to a community would force buying practices to revert to online avenues, further diminishing the culture of neighbors meeting neighbors.

### **CRITERION 3**

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

Just For Fun, including Scribbledoodles and Artsake, is a full-service general gift store offering an eclectic range of stationery, greeting cards, custom printed invitations, stationery, toys for all age groups, housewares, party supplies, art supplies and more.

#### **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)**

Just For Fun is and has always been a fluid retailer that grows and changes as the demographic of Noe Valley does. Our commitment will be to serve the needs and whimsies of our customers whenever practical or possible.

#### **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.).**

Not applicable.

#### **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.





Just For Fun  
& *Scribbledoodles*

SCRIBBLEDoodles



Fast For Fun  
*Scribbledoodles*

OLD BA

Just For Fun  

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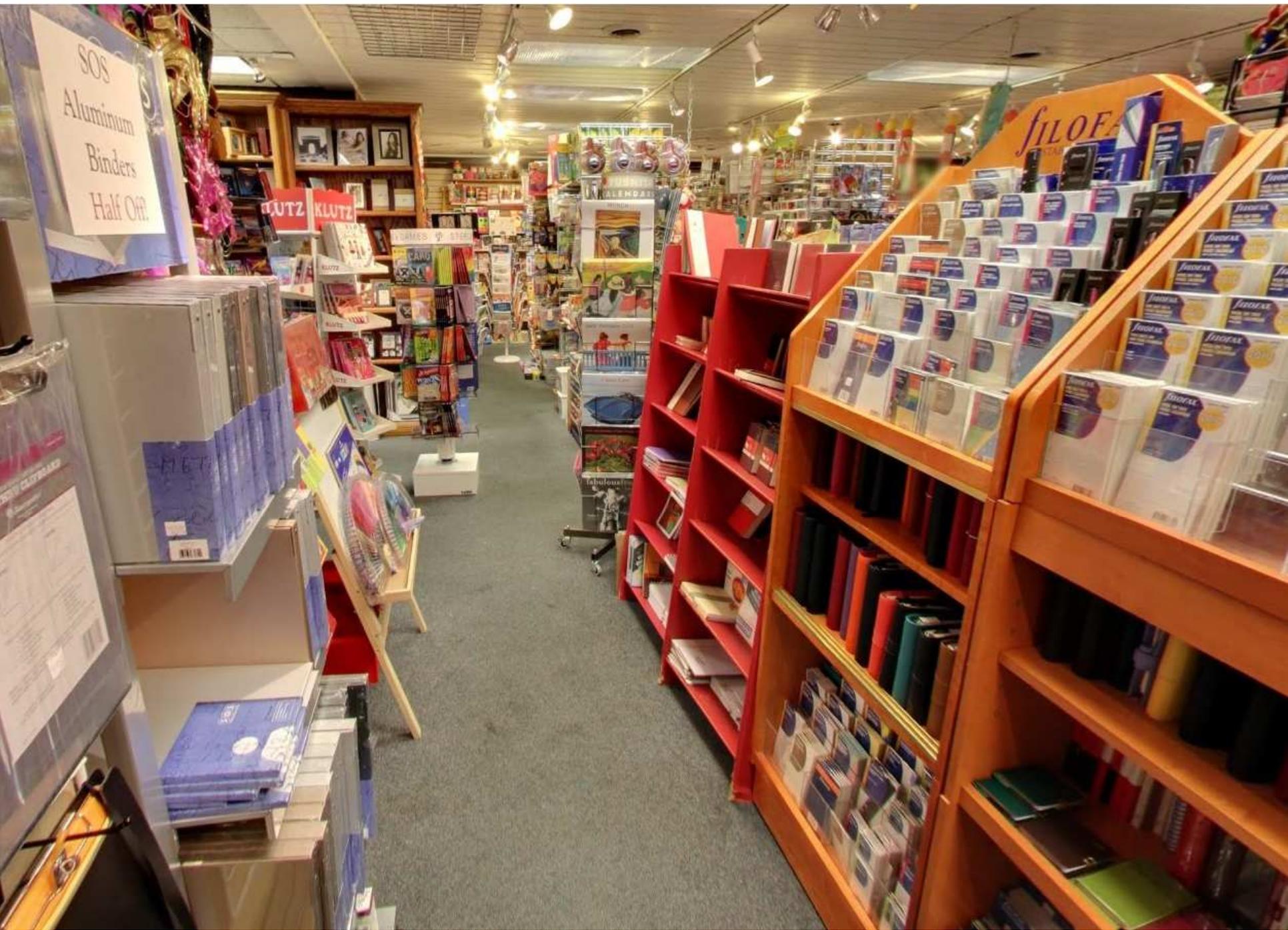
*& Scribbledoodles*

Just For Fun

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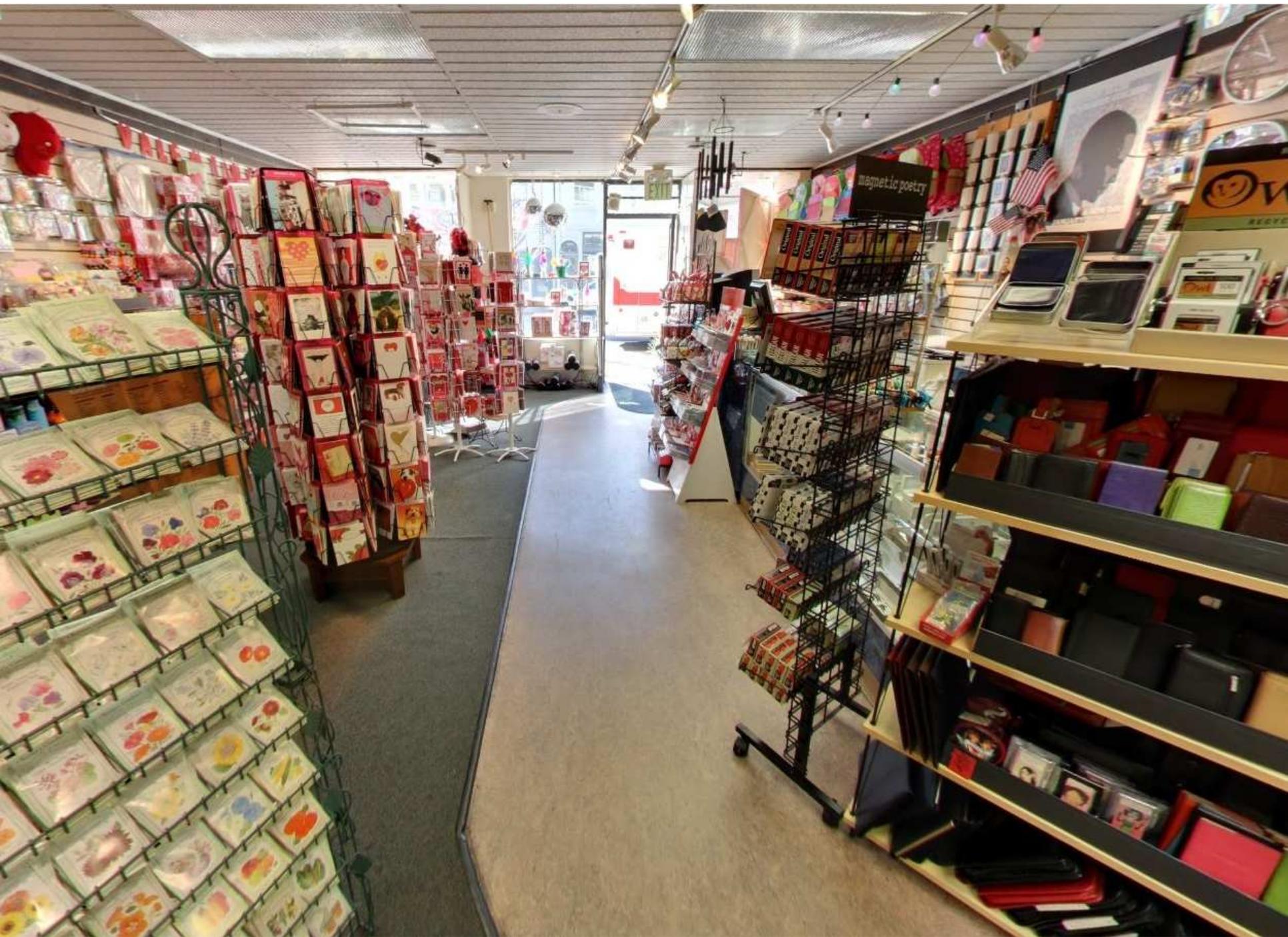


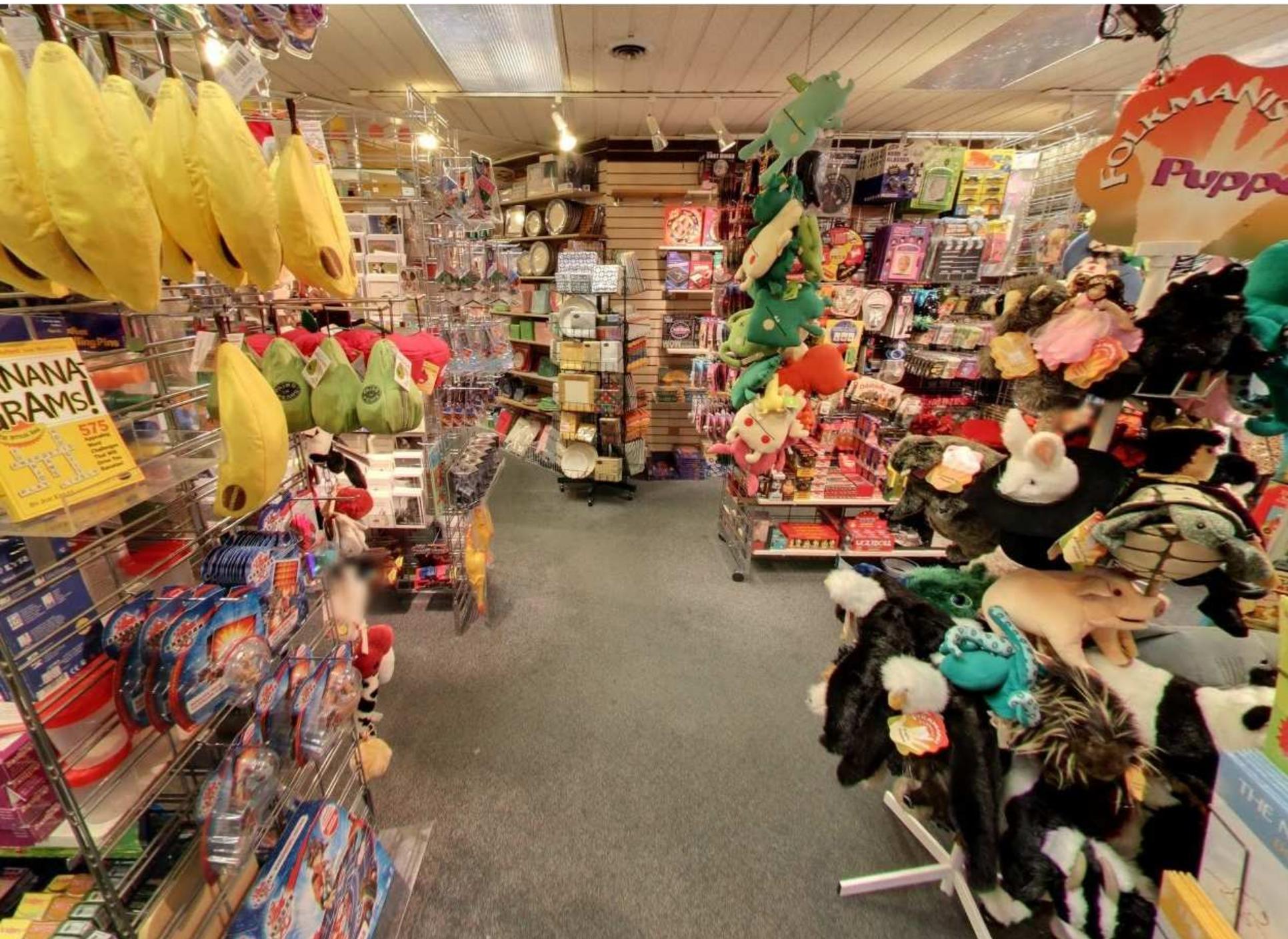


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**SFGATE** <https://www.sfgate.com/bayarea/article/Hanukkah-Let-there-be-light-3054445.php>

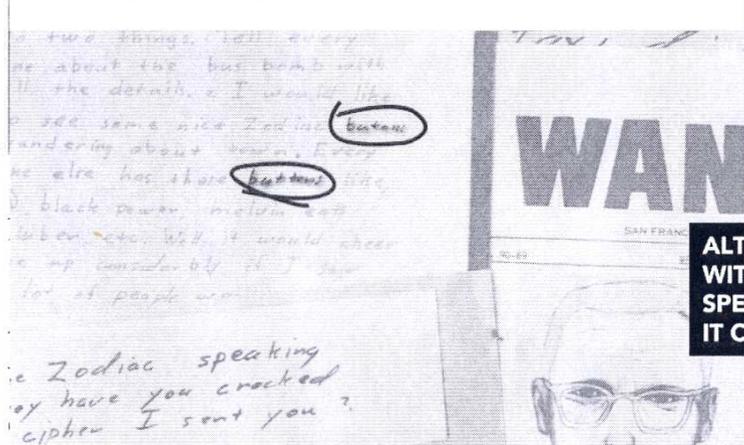
# Hanukkah: Let there be light

Venise Wagner, OF THE EXAMINER STAFF Published 4:00 am PST, Sunday, December 13, 1998

On the scale of importance, Hanukkah is a Jewish holiday that ranks with Purim - far below Passover, Rosh Hashana and Yom Kippur. But don't tell **David Eiland**, co-owner of Just For Fun, a gift shop in Noe Valley.

Eiland, who grew up in a mixed-faith family (his grandfather was a rabbi), is bursting with enthusiasm about this eight-day celebration, which starts Sunday at sundown.

## RECOMMENDED VIDEO



"The whole thing with Hanukkah is it's a festive holiday," said Eiland, with a giant grin. "It has also become a gift-giving

ah spirit, let alone put on your stmas light into a dreidel or liday Rummy, stickers, stamps, Curious George musical menorahs as well as handcrafted classical versions.

Then there are dreidels of every kind. Dreidels suspended in soap; dreidels that light up and play the "Dreidel" song as they spin; **Mickey Mouse** dreidels and pinata dreidels.

The Festival of Lights is even going mainstream, as evidenced by the small selection of menorahs available in Macy's Holiday Lane.

Local merchants of Hanukkah items have noticed an increase in demand over the last five years. Eiland believes that much of the commercial popularity stems from the contagious buying frenzy that takes place around this time of year.

The sales, the advertisements, the dazzle and sparkle are attractive and hard to resist, as they tug and entice the senses. People get into it, he said.



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FEEDBACK

As if it's not bad enough that Christmas is marked by the number of shopping days left rather than its spiritual significance, some fear the growing consumer fervor for Hanukkah could make it increasingly susceptible to commercial influences.

### Out of the mainstream&It;

Many agree with Eiland that much of the emerging commercialism surrounding Hanukkah is in response to the heightened buying frenzy around Christmas.

"With the holiday season is the time when Jews realize they are not part of the mainstream culture," said Rabbi **Stephen S. Pearce** of Temple Emanu-El in San Francisco.

"So they are trying to compensate by competing. Something that was originally a minor holiday has been elevated to the same level of significant holidays like Rosh Hashana, Yom Kippur and Passover."

While some rabbis and others worry that the trend could prove detrimental to religious integrity, Eiland is unfazed.

"It's getting commercialized, but it's fun and tasteful," he said. "I look at it differently. There are so many mixed marriages. So kids don't lose sight of their heritage, (adults) have to make it fun to learn what the holiday traditions are."

The gifts are often educational and focus on one aspect of the Hanukkah story, he said, so it's an opportunity to pass on the tradition and the culture.

The post-biblical story of the revolt of the Maccabees under Hellenist oppression is filled with messages of freedom, hope, miracles and righteousness overcoming domination.

When the Maccabees returned victorious to their defiled temple in Jerusalem, they found only one vial of oil to rekindle the eternal flame. With so little oil, the flame should have burned for no more than a day. But it burned for eight.

## **Holiday lessons**

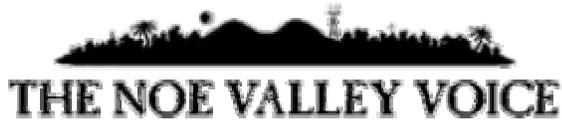
**Joel Bashevkin**, director of finance and administration at the **Jewish Museum** in San Francisco, says the Jewish tradition is full of such tales that strengthen Jewish identity, particularly when everyone is assaulted with Christmas advertisements.

"Just because it's a minor holiday doesn't mean it's lost on the radar . . ." Bashevkin said. "There are some great lessons that are behind the holiday."

Laurel Rest, owner of Mazel Tov gift shop in San Francisco, attributes the heightened interest in Hanukkah more to an effort to reconnect with the religion and culture than with consumer instincts.

She gets a lot of customers in her store seeking to buy their first menorah, the candelabra that holds candles representing the eight-day miracle.

"I think the spending is to fill the house with lots of things so you feel safe," Rest said. "You're Jewish, and it's Hanukkah in your house. I see all this stuff as a way people can connect because they are so out of the mainstream (during Christmas)."



[April 2004](#)  
[RETURN TO HOME PAGE](#)  
[FEEDBACK](#)

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## Store Trek

*By Doug Konecky*

Store Trek is a regular *Voice* feature profiling new stores and businesses in Noe Valley. This month we introduce a fine art supply store that will double as an art classroom.

### Artsake

**3961 24th Street between Sanchez and Noe streets**

**415-695-0506** 

Talk too long to Artsake co-owner David Eiland and you'll learn more than you expected about the origins of color. The Impressionists, for example, were influenced by a new technology, which gave Cezanne his blues and earth tones. Picasso, who never had any money, was pleased with the newly developed (and portable) oil pastels with which he could toss off a quick illustration to pay for his bowl of bouillabaisse.

Eiland and partner Robert Ramsey, who also co-own the Just for Fun gift store across the street, are excited to have opened the first professional-quality art supply store in Noe Valley since the early days of Colorcrane in the 1980s.

In February, they took over the old Wavy Footprints space on 24th Street across from Bell Market, and in less than a month, remodeled and unveiled Artsake, subtitled "For Artists of All Ages." The completely refurbished store is bright and airy, with refinished hardwood floors and off-white walls. Sennelier and Lascaux professional oils, gouaches, and acrylics fill the cabinets and bins on one side, while Raphael and Isobay brushes occupy display cases on the other.

Artsake also carries less expensive student-quality lines such as Winton, Liquitex, Etude, and Windsor & Newton. "And we have silk paints, fabric paints, drafting and drawing markers, and the entire range of Sharpies and Microns, in multiple point sizes and multiple colors," Eiland says.

In the front window of the shop sits a collection of Julian easels. The rear of the store offers classroom space and a substantial selection of children's art supplies. Kids' classes are an important part of Eiland and Ramsey's vision, as kid artists tend to turn into grown-up artists who require more paints and brushes, to say nothing of papers, pastel papers, matte board, and canvases.

A former Random House publisher with a degree in fine art photography, Eiland says all the employees at Artsake are art creators or appreciators. "Everybody who works here has a background in some kind of art."

And because he thinks neighborhood residents are a pretty arty bunch too, the store will be offering three- and six-week adult classes in drawing, watercolors, and cartooning, starting in late April.

Eiland, who has lived and worked in Noe Valley since 1981 (he and Ramsey opened Just for Fun in 1986), is a strong believer in the economic vitality of 24th Street. "Twenty-fourth Street will always be a great place to do business," he says.

So it didn't occur to him to locate Artsake anywhere else. Before acquiring the old Wavy spot, he and Ramsey bid on Colorcrane's now-empty storefront, as well as on the space vacated by Workwear. "We want to be a community store," he says.

Eiland invites all the Monets in our midst to stop by the shop and ask about teaching or taking classes. "We will have classes all day long if I can get enough teachers," he laughs.

Artsake is open Monday through Saturday, from 10 a.m. to 7 p.m., and Sunday from 10 a.m. to 6 p.m.

On Saturday, April 10, from 10 a.m. to 3 p.m., the store will hold an outdoor demonstration of paints, brushes, and other art implements.

**APRIL 2004**

**NOE VALLEY VOICE**

## Obama Icon Raises the Ire of Local Priest

*By Corrie M. Anders*

Millions of Americans may view Barack Obama as a savior, but his saintly image on a giant prayer candle in a Noe Valley gift shop window has drawn the wrath of a prominent Catholic priest.

Father Tony LaTorre, pastor of St. Philip the Apostle Church, last month urged parishioners to boycott Just for Fun, a 24th Street store that has been selling the candles since December.

LaTorre claimed that owners of the store, whom he erroneously identified as Jewish, for years have been selling merchandise items that "mock and ridicule" the faith of Catholics



and other  
Christians.

"And now for the last couple of weeks, in their front window, they have President Obama displayed with many of our devotional items in a very negative way, which again is considered to be mocking the Catholic faith," LaTorre wrote to his parishioners in a weekly church bulletin distributed in late January.

"I am urging all you Catholics, for a change, to stand up for your faith and stay out of 'Just for Fun,'" he wrote. "But be sure to poke your head in the store and tell them why."

The harsh condemnation stunned David Eiland and Robert Ramsey, co-owners of the 22-year-old store.

"I'm not angry. I'm just flabbergasted," Eiland said. "He's done this before, and I think it's mean-spirited and bizarre, frankly."

Eiland said he has no plans to remove the window display or stop selling the candles at the store, located at 3982 24th Street less than three blocks from St. Philip's at 725 Diamond Street.

"Let's not make too much of this. It's a candle of hope, I guess. It's funny and people like it. It's a novelty item, and I'm not going to read too much into it," Eiland said.

### **Halo on His Head**

The candle, which comes in two sizes, one 28 inches tall, depicts Obama wearing a white clerical collar, brown frock, and a heavy rosary dangling below the waist. A halo shines above his head, and he clutches a crucifix in one hand and a staff in the other.

The image, made by a local graphic designer, was created by digitally morphing Obama's face onto a traditional statue of St. Martin de Porres, a 16th-century friar who is revered as one of the first black saints in the Americas.

Eiland said the 12-inch Obama candle was the store's bestselling item over the December holiday season. Buyers took home more than 650 of the smaller candles at \$14.95 each. The larger candle has a price tag of \$395.

"It certainly saved our sales at Christmas, let me tell you," he said. "We're talking thousands and thousands of dollars in sales in a time that was very bad."

Interviewed less than a week after the printing of the bulletin, LaTorre said he had gotten a "very positive" response to his message, adding that parishioners were "very, very appreciative of the fact that it was brought to people's attention."

On the other hand, Eiland said the store during that same week had seen a constant stream of St. Philip's church members, "who said we don't agree with it and we're so sorry."

### **Not a Joke in Pastor's Eyes**

Father LaTorre, who came to St. Philip's from St. Charles Church in San Carlos in July 2004, defended his public stand.

He said he found "it hard to take in a family-oriented neighborhood that people have to walk by and look at this large religious candle. Some people might think it's cute and a joke. Maybe they look at it and have a chuckle, but Catholics say it doesn't make any sense to them," LaTorre said. "It's offensive and it's hurtful."

While "Catholics are joked about and made fun of," LaTorre continued, he doubted people would appreciate the image of Obama holding a menorah or a statue of a Buddha wearing rosary beads.

"And Barack Obama is not even Catholic, and he's got a rosary around his neck," LaTorre said. He stressed that his complaint was "not a political statement" against Obama, pointing out that "I voted for him."

In his bulletin, LaTorre singled out Just for Fun as a Jewish-owned store. He later recanted, saying that he had gotten misinformation.

LaTorre explained, "The only point I was making there" was that "if I were to put up a statue of Moses and make some comments about that, that would certainly be unacceptable, and I'd have everyone on my neck."

But then he added, "It's a very popular Jewish store, and here they can provide right here in the front window the religious symbols of another faith and get away with it."

### Store Has Rabbis and Nuns

The store owners say LaTorre is wrong about their religious affiliation--but what does it matter anyway? They're running a gift shop.

Ramsey said he was raised as a Baptist. Eiland said he is the son of a Jewish father and a mother who was a Methodist-Lutheran. In Jewish culture, children take the religion of the mother, not the father.

"I'm a big supporter of all the synagogues," Eiland said. "I'm also a big supporter of St. Philip's"--giving merchandise to charity auctions for the parish school.

Eiland said LaTorre had complained in the past "about all the Jewish things we carried for Hanukkah" and that "we had nothing for Christmas."

The store, which carried a gag toy of a punching rabbi until it was discontinued recently, also sells the once trendy boxing nuns--two puppet figures dressed in traditional habits.

"In its heyday, our biggest sales were to the nuns at the Catholic church further down 24th Street," Eiland said. "They thought it was hilarious. He [LaTorre] complained about that."

Ironically, a San Francisco resident from a devout Catholic family dreamed up the Obama candle. Designer Johnny Oliver said a "little Photoshop magic turned Saint Martin de Porres into Santo Obama."

"Many hardcore Catholics are Spanish speakers, and I'm Mexican myself. They get a giggle out of it," said Oliver, a real estate agent who took on the candle sideline after the slump in the housing market.

Oliver, who now sells the candles in 10 stores across three states, said he had gotten very little flack from the Catholic Church or ardent believers.

"I mostly got it from my mom," he said.

*Here is the text of Father Tony LaTorre's appeal to St. Philip's parishioners in a church newsletter, published in late January.*

### **JUST FOR FUN? HARDLY!**

For a year now, I have not shopped at the general merchandise store called "Just for Fun" on 24th Street because of the anti-Catholic, anti-Christian merchandise they sell. In fact, I am rather appalled that in such a family-oriented neighborhood any retailer would be so bigoted and so hateful to carry such merchandise just to "make a buck." They carry merchandise that depicts our beloved saints in not so saintly ways. They sell "Jesus" merchandise that mocks Jesus (and let me remind you that Jesus is the Son of God, the Creator of all, Jews and Gentiles alike).

And now for the last couple of weeks, in their front window, they have President Obama displayed with many of our devotional items in a very negative way, which again is considered to be mocking the Catholic faith.

I am sorry the owner of this store, who happens to be Jewish, feels the need to mock and ridicule the Catholic/Christian faith. I am urging all you Catholics, for a change, to stand up for your faith and stay out of "Just for Fun." But be sure to poke your head in the store and tell them why. It is time that our faith, our beliefs, and our Lord are respected.

*--Father Tony*

<https://www.sfgate.com/bayarea/article/Saintly-Obama-gets-priestly-slam-3251034.php>

# San Francisco Chronicle

## Saintly Obama gets priestly slam

Phillip Matier and Andrew Ross  
Published Sunday, February 15, 2009



Phil Matier and Andy Ross for their column logo. Liz Mangelsdorf / The Chronicle

He may be the Second Coming to many San Franciscans - but one local Catholic priest wants a popular prayer candle with **President Obama's** picture on it pulled from a local gift shop, saying it "mocks Jesus" and "depicts our beloved saints in a not so saintly way."

The Rev. **Tony La Torre** of St. Philip the Apostle Church, in ever-hip Noe Valley, is so riled up that he's calling for a boycott of the neighborhood's Just For Fun card and novelty shop, which has been selling the \$15 candles at a fast clip.

The candles feature the president's halo-adorned head plastered onto the crucifix-clutching body of St. Martin de Porres, the Peruvian-born friar regarded as one of the first black saints in the Americas.



Brant Ward / The Chronicle

David Eiland, who runs "Just For Fun," holds one of the \$14.95 candles he sells like hotcakes. A 24th Street store in San Francisco, CA is selling candles with the likeness of President Barack Obama in religious gowns. "Just For Fun" store has sold hundreds of the smaller \$14.95 candles and has a large \$395 candle in the window as well Thursday, February 12, 2009

Photo: Liz Mangelsdorf, SFC

"I am appalled that in such a family-oriented neighborhood, any retailer would be so bigoted and so hateful (as) to carry such merchandise just to 'make a buck,' " La Torre declared recently in the parish newsletter.

Store owners **Robert Ramsey** and **David Eiland** say they've sold more than 700 candles since putting them on display over the Christmas holiday.

And while the candles are a big hit, Ramsey says they're not much different from the line of gag gifts they've been selling without complaint at the store on upper 24th Street for the past 22 years.

"Believe me, there is a lot of nasty stuff you can sell - you can get it down in the Castro," Ramsey said. "This is just fun stuff."

Besides Hula Hoops, Barbie lunch bags and Valentine heart trinkets, the novelty store stocks such joke religious items as Jesus pencil erasers, "Beware of Nunzilla" wind-up toys and, most recently, the Obama devotional candles.

But to La Torre, the candles featured in a big window display were "the final straw" for a store "that feels the need to mock and ridicule the Catholic/Christian faith."

It's not first time "anti-Catholic, anti-Christian" attitudes, as La Torre calls them, have been decried in the city.

A couple of years back, Archbishop **George Niederauer** said he had been duped into giving communion to a couple of the Sisters of Perpetual Indulgence - cross-dressing, prankster "nuns" - prompting outrage from religious conservatives across the country.

The candle commotion might have passed quickly, except that La Torre also described the store's owners as Jewish (they're not) and urged parishioners not only to boycott the store but to "be sure to poke your head in ... and tell them why."

The San Francisco Archdiocese weighed in, contacting the priest to express its concern over his "Jewish" reference. La Torre has since retracted the reference, saying he only meant that the owners - if Jewish, as he says he was led to believe - "should know what it feels like to be mocked and ridiculed."

The flap hit the front page of the local Noe Valley Voice, and the store's owners found themselves besieged with questions from all sides.

The owners ignored La Torre's offer to meet with them to discuss his concerns, but did post a copy of the priest's newsletter in their store window - right next to the king-size, 2-foot-tall version of the Obama candle that had set him off.

So far, the only effect of the controversy seems to be free advertising and a demand for even more candles.

"Tomorrow, I got 72 more coming," Ramsey said.

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## and now for the RUMORS behind the news

*By Mazook*



**Taking Bows:** Supervisor Scott Wiener (second from left) blew into Noe Valley May 19 to hand out commendations from the Board of Supervisors to six Noe Valley business owners (and one wacky Voice columnist) during Small Business Week. Those being honored for their years of service to the neighborhood were Ranny Viquez of Atomica Media, David Eiland of Just for Fun, BJ Droubi of the Droubi Team/Coldwell Banker, Martha Monroy of Martha & Bros. Coffee, Roger Rubin (aka Mazook), Vince Hogan of the Dubliner and Valley Tavern, and Robert Ramsey, also of Just for Fun (shown second from right, between Bob Roddick and Carol Yenne of the Noe Valley Merchants and Professionals Association). Congrats to all! *Photo by Sally Smith*

## Letters



The parklet in front of Just for Fun on 24th Street became a paddock for two reindeer when Santa visited Noe Valley on Dec. 15. Dancer, an 8-year-old female, and Prancer, a 9-month-old male, provided good cheer for their local fans. Photo courtesy David Eiland

### A Reindeer Reminder

On Dec. 15, Just for Fun hosted Santa and two reindeer at the store on 24th Street. We took pictures of everyone who visited with Jolly Old St. Nick. For those who never picked up their photos we still have them. They are free, and there are some really cute pictures that we would hate to toss out, so please, everyone who was there that night, come on by and grab your photo!

David Eiland  
Just for Fun & Scribbledoodles  
3982 24th Street  
415-285-4068

Fall 2018

For People Who Sell Art Supplies

# ART MATERIALS

RETAILER

***What shoppers want NOW***

---

***in this / The Future of Art?  
issue / PLUS: A store that has it all***

# SOUP TO NUTS

by Tina Manzer

“There is a store in Noe Valley in San Francisco that has, by far, the best merchandising of any store I’ve ever seen,” began an email I received from Lynn Sauter, a sales rep with SLS Arts. “It’s a small store in footprint but a very large store in surface coverage. Every inch offers products; all perfectly presented. The owners, David Eiland and his business partner Robert Ramsey, create ‘rooms’ within the space to sell the most diverse mix of products. They range from art supplies to watches and pens, and from kitchen accessories to games and eye ware. The common thread? Everything has great design.”

We couldn’t wait to find out more. Here’s the story.

## **Art Materials Retailer: Is Art Sake/Just for Fun/Scribble-doodles three stores in one?**

**David Eiland:** Actually, it has four main components: general gifts, stationery, fine art supply and toys. My business partner, Robert, opened it in 1987 as a gift-and-toy store called Just for Fun.

We expanded first into personalized stationery. Greeting cards and stationery used to be overwhelmingly good, but now our custom stationery business is negligible – people simply don’t do parties they way they used to.

We didn’t start the art supply business until 2004 when we opened a freestanding storefront across the street. In 2007 or ‘08 we moved it into the Just for Fun space. We take up three storefronts here totaling 4,800 square feet.

The two biggest departments driving our business are toys and art supplies. Sometimes toys are number one, sometimes art supplies are number one. I believe that by the end of this year, toys will be tops because of Christmas. Our fourth quarter is really good – about one-fifth our overall business.





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### How many SKUs do you carry?

I just looked it up: 85,679. That could be off by a couple of thousand up or down because greeting card companies, for instance, SKU by price point not design. There may be 100 titles of greeting cards under one SKU. By the same token, there may be whole categories that for some reason have not been purged from the computer.

A good portion of merchandise – Christmas ornaments, for example – sits in our warehouse until the fourth quarter.

**Wow!**

### In terms of art supplies, what sells best in Noe Valley?

Our art business is quite diverse and quite good. It's probably the most consistent department we have and the easiest to buy for.

We got a boost when Flax closed in San Francisco a few months ago, but we've always done pretty well.

Sketchbooks and sketchpads sell best overall, but our number-one medium – and I'm sure this is true for everybody – is acrylic. I would say our number two is watercolors.

We do a really well with watercolor pencils of all kinds, from Cretacolor to

Caran d'Ache. People like the idea of being able to sketch anywhere they want in color – not just in black. Then later, they sit down with a water brush and maybe a glass of wine or a cocktail and color it out. We put together our own kits. It's become a really big category.

### What toys sell best?

Squishables.

### What art techniques are your customers into right now?

My art supply business is pretty basic. It's funny, because we've been talking up pouring; talking up alcohol inks and other things that are trending in the industry right now, but our customers are just not interested. Yes, we sell pouring medium and supplies, and they sell okay, but it's not a huge craze.

Our artist customers know exactly what they want. They work in a certain medium and always use the same specific products. Other people come in to be inspired. They want to see something different, and if they're interested in finding out how a product works, I'll clear a table and demo it right in the store, no problem. That's how watercolor pencils became so popular around here.

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**Are your customers hobbyists, professionals, students or all three?**

They are people who paint and/or craft and draw. Some people sell their work and others do it pretty much for themselves. Here's a yardstick: when we had classes, every "beginner" class was full, every intermediate class was about three-quarters full, and advanced classes drew two or three people.

There is a group of friends who have been our customers now for 31 years. Art was something they had never done until we started selling supplies. Then it became convenient for them to come here and learn to draw. Now they're retired and come into the store every day to buy something new to try.

Our children's art department is right next to the LEGOs in the toy department. A lot of new craft kit companies have been doing well here for a couple of years. One is Kid Made Modern – we just got a new shipment from them yesterday.

The neighborhood is full of families with both parents working in the tech industry. The shuttle buses stop in front of my store every day to take them to Silicon

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Valley. If it weren't for the nannies, we wouldn't have to open during the week until the afternoon. They keep us busy between 10 a.m. and 1 p.m. and late in the afternoon. That's also when we see the "ladies who lunch" crowd.

Ask any parent – the hardest person to buy for is someone between the ages of 12 and 16. But if a kid loves to draw at all, he will love a manga kit. We put some together that have everything he needs.

Students who come in specifically for art supplies will wander around and buy other stuff, like the funky, irreverent socks by Blue Q, bags and backpacks, and novelty items from NPW from England.

Funky/cool stuff is just one part of our mix. I have a whole kitchen/housewares department that is very basic. I do not buy guitar-shaped spatulas, but I do have funny T-towels, along with traditional flour sack and terrycloth. We carry Kilner canning supplies from England. They do really great jars and bottles for storage.

### How's retail, in general, where you are?

There are vacant storefronts on our street now, but it was worse a few months ago. Most of them have been leased and are waiting for city approval – a slow process in San Francisco – and four buildings are under earthquake retrofit.

So foot traffic is down overall, but our per-sale is up. Our store is good, we're happy, but we're not growing at the rate that we used to. I will never have another 1999 and 2000. The store will never make that much money again, but it was a boom time that ended in a bust. I would rather have slow and steady.

Here's what I say to the naysayers in our merchants' association: when your business is down, you are always ready to blame

*continued on page 37* ▷

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▽ "Soup to Nuts" from page 11

the Amazons, the tech world, and many other factors. If you're going to play the blame game, you probably should close your store. I cannot abide the retailers who complain that there's no foot traffic. Make the most of the foot traffic you do have!

You can make it work. Become creative and make changes. Make your store visually exciting, a tactile experience. Make people want to touch it, pick it up, and find out more about it. If you have a fun, exciting, vibrant store, people are going to want to shop in it.

## DO YOU HAVE SPECIFIC MERCHANDISING TIPS YOU CAN SHARE?

Sure, but remember: I'm not a boutique retailer. I'm a push-and-shove merchandiser. I use every square inch of ceiling, wall and floor for product. I can't afford to put just nine things on a table just because it's pretty. Not at city rents. So here is my advice.

- Make your displays make sense. For instance, people should be able to consider their choices of canvas, sketchpads and pencils all in one place. That way, you won't be running people back and forth comparing items. If they ask you a question, you can stand right there and explain why you like this one versus that one, and so on.

- Be extensive in all the categories you carry. When I spot something that will work. I won't buy just one. I'll look for every product in that category and create a big department.

- Use every square inch of space. Don't let shoppers look at a blank wall or a half-empty shelf. I don't want to have two clocks on a 4-foot shelf, I want 20 clocks and they should all be different!

- Same with readymade frames. Our frame wall features 60 or so different styles. Each of them has a number on the back. Customers bring the frame to the register, tell me how many they want, and I retrieve them from the back room. That way we have space to show them our total selection. The broader the better. ▲

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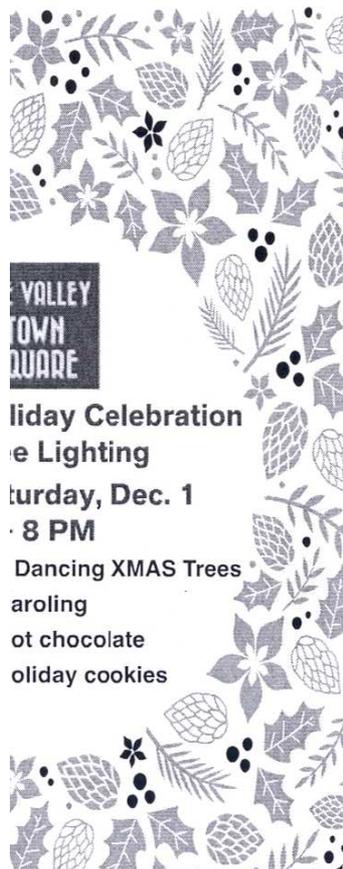
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for event calendar & all details, visit

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**NOE VALLEY TOWN SQUARE**  
**Holiday Celebration**  
**Menorah Lighting**  
**Saturday, Dec. 1**  
**5:30 - 8 PM**  
 Dancing XMAS Trees  
 Caroling  
 Lots of chocolate  
 Holiday cookies

**Chanukah Wonderland**  
**Noe Valley Town Square**  
**December 2, 3:30– 5:30 PM**

Menorah, Latkes, Gelt, Dreidles,  
 Children's Arts and Crafts, Singing  
 co-sponsored by Just for Fun  
 & Chabad of Noe Valley



**Menorah Lighting & Singing**  
**December 6, 6 – 6:30 PM**  
 with Congregation Emanu-El  
 West Parket on 24th St. near Noe St.

**Vine Walk**  
**12/1, 3-8pm**  
[www.24on24th.com](http://www.24on24th.com)



**READERS' CHOICE '07**



from **J** the Jewish news weekly

# **Favorite Invitations**

Just for Fun & Scribbledoodles

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## **First Place**

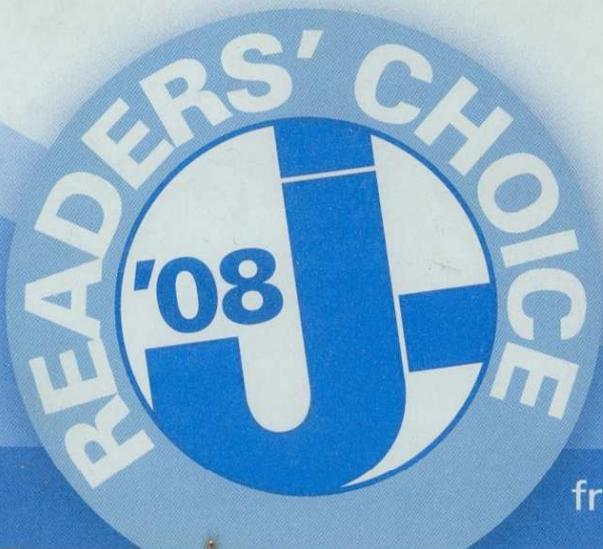
San Francisco

# FAVORITE INVITATIONS

Just for Fun & Scribbledoodles

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**1st PLACE**  
San Francisco



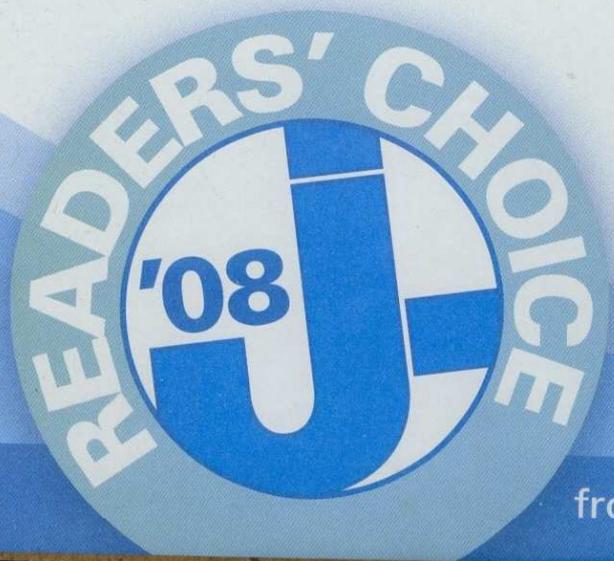
from **j.** the Jewish news weekly of Northern California

# FAVORITE CHILDREN'S GIFT STORE

Just for Fun & Scribbledoodles

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**1st PLACE**  
San Francisco



from **j**- the Jewish news weekly of Northern California

# Certificate of Honor

## BOARD OF SUPERVISORS City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**DAVID EILAND**

In recognition of making Just For Fun Scribbledoodles, the go-to place for custom stationary and art supplies in Noe Valley, and for offering the largest social stationery and invitation department in the City for nearly 25 years, we salute you. You do this with great care, great humor, and community spirit. In recognition of your accomplishments, the Board of Supervisors of the City and County of San Francisco extends its highest commendation to you.

*Scott Wiener*

**Supervisor Scott Wiener  
San Francisco Board of Supervisors  
May 19, 2011**





April 20, 2019

To: Legacy Business Registry

I am writing as a 30-year Noe Valley resident, woman business owner and patron of Just for Fun and Scribbledoodles. My family and I would like to share our experience over the years, and how deeply connected and valuable Just for Fun and their owners are to the community.

I began my event marketing business Wilsonwest 27 years ago, and from the start, I developed a business relationship with David Eiland, as we had a need for custom printed items such as invitations, place cards, signs, menus, you name it - they produced it. These were the days before digital, and having a local small business able to support us with high quality custom work, delivered at rush speed was a true find. When we got so busy that we had orders every week, they even set up complimentary delivery to our Noe Valley office. We continue to look to Just for Fun to support our business, and the service remains stellar.

Now, let's talk family. Where do I begin? How many birthday gifts, toys, clever gifts and art supplies have we purchased? Their selection is unique, and fun, just like the store name implies. Giftwrap for free? Sure, they do that.

My two children Charlie, now age 27, and Annie, age 23, grew up shopping at Just for Fun. And when it was time for them to look for a summer job, guess what? They were BOTH hired to work at the store, and had their first jobs there! What valuable experiences it was for both of them. Annie still lives and works in the Bay area in the fast paced technology sector, and Charlie lives in Denver where he teaches at a school for kids with autism. They both benefitted from their time at Just for Fun.

Ok, now let's talk a bit about COMMUNITY. This is really the heartbeat of all of this. Just for Fun and team are the center of the neighborhood festivities, leading and supporting the Noe Valley Merchants and Professional associations, fundraisers, fests and always opening the store for special events. They bring their hospitality alive with lights, reindeer, books events, and more. The place is literally aglow during the holidays and many other times during the year with special events. It's a super fun place for families, pets, and friends to shop, enjoy an outdoor art activity or just relax on the sidewalk terrace.

As neighborhoods grow, change and evolve, businesses do come and go. Please allow Just for Fun to remain at the center our beloved 24<sup>th</sup> Street. They represent all that Noe Valley and our city hold as core values, and creating and building community as they have done and will continue to do for so many years, is key to a vibrant and safe environment.

Sincerely,

*Cynthia Wilson*

The Wilson Family - Cindy, David, Charlie & Annie  
& The Employees of Wilsonwest



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-065  
*Business Name:* Kinmon Gakuen (Golden Gate Institute, Inc.)  
*Business Address:* 2031 Bush Street  
*District:* District 5  
*Applicant:* Richard Hashimoto, Board Member  
*Nomination Date:* May 17, 2019  
*Nominated By:* Supervisor Vallie Brown

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

2301 Bush Street from 1911 to 1927 (16 years)  
 2031 Bush Street from 1927 to Present (92 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



**Member, Board of Supervisor  
District 5**



**City and County of San Francisco**

**Vallie Brown**

Friday May 17, 2019

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate Kinmon Gakuen, located at 2031 Bush Street, for the Legacy Business Registry Program.

Since 1911, Kinmon Gakuen has been dedicated to enriching the lives of children, Japanese immigrants and community members through education. Kinmon Gakuen took a radical approach by providing education to children of Japanese American immigrants who were not allowed to go to school in the United States in the beginning of the 20<sup>th</sup> century.

Today, Kinmon Gakuen operates as a language school committed to spreading Japanese traditions as well as the history of the center. By exposing youth and community members to Japanese culture, they aim to broaden the global perspective of members and youth. Kinmon Gakuen has always been a hub for Japanese Americans to gather and participate in cultural activities, political events and community organizing.

With the strong belief that Kinmon Gakuen will continue to build on its over 100 years of legacy, I elect to nominate the foundation for the Legacy Business Registry Program. For any additional questions about Kinmon Gakuen, Nikki Yoshikawa by email at: [nikkiyoshikawa@gmail.com](mailto:nikkiyoshikawa@gmail.com).

Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Vallie Brown".

Vallie Brown  
Supervisor, District 5  
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.

<b>NAME OF BUSINESS:</b>		
Golden Gate Institute, Inc. dba Kinmon Gakuen		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Board of Directors		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
2031 Bush Street San Francisco, CA 94115		((415))567-4383
		<b>EMAIL:</b>
		kinmonsf@hotmail.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
kinmongakuen.com		

<b>APPLICANT'S NAME</b>	
Richard Hashimoto	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Board Member	
<b>APPLICANT'S ADDRESS:</b>	
[REDACTED]	
<b>TELEPHONE:</b>	
[REDACTED]	
<b>EMAIL:</b>	
[REDACTED]	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
1052108	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
2301 Bush Street	94115	1911
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1911 to 1927	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2031 Bush Street	94115	Start: 1927
		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.

Richard Hashimoto

5/10/2019



Name (Print):

Date:

Signature:

## **KINMON GAKUEN (GOLDEN GATE INSTITUTE, INC.)**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Kinmon Gakuen was founded as a Japanese language school on May 2, 1910, in San Francisco's Japantown neighborhood. Due to children of Japanese descent not being allowed to attend public schools, a core group of activists from the Japanese American Association gathered to establish an organization that would support educational opportunities for their children.

In 1911, Kinmon Gakuen rented a house at 2301 Bush Street for the school's first location. The school was directed by Mr. Masayoshi Tamata, who was recommended for the position by Dr. Inazo Nitobe, who in addition to being a notable Japanese educational leader was a significant figure in Japan-United States relations.

In 1918, a group of Japanese American citizen advocates met with the Japanese Consulate to make plans for a permanent building for Kinmon Gakuen. In 1924, Kinmon Gakuen legally became recognized as Golden Gate Institute, Inc., a State of California organization. Kinmon Gakuen, as it is commonly known, is one of four community facilities in Japantown that was created through the organization and fundraising of residents of the pre-war second-generation Japanese American community.

In 1926, after years of planning and fundraising, the building at 2031 Bush Street was completed. The school thrived in the ensuing decades, teaching students Japanese writing skills, calligraphy, speech, Japanese history, ethics, etiquette, singing (of Japanese songs) and the Japanese art of flower arrangement known as ikebana. The period between 1926 and 1942 represented both the period of highest enrollment at Kinmon Gakuen and the peak of Japanese language school enrollment.

The fundamental goal of Nisei (second generation Japanese) students was to master both the Japanese and English languages. Students and their parents understood the importance of mastering Japanese as a way to maintain culture and heritage. However, there was also a desire and sense of urgency for Nisei students to master the English language to create a bridge of understanding between the United States and Japan. English speech contests were held at the Kinmon Gakuen auditorium where Nisei students would compete against one another as masters of the English language. Kinmon Gakuen's building also served as a space where Japanese art and culture could be displayed and celebrated.

The success of Kinmon Gakuen was recognized in Japan during the 1930s, and the institute caught the eye of Japanese royalty. In 1931, Prince and Princess Takamatsu visited classes at Kinmon Gakuen when they were on a trip to the area and, in 1933, Kinmon Gakuen was visited by Prince and Princess Kaya. This period marked a time when the institute maintained a strong relationship with Japan.

## **Outbreak of World War II**

Acts of violence and discrimination against Japanese Americans continued to escalate well into the 1940s as a mass "anti-Japanese hysteria" beset San Francisco. Leading up to World War II, tensions between the United States and Japan were steadily increasing and Japanese language schools, including Kinmon Gakuen, were under intense scrutiny from the United States government for their suspected involvement in "anti-American" activities and the assumption that they promoted a Japanese nationalist ideology. One of the government's biggest fears was that language teachers were cooperating with the Japanese government and that graduates of the school would be used as correspondents in service of Japan.

Kinmon Gakuen is mentioned in the 1942 Report on Japanese Activities as a component of the Investigation of Un-American Propaganda Activities in the United States. During a hearing on the subject held by the U.S. House of Representatives, delegates questioned the use of "outright un-American manifestations" in Japanese language schools, which they defined as Japanese symbolism, flags, pictures of the Japanese royalty, Japanese national colors and the singing of the Japanese national anthem.

Tensions between the two international powers eventually collided. The Japanese Navy attacked American naval bases at Pearl Harbor on December 7, 1941, marking the turning point when the United States officially entered World War II. Soon after the Japanese attack on Pearl Harbor, the United States began to impression Japanese "enemy aliens" based on race. Under the authority of Executive Order 9066 signed by Franklin Delano Roosevelt in 1942, "all enemy aliens and all persons of Japanese ancestry" were subject to military regulation. Not only did Executive Order 9066 apply to Japanese immigrants, but also to American-born citizens of Japanese descent.

## **Kinmon Gakuen and Japanese American Internment**

As home to San Francisco's largest Japanese language school and as one of the central community gathering spaces in the Japantown neighborhood, 2031 Bush Street caught the attention of the U.S. military during World War II. Following the signing of Executive Order 9066, Kinmon Gakuen was forced to cease operations and its building was taken over by the United States military for use as a "processing" center where persons of Japanese descent were required to report before being detained and eventually deported to War Relocation Camps throughout remote locations in the Western United States.

As Japanese Americans reported to 2031 Bush Street, they were forced to register and provide personal information about themselves and their family, and they were vaccinated as a safeguard to public health. Afterwards, they were placed on buses that took them to various assembly centers used as temporary detention camps. Japanese Americans remained in internment camps until 1945, when the war ended, and the United States released detainees and allowed for their return to the West Coast.

### **Growing African American Population in the Western Addition**

During the outbreak of World War II, San Francisco became a part of the largest shipbuilding complex in the world. The demand for labor to support the shipyard operation recruited tens of thousands of workers to the Bay Area. Many of the workers that arrived in San Francisco were African Americans from the American South. Many African Americans settled in existing enclaves in Oakland, Richmond and Sausalito. In San Francisco, workers settled in the Fillmore and in the naval housing across from the Hunters Point Naval Shipyard.

In 1942, when Executive Order 9066 authorized the movement of all people of Japanese ancestry into internment camps, African Americans began to occupy the housing stock in Japantown that had previously been occupied by the Japanese American community.

### **Booker T. Washington Community Service Center**

The Booker T. Washington Community Service Center was formed in 1919 in response to the lack of access for African Americans to recreational and social services that white San Franciscans enjoyed. It was founded by women organizing for increased social services for black families and youth. By 1942, it moved into the Kinmon Gakuen Building at 2031 Bush Street after the Japanese language and culture school was forced to close during Japanese Internment during World War II.

In 1952, the Booker T. Washington Community Service Center transitioned into a new space at 800 Presidio Avenue, allowing for the full return of the building to Kinmon Gakuen. The Japanese community had supported the fundraising efforts for Booker T. Washington's new building, which was also a new, purpose-built community facility.

### **Post-World War II**

Kinmon Gakuen returned to its historic location at 2031 Bush Street in May of 1952. Although enrollment levels were not as substantial as they had been before the outbreak of World War II, 88 students still enrolled in courses upon the reopening of the building. Throughout the 1950s, Kinmon Gakuen continued to expand its programing and reinserted itself as a vital part of the Japantown community.

In 1952, the Director of Kinmon Gakuen, Mr. Koshi Suzuki began teaching an American citizenship class on the weekends, reaching an audience of about 70 students. Two years later

in 1954, Kinmon Gakuen language teachers expanded their services to include adult English classes. Other non-language programming included the beginning of the popular screening events of Japanese movies. Kinmon Gakuen used the auditorium every Friday, Saturday and Sunday evenings to present Japanese films. The resurgence in programming and increased enrollment after the war coincided with the Crown Prince Akihito and Princess Michiko visitation to Kinmon Gakuen in 1960.

To offset operating costs, in 1977, the auditorium was leased to Nihonmachi Little Friends preschool. In 2017, Nihonmachi Little Friends completed an expansion and moved to the new facility at 1830 Sutter Street, cancelling their lease.

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

Soon after the signing of Executive Order 9066 on March 21, 1942, President Roosevelt signed Public Law 50, and the Kinmon Gakuen building was seized by the government to be used as a processing center for internment of Japanese Americans in San Francisco and ceased operations from 1942 to May 1952, when it returned to the Japanese Americans. Since then, Kinmon Gakuen has not ceased operations. Today, Kinmon Gakuen continues to teach Japanese language and culture one day a week (Saturdays). The building also leases a social hall to a karate school one day a week.

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

Under the 1937 Internal Revenue Service determination letter, Kinmon Gakuen (Golden Gate Institute, Inc.) is a non-profit organization.

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

Kinmon Gakuen is a community based nonprofit organization that is governed by a board of directors. The school was originally funded by local government and the Japanese government so that children of Japanese descent received the proper education that was required since they were not allowed to attend public schools in San Francisco.

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation demonstrating the existence of Kinmon Gakuen for 109+ years is included in the Historical Preservation Landmark Designation Report and Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 2031 Bush Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act. The building, constructed in 1926, was identified in a reconnaissance level survey for the National Register by not individually evaluated. On April 3, 2019, the San Francisco Historic Preservation Commission unanimously approved Kinmon Gakuen as a Landmark Designation. The designation will be presented to the Board of Supervisors later this year for permanent status.

## **CRITERION 2**

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

Kinmon Gakuen is significant for its association with the social, cultural and educational enrichment of Japanese Americans in San Francisco during the twentieth century as the home of Japanese language and culture school, Kinmon Gakuen ("Golden Gate Institute"), from 1926 to the present. The organization was established in 1911, representing one of the earliest Japanese language schools established in the continental United States. Since children of Japanese descent were not allowed to attend American public schools, a core group of activists from the Japanese American Association gathered to establish an organization that would support and further educational opportunities for children who were excluded from attending public schools.

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

Kinmon Gakuen has had an enormous impact in the Japanese American and African American communities. The building not only served as a school for children of Japanese descent, it served as the Booker T. Washington Community Service Center during the internment of Japanese Americans. It is believed that this allowed the community center to save enough money to purchase property of their own at its current location at Presidio Avenue and Sutter Street.

After the war ended, Kinmon Gakuen began to show foreign movies to raise the much needed funds to sustain the operations of the facility. In 1977, the auditorium was leased to Nihonmachi Little Friends, a bilingual-bicultural preschool. However, in March 2017, the

preschool moved into its new facility and the auditorium now sits vacant. There are plans for another preschool to move into the facility, which is currently being negotiated.

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

In the 109 year history of Kinmon Gakuen, there have been numerous media and historical documents. Unfortunately, due to theft and accidental destruction of documents, most of the original records are no longer available. However, the below were taken from the San Francisco Planning Department, Historic Preservation Landmark Designation Report dated April 3, 2019.

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On April 3, 2019, San Francisco Historic Preservation Commission unanimously approved Kinmon Gakuen as a Landmark Designation. The designation will be presented to the Board of Supervisors later this year for permanent status. Once we have received the approval, Kinmon Gakuen board of directors plans to celebrate the designation with a plaque and a ceremony for City officials and the community commemorating the milestone. The board shall also pursue listing on the National Registry of Historic Places.

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

The building was designed by noted Bay Area architect William C. Hays, a professor of architecture at U.C. Berkeley who designed numerous educational facilities throughout California. Hays designed Kinmon Gakuen in the Mediterranean Revival style, which was a popular design aesthetic of the period, particularly for educational facilities in the Bay Area. In addition to U.C. Berkeley, the Hays collection consists of a wide variety of designs documenting his career including U.C. Davis, Los Angeles, Santa Barbara and Santa Cruz.

Kinmon Gakuen has also been graced by visits from royal families from Japan:

- 1931 — Prince and Princess Takamatsu
- 1933 — Prince and Princess Kaya
- 1960 — Crown Prince Akihito and Princess Michiko

Other very notable people associated with Kinmon Gakuen are:

- **Koshi Suzuki**, who had been the principal of Kinmon Gakuen before the war, since 1918, assumed his position at the helm of the school when it resumed operations in its temporary space beginning in 1949.
- **Robert B. Flippin**, was the executive director of the Booker T. Washington Community Center and served as the treasurer of the San Francisco branch of the NAACP.
- **Vori Wada**, a Japanese American who worked at the Booker T. Washington Community Services Center following incarceration and became the first Japanese American elected as a UC Board of Regents. Mr. Wada later became the Executive Director of the Buchanan YMCA.
- **Dr. Emily Murase**, a doctor of psychology and a former student of Kinmon Gakuen. Ms. Murase is the Executive Director of San Francisco Department on Status of Women.
- **Paul Osaki**, Executive Director of the Japanese Cultural and Community Center of Northern California. Mr. Osaki was a former student of Kinmon Gakuen.
- **Jon Osaki**, Executive Director of Japanese Community Youth Council. Mr. Osaki is brother to Paul and also attended Kinmon Gakuen.

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

Kinmon Gakuen has always been dedicated to the community providing bicultural and bilingual services for higher education. The facility is available for use to the community; however, current building code restrictions limits the use and does not meet ADA requirements. It is hoped that the landmark designation and being listed on the National Registry will assist in funding improvements to bring the building up to current codes.

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

Kinmon Gakuen is located in historic San Francisco's Japantown. It is the oldest and one of three remaining Japantowns in the United States. The others are located in San Jose and Los Angeles. At one time, there were 43 Japantowns in California, and San Francisco's Japantown consisted of over 36 square blocks. Besides typical cultural businesses, these communities usually had Japanese language schools for the immigrant's children because they were prohibited from public schools. After World War II and the internment of the Japanese, most of those communities declined significantly and even more following urban renewal. Through the perseverance of the community, Japantown is now left with about 12 square blocks, but continues to struggle with developers and gentrification.

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

As previously mentioned, on April 3, 2019, the Kinmon Gakuen building has been approved by the San Francisco Historic Preservation Commission as a historical landmark. Not only is it oldest Japanese language school in San Francisco, the building served as the registration and processing center for people of Japanese ancestry during World War II before they were sent to concentration camps further documented by photos taken by renown photographer, Dorothea Lange.

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

Since the landmark designation, there are no intentions to sell or close the building. The board of directors plans to preserve the building and to provide the necessary upgrades to the facility to expand its programs and offer the space(s) to other community groups. The building is ideal for classes, lectures and social gatherings.

However, if the funds are not raised to implement with the necessary renovations to make the building accessible and seismically safe, there could be risk of the school closing. Should this happen, it would remove a major educational center from the community and deny everyone the opportunity to learn how to read, speak and write Japanese. There is a long standing history of people in the community who have attended Kinmon Gakuen, and whose children and grandchildren attended the school. A closure would also deny the various cultural groups that use the facility today to continue their classes and workshops (i.e., karate, ikebana, calligraphy, etc.).

### CRITERION 3

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

Kinmon Gakuen continues to provide Japanese bilingual and bicultural services for the past 109 years (except during World War II). The school's auditorium and second floor social hall have always been used to exhibit Japanese art, cultural demonstrations and social gatherings. Currently, the school leases space to a karate school three days a week and one of the classrooms to a Japanese flower arranging (ikebana) workshop once a month. During the New Year celebration (Oshogatsu), the board of directors, students and parents get together for mochitsuki (rice pounding ceremony) and a master calligrapher delivers his annual proverb by demonstrating with a large sumi-e brush.

**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)**

Kinmon Gakuen plans to provide the much needed building upgrades so that it can expand its current bilingual bicultural services that includes providing the necessary wireless internet service for the entire building, electronic devices such as computers, laptops, projectors, etc. to meet the demand today's students need in order for higher education.

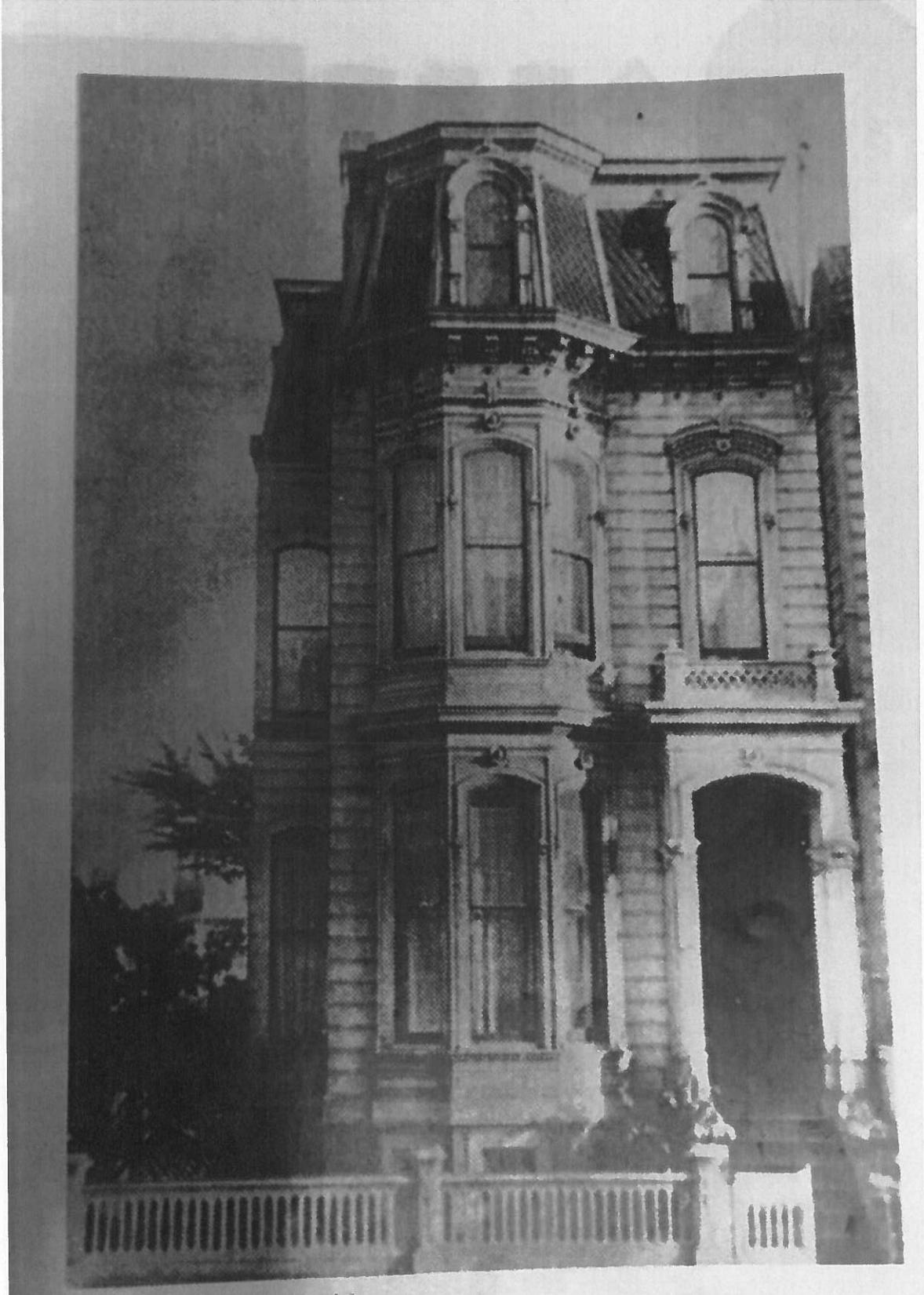
**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

Whenever a building, site, object or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property, including all primary exterior elevations, form, massing, structure, architectural ornament and materials. For the Kinmon Gakuen Building, these are identified in the building's Landmark Designation Case Report available at this website:

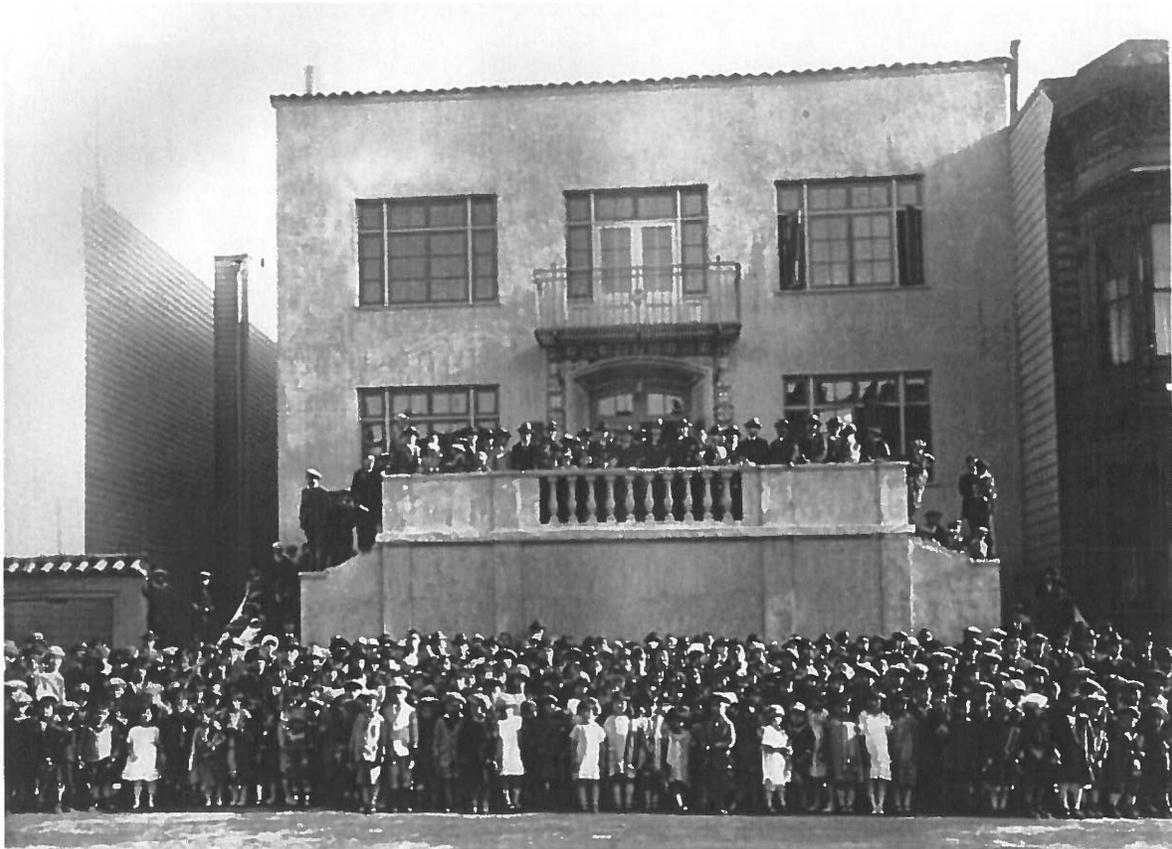
<http://commissions.sfplanning.org/hpcpackets/FINAL%20HPC%20INITIATION%20PACKET%20-%20kinmon%20gakuen.pdf>

**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. The current ownership has not changed since its founding.



Original Kinmon Gakuen at 2301 Bush Street



Kinmon Gakuen in 1927



Japanese Americans waiting to be processed at the outbreak of World War II



Vaccinations following the outbreak of World War II



A bus outside of Kinmon Gakuen taking Japanese Americans to relocation centers.



Crown Prince Akihito and Princess Michiko visit in 1960



金門學園

8041

Golden Gate Institute

金門學園  
Golden Gate Institute  
Institute of Language & Cultural Studies  
1555 Hyde St.  
San Francisco, CA 94109







Current Photos



Interior classroom



Auditorium







CONSULATE  
GENERAL  
of JAPAN  
San Francisco

在サンフランシスコ  
日本国総領事館

Local

第46回  
小学日本語お話し大会  
Japan





Students sing the school song at the 100th anniversary celebration of the establishment of Kinmon Gakuen



## **Golden Gate Institute (Kinmon Gakuen) in San Francisco Receives 2011 Foreign Minister's Commendation**

On October 29, Consul General Hiroshi Inomata presented the Golden Gate Institute (or Kinmon Gakuen), one of the oldest Japanese language schools on the US west coast, with Japan's Foreign Minister's Commendation as the Institute celebrated the 100th anniversary of its establishment.

The Institute was established in 1911 by the first generation Japanese Americans who were urged to establish a school so their children could learn Japanese as well as the Japanese cultural heritage. It was at the time when the number of Japanese immigrants in the U.S. was becoming exceedingly high, and local schools would close the doors to the immigrant's children. Since then, the Institute has played an important role in providing Japanese American students with the education in language, culture and its values for a hundred years (except seven years during and after the Pacific War). In recent years, the Institute has also been serving as a foreign language school that teaches the Japanese language to non-Japanese students. The Commendation was to recognize and appreciate these contributions of the Institute to the Japanese American community for a century.

Consul General Inomata expressed his respect in his congratulatory remarks for the Institute for the long-standing dedication to the community in the field of education and his hope that the Institute would continue to play an important role in the promotion of the Japanese language education in the Bay Area.

The Commendation was presented by the Consul General to Mrs. Shizu Mihara; in attendance were 150 guests including Dr. Emily Murase, SF Education Commissioner, Rev. Yoshiomi Ogui, Eddie Moriguchi, Chairman of the California Japanese Benevolent Society, Dana Lewis, President of the Japan Society of Northern California, Shigeru Kimura, Chairman of the Board of Directors, Golden Gate Institute, Board Directors and teachers, former teachers and students, friends and supporters of the Institute and friends and supporters. The Consulate General of Japan in San Francisco hereby expresses its sincere congratulations to the Golden Gate Institute on the commendation.

# Nichi Bei

## Kinmon Gakuen celebrates 100 years of Japanese language instruction

December 8, 2011 by [KENJI G. TAGUMA, Nichi Bei Weekly](#)

Kinmon Gakuen, also known as the Golden Gate Institute, celebrated 100 years of Japanese language and culture education recently in San Francisco's Japantown. In a gathering of former students, teachers and administrators on Oct. 29, community members also helped to celebrate the historic milestone at the Hotel Kabuki in San Francisco's Japantown.

"We are dedicated to continuing the efforts of our predecessors," said Shigeru Kimura, the current board chair of Kinmon Gakuen, who described the event as one of the largest alumni gatherings ever.

Like dozens of schools of Japanese instruction across the state, institutions like these have been vital to reinforce language and culture for generations.

But it was not uncommon for children to have complained about spending a chunk of their leisure time in yet more school, however.

"I have to confess, as a young person growing up in San Francisco, attending Japanese school was not my preferred way to spend Saturday mornings," Kinmon Gakuen alumni Emily Murase recalled in a letter published in the program booklet. "However, the Japanese language and cultural education I received opened up so many doors for me."

"We surely complained about having to go to Nihongo Gakko (Japanese school)," Kinmon Gakuen alumni Grace Horikiri told the Nichi Bei Weekly. "But looking back now I am sincerely grateful to my parents for giving us the opportunity to go."

Some who quit early have regretted giving up on it later in life. Yet for others, the experience presented many fond memories.

"At the time, like most of my classmates, we went because our parents wanted us to go," said Horikiri, who attended the school from 1967 to 1977. "Also, back then, there were no afterschool programs, so really Kinmon served as not only an extension of learning, but for all of us kids to play and hang out in J-Town."

"I vividly recall our calligraphy (shodo) lessons," said Murase. "The finality of putting a large brush coated with jet black ink to the thinnest possible sheet of paper at once inspired fear of and awe for the art."

“The fondest memories are the friendships that developed throughout those years,” said Horikiri, a graphic designer and president of the Nihonmachi Street Fair. “I am still in contact with many of my Kinmon Gakuen friends.”

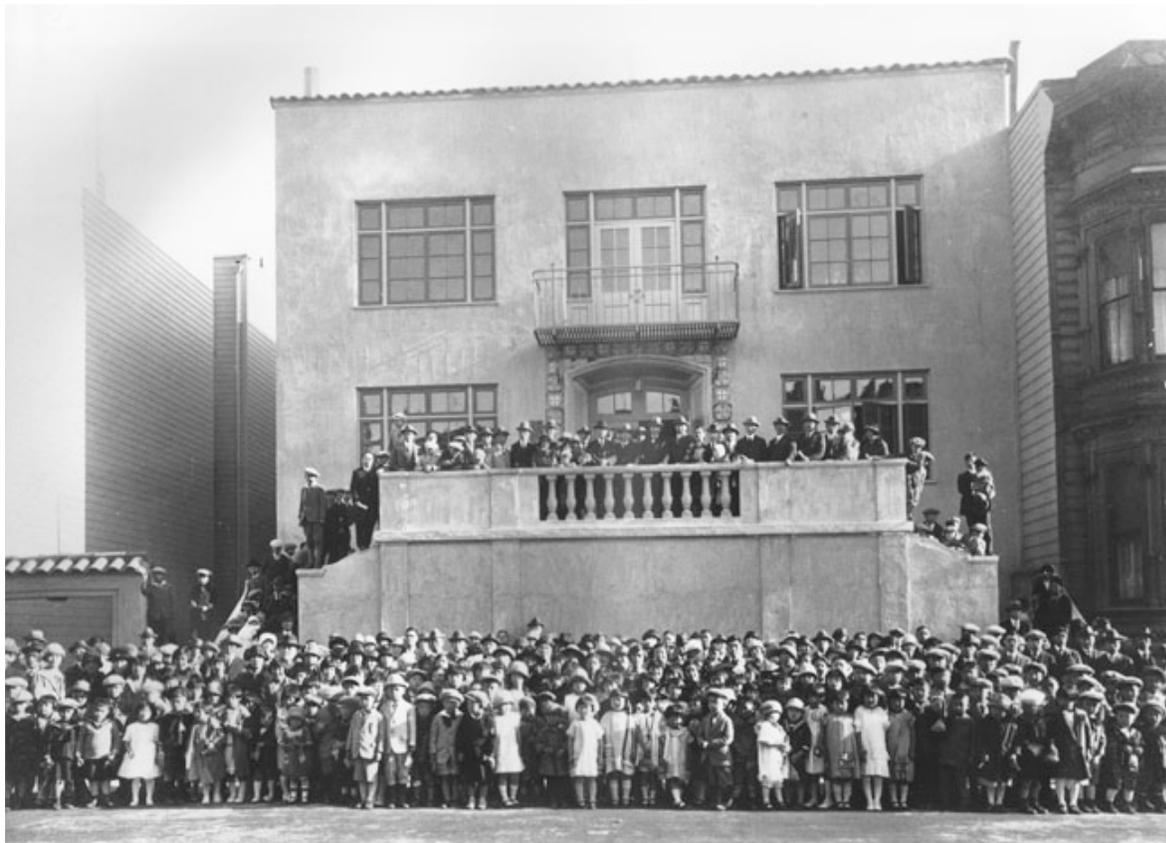
### **Early History**

Though not the first Japanese language school in the United States — a school founded in Seattle in 1902 bears that distinction — Kinmon is certainly one of the oldest.

According to a historical account provided by the school, a core group of the Japanese American Association gathered to establish a Japanese educational organization for their children on May 2, 1910. The next month, a meeting was held to establish an operating plan for Kinmon Gakuen.

On Jan. 18, 1911, the property at 2031 Bush St. was rented as a school building. The next month, Dr. Inazo Nitobe, an educational leader in Japan who became famous for his role with the League of Nations, recommended Masayoshi Kamata of Japan to be the first director of the school.

A grand opening ceremony was held on April 15, and classes officially began on April 17 with 12 kindergarteners, 12 preschoolers, and 21 other students.



OLD SCHOOL — The Kinmon Gakuen building in 1927. courtesy of Kinmon Gakuen

The old structure was raised in 1925, and a dedication for the new building was held on April 11, 1926 with more than 1,000 in attendance, the history of the institution noted. The school merged with Kyowa Institute in 1935, and was closed because of the outbreak of World War II.

During the war, the Kinmon Gakuen property was occupied by the Booker T. Washington Center, and classes resumed next door in October of 1948 with 32 students. In May of 1952, the Booker T. Washington Center moved to Presidio Avenue, and Kinmon relocated to the main school building at 2031 Bush St.

Citizenship classes were started in 1952, and by February of 1954, there were 88 students enrolled at the school. Adult classes began in December of that year.

Some 176 students participated in the year-end ceremonies in June of 1960. That year, the Crown Prince and Princess of Japan visited the school.

Today, the school has 43 students, who gathered at the 100th anniversary to sing the school's official song onstage. Fumiye Maeda and Kevin Shimizu led the group, and made short speeches in Japanese.

### **Alumni Remembrances**

Perhaps amongst the most accomplished alumni of the school, Murase, the first Japanese American elected to the San Francisco Board of Education, spoke in both Japanese and English of the school's impact on her.

"I had fabulous teachers," said Murase, who presented a proclamation for the school on behalf of Mayor Ed Lee. "It enabled me to do many things in life."

Murase attended the school from the first to third grade, until her family went to live in Japan for a year.

"I received my foundation at Kinmon," she told the Nichi Bei Weekly. "I learned basic writing (hiragana, katakana, simple kanji).

"Fluency in Japanese changed my life," Murase said. "I spent my junior year of college studying at Tsuda College in Tokyo. ... I eventually earned a first class certification in Japanese from the Japanese Ministry of Education and, after receiving a master's in international relations at UC San Diego, spent three years working at AT&T Japan and later landed a position in the first Clinton White House where I staffed U.S.-Japan trade negotiations."

In addition to serving on the San Francisco School Board, Murase is the executive director of the city's Department on the Status of Women, and in that capacity she often hosts visiting delegations, sometimes from Japan.

Other alumni, like Horikiri, also found the lessons learned at Kinmon to be useful later in life.

“Since my parents do not speak English fluently, having that strong knowledge of Nihongo has helped us not only communicate with them, but also serve as a translator for them especially during doctor’s appointments,” said Horikiri, whose mother Mutsuyo Horikiri served as principal of the school from 1981 to 1993.

“As we Nisei grew up we were required to attend Japanese school after our regular public school,” wrote Stanley Kanzaki in a reminiscence of his time at the school. “I wasn’t too keen on going but it had some future advantages.”

Kanzaki, who traveled across country from New York to attend the 100th anniversary celebration, attended the school from 1937 to 1941. He noted that the school was a historical backdrop in the wartime incarceration of the Japanese American community.

“As a result of President Franklin D. Roosevelt’s unjust E.O. 9066,” he stated, “the entire Japantown population were forcibly ordered to appear in front of Kinmon Gakuen on Bush Street to get on the buses for the first step of the illegal incarceration of Japanese Americans into concentration camps.”

Eighty-nine-year-old Mitsuko Kawashiri, of Novato, Calif., was among the oldest alumni in attendance. She attended the school for one year before leaving for Japan at the age of 8.

### **Teaching the Language**

Some former teachers and principals were on hand to recall their time at the Golden Gate Institute.

“We were able to educate many students,” said Sakiko Kanamori, 87, a former teacher and principal who taught from 1960 to 1974.

The school presented Kanamori, the fifth director of the school, and Mutsuyo Horikiri, the 10th director, with plaques of appreciation.

“Children of many different backgrounds were able to study together,” added Mamiko Uchida, another former teacher who started teaching second grade 10 years ago. “It was a wonderful place to be a teacher.”

### **Foreign Minister’s Commendation**

Consul General of Japan in San Francisco Hiroshi Inomata, who presented Kinmon Gakuen with the Foreign Minister’s Commendation on behalf of the government of Japan, reflected upon the beginnings of the school.

“At the time of Kinmon Gakuen’s establishment in 1911, the Japanese immigration to the United States was reaching its peak,” said Inomata. “So, too, was the anti-Japanese sentiment.”

Inomata added that its opening “must have been looked at as a guiding light of hope.”

According to Inomata, some 5,000 graduates have passed through Kinmon Gakuen's doors, as the institution "continued to play an important role in transmitting language."

Hiroshi Haruki, the president of the Japanese Chamber of Commerce of Northern California, said the Japanese business community appreciates Kinmon Gakuen because it helps to foster better U.S.-Japan relations.

While recalling its past, the Golden Gate Institute also cherished its historic milestone, and the many who have passed through its doors.

"I look around and see many illustrious alumni, and I'm happy that we were able to accomplish so much," said current Kinmon Gakuen Principal Shizu Mihara, in closing the celebration.

For more information about Kinmon Gakuen, call (415) 567-4383 or visit [www.kinmongakuen.org](http://www.kinmongakuen.org).

# Nichi Bei

## School's in session in S.F.'s Japantown

May 25, 2017 by [TOMO HIRAI, Nichi Bei Weekly](#)



**BUILDING A FUTURE IS NOT CHILD'S PLAY** — Nihonmachi Little Friends celebrated their new building's opening May 19. At left is their new classroom. At right is the rooftop play area. photos by Tomo Hirai/Nichi Bei Weekly

Following some five years of planning, fundraising and construction, Nihonmachi Little Friends opened its doors to its new Sutter Street building May 19 during a ribbon-cutting ceremony attended by several dozen of those involved with the preschool.

Founded in 1975 to provide community-based Japanese bilingual and multicultural childcare, the preschool located in San Francisco's Japantown plans to use its new building, formerly the school's playground lot, as a replacement for the preschool classroom the organization currently rents from Kinmon Gakuen, which is located around the block on Bush Street. While the school had operated out of the historic Bush Street building since 1977, it was asked to vacate several years ago.

Cathy Inamasu, executive director of NLF, had been trying to find a suitable replacement, but could not find an existing location that would fit their needs.

"We wanted to stay in the area, but you need to have outdoor space for childcare programs to be licensed by the state," Inamasu said. When the school could not find a suitable location, Inamasu said she began asking if a rooftop playground could be developed. "We looked at the playground lot and we asked, 'hmm, how many children can we fit here?'"

Following a study of other rooftop playgrounds and a solicitation for proposals, NLF settled on a proposal by HKIT Architects of Oakland, Calif. to build an annex next to their current headquarters. The new location expands the program's maximum capacity from 80 students to 91 and began holding classes May 22.

The new building's construction was no easy feat, especially given the historic significance of the existing building. The Japanese YWCA was built in 1921 and designed by California's first female architect, Julia Morgan. The former YWCA building was initially financed and built by *Issei* women, who were not

allowed to own property and had the YWCA hold it “in trust.” Nihonmachi Little Friends moved into the building in 1985 as a tenant. When the YWCA tried to sell the building in 1996, the Soko Bukai, a consortium of San Francisco Japantown’s Christian churches, sued to keep the building within the Japanese American community. The settlement between the YWCA and Soko Bukai resulted in Nihonmachi Little Friends becoming the new stewards of the building in 2002.

Tad Sekino, senior architect at HKIT, said his firm, Nihonmachi Little Friends and the City of San Francisco spent a considerable amount of time working together to ensure the new building did not compromise the historic integrity of what is now the Issei Women’s Building, all while making the old historical building ADA accessible with the installation of an elevator bank in the new annex.

“This is a Julia Morgan building next door, so we had to be very careful about (not) damaging or designing to alter anything there,” he said. The new building’s design is simpler, so as not to overpower either the neighboring Issei Women’s Building or the Japanese Cultural and Community Center of Northern California next door. “To try to keep the two buildings from having their identity threatened, we made this building a lot more simple on the front facade. It now ties together both buildings,” Sekino said.

Inside, the walls are painted white and several parents and board members described the interior as “peaceful.” Kaz Naganuma, a graphic designer who is working with the school, commended the new building’s use of light colors in its interior.

“You don’t need anything *gasa gasa*, because the whole point is, the kids are the energy, they have the bright clothes, they have all the noise, all the things that kids are all about,” he said. Naganuma said he will meet with the staff to work on how to decorate the new classroom in the coming weeks.

While considerable planning, fundraising and time was required for the new building, members of the school’s leadership said the investment was well worth it.

“It’s an exciting idea that we can actually own our own property and have control,” Inamasu said. “It gives us permanence, and the board felt that this is a direction we should go because we want to be here for generations to come. It helps build the Japantown community because it brings families here; we really feel we are an integral part of the community.”

“Cathy put the idea on the table, and I think none of us had fathomed the thought, but as soon as people said it, it was very easy for all of us to jump on board and go with it,” said NLF board member Joyce Oishi. She said the preschool being able to complete the construction was “remarkable,” especially during a construction boom in San Francisco. She added that supporting the school was an easy choice, even if her children are already college age. “NLF is a very easy choice to invest time and talent because the recipient of everyone’s good will are those wonderful little kids.”

With the construction done, NLF now turns its focus to fundraising to pay off the construction loan. Inamasu said they have raised more than \$2 million since launching the Plant a Seed Capital Campaign in early 2012, which aimed to raise \$3.5 million. Many of the individual donations came from former students’ parents.

Board Chair Adrienne Shiozaki Woo said she has seen the program grow in the 20 years she has sat on the board of directors.

<https://www.nichibei.org/2017/05/schools-in-session-in-s-f-s-japantown/>

“It’s a community program. When your kids are in preschool, ... connecting with other kids in the program, you become a family. You keep in touch even after you’re out of preschool,” she said. She said her son, who attended Little Friends in the early 1990s, still hangs out with a handful of friends from preschool.

Shiozaki Woo has been on the board since the mid-1990s, through the YWCA lawsuit and the first capital campaign to retire the mortgage in 2005. With the completion of the new annex, she said it might be time to pass on the reigns. “Maybe I’ll step off the board now and focus on the (capital) campaign,” she said. “All the handwork is done and ready for the next generation to step in; the program is in very good hands.”

*Nihonmachi Little Friends plans to hold an open house for the public Saturday, July 8 from 1 to 3 p.m. The preschool will conduct tours of its new facilities and provide light refreshments. For more information, visit [www.nfchildcare.org](http://www.nfchildcare.org).*

## Kinmon Gakuen

### 2031 Bush Street



Kinmon Gakuen is one of the oldest structures and cultural organizations in San Francisco's Japantown. The school currently operates a weekly Japanese language education program, and houses Nihonmachi Little Friends, a bilingual day care center. The building has undergone several renovations since its inception. It has six mid-sized rooms, and includes a kitchen, a social hall, a library, and an auditorium.

In the late 1800s, a core group of San Francisco Japanese associations gathered to address the community's need for a Japanese educational system, motivated largely by an 1895 school exclusion law passed by the San Francisco Board of Education, which made it difficult for children of Japanese ancestry to attend public schools. Through fundraising and donations, Kinmon Gakuen (literally translated, "Golden Gate School") was officially opened on January 18, 1911, offering elementary through high school-level courses.

On March 20, 1925 architect William C. Hays' building design was approved and the building was completed on April 11, 1926. Many Japanese Americans in San Francisco were ordered to report to Kinmon Gakuen to register for the evacuation on April 24, 1942, and the site served as the gathering place for one of the main contingents of evacuees to the Tanforan Assembly Center. During World War II, the school was shut down and re-opened in 1949. For several decades Kinmon Gakuen served not only as a school, but as a cultural educational center and as a movie house on Saturdays showing Japanese films, plays and other community events. At its height, over 400 students attended the school. Kinmon Gakuen also holds the distinction of having been visited by many members of the Imperial Family of Japan. Kinmon Gakuen is now only open on Saturdays, but remains as a center for community programs and events and is a historical landmark for the Japanese American community.

[CLOSE WINDOW](#)



# SAN FRANCISCO PLANNING DEPARTMENT

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## Landmark Designation Case Report

*Hearing Date:* February 6, 2019  
*Case No.:* 2017-012291DES  
*Project Address:* 2031 Bush Street (aka The Kinmon Gakuen Building)  
*Zoning:* RM-3 (Residential-Mixed, Medium Density)  
*Block/Lot:* 0676/027  
*Property Owner:* Golden Gate Institute  
2031 Bush Street  
San Francisco, CA 94115  
*Staff Contact:* Desiree Smith – (415) 575-9093  
[desiree.smith@sfgov.org](mailto:desiree.smith@sfgov.org)  
*Reviewed By:* Tim Frye – (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

The Kinmon Gakuen Building (APN 0676/027) is located on the south side of Bush Street between Webster and Buchanan Streets in a residential area of Japantown. Completed in 1926 and designed in the Mediterranean Revival style, the subject property was purpose-built as an educational facility for Japanese language and culture school, Kinmon Gakuen (“Golden Gate Institute”). It features two-stories with basement massing, an irregular plan set back from the front property line, and a double stair and raised porch at the entrance. The building was constructed along the property line to the west and north (its primary elevation) and contains a small side yard along its eastern façade that is accessed via a gated entrance along Bush Street. Other prominent features include its flat-capped terra cotta roof, stucco cladding, and wood sash doors and windows. The parcel is located within an RM-3 (Residential-Mixed, Medium Density) Zoning District and a 40-X Height and Bulk District.

### PROJECT DESCRIPTION

The case before the Historic Preservation Commission is the consideration of the initiation of landmark designation of The Kinmon Gakuen Building as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1, and recommending that the Board of Supervisors approve of such designation.

### ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.

POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

### SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. On balance, the proposed designation is consistent with the priority policies in that:

- a. The proposed designation will further Priority Policy No. 7, that landmarks and historic buildings be preserved. Landmark designation of The Kinmon Gakuen Building will help to preserve an important historical resource that is significant for its associations with the development of the Japanese American and African American communities in San Francisco during the twentieth century. It is also an excellent example of an educational building designed in the Mediterranean Revival style.

## BACKGROUND / PREVIOUS ACTIONS

On August 17, 2016, The Kinmon Gakuen Building was added to the Landmark Designation Work Program as part of the Department's San Francisco Sites of Civil Rights Project.

The property was also previously identified as an important building for its association with Kinmon Gakuen in the *Japantown Historic Context Statement* (2011) and in the *Japantown Cultural Heritage and Economic Sustainability Strategy* (2013).

## OTHER ACTIONS REQUIRED

If the Historic Preservation Commission decides to initiate designation of the subject property as an Article 10 landmark at its February 6, 2019 hearing, the item will again be considered by the Commission at a future hearing. During this subsequent hearing, the Commission will decide whether to forward the item to the Board of Supervisors with a recommendation supportive of

designation. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

## **APPLICABLE PRESERVATION STANDARDS**

### **ARTICLE 10**

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

### **ARTICLE 10 LANDMARK CRITERIA**

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant

contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

## **PUBLIC / NEIGHBORHOOD INPUT**

The Department is not aware of any opposition to the landmark designation of 2031 Bush Street. The Department has received one letter of support, which is included in this packet.

## **PROPERTY OWNER INPUT**

The property owner, the Golden Gate Institute/Kinmon Gakuen, is supportive of landmark designation. On July 27, 2017, the property owner requested that the HPC prioritize landmark designation for The Kinmon Gakuen Building. That letter is included in this packet.

## **STAFF ANALYSIS**

The case report and analysis under review was prepared by Department preservation staff. The Department has determined that the subject property meets the requirements for Article 10 eligibility as an individual landmark. The justification for its inclusion is explained in the attached Landmark Designation Report.

## **SIGNIFICANCE**

The subject property gains its significance from its association with the social, cultural, and educational enrichment of Japanese Americans in San Francisco during the twentieth century as the home of Japanese language and culture school, Kinmon Gakuen. It was one of four purpose-built community facilities whose construction was funded by the local Japanese American community in San Francisco's *Nihojinmachi* ("Japanese People's Town"), later known as Japantown.

The building is also associated with the evacuation, relocation, and incarceration of U.S. citizens and residents of Japanese descent during World War II. Following President Franklin D. Roosevelt's signing of Executive Order No. 9066, Kinmon Gakuen was forced to cease operations and its building was taken over by the federal government for use as a processing center where citizens and non-citizens of Japanese ancestry were required to report before they were incarcerated and relocated to concentration camps across the United States.

During Japanese internment, the African American community stewarded many of the properties that had been vacated by Japanese Americans in Japantown, including The Kinmon Gakuen Building. 2031 Bush Street, thus, is also significant for its association with community organizing and activism among African Americans in San Francisco during the twentieth century, as home of the Booker T. Washington Community Services Center from 1942 to 1952. The center provided African Americans, especially youth, with a space for social, educational, and recreational

opportunities. The organization supported Japanese Americans upon their return to the neighborhood after the war by establishing hostels for those in need of housing. In 1952, Kinmon Gakuen reoccupied the building and the Booker T. Washington Community Services Center moved into its new permanent location at 800 Presidio.

The building is also an excellent example of an educational building designed in the Mediterranean Revival architectural style in San Francisco.

#### UNDERREPRESENTED LANDMARK TYPES

The proposed landmark designation addresses one previously identified underrepresented landmark types: landmarks significant for cultural associations. Specifically, The Kinmon Gakuen Building is significant for its association with Japanese American history in San Francisco. There are currently no designated San Francisco landmarks specifically related to Japanese American history.

#### INTEGRITY

The Kinmon Gakuen Building maintains a high level of integrity. See page 25 of attached Landmark Designation Report for further analysis.

#### CHARACTER-DEFINING FEATURES

Exterior and interior character-defining features of the building are identified in the attached Landmark Designation Report beginning on page 26-27.

#### BOUNDARIES OF THE LANDMARK SITE

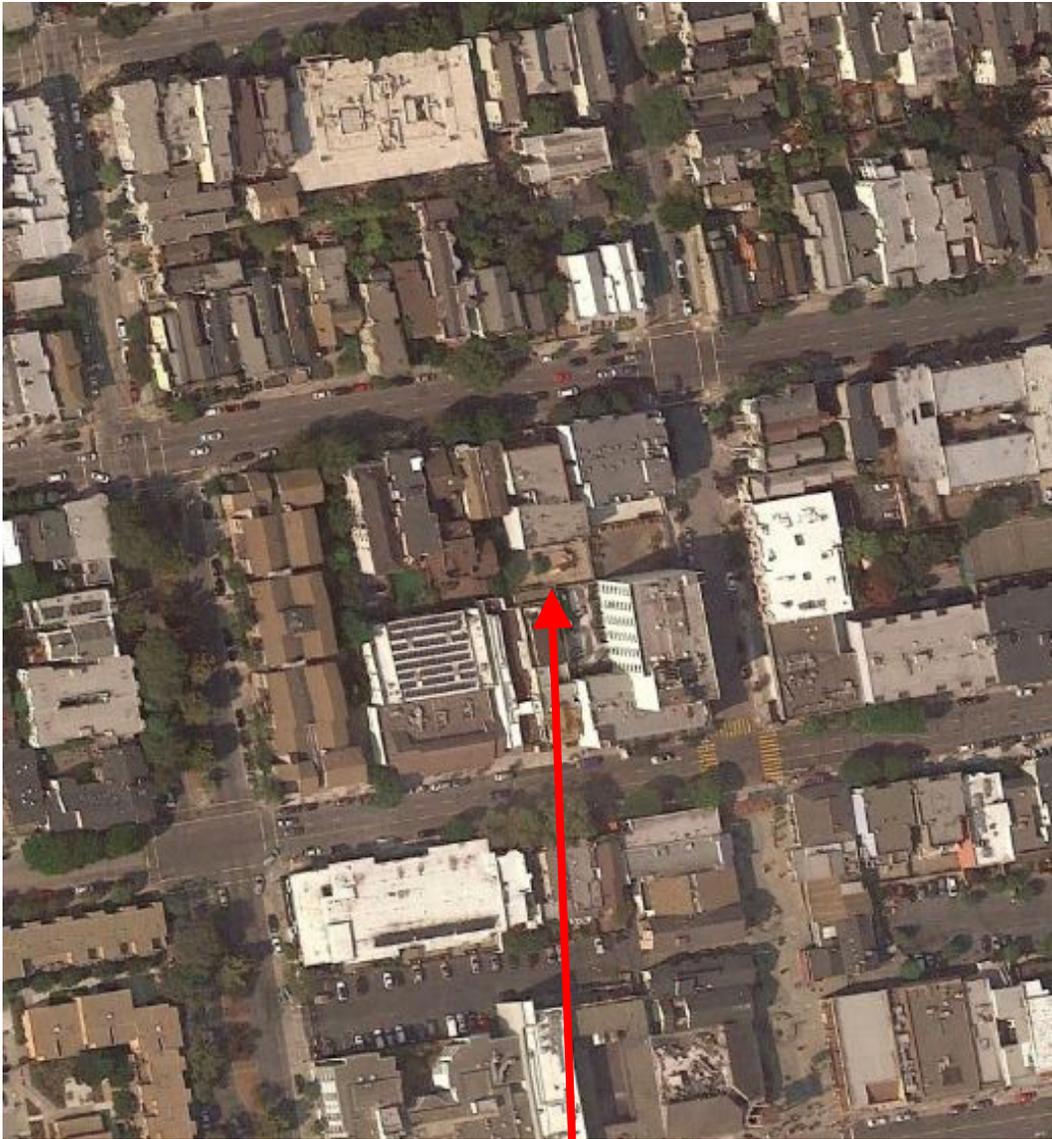
The proposed Landmark site consists of Assessor's Parcel Block. No. 0676, Lot No. 027.

#### PLANNING DEPARTMENT RECOMMENDATION

Based on the Department's analysis, The Kinmon Gakuen Building is individually eligible for Article 10 Landmark designation for its association with Japanese American and African American history of the twentieth century, as described above, and as an excellent example of an educational and community facility designed in the Mediterranean Revival style. The Department recommends that the Historic Preservation Commission initiate the proposed designation of **2031 Bush Street** as a San Francisco landmark.

The Historic Preservation Commission may recommend approval, disapproval, or approval with modifications of the proposed initiation of The Kinmon Gakuen Building as a San Francisco landmark under Article 10 of the Planning Code to the Board of Supervisors pursuant to Planning Code Section 1004.1. If the Historic Preservation Commission approves the initiation, a copy of the motion of approval is transmitted to the Board of Supervisors, which holds a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

# Aerial Photo



**SUBJECT PROPERTY**



Article 10 Landmark Designation  
Case Number 2017-012291DES  
The Kinmon Gakuen Building  
2031 Bush Street

**Emily M. Murase, PhD**  
77 Van Ness Avenue, Suite 101, #2020  
San Francisco, CA 94102  
info@emilymurase.com

9 March 2019

President Aaron Jon Hyland  
San Francisco Historic Preservation Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103-2479

VIA E-MAIL

Dear President Hyland:

I am writing in support of designating Kinmon Gakuen a building of historic and cultural significance to the heritage of San Francisco. According to research sponsored by the California State Library, there were 43 "Japantowns," hosting 3,500 businesses and organizations, across the state of California before World War II. Now, only three remain, in Los Angeles, San Jose, and San Francisco, largely due to the mass incarceration of Japanese and Japanese Americans during World War II that uprooted these communities, put an estimated 120,000 people behind barbed wire in remote prison camps, many of whom who later dispersed rather than return to their home communities. The naked racism and unfettered economic opportunism that motivated the forced removal of these families and communities are well-documented. What is not well-documented are the losses that Japanese Americans have suffered, spanning generations, the loss of income and property, the loss of business and civic leadership, the loss of pride in Japanese culture, identity, and, importantly, language speaking ability.

A unique exception to this history of losses is the San Francisco Japantown institution known as Kinmon Gakuen ("Golden Gate Institute") which has, since 1911, provided Japanese language instruction to many generations of Japanese Americans. I was a student at Kinmon Gakuen in elementary school. Nobody likes Saturday school. While I was in a classroom with an imposing, old school (very strict) Japanese teacher (Ms. Kanamori, Ms. Ohno, and Ms. Tanaka) at Kinmon Gakuen, my friends slept in, had a leisurely breakfast, and spent most of their Saturday mornings watching Saturday morning cartoons, including "Scooby-Doo, Where are You?" and "Super Friends."

As much as I hated Saturday school, the Japanese language instruction I received came in handy when my father, a professor of social work at San Francisco State University, took our family to Japan for a year-long sabbatical. My mother, a native of Japan, insisted that, rather than attend the American School in Japan like all the other expatriate kids, my siblings and I enroll in a local

public Japanese elementary school. Thanks to our Kinmon Gakuen teachers, my siblings and I managed to get through a year of school in Japan.

This year living in Japan changed the trajectory of my life. Due to the wartime incarceration, most Japanese Americans distanced themselves from their Japanese cultural heritage and language. Having a Japanese mother and the childhood experience of living in Japan led me to pursue fluency in Japanese. I studied Japanese at Presidio Middle School and Lowell High School and won local Japanese speech contests. I also studied Japanese at Bryn Mawr College and was afforded an expenses paid year abroad at Tsuda College, Bryn Mawr's sister school in Japan. I eventually earned certification at the highest level of fluency by the Japanese Language Proficiency Test administered by the Japan Foundation. After graduating with a master's degree in Pacific International Affairs from UC San Diego, I was recruited to work for AT&T Japan. In the midst of historic trade deficits with Japan, I successfully concluded \$30 million in sales of American technology to the Japanese telecommunications giant Nippon Telephone & Telegraph Corporations.

Kinmon Gakuen has had a similarly life-changing effect for generations of students since 1911 and remains an important institution for the promotion of the Japanese language. I urge the Commission to adopt a support position for the landmarking of this important building. With only three remaining Japantowns, opportunities to confer this status on entities of historic and cultural significance in the Japanese American community are extremely limited. I rely on your leadership to help us preserve this community treasure.

Yours sincerely,

*Emily M. Murase*

Emily M. Murase, PhD

Cc: Vice President Diane Matsuda  
Commissioner Kate Black  
Commissioner Ellen Johnck  
Commissioner Richard Johns  
Commissioner Jonathan Pearlman  
Commissioner Andrew Wolfram

CONSULATE GENERAL OF JAPAN

275 BATTERY STREET, SUITE 2100  
SAN FRANCISCO, CALIFORNIA 94111

TELEPHONE: (415) 780-6000  
FAX: (415) 767-4200

March 18, 2019

Historic Preservation Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Dear Historic Preservation Commissioners:

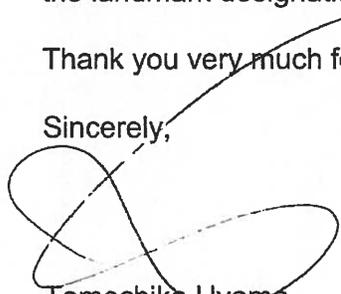
On behalf of the Government of Japan, I am writing to you today in support of Landmark Designation for Kinmon Gakuen (literal translation: Golden Gate Institute) in San Francisco's historic Japantown.

Kinmon Gakuen was established in 1911 for Japanese children who were discriminated from enrolling in American schools. In 1926, with the help of local Japanese businesses and government, the school completed construction of the new school. In 1941-42, at the onset of World War II, the building was used to process people of Japanese ancestry before they were relocated into concentration camps. The school resumed operations after the war ended and continues even today to offer Japanese language classes one day a week.

Japan and San Francisco have been steadfast partners for many years now and I am committed to both preserving and enhancing the deep cultural and historical ties between us. The Kinmon Gakuen building itself is one of only a few structures that remain from the pre-war and pre-redevelopment periods. It has promoted and helped sustain the Japanese language and culture for thousands of children in San Francisco over the decades. It is clear that the building has an enormous and historic past that should be preserved and I strongly recommend that you support the landmark designation.

Thank you very much for your kind consideration.

Sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke, positioned above the printed name.

Tomochika Uyama  
Consul General of Japan in San Francisco



February 4, 2019

Mr. Aaron Jon Hyland, President  
Historic Preservation Commission  
400 Mission Street, Suite 400  
San Francisco, CA 94103

Re: Kinmon Gakuen Landmark Designation

Dear President Hyland and Members of the Historic Preservation Commission:

On behalf of the Japanese Cultural and Community Center of Northern California (JCCCNC), I would like to submit our letter of recommendation and convey our wholehearted support for the Landmark Designation of Kinmon Gakuen (Golden Gate Institute) in San Francisco's Japantown.

Kinmon Gakuen has been a pillar in our Japantown community since its establishment and the construction/completion of its existing building in 1926. Its historic significance as an educational, cultural, social and community institution is one that deserves landmark recognition, as it has survived through decades of our community's adversity and is one of only a few building that remains from the pre-redevelopment and pre-World War II (WWII) periods.

In addition to preserving the Japanese language and culture for thousands of children over the years, it is also a sad reminder for older community members of the injustices that occurred during WWII that were captured in images by photographer Dorthea Lange after the signing of Executive Order 9066. The photos are of Japanese Americans waiting by armed military to enter Kinmon Gakuen for processing and of detainees as they were boarding buses and leaving as they were sent to assembly and incarceration centers.

Personally, as a child growing up, I attended the Japanese language school, movies with my Nisei (second generation) grandmother in the downstairs hall and Nisei Veterans of Foreign Wars (VFW) potlucks and gatherings with my family. I have fond memories of Kinmon as a bustling center for people of all generations.

In closing, I hope you will strongly consider and approve the Landmark Designation of Kinmon Gakuen as a vital piece of our Japanese American and Japantown historical and cultural existence in San Francisco.

Sincerely,

Lori Matoba  
Deputy Director



## JAPANTOWN TASK FORCE

日本町の経済発展・計画・保存

ECONOMIC DEVELOPMENT, PLANNING & PRESERVATION OF JAPANTOWN

January 31, 2019

Dear Historic Preservation Commissioners:

The Japantown Task Force, Inc. board of directors voted unanimously to approve Golden Gate Institute (Kinmon Gakuen) to be on the landmark designation list.

Kinmon Gakuen was established in 1911 for Japanese children who were discriminated from enrolling into American schools. In 1926, with the help of local Japanese businesses and government, the school completed construction of the new school.

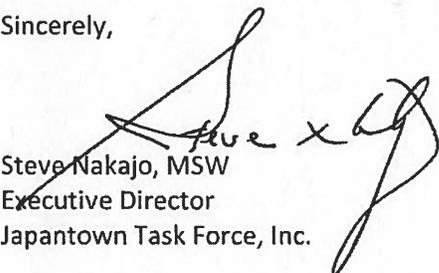
In 1941, at the onset of World War II, the building was used to process people of Japanese ancestry before they were relocated into concentration camps.

During this dark time, the school was closed and later entrusted to Booker T. Washington Community Center (BTWCC). It is believed that this allowed BTWCC to accumulate funds to purchase its own building at their current site on Presidio Avenue.

After the war had ended, the school resumed operations and continues to operate Japanese language classes one day a week.

For these reasons, the building has an enormous historic past that should be preserved and we urge you to join us in supporting the landmark designation.

Sincerely,

  
Steve Nakajo, MSW  
Executive Director  
Japantown Task Force, Inc.

# GRACE HORIKIRI

1935 22nd Avenue, San Francisco, CA 94116 • 415-867-1318 • ghorikiri@me.com

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Aaron Jon Hyland, President  
Historic Preservation Commission  
1 Carlton B. Goodlett Place, Room 400  
San Francisco, CA 94109

Re: 2017-012291DES Landmark Designation

Dear President Hyland,

I am writing to you in support of the Landmark Designation for the historic Kinmon Gakuen (Golden Gate Institute) building located at 2013 Bush Street, in San Francisco's Japantown.

I like many other Japanese American children attended Kinmon Gakuen during our youth. The education I received and the many memories of that time remains an important part of my life. My late mother, Mutsuyo Horikiri was part of the parent teacher association and later served as the principle. During her tenure Kinmon Gakuen celebrated their 80th year. She took pride in representing the school and made sure that our community knew the importance of this cultural treasure in Japantown.

If the building could speak, it would take us all on a historic journey that exemplifies the commitment of our Issei's (first generation) and how their legacy has continued throughout the schools 108 year history.

As the current Executive Director of the Japantown Community Benefit District, to be able to speak "nihongo" (Japanese) has been a great asset in order to communicate with our Japanese speaking community. What I learned at Kinmon Gakuen has definitely prepared me to serve our community in the best way I can.

I ask that Kinmon Gakuen receives landmark designation so that it may be preserved and protected today and for our community's future.

With deep appreciation,



Grace Horikiri



**GOLDEN GATE INSTITUTE  
KINMON GAKUEN**  
JAPANESE LANGUAGE & CULTURAL SCHOOL  
SINCE 1911

July 27, 2017

Tim Frye  
Historic Preservation Officer  
San Francisco Planning Department  
1650 Mission Street  
San Francisco, CA 94103

Dear Mr. Frye:

I am a Board Member of Golden Gate Institute, Inc. (Kinmon Gakuen), the Japanese Language and Culture School. It is my understanding that Kinmon Gakuen, is on the list to be considered for Landmark Designation status by the City and County of San Francisco. Our board is in full support of this measure and would like to respectfully request that the historic resource evaluation report for this site be expedited on the Landmark Designation study list.

Currently, we are meeting with consultants to conduct a study on the existing condition of the building, identifying its code-related deficiencies and making recommendations for rehabilitation and future uses. We are aware of some of the historic features in the interior and exterior of the building, but having the report conducted by the City would be essential for us to use as a foundational tool to proceed.

Our request to expedite this matter comes from the fact that we have just lost a major tenant that provided the income needed to maintain the building. Therefore, we want to make sure that we can proceed with a plan as soon as possible to attract other tenants.

Your cooperation and assistance are greatly appreciated.

Sincerely,

Richard Hashimoto  
Board Member  
Golden Gate Institute, Inc. (Kinmon Gakuen)

cc: John Rahaim  
Andrew Wolfram  
Kinmon Gakuen Board of Directors

2031 Bush St, San Francisco, CA 94115 U.S.A.  
Tel:(415)567-4383 E-mail: kinmonsf@hotmail.com  
<http://www.kinmongakuen.com>



2012 Pine Street  
San Francisco, CA  
94115

Tel: (415) 202-7900  
Fax: (415) 921-1841  
[www.jcyc.org](http://www.jcyc.org)

January 18, 2019

Historic Preservation Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Dear Commissioners:

On behalf of the Japanese Community Youth Council, I would like to express our enthusiastic support for the Golden Gate Institute, Inc. (Kinmon Gakuen) and their efforts to receive historic designation.

The Kimon Gakuen school site has tremendous significance to the Japantown community. It is one of the oldest remaining vestiges of our pre-war and pre-redevelopment community. For decades, Kimon Gakuen played the vital role of preserving the Japanese language for hundreds of families in San Francisco.

The site is also significant to this community for its history as one of the World War II assembly centers where Japanese Americans in San Francisco were forced to gather prior to being imprisoned in concentration camps. Kimon Gakuen was featured in many of the historic photos taken by War Relocation Authority photographer Dorothea Lange. Her depiction of Japanese Americans lining up at the site offers a stark and important reminder of the lessons which must be preserved about this dark chapter in American history.

I also have a personal connection to the Kimon Gakuen site. After the war, my father's family relocated to San Francisco and my grandmother Tomi Osaki was hired as a teacher. She would eventually become the Principal of Kimon Gakuen and serve in the position for over 20 years.

This building has an important historic past that needs to be preserved and I urge you to support the historic designation.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jon Osaki', is written over a blue circular stamp.

Jon Osaki  
Executive Director



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-059  
*Business Name:* Lang Antique and Estate Jewelry  
*Business Address:* 309 Sutter Street  
*District:* District 3  
*Applicant:* Nicole Corsini, Marketing Manager  
*Nomination Date:* May 20, 2019  
*Nominated By:* Supervisor Aaron Peskin

**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

361 Sutter Street from 1969 to mid-1980s (appr. 16 years)  
 323 Sutter Street from mid-1980s to 2014 (appr. 29 years)  
 309 Sutter Street from 2014 to Present (5 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:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
 Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 20, 2019

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

Director Dick-Endrizzi:

It is my honor and privilege to nominate Lang Antique & Estate Jewelry for inclusion on the Legacy Business Registry.

Since its opening in 1969, Lang Antique & Estate Jewelry has become a landmark in the Union Square shopping district. The store now offers the largest collection of fine vintage engagement rings and antique jewels found under one roof. Lang Antiques' staff of gemologists, appraisers and vintage jewelry experts are dedicated to preserving and restoring treasures of the past to ensure they live on for future generations.

I hope for Lang Antique & Estate Jewelry's continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

# 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.

<b>NAME OF BUSINESS:</b>		
Lang Antique & Estate Jewelry		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Mark Zimmelman, Suzanne Martinez		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
309 Sutter St. San Francisco CA 94108		(415) 982-2213
		<b>EMAIL:</b>
		info@langantiques.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.langantiques.com	https://www.facebook.com/langantiques/	https://www.yelp.com/biz/lang-antique-and-estate-jewelry-san-francisco-2

<b>APPLICANT'S NAME</b>	
Nicole Corsini	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Marketing Manager, Lang Antiques	
<b>APPLICANT'S ADDRESS:</b>	
309 Sutter St. San Francisco, CA 94108	
<b>TELEPHONE:</b>	
(415) 982-2213	
<b>EMAIL:</b>	
[REDACTED]	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
361 Sutter Street	94108	1969
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1969 to mid-1980s	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
323 Sutter Street	94108	Start: Mid-1980s
		End: Oct. 2014

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
309 Sutter Street	94108	Start: Oct. 2014
		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:

## 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.

Nicole Corsini

3/14/2019

Name (Print):

Date:

Signature:

## **LANG ANTIQUE & ESTATE JEWELRY**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Lang Antique and Estate Jewelry (“Lang Antiques”) was established in 1969 by Jarmilla Lang, a native of Czechoslovakia who brought her continental taste and extensive knowledge of antique and estate jewelry to San Francisco. The store is presently located at 309 Sutter Street.

Lang opened her original small store at 361 Sutter Street, and the store has remained within this block ever since. Lang Antiques is most famous for both its vast and diverse selection of antique and vintage jewels—many of which are difficult, if not impossible, to find elsewhere—as well as their large selection of estate and vintage engagement rings, many of which date to the Edwardian and Art Deco periods so closely associated with the early cultural development, arts and architecture of San Francisco.

Current owner Mark Zimmelman purchased the store from Jarmilla Lang in 1991. Zimmelman is a third-generation jeweler who grew up in the trade with his father and grandfather in Los Angeles prior to relocating to San Francisco in 1987. Zimmelman fell in love with the store the first time he saw it. “I had always wanted to own a fine estate jewelry store,” he says, “because I hated having to part with fine pieces I’d purchased as part of larger estates. To this day, my favorite aspect of the business is finding rare and wonderful one-of-a-kind treasures for Lang.”

Mark Zimmelman brought on Suzanne Martinez as co-owner 1992. Martinez received a Graduate Gemologist diploma from the Gemological Institute of America (GIA) in 1981 and has been the GIA Alumni Chapter co-president since 1992. She is also the founder of Antique Jewelry University, Lang Antiques’ educational arm and resource guide ([http://www.langantiques.com/university/Main\\_Page](http://www.langantiques.com/university/Main_Page)).

Lang Antique and Estate Jewelry has moved three times over the store’s history, all within the same 300 block of Sutter Street. The original location at 361 Sutter Street housed not only jewelry but an array of decorative home accessories and beautiful objets. In the mid 1980s, Lang moved to 323 Sutter Street and changed their focus almost exclusively to vintage jewelry. It was at this location where Lang became famous for their jam-packed, sparkle-filled front window displays.

In October 2014, Lang Antique and Estate Jewelry moved to its present location of 309 Sutter Street. The bright and spacious new store provided more room for jewelry display and

additional office space for their growing staff, and allowed Lang to set up an in-house jeweler's studio for repairs, restoration and sizing. Many clients didn't even notice that the address had changed since it was so close to the previous store, and simply made appreciative comments about the "remodel."

The store has never had multiple locations, though the addition of a website has made the inventory available for perusal by interested locals as well as potential visitors from around the country and the world.

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

Lang Antique and Estate Jewelry has not ceased operations since it opened in 1969. However, on April 7, 2003, Lang was victimized in a violent armed robbery, reportedly the largest jewelry heist in SF history. The staff was bound and gagged at gunpoint while the perpetrators made off with approximately 6.5 million dollars of fine vintage jewelry. As a temporary business solution, Mr. Zimmelman moved over inventory from his other jewelry business, Frances Klein, until Lang's selection could be replenished.

The brazen event was sensationalized in the local press and, through malicious innuendo based on the false assertions of the convicted robbers, Mark Zimmelman was 'alleged' to have orchestrated the robbery. After exhaustive investigations by the police and the insurance company, Mr. Zimmelman was not charged with any crime or wrongdoing and the insurance settlement was promptly paid in full.

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

The business is not a family-owned business.

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

Jarmilla Lang founded Lang Antique and Estate Jewelry in 1969. In 1991, the store's namesake sold the business to third-generation wholesale jeweler Mark Zimmelman who subsequently brought on Suzanne Martinez as co-owner.

The ownership history of (the business) is as follows:

1969 to 1991:	Jarmilla Lang
1991 to 1992:	Mark Zimmelman
1992 to Present:	Mark Zimmelman and Suzanne Martinez

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please**

**use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 309 Sutter Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building was constructed in 1909, three years after the great earthquake and fire. It's a contributing building to the Kearny-Market-Mason-Sutter Conservation District and is located within the historical retail district of Union Square.

## **CRITERION 2**

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

Lang Antiques is inextricably linked to the city's historic Union Square, a main nexus of San Francisco taste and style. This link is recognized by the Union Square Business Improvement District on that association's site: <http://www.visitunionsquaresf.com/shopping/lang-antiques>.

Lang Antique and Estate Jewelry is recognized internationally as having the largest collection of fine antique and vintage jewelry in the United States. The store is inherently a San Francisco business not least because of their diverse inventory, reflective of the city itself. They preserve local tradition by offering pieces from historical San Francisco jewelers (Shreve & Co., Gump's and others), as well as pieces that characterize the city (for example, they currently have a gold-mining-themed brooch). But most importantly, their massive and varied selection of pieces exists outside of trends or fashion, adhering instead to the wonderful and wild creativity and tastes which typify this city and make it like none other.

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

Lang Antiques is most closely associated with the historical character of Union Square and recognized by the fine jewelry industry as a continuing leader in their selection. From time to time, Lang hosts in-store events, such as meet-and-greets for local hotel concierges, and regularly presents workshops and hands-on jewelry education sessions for interested collectors and jewelry aficionados. They have also been regular supporters of the San Francisco Art and Antiques Show, benefitting the Enterprise for Youth program.

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

Lang Antiques is recognized by both industry trade publications and popular jewelry media. A significant Lang brooch was used on the Spring 2017 cover of *Gems & Gemology*, the GIA's quarterly publication: <https://www.gia.edu/gems-gemology-spring-2017>.

"Gem Gossip" visits Lang Antiques at 309 Sutter St. in 2016:

<https://gemgossip.com/gem-gossip-visits-lang-antiques-in-san-francisco-ca/>

"Gem Gossip" visits Lang Antiques at 323 Sutter in 2010:

<https://gemgossip.com/lang-antique-estate-jewelry-gem-gossip-inside-look/>

"Diamonds In The Library" features wedding jewelry loaned from the Lang Antiques inventory:

<https://diamondsinthelibrary.com/my-antique-wedding-jewelry-from-lang-antiques/>

"The Adventurine" features an article on vintage engagement rings from Lang Antiques:

<https://theadventurine.com/bridal/engagement-rings/lang-antiques-has-600-vintage-engagement-rings/>

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

Aside from the many significant and historical current and former customers of Lang, respect for whose privacy has prevented them from being associated specifically with the store in the public eye, Lang is not associated with a particular historical figure. However, their reputation is well known in the jewelry community, recognized by the GIA, American Gem Trade Association and notable jewelry writers/bloggers. They are also beloved by local fans of fine jewelry, such as comedian and lounge singer Bud E. Luv, as featured in this December 2016 article from the Chronicle: <https://www.sfgate.com/music/article/Bud-E-Luv-back-in-the-lounge-for-Christmas-10810027.php#photo-12046966>.

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

Lang Antiques is quite simply one of (if not *the*) go-to San Francisco destinations for antique and estate jewelry, especially vintage engagement and wedding rings. While they are inherently a San Francisco-based business, this reputation has carried beyond the borders of the city to a national and international customer base, some of whom travel to the city specifically to visit them. Equally, they are a destination for San Francisco and Bay Area shoppers for engagement rings or another special piece. They reject the idea that a fine jewelry store should be open only to an imagined elite, or that if you walk through the door you'd better be ready to buy something. They are, above all, passionate about sharing their love of the beautiful and historical pieces of which we are the guardians. They also strive to serve same-sex couples, as can be seen in their social media, advertising and blog. All are welcome at Lang Antiques.

Lang Antiques dedicated to retail and jewelry education with diverse programs, from hosting student interns from San Francisco State University to serving on the leadership team of the local chapter of the GIA Alumni Association. Many of their employees regularly participate in

San Francisco business groups such as the Union Square Business Improvement District and the Northern California chapter of the Women’s Jewelry Association (WJA).

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

Most broadly, Lang Antiques serves both the local and international community of fine estate jewelry lovers. However, Lang is far from being an elite playground. Especially when it comes to an engagement or wedding ring (often a first major fine jewelry purchase and perhaps a couple’s main jewelry purchase of their lifetime), they pride themselves on providing ethical, sustainable estate pieces at a wide range of price points, from three to six figures. In a city that values environmental consciousness and sustainability as highly as San Francisco, “recycled” antique and estate jewelry appeals to a community wishing to purchase a piece that does not require new materials and the ethical and political questions that come with them.

The front window is also a notable feature of the block, changing regularly to represent locally important events such as Lunar New Year and Pride Month, as well as larger holidays like Valentine’s Day and the winter holiday season.

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

The store’s cultural significance is most closely associated with the historical character of the Union Square shopping district, as well as their signature “jewel box” interior—characteristic of a so-called “old world” European store, while being quintessentially Lang in location, breadth of selection and attitude.

The current store has a beautiful Deco-inspired marquise header with the name of the business, vintage style architecture and fixtures, and – of course – the famous front window, full of period jewels that can be enjoyed by shoppers and passers-by alike.

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

A notable element of the neighborhood’s retail character would be diminished if Lang were to change, and a significant source of ethical and exquisite jewelry would be lost to the city. At a time when even historic San Francisco jeweler Shreve & Co. is forced to vacate the Union Square building that bears its name, preserving the existence and character of Lang Antiques is as important as ever, if not more so. Although there is a place for international luxury retailers in the Union Square neighborhood, it is the local fine retailers—including Lang Antiques—that let you know you are in San Francisco, not Rodeo Drive, Fifth Avenue, the Rue St. Honoré, etc.

**CRITERION 3**

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

Very simply, Lang Antique and Estate Jewelry offers one of the largest and most diverse selections of vintage jewelry and objets d'art in existence. Their collection currently numbers in the thousands of pieces and includes styles dating from the mid 1800s to the present. They specialize in vintage engagement rings, which are often their client's first introduction to the world of fine jewelry, but also have an enthusiastic community of knowledgeable jewelry lovers who come to Lang knowing they will find special pieces to enhance their collections.

That Lang Antiques is able to offer so much beauty in one of the world's most beautiful cities seems, to them, entirely appropriate. The range and rarity of their inventory mirrors the diversity of origin and interest that characterizes San Francisco, which is why they feel Lang is unique to this city and inextricably linked with it.

Their "jewel box" interior—both literal and figural—has remained an essential feature of Lang Antiques throughout their history. The intimate feeling, warm hues and case after case of closely-packed treasures characterize the store. They have the charm of another time without the pretensions and prejudices that this city has so rightly rejected.

**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)**

The greatest historical tradition that defines Lang as a business is their massive, diverse and varied inventory, a significant selection of which is displayed in the store, and almost all of which is now listed online. Even this newer digital presence is in keeping with the character of the city, which has always been forward-thinking and on the cutting edge of technology. Most importantly, Lang continues to purchase unique and beautiful items from the Georgian through Mid-Century periods, and everything in between, as well as more recent estate pieces that meet their high standards. And their expert staff provides an in-person resource for jewelry lovers, as well as their sister site, Antique Jewelry University.

**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.).**

Lang Antiques has occupied three locations within the same block since 1969. Jarmilla Lang opened in 1969 at 361 Sutter Street. She moved the shop to 323 Sutter Street in the mid 1980s just prior to her retirement and sale of the business in 1991. Then, in October 2014, co-owners Suzanne Martinez and Mark Zimmelman moved Lang to the current location at 309 Sutter Street. Throughout this history, Lang has maintained the same intimate "jewel box" feel that defines the business, especially the interior layouts and displays, and the notable, seasonally-changing front window display. The large exterior awning with the Lang name also remained consistent and recognizable in the 2014 move.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a jewelry store for 30+ years is included in this Legacy Business Registry application.



teuscher Chocolates of Switzerland teuscher

LANG

109 ANTIQUE & ESTATE JEWELRY

MARKEN  
SILVERADO

the archive

PLANT

LANG

fresh fresh fresh

fresh



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309

ANTIQUÉ & ESTATE JEWELRY

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<https://gemgossip.com/lang-antique-estate-jewelry-gem-gossip-inside-look/>

# GEM GOSSIP

Jewelry Road Trip series

## Lang Antique & Estate Jewelry: Gem Gossip Inside Look

June 19, 2010



My **adventure in California** was a whirlwind. It culminated with me passing my 2-stone diamond grading test at **GIA** on Friday, followed by a **road trip to San Francisco**. I knew I had to stop by **Lang Antique & Estate Jewelry** since I have been a fan even before I started **Gem Gossip**. I anticipated lots of beautiful jewelry, however I did not realize how breath-taking each piece would be and truly how neatly everything is displayed.



I met the wonderful and extremely knowledgeable **owner Suzanne**, and was entertained by good conversation, surrounded by jewels. She was telling me about her experience at GIA when she was a gemology student and her adventures at a Columbian Emerald mine. We shared **our favorite antique time periods**—hers being Art Nouveau and Victorian silver over gold pieces, and mine being Edwardian and Art Deco. Suzanne was excited about speaking at **The National Association of Jewelry Appraisers** conference in Warwick, Rhode Island this summer. The topic she will be speaking about? *Jewelry Search Investigators! Demystifying the Dating of a Jewel*. Sounds so interesting, I am dying to go.



Suzanne has also been working on creating an “**Antique Jewelry University**” the first of its kind, launching in an online format. This platform is designed to educate those interested in **antique jewelry topics**, where anyone who has web access can go to learn.



**Lang Antique & Estate Jewelry**  
309 Sutter Street  
San Francisco, CA 94108  
(415) 982-2213



# THE ADVENTURINE



## BRIDAL

ENGAGEMENT RINGS    WEDDING JEWELRY



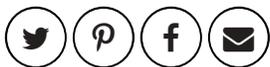
Diamond and platinum engagement rings from the collection at Lang Antiques Courtesy of Lang Antiques

ENGAGEMENT RINGS

## Lang Antiques Has 600 Vintage Engagement Rings

The gorgeous collection ranges in price from six figures to less than \$1,000

*by Marion Fasel*



Long before most jewelry stores were even thinking about creating an online presence, Lang Antiques in San Francisco launched a website. In fact, it was around 20-years ago when the vintage and antique emporium went live with [LangAntiques.com](http://LangAntiques.com). Being located near the heart of Silicon Valley didn't directly inspire the decision to embrace the world wide web says Lang co-owner, Suzanne Martinez, "We just felt there was potential in the online space."

It wasn't long before the site included ecommerce. Lang also launched a sister site [Antique Jewelry University](#) that covers any number of historical topics authored by experts and overseen by Suzanne who started it with a 1,000-word glossary of terms. "I strongly believe in continuing education," she explains. "Antique Jewelry University is a way for all of us to learn, stay fresh and share jewelry topics we are interested in."

Today, Lang Antiques boasts an expansive and impressive collection of vintage, antique and estate jewelry online. When it comes to engagement rings, the variety and quantity is second to none. There are over [600 rings](#) on the website in prices ranging from around \$700 to \$140,000. Suzanne told me all about the engagement rings and the curation process each piece goes through before it become a part of the collection.



Vintage engagement rings from Lang Antiques.

Photo courtesy

**You have a mind-blowing number of vintage, antique and estate rings at Lang Antiques in a huge range of prices. Tell me about the wide variety?**

*At Lang's we are pretty democratic and believe in having jewelry for couples with various budgets. A piece of jewelry that isn't high value can still have great quality in the craftsmanship and design.*

*We add jewelry to the website every day. Each piece we put in the collection is carefully reviewed in our quality control system. My partner Mark Zimmelman or I review every single ring. We also have a restoration department that studies the pieces under*

*microscopes to analyze the level of wear of a jewel's metalwork and stones. We will do light restoration on a ring if it is needed like re-tip the platinum prongs or refresh the little balls of milgrain details. We don't buy rings that require too much restoration.*

*The pictures on the website show a jewel at 10x magnification. This is the level a jeweler reviews a piece with a loupe. We want clients to be able to see online exactly what we look at when we study the pieces.*



Art Deco and Edwardian diamond and platinum engagement rings from Lang Antiques.  
Photo courtesy

**It seems like the vast majority of the designs on the website are from the Edwardian or Art Deco eras. Tell me about these design periods.**

*The Edwardian era went from 1901 to 1910 and it was the last period of style defined by a British monarch, King Edward VII. In terms of rings, they are made of platinum and have romantic court style details like bows, ribbons, garlands and lacey-style elements. There can be some pieces that are more minimal but the platinum work is generally very elegant.*

*The Art Deco period begins around 1925 and it is more architectural. For the rings, diamonds come in a variety of geometric shapes and there is a clean and modern look overall to the designs.*



Engagement ring and wedding band sets from Lang Antiques.  
Photo courtesy

**Almost all of the rings with over a 1-carat diamond in the collection have GIA Grading Reports for the center stones. Why is that so important and what can people expect from older diamonds in vintage rings?**

*Several of us at Lang Antiques are gemologists and we check the stones carefully, but the GIA Grading Report gives our clients an added level of confidence that an independent expert has also reviewed the gem. Sometimes the design of an engagement ring would be ruined if we removed the center stone to get it graded. On those pieces, we give the client our best guess about the grade of the gem.*

*Old-European Cut diamonds are often at the center of vintage rings. They reflect light differently than modern gems and in my opinion are more beautiful. There is a softness to the way they sparkle. Old diamonds were cut by hand so they also have a lot of character.*



Vintage engagement rings from Lang Antiques.  
Photo courtesy

**All the rings in the collection have lyrical descriptions online that clearly show a passion for jewelry. Who is writing these?**

My partner Mark Zimmelman writes most of them. He is a third-generation gem and jewelry dealer and also has a real flair for writing. His description on our [About page](#) kind of says it, he is always in search of a synonym for sparkly.

**What is your best piece of advice you can give someone who doesn't quite know the style of ring they want or how to find it?**

The best thing is to look at rings. In our store and online, jewels are arranged by price so people can review things and find the styles that are in within their budget. We pride ourselves on customer service and I have two sales associates that are exclusively devoted to handling the online business. People can call or email to ask us any questions they may have about a jewel. We also frequently email additional photos of a jewel so people can get different perspectives on a design.



Engagement rings and wedding bands from Lang Antiques.  
Photo courtesy

### **Where do you ship and what is your return policy on engagement rings?**

Most of our clients are in the United States, but we do ship to several international locations as well. Any piece can be returned for any reason within 10 days of purchase.

### **Finally, why do you think it is a good idea for couples to choose a vintage engagement ring?**

Vintage rings, of course, are beautiful and have a sense of history, but they are also recycled and sustainable. They give clients peace of mind about their purchases. It is truly the environmentally responsible choice to wear a vintage piece of jewelry. Honestly, it is the reason I chose to work in this area of jewelry when I began my career decades ago.



Engagement rings and wedding bands from Lang Antiques.  
Photo courtesy

***\*This post was created in partnership with Lang Antiques.***

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JEWELRY   CULTURE   BRIDAL   SHOP   ABOUT

---

# BRING IT BACK

WHAT MAKES THE PERFECT SOUVENIR? IF YOU'RE ASKING **LYNN YAEGER**, VINTAGE JEWELRY. HERE, THE STYLE GURU REVEALS HER GO-TO SOURCES AROUND THE WORLD.

Window-shopping at Lang Antiques, in San Francisco.

FOR ME, A TRIP ISN'T COMPLETE UNLESS THERE IS afterward something tiny and preferably sparkly in my possession. Of course, buying a new piece of jewelry is usually a wonderful experience, but when you go vintage, you are also purchasing a bit of that destination's history, color, and character—and isn't that what the best souvenirs are all about? Since I've embarked on this path, I have acquired a 19th-century bracelet from Paris decorated with the word *SOUVENIR* in gold script; a myriad of Victorian London lockets monogrammed for their long-departed owners; and a Grand Tour bracelet from Rome enhanced by minuscule micro-mosaics depicting views of the Eternal City. Another advantage: it's usually possible to bargain even in the toniest shops. »

LANG



*The West Coast's Largest Selection of  
Antique & Estate Jewelry*

323 Sutter Street  
Union Square  
415 . 982 . 2213

LANG



*Celebrating  
Our 27th Year...*

*We Also  
Purchase Fine Jewelry*

323 Sutter Street  
Union Square  
415 . 982 . 2213

*Come See Our World Famous Window*



*We Proudly Offer The Largest Collection On The West Coast*

**LANG ANTIQUES**

antique & estate jewelry • diamonds & gemstones  
vintage timepieces • old silver • objets d'art



323 Sutter St. • San Francisco, CA 94108 • Tel: (415) 982-2213

*Taking Sides* (co-cast). Off-Broadway credits include *Lucy*, *Brundibar*, *True Love*, *Endpapers*, *The Dying Gaul*, *The Maiden's Prayer*, *The Trojan Women: A Love Story*, *Floyd Collins*, *The Monogamist*, *A Cheever Evening*, *Later Life*, and many more at Playwrights Horizons. Regionally, she has worked at Intiman Theatre, Seattle Repertory Theatre, California Shakespeare Theater, Berkeley Repertory Theatre, Dallas Theater Center, Yale Repertory Theatre, Goodman Theatre, Steppenwolf Theatre Company, The Old Globe, Center Stage in Baltimore, Westport Country Playhouse, and the American Repertory Theater. Film, television, and radio credits include *Cosby* (CBS), *Tracey Takes On New York* (HBO), Lewis Black's *The Deal*, *Advice from a Caterpillar*, *The Day That Lehman Died* (BBC World Service and Blackhawk Productions; Peabody, SONY, and Wincott awards), and "T" *Is for Tom* (Tom Stoppard radio plays, WNYC and WQXR).

**ELISA GUTHERTZ\*** (Stage Manager)

most recently worked on *Monstress*, *Love and Information*, *Testament*, *Major Barbara*, *Underneath the Lintel*, and *Arcadia* at A.C.T. Her numerous other productions for A.C.T. include *4000 Miles*, *The Normal Heart*, *The Scottsboro Boys*, *Endgame* and *Play*, *Scorched*, *Once in a Lifetime*, *Clybourne Park*, *Marcus; or The Secret of Sweet*, *The Caucasian Chalk Circle*, *November*, *Boleros for the Disenchanted*, *Rich and Famous*, *The Rainmaker*, *A Number*, and *Eve Ensler's The Good Body*, among others. She has also stage-managed *The Mystery of Irma Vep*; *Suddenly*, *Last Summer*; *Rhinoceros*; *Big Love*; *Civil Sex*; *Collected Stories*; and *Cloud Tectonics* at Berkeley Repertory Theatre. Other productions include *The Good Body* at the Booth Theatre on Broadway, *Big Love* at Brooklyn Academy of Music, and *The Vagina Monologues* at the Alcazar Theatre.

**MEGAN Q. SADA\*** (Assistant Stage Manager)

has most recently stage-managed A.C.T.'s *Ah*, *Wilderness!*, *Mr. Burns*, a post-electric play (a co-production with the Guthrie Theater), *Testament*, *The Orphan of Zhao*, *Napoli!*,

*Underneath the Lintel*, *Arcadia*, *Dead Metaphor*, *Elektra*, *Endgame* and *Play*, *Scorched*, *Once in a Lifetime*, *Clybourne Park*, *Round and Round the Garden*, and *A Christmas Carol*; Magic Theatre's *The Other Place*, *Bruja*, *Annapurna*, *Or*, *The Brothers Size*, *Oedipus el Rey*, and *Goldfish*; and California Shakespeare Theater's *Life Is a Dream*, *Blithe Spirit* (assistant director), *The Verona Project*, *King Lear*, and *Man and Superman*. Other professional credits include *The Velveteen Rabbit* (ODC), *Norman Rockwell's America* (TheatreWorks' New Works Festival), and *Lydia* (Marin Theatre Company). Sada graduated with a B.F.A. in theater from Wayne State University in Detroit, Michigan.

**LESLEY ANN CLEMENT**

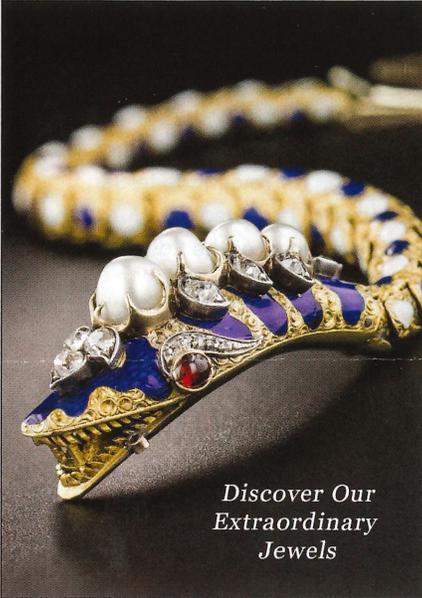
(Executive Producer) has supported A.C.T. since 1989. Clement joined the A.C.T. Board of Trustees in 2004. She co-chaired the 2010 *Crystal Ball* season gala and has served as secretary of the Executive Committee, chair of the Development Committee, and co-chair of the Producers Circle. She was an executive producer on A.C.T.'s productions of *Love and Information*, *The Scottsboro Boys*, *Armistead Maupin's Tales of the City*, *The Tosca Project*, and many more. Her last role on the A.C.T. stage was a walk-on in the finale of *A Christmas Carol*. By day, Clement prosecutes elder-abuse cases.

**CHRISTOPHER AND LESLIE JOHNSON** (Executive Producers)

were both born and raised in the Bay Area and have been supporting A.C.T. since 2002. They were executive producers on *A Little Night Music*, *Napoli!*, *Round and Round the Garden*, *Rock 'n' Roll*, *Blackbird*, and *Curse of the Starving Class*. Directors of the Hurlbut-Johnson Fund, the Johnsons support many Bay Area organizations and endowed the Hurlbut-Johnson Chair in Diabetes Research at UCSF. Leslie is the co-founder and president of Epic Transitions, a Bay Area-based nonprofit dedicated to providing transformational trek experiences to young adults in need of support with life direction.

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0:08

Happy #wednesday!  
How about these dazzling...

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0:05

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0:05

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0:09

No summer sun can outshine  
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473 views · July 12, 2017



0:08

#tbt to this fabulous SOLD 2.03  
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328 views · July 7, 2017



0:05

Missed the fireworks last night  
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384 views · July 5, 2017



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Helping to clear up some of this  
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0:07

Just in time for 4th of July  
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This peachy-gold Imperial Topaz  
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0:13

A 🌈 rainbow 🌈 of colorful earrings in ruby, coral, yellow...  
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We've got a major crush on these romantic new-arrival Victorian...  
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**Look what I found in my cocktail glass! 😄😄😄 Care to join me?...**  
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**A Dress Made of DIAMONDS! The richest man in India had a...**  
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## ROW 6

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## ROW 7

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## ROW 8

[These high carat, low calorie baguettes satisfy all our carb...](#)  
[Look what I found in my cocktail glass! 😊😋😄 Care to join me?...](#)  
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[Love this Erin!! ❤️❤️❤️ #Repost @ecmesser · · · TFW you're...](#)

## ROW 9

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[Flashy Friday💎 #flashyfriday #fancyfriday #emeraldring...](#)  
[A Dress Made of DIAMONDS! The richest man in India had a...](#)  
[Untitled](#)

**ROW 10**

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[Some help with the word I'm looking for.....? We love our...](#)

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OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-025  
*Business Name:* Lucca's Foods Deli & Wine Shop  
*Business Address:* 1899 Irving Street  
*District:* District 4  
*Applicant:* Osama Kaleh, Owner  
*Nomination Date:* January 7, 2019  
*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

1899 Irving Street from 1927 to Present (92 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:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 4



City and County of San Francisco

**KATY TANG**

January 7, 2019

Regina Dick-Endrizzi  
Legacy Business Program  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94122

Dear Director Dick-Endrizzi,

I would like to nominate Lucca's Foods, Deli & Wine Shop (1899 Irving Street) to be included on San Francisco's Legacy Business Registry. Founded in 1997 by Sam Kaleh and his family, Lucca's dedicates their family-run business to providing award-winning deli sandwiches, specialty wines and spirits, groceries, and basic necessities.

Mr. Kaleh and his family first established their business in order to provide a local grocery and deli in the neighborhood, and has become an integral part of the fabric of the local community as well as the Irving Street merchants. Mr. Kaleh has served an active member and leader of the Outer Sunset Merchants and Professionals Association (OSMPA) for the past 15 years and even served as Treasurer for over 10 years. He also has developed strong ties with many of the neighbors who frequent his store on a regular basis. The cost of doing business for local businesses like Lucca's has grown over the years, however, and participation in the Legacy Business Registry Program would help him with his rent and continue providing his employees with competitive wages and benefits.

With over two decades of history in the Sunset District, I would like to nominate Lucca's Foods, Deli, and Wine Shop for inclusion in the Legacy Business Registry Program. If you have any further questions, please contact me at [katy.tang@sfgov.org](mailto:katy.tang@sfgov.org) or at (415) 554-7460.

Sincerely,

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

Katy Tang  
District 4  
San Francisco Board of Supervisors

# Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Lucca Foods wine shop		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Osama Kaleh		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1899 Irving st San Francisco, CA 94122		(415) 664-3870
		<b>EMAIL:</b>
		Lucca Foods@hotmail.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
LuccaFooddeli.com	Lucca food store	LuccaFood Deli's wine shop
<b>APPLICANT'S NAME</b>		
Osama Kaleh		Same as Business
<b>APPLICANT'S TITLE</b>		
owner		
<b>APPLICANT'S ADDRESS:</b>		<b>TELEPHONE:</b>
[REDACTED]		[REDACTED]
		<b>EMAIL:</b>
[REDACTED]		[REDACTED]
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>		<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
1899 Irving Street	94122	1927
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1927 to 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
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		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.

Osama Kaleb

Name (Print):

6/19/19

Date:

Signature:

## **LUCCA'S FOODS DELI & WINE SHOP**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Established in 1927, Lucca's Foods Deli & Wine Shop ("Lucca's Foods" or "Lucca's"), located at 1899 Irving Street in the Sunset district, has been in operation for 92 years. Lucca's is a small neighborhood grocery store and delicatessen featuring home and personal essentials, hot and cold sandwiches, beer, wine and spirits for the local community.

The first owner, Joseph Selvani, was Italian. He owned the store from its founding in 1927 until 1972. The second owner of the business was Ibrahim ("Ab") Nassar, who owned Lucca's from 1972 until his retirement in 1982. The business passed to Ibrahim's cousin, Mazen Nassar, who was the third owner of Lucca's from 1982 until his retirement in 1997. The current owner, Osama Kaleh, purchased the business from Mazen in 1997. Osama had no relation to Mazen.

Osama maintains Lucca's Foods as a known and respected part of the community, providing a safe space for each individual that walks through the doors. Osama has made the environment of the store extremely warm and welcoming by providing personalized service, which in turn caused Lucca's to become a regular hangout spot for the local community. Osama provides free services to customers like package deliveries to the store to prevent theft, spare key storage if people get locked out of their apartments and a safe haven for children in case of an emergency. There are tables and chairs for customers to hang out, and the store is an easy-to-recognize landmark where people often meet up.

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

Lucca's Foods has not ceased operations for more than six months. Under the current owner, it has been serving the community seven days a week for 21 years.

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

Lucca's Foods began as a family owned business in 1927. The owner's wife, brother and sister helped manage and operate the business. Successive owners included Ibrahim Nassar followed by his cousin Mazen Nassar. Eventually the business was bought by Osama Kaheh who has upheld the deli's integrity and strong community ties since July 1, 1997. Osama's wife helps with the business, and his kids help after school.

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

The ownership history of Lucca's Foods Deli & Wine Shop is as follows:

1927 to 1972:	Joseph Selvani
1972 to 1982:	Ibrahim Nassar
1982 to 1997:	Mazen Nassar
1997 to Present:	Osama Kaleh

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 1899 Irving St, San Francisco, CA is classified by the Planning Department as Category B, Unknown/ Age Eligible with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Lucca's Foods has contributed to the identity of the neighborhood and the city of San Francisco for many years. At Lucca's, customers can buy groceries, candy, juices, milk, soda, cold cuts, water, beer, wine and spirits. The store carries a mix of imported goods from different countries as well as local goods that are not commonly found in corporate supermarkets. Known for its great service, Lucca's upholds a positive reputation in the community, which is seen through its impressive ratings and good word of mouth. It is a known neighborhood hangout for regular customers and the children of the neighborhood.

Lucca's is recognized as a San Francisco Green Business by the City and County of San Francisco for meeting the stringent environmental standards of the San Francisco Green Business Program. Green Businesses are committed to making our communities and planet safer, cleaner and sustainable for all.

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

Lucca's is associated with significant events in the city such as Outside Lands, which is a huge contributor to San Francisco's cultural identity. At Outside Lands, Lucca's Foods sells barbecue pulled pork sandwiches as well as their traditional homemade brownies. In 2019, Lucca's Foods will also be selling meatball sub sandwiches. Lucca's has been participating in Outside Lands for the past seven years.

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

Lucca's Foods have been featured in several publications, usually in relation to the food and drink lineup at Outside Lands. Following are two examples from 2019:

- San Francisco Eater, "Here's The Food and Drink Lineup for Outside Lands 2019," by Caleb Pershan, May 22, 2019, <https://sf.eater.com/2019/5/22/18635906/outside-lands-2019-food-drink-beverage-lineup-listings>.
- San Francisco Chronicle, "Outside Lands 2019: Full lineup of food and drink options," by Justin Phillips, May 22, 2019, <https://datebook.sfchronicle.com/festivals/outside-lands-2019-full-lineup-of-food-and-drink-options>.

Lucca's Foods was featured in a scene in the movie The Watcher (2000) starring James Spader, Keanu Reeves and Marisa Tomei.

The Bay Area A-List, a competition decided by city voters (<http://sf.cityvoter.com>), has recognized Lucca's as the "Best Deli" and "Best Place for a Sandwich" on multiple occasions. Lucca's has been winning these awards beginning in the early 2000s. Most recently, the business placed #1 for "Best Place for a Sandwich" in 2017.

Lucca's received a Certificate of Honor from the Board of Supervisors on January 23, 2018, and a Certificate of Appreciation from the San Francisco Police Department on February 22, 2018.

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

On occasion, Lucca's Foods Deli & Wine Shop has been patronized by well-known political representatives including then-Mayor Gavin Newsom, Mayor Ed Lee, Congresswoman Nancy Pelosi, then-District Attorney Kamala Harris, then-Supervisor Carmen Chi, Supervisor Katy Tang and Supervisor Gordon Mar.

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

Lucca's Foods Deli & Wine Shop is dedicated to its community. The store is open seven days a week from 9:00 a.m. to 12:00 a.m. Monday through Friday and from 9:00 a.m. to 1:00 a.m. on weekends. The decision to close the store so late was based on two factors: the community and the history of the store. First, the current owner recognizes that the community needs a store they can rely on to provide whatever they may need late at night. This is especially important considering that no other local store in the immediate area holds late night hours. Second, ever since 1927, the store has had the same opening and closing hours, this tradition continued

when the store was acquired by Osama Kaleh. Out of respect for the store's history, he chose to keep the same hours. Occasionally, Lucca's Foods Deli & Wine Shop donates to St. Mary's Church and on special events, such as Independence Day, the store offers free barbecue for the community. Additionally, Lucca's Foods helps reduce the risk of package theft by offering package retrieval services at the deli which conveniently adds peace of mind to the community.

Osama Kaleh, himself, is deeply invested in his community. Currently, he is the director/supervisor of the Outer Sunset Merchant and Professional Association, and has been ever since he decided to purchase Lucca's Foods. Keeping the neighborhood vibrant and safe is the goal. If there are any community concerns, Osama communicates them directly to the City and County of San Francisco.

Osama also has an agreement with the local school, Jefferson School, for students to take shelter at Lucca's Foods as a safe haven in case of an emergency. Osama has also been known to provide his famous sandwiches to the local homeless folks that walk into his store.

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

Lucca's serves a wide variety of customers ranging from 8-year old students to professionals on a quick lunch break, from the indulgent consumer to health conscious individuals alike. The menu reflects Lucca's broad customer range and allows them to accommodate for all, even providing organic food options. A majority of these customers are local neighbors, but a fair number are San Franciscans who are willing to commute specifically to order from the deli.

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

The large storefront windows and green tile bulkhead have been consistent physical features of the exterior of Lucca's Foods.

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

Lucca's Foods Deli & Wine Shop provides an invaluable resource to the local community and surrounding area. For the residents of the Sunset, Lucca's serves as the cornerstone of community interaction where they can be welcomed with a friendly smile and good food. Lucca's Foods has become so ingrained with the residents that the local school children use the deli as an emergency meetup spot in case of emergency. Lucca's also has the difficult job of serving as a convenience store in the era of big name retailers such as Walmart and Safeway. The products offered to the community through Lucca's Foods are everyday necessities that people know they can find at Lucca's for a reasonable price. Should Lucca's Foods be forced to shut down or relocate, a piece of the Sunset's community identity would cease to exist.

## CRITERION 3

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

Lucca's Foods Deli & Wine Shop is associated with the culinary traditions of northern Italy. The name "Lucca" is derived from the Republic of Lucca, an historic state of Italy that lasted from 1160 to 1805 on the central Italian peninsula.<sup>1</sup>

Lucca's Foods provides quality food and groceries for the local community. They specialize in deli products and sandwiches. The store has a warm, inviting character that attracts locals and visitors alike. What people most know Lucca's Foods for is their renowned sandwiches. Lucca's has been serving sandwiches since 1927, and their expertise is easily seen in the care of service and quality of food that Lucca's provides to each and every customer. They have also kept the same hours established in 1927 to honor the role of being an essential and reliable corner store for the community.

### **b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

Lucca's Foods Deli & Wine Shop is committed to maintaining its historical tradition as a grocery store and delicatessen.

### **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.).**

Lucca's Foods is committed to maintaining the large storefront windows and tile bulkhead on the exterior of the building.

### **d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a grocery store for 30+ years is included in this Legacy Business Registry application.

---

<sup>1</sup> [https://en.wikipedia.org/wiki/Republic\\_of\\_Lucca](https://en.wikipedia.org/wiki/Republic_of_Lucca)



DELI & WINESHOP  
COLD BEER

Lester Foods  
DELI & WINE SHOP  
SINCE 1927  
1001 IRVING ST.

Juice

SANDWICHES

SANDWICHES

CLEANERS  
& LAUNDRY





WINE / LIQUOR  
BEER & GROCERY

20<sup>th</sup> AVE  
19th  
CLE  
& LA

Phu Hoa  
PHU HOA  
VIETNAMESE RESTAURANT

PHU HOA  
PHU HOA  
VIETNAMESE RESTAURANT

LIQUOR  
GROCERIES  
WINE - BEER  
SANDWICHES  
1929 IRVING ST.

SINCE 1927  
*Lucca Foods*  
**DELI & WINE SHOP**  
GROCERIES LIQUOR - WINE - BEER - SANDWICHES



BEER & Fine Wines  
Gourmet Deli Organic Foods

start!

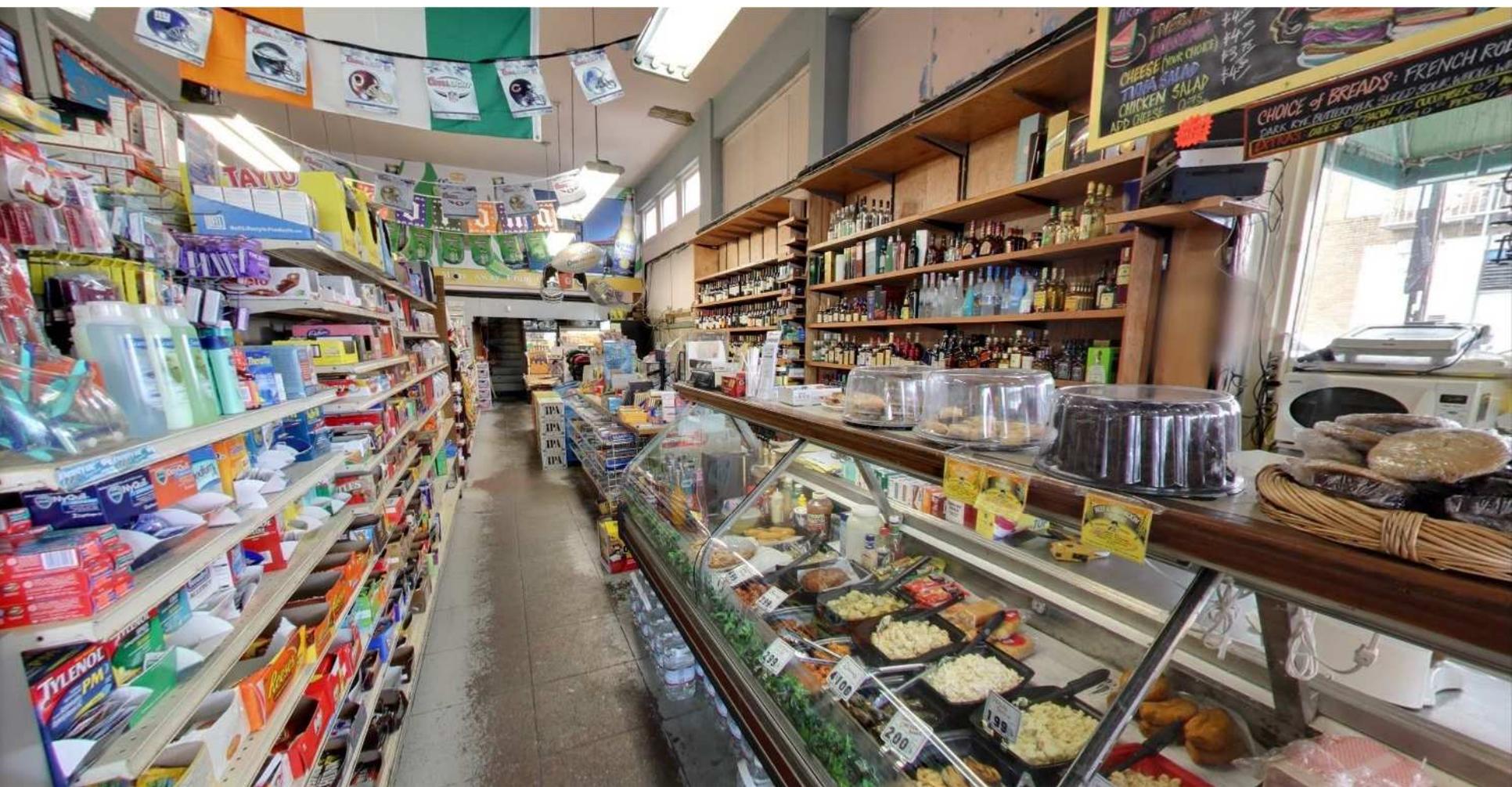


# Lucca Food Deli & Wine Shop

GROCERY - LIQUOR - WINE - BEER - SANDWICHES







CHICKEN SALAD \$4.99  
TUNA SALAD \$3.99  
ADD CHEESE 0.75

CHOICE OF BREADS: FRENCH ROLL  
DARK RYE PASTRYCORK SLICED SOLEIL BREAD  
EXTRA CHEESE 0.50

1.99  
1.00  
2.00  
1.99



**JUST FOR YOU**

SMOKED TURKEY \$9.99  
 GOLDEN ROAST TURKEY  
 HONEY MAPLE TURKEY

CRACKED PEPPER TURKEY \$7.99  
 PLAIN HAM \$6.99  
 SMOKED HAM  
 HONEY MAPLE HAM 7.99  
 VIRGINIA BAKED HAM  
 ROAST BEEF  
 LIVERWURST \$6.99  
 BOLOGNA  
 CHEESE (YOUR CHOICE)  
 TUNA SALAD \$6.99  
 CHICKEN SALAD \$7.99  
 ADD CHEESE 1.00

**Hot SANDWICHES**

PASTRAMI \$8.99  
 MESQUITE CHICKEN \$7.99  
 TERIYAKI CHICKEN \$7.99  
 TUNA MELT \$7.99  
 B.L.T. \$6.99  
 MEATBALL \$8.99  
 MEATLOAF \$8.99  
 TURKEY CLUB \$8.99  
 with BACON  
 GRAND CLUB \$9.99  
 with TURKEY, HAM, BACON  
 ROAST BEEF CLUB \$10.99  
 with BACON



**ITALIAN SANDWICHES**

ITALIAN COMBO \$9.99  
 with MORTADELLA, DRY SALAMI, GENOA SALAMI, PROSCIUTTO  
 ITALIAN DRY SALAMI \$6.99  
 SPICY SALAMI \$7.99  
 COPPA \$8.99 PROSCIUTTO \$8.99  
 MORTADELLA \$7.99

**COLD CUTS**

BY THE POUND  
 WE FEATURE BOARS HEAD AND OTHER FINE QUALITY PRODUCTS

TURKEY PLAIN \$12.99  
 HONEY MAPLE \$12.99  
 SMOKED \$12.99

**CHEESE BY THE POUND**

SWISS \$12.99  
 SHARP CHEDDAR \$12.99  
 WHITE CHEDDAR \$12.99  
 SMOKED CHEDDAR \$12.99  
 MONTEREY JACK \$12.99  
 PEPPERED AMERICAN \$12.99  
 HAWARTI \$12.99  
 SMOKED GUDA \$12.99  
 PROVOLONE \$12.99

SPECIAL BBQ PULLED PORK SANDWICH



**CHOICE OF BREADS:** FRENCH ROLL, SOUR ROLL, DUTCH CRUNCH, HEALTHY RYE, DARK RYE, SHREDDED SOLEIL WHEAT

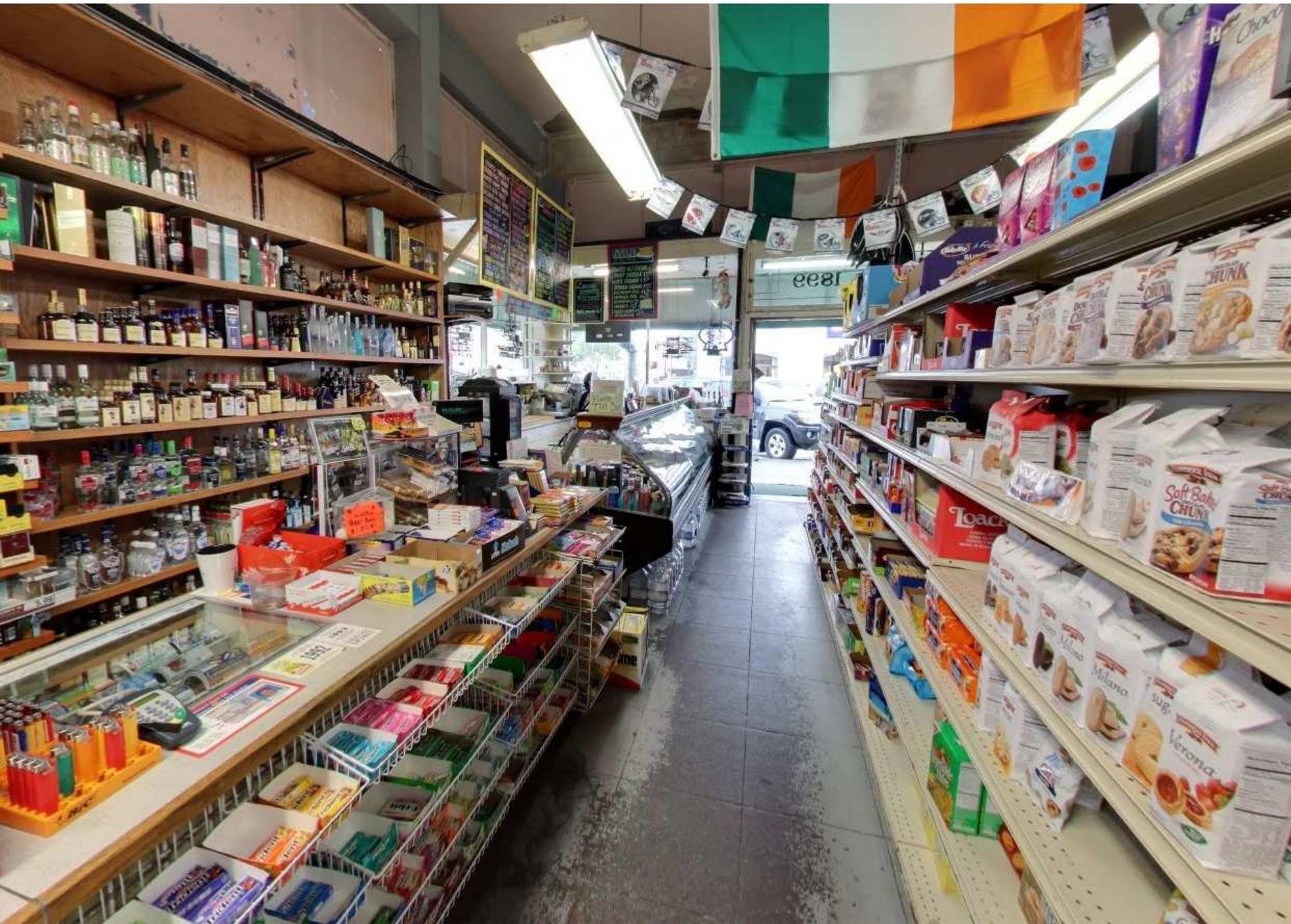
**CONDIMENTS:** MUSTARD (YELLOW, SPICY), MAYONNEUSE, TOMATO, ONION, PICKLES, SALAD DRESSING

EXTRAS: CHEESE, BACON, CUCUMBER, MILD/NO HOT SPRINGS, BELL PEPPERS, etc.

CHICKEN TENDER SANDWICH \$7.99

BEST CORNED BEEF REUBEN \$8.99







# PERMIT TO OPERATE AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

AUTHORIZING conduct of the following class of  
**FOOD PREPARATION AND SERVICE ESTABLISHMENT**

Business: Grocery & Deli (1006)

Name and Address below:

Hani & Mary Kaileh and Osama Kaleh  
DBA: LUCCA FOOD & WINE SHOP  
1899 Irving Street  
San Francisco, CA 94122

ISSUED

September 23, 1997

A 29270

~~XXXXXX~~

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

## DEPARTMENT OF PUBLIC HEALTH

Bureau of Environmental Health  
City and County of San Francisco

Quelda E. Reyes  
Inspector

Ben. Gale  
Bureau Director  
Murphy

[Signature]  
Principal Inspector

Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102

Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame.

H.C.#5

CT326

# Food Safety Scorecard

This facility was inspected by the San Francisco Department of Public Health  
in accordance with the California Health and Safety Code.

100

A copy of the most recent inspection report is required to be posted on the premises. For more information on food safety scores and previous inspection reports, visit:

<http://www.sfdph.org/dph/eh/>

Previous Inspection Score: 98  
Previous inspection conducted on: 4/22/13  
Date

LUCCA FOOD & WINE SHOP

Facility Name

1899 IRVING ST.

Facility Address

Inspected on:

10/16/13 by

Date

A. DUQUE

Inspector

## How to Interpret Food Safety Score

Score	Operating Condition
> 90	Good
86—90	Adequate
71—85	Needs Improvement
≤ 70	Poor

# Place for a Sandwich - Best of 2017

[2017 Bay Area A-List Results](#) » [Cheap Eats](#) » Place for a Sandwich

Published Mar 22, 2017

[EMAIL](#) [SHARE](#) [TWEET](#) [SHARE](#) [SHARE](#)

[Like 2](#)

Whether you call them hoagies, grinders, subs, or heroes, who's got the best sandwiches?



## 1. Lucca Foods

### VOTERS LOVE

"Lucca's has been a pivotal place in my life in San Francisco. They have been there for me when I needed them the most..." [via Jose C.](#)

### FIND IT

1899 Irving St  
San Francisco, CA 94122

[View Profile »](#)

[EMAIL](#) [SHARE](#) [TWEET](#)

## Awards

	2017	BEST Place for a Sandwich	<b>Winner</b> (#1 of 54)
	2015	BEST Liquor Store	<b>Winner</b> (#1 of 34)
	2014	BEST Deli	<b>Winner</b> (#1 of 53)
	2013	BEST Deli	<b>Winner</b> (#1 of 62)
	2012	BEST Deli	<b>Winner</b> (#1 of 61)
	2011	BEST Deli	<b>Runner-Up</b> (#2 of 56)
	2010	BEST Deli	<b>Winner</b> (#1 of 23)



2013 **WINNER**

Lucca Foods

**BEST Deli**

**AS CHOSEN BY THE VOTERS  
OF THE BAY AREA A-LIST**

[sf.cityvoter.com](http://sf.cityvoter.com)

POWERED BY ...**CITYVOTER**



2015 **WINNER**  
Lucca Foods

**BEST Liquor Store**

**AS CHOSEN BY THE VOTERS  
OF THE BAY AREA A-LIST**

SF.CITYVOTER.COM



2017 **WINNER**

Lucca Foods

**BEST Place for a  
Sandwich**

**AS CHOSEN BY THE VOTERS OF  
THE BAY AREA A-LIST**

SF.CITYVOTER.COM

POWERED BY ...CITYVOTER

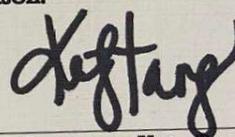
# Certificate of Honor

BOARD OF SUPERVISORS  
City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**LUCCA DELI**

The Board of Supervisors of the City & County of San Francisco would like to thank you for your contributions to the Outer Sunset Merchants & Professional Association (OSMPA) annual toy drive. Through your support and generosity, we have been able to provide San Francisco families with over 4,000 toys this holiday season.



Supervisor Katy Tang  
San Francisco Board of Supervisors  
January 23, 2018



Jeff Sheehy



Sandra Lee Turner



# Certificate of Appreciation



SAN FRANCISCO POLICE DEPARTMENT

recognizes



## LUCCA DELI

In deepest gratitude for your support of *Annual Toy Drive, 2017*.  
Through your efforts, many of San Francisco's children were able  
to enjoy a happy holiday season.

Your generosity is greatly appreciated by the  
City of San Francisco and the San Francisco Police Department.

Awarded on the 22nd day of February, 2018

A handwritten signature in blue ink that reads "William Scott".

William Scott  
Chief of Police



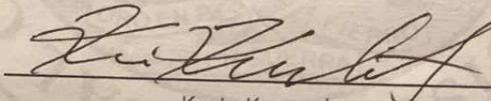


SAN FRANCISCO  
**GREEN  
BUSINESS**

The City & County of San Francisco recognizes

**Lucca Foods Deli & Wine Shop**

for meeting the stringent environmental standards of the  
San Francisco Green Business Program.



Kevin Kumataka

San Francisco Green Business Program Coordinator

Recognition valid at:  
**1899 Irving Street**

Expires:  
**July 7, 2022**

Department of the Environment • Department of Public Health • Public Utilities Commission • Bay Area Green Business Program



TRIVIEW

# Inner&OuterSunset

## Lucca Foods & Wine Shop

Sam will carry items on customer request—he even imported some organic produce from the UK for a loyal shopper. View the backplash bulletin board, which posts photographs of family, customers, and their children. Customers will bring in photos to add to Lucca's walls. The store will even help out friends who are sans camera—a few homeless neighbors known to Sam by name were prominently displayed. "They're friends of the store. We included their pictures to try to change the image of homelessness," Sam said.



See Sam's gallery of friends and neighbors at 1899 Irving St.

## One Shot Tattoo

Artist Dave Bobrick is "kind of a little bit bummed" that tattoos are mainstream, but "business is good, so I can't complain." Customers aren't demanding anything trendy these days, but stick to "the classics: roses, skulls, hearts, little Chinese kanjis." One Shot sells gift certificates if you'd like to put a tattoo under the tree. It's a family friendly shop; Bobrick's young children play around the parlor some weekend days.



Come see Dave at 1239 A 9th Ave. for a little holiday body art!



## Vitamin Express

Vitamologist Linda Star recommends boosting your C for the season. Also, get a 12-pack of oscillococinum to "take at the first sign of flu. A good multivitamin is always good, and if herbs work for you," Star says, "take them too." Come stock up for the holidays at 1428 Irving St.

Preparing for the big shopping season with a little bit of holiday painting.



Owner Roberta, Senior Avocado David Gray and Strawberry Saleswoman Alex Nell. Zany!

## Tutti Frutti

Owner Roberta Fink's been selling all things fun at 718 Irving for ten years. What is their hot seller, you ask? "Penguins," Fink said. "Stuffed penguins. Penguin erasers, penguin cards," Gray added, "pooping penguins. Walking, squawking, not-fall-off-the-table-penguins." They provide the "best customer service on the block," said Gray before adding, "Nuts, we're probably going to get in trouble for saying that."

**Free Delivery**  
Minimum Order of \$7.00 For Delivery

**Sambazon Acai**  
(ah-sigh-ee) is one of the healthiest fruits in the world because of its high level of antioxidants, essential omegas & fiber. **Sambazon Acai** is certified organic and sustainable harvest in the Amazon Rainforest. Pure Amazon Power.

**Brazilian Coffee & Pastries**  
Smoothies • Juices  
Sandwiches • Savory  
Pao-de-Queijo

**SUN STREAM COFFEE**

**415.567.5330 • 2884 Geary Blvd., SF 94118**

**LUCIANO COELHO**

**RE/MAX**  
**VILLA DEL SOL TEAM**

3563 SAN PABLO DAM RD.  
EL SOBRANTE, CA 94703

**415.867.9536**

**GABRIELA TIGGES**

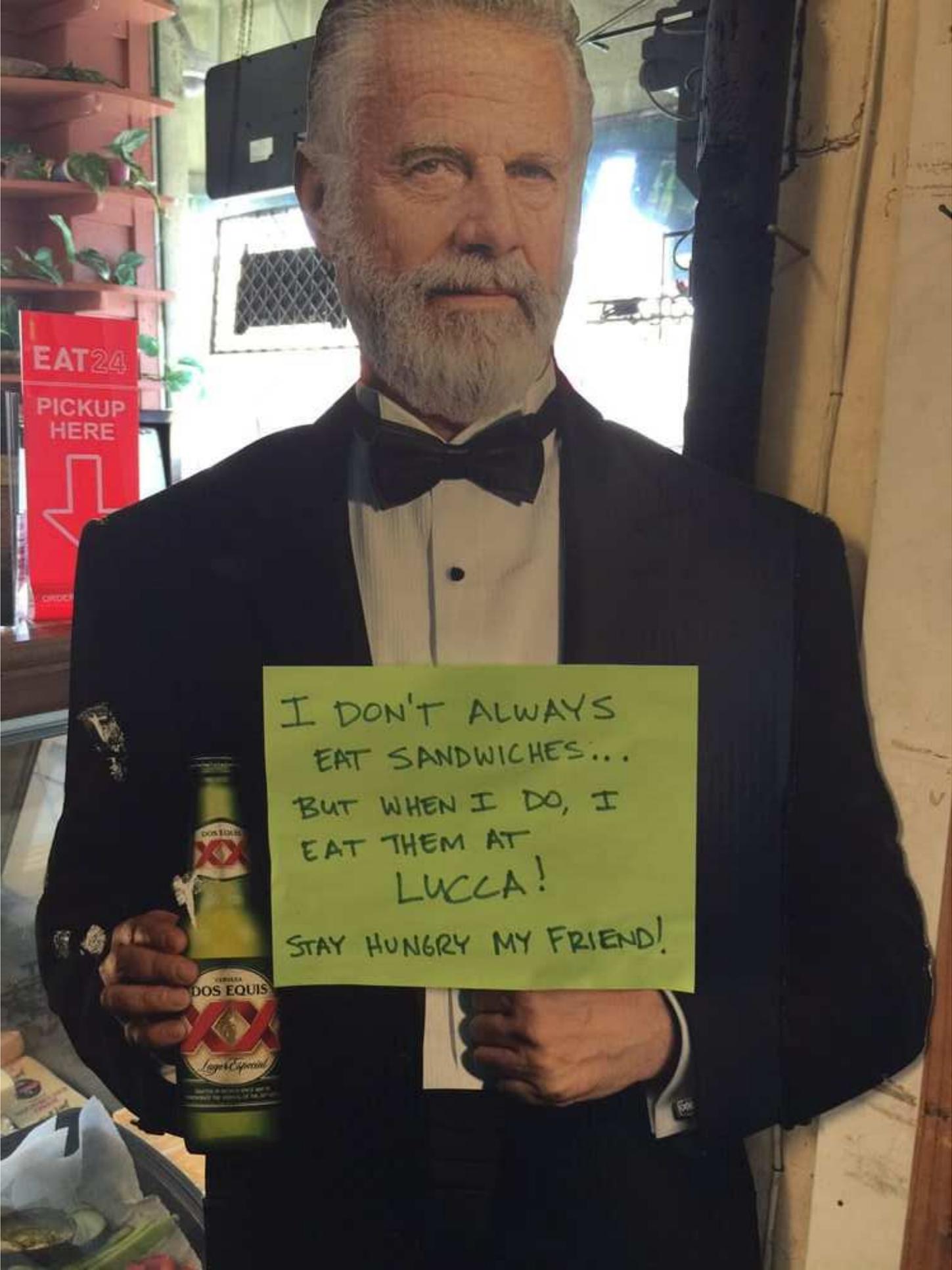
<p>111 37th St. Richmond</p> <p>\$550,000</p> <p>4bd/2ba plus in-law unit with separate entrance</p>	<p>3062 Loggins Ln. Tracy</p> <p>\$525,000</p> <p>3bd/ 2.5ba Great Location</p>	<p>1750 14th St. San Pablo</p> <p>\$499,000</p> <p>3br/ 2ba</p>
<p>126 Gardiner Ave. South San Francisco</p> <p>\$750,000</p> <p>Duplex – Top Unit 2bd/1ba Lower Unit 1bd/1ba</p>	<p>2337 Brooks Avel Richmond</p> <p>\$550,000</p> <p>Duplex – Both Units 2bd/ 1ba</p>	<p>8251 Shelter Creek Ln. San Bruno</p> <p>\$390,000</p> <p>Condo 1bd/1ba</p>

Ø DOWN / 100% FINANCING • PROGRAMS FOR GOOD & BAD CREDIT • SE HABLA ESPAÑOL

## THE BARKING LOT

*Our Specialty:*  
**Hand Scissor  
Finish  
Grooming**

**A Dog Grooming Salon**  
**Pet Stylist & Proprietor – Joy Bonehill**  
 15 Years Experience  
 Small to Medium Sized Dogs  
**3239 Balboa St.**  
**(415) 831-BARK**  
[www.barkinglotsf.com](http://www.barkinglotsf.com)



I DON'T ALWAYS  
EAT SANDWICHES...  
BUT WHEN I DO, I  
EAT THEM AT  
LUCCA!  
STAY HUNGRY MY FRIEND!



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

**Application Review  
Sheet**

*Application No.:* LBR-2018-19-062  
*Business Name:* Nichi Bei Foundation  
*Business Address:* 1832 Buchanan Street  
*District:* District 5  
*Applicant:* Kenji G. Taguma, President  
*Nomination Date:* May 17, 2019  
*Nominated By:* Supervisor Vallie Brown

**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

- 340 Mason Street from 1912 to 1916 (4 years)
- 650 Ellis Street from 1916 to 1942 (26 years)
- 1775 Sutter Street from 1946 to 1947 (1 year)
- 1375 Eddy Street from 1946 to 1947 (1 year)
- 2211 Bush Street from 1972 to 2009 (37 years)\
- 1840 Sutter Street (JCCCNC) from 2009 to 2010 (1 year)
- 1832 Buchanan Street, Suite 207 from 2010 to Present (9 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:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



**Member, Board of Supervisor  
District 5**



**City and County of San Francisco**

**Vallie Brown**

Friday May 17, 2019

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate Nichi Bei Foundation, located at 1832 Buchanan Street, for the Legacy Business Registry Program.

Founded in 1899, the Nichi Bei Shimbun is one of the oldest community organizations in San Francisco. Their legacy of education, outreach and supportive services to the Japanese American Community is unparalleled. Nichi Bei Foundation, which grew out of Nichi Bei Shimbun continues this legacy today. Their mission remains to empower, inform and connect the Japanese American Community. They are the sole proprietors of the Nichi Bei Weekly, a community newspaper and the Nichi Bei website which are essential community resources.

Nichi Bei Foundation aims to preserve Japanese culture while shining a light on issues impacting the community. They are committed to documenting Japanese American history for future generations. They were instrumental in launching other publications dedicated to similar causes such as the Japanese Culture and Cherry Blossom Festivals Guide, Obon and Summer Festivals guide, the Japanese American Community Resource Guide, and San Francisco's Japantown Map and Directory.

Nichi Bei was operational throughout the 20<sup>th</sup> century, but was forced to close during the horrific and inhuman treatment of Japanese Americans during WWII from 1942 to 1946.

The Nichi Bei Foundation was the first nonprofit ethnic community organization and newspaper of its kind in the United States. I celebrate Nichi Bei's innovation and commitment to the Japanese American community and it is for these reasons that I elect to nominate the Nichi Bei Foundation for the Legacy Business Registry Program. For any additional questions about the Nichi Bei Foundation, contact Nikki Yoshikawa by email at: [nikkiyoshikawa@gmail.com](mailto:nikkiyoshikawa@gmail.com).

Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Vallie Brown".

Vallie Brown  
Supervisor, District 5  
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.

<b>NAME OF BUSINESS:</b>		
Nichi Bei Foundation		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
The Nichi Bei Foundation is a 501(c)(3) nonprofit organization. The president is Kenji G. Taguma.		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1832 Buchanan Street, Suite 207 San Francisco, CA 94115		((415) 673-1009
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.nichibei.org	facebook.com/nichibei	

<b>APPLICANT'S NAME</b>	
<input checked="" type="checkbox"/> Same as Business	
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
302083-001	C3220811

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
340 Mason Street, San Francisco, CA	94102	1899
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1912 or earlier to 1916	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
650 Ellis Street, San Francisco	94109	Start: 1916
		End: 1942

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1775 Sutter Street, San Francisco, CA	94115	Start: 1946
		End: 1947

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1375 Eddy Street, San Francisco, CA	94115	Start: 1946
		End: 1947

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2211 Bush Street, San Francisco, CA	94115	Start: 1972
		End: Sept. 2009

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
JCCCNC, 1840 Sutter Street, San Francisco, CA	94115	Start: October 2009
		End: November 2010

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1832 Buchanan Street, Suite 207	94115	Start: December 2010
		End: present

## 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.

Kenji G. Taguma May 6, 2019

Name (Print):

Date:

Signature:



## **NICHI BEI FOUNDATION**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

The Nichi Bei Foundation and its publication the Nichi Bei Weekly (2009 to present) is part of a storied Nichi Bei Shimbun (1899-1942) and Nichi Bei Times (1946-2009) legacy of leadership through community media spanning 120 years. It is the longest-lasting business legacy in San Francisco's Japantown.

#### **Early Beginnings: 1899-1942**

The Nichi Bei Shimbun was founded on April 3, 1899, by legendary publisher Kyutaro Abiko, known by historians as one of the most influential Japanese immigrants in America. Abiko also founded a labor contracting company that brought laborers from Japan. In addition, he founded three farming colonies in California's Central Valley, established a bank, and with his wife Yona started a summer cultural program that sent second-generation Japanese Americans to Japan to learn more about their heritage. Upon his death in 1936, his wife Yona Abiko became the publisher of the Nichi Bei Shimbun until 1942.

At its peak in the 1920s, the Nichi Bei Shimbun was the most widely read Issei (Japanese immigrant) newspaper in the United States, with a reported circulation of 25,000 and an office in Los Angeles. It reflected Abiko's beliefs that the Issei should shun intentions of returning to Japan in favor of setting up roots in America. The Nichi Bei Shimbun decried California's Alien Land Laws of 1913 and 1920 and championed the fight for naturalization.

#### **Reconnecting a Scattered Community**

The Nichi Bei Times, which printed its first edition on May 18, 1946, was the oldest Japanese American bilingual newspaper in Northern California. It continued a legacy of community leadership established with the 1899 founding of the Nichi Bei Shimbun. The Nichi Bei Times was established in 1946 to get the Japanese American community "reconnected" after their wartime incarceration in American concentration camps.

"When we came back out here after the war, we didn't know where everyone was," recalled late former President Tsutomu Umezu in the late 1990s. "So we got together to make a newspaper ... It was a way to reconnect."

Nichi Bei Times founder Shichinosuke Asano, in a 1976 San Francisco Chronicle article, recalled the early beginnings. “Some of us who had worked for newspapers before pooled our money, and the community wanted a paper again so much that about 100 people put their own money, as an investment, into the Nichi Bei,” he told the Chronicle.

Although it retained many of the same staff as the pre-war Nichi Bei Shimbun — a sole proprietorship — the Nichi Bei Times was set up as a corporation, as a rebuilding community pooled their resources together. According to Umezu, the Nichi Bei Times was founded by six main individuals: Asano, the longtime head of the company; Yasuo Abiko, Kyutaro’s only child and longtime vice president; Tsugio Kobayashi and Kazumi Kawaoka, treasurers; Umezu, who initially served as secretary; and Kando Ikeda, a board member.

On the editorial staff was Asano, who served as chief editor and was also a longtime correspondent to Japan’s Asahi Shimbun; Shiro Uyeno, Japanese editor; Iwao Namekawa, Japanese editorial staff; Yasuo Abiko, English section editor; and Iwao Kawakami, sports editor.

When it first began, the Nichi Bei Times was printed every other day on painstaking linotype — with three pages in Japanese and one in English. Soon thereafter, the production was increased to six days a week. Issues covered have included Japanese American redress, struggle for community buildings in Japantowns, and many other stories.

Since the paper’s inception, it has been situated at three different locations. Initially, the Nichi Bei Times office was located at 1775 Sutter St. in San Francisco’s Japantown. Within a year, the business had relocated to 1375 Eddy St. in the Western Addition. Due to the redevelopment of the area, the Nichi Bei Times was forced to relocate to its last location, 2211 Bush St., in November of 1972.

### **Pioneering Rebirth**

Nichi Bei Times fell victim to a harsh economic climate and changing demographics among Japanese-speaking persons during the Great Recession. As Nichi Bei Times was closing down in the summer of 2009, a group of Nichi Bei Times staff, community leaders and media professionals set out to establish the Nichi Bei Foundation, a nonprofit educational and charitable organization that launched the first nonprofit ethnic community newspaper of its kind in the country, the Nichi Bei Weekly.

Without missing a week of publication, the groundbreaking nonprofit publication continued a legacy of keeping the Japanese American community connected, informed and empowered, while documenting the community’s history, and preserving Japanese culture and community. It was an inspired grassroots movement to save a cherished institution.

Nichi Bei Foundation was briefly located in the storage area of the National Japanese American Historical Society in 2009, then the Japanese Cultural and Community Center of Northern California for a year, before moving to 1832 Buchanan St., Suite 207 in Japantown in 2010.

The Nichi Bei Weekly and the Nichi Bei Foundation continues to connect, inform and empower the Japanese American community in ways that no other entity can. It's the glue that holds the community together — culturally, historically, socially, emotionally, spiritually and politically — particularly as community members have dispersed throughout the country. The Nichi Bei Weekly, celebrating its 10th anniversary this year, is part of a 120-year legacy and the last Northern California-based Japanese American newspaper serving a vital role in documenting the community's history for generations to come.

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

The forced relocation and incarceration of the Japanese American community forced the Nichi Bei Shimbun — and other Japanese newspapers on the West Coast — to close in 1942. The founders of the postwar Nichi Bei Times re-launched with its first edition on May 18, 1946, the first Japanese American community newspaper to form in Northern California after the war. It played a vital role in getting the now-scattered community reconnected after their devastating wartime incarceration.

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

The Nichi Bei Shimbun (1899-1942) was a sole proprietorship published by Kyutaro Abiko at first, and then his widow Yona Abiko upon his death from 1936 to 1942. After the war, some 100 community members, led in large part by Kyutaro and Yona Abiko's son Yasuo as well as other Nichi Bei Shimbun staff, formed the Nichi Bei Times as a closely-held corporation.

The present-day Nichi Bei Foundation, born out of the storied Nichi Bei legacy, is a nonprofit with no owners, although some grandchildren and even a great grandchild of Kyutaro and Yona Abiko are members of the Nichi Bei Foundation.

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

The ownership history of Nichi Bei is as follows:

1899 to 1936:	Kyutaro Abiko.
1936 to 1942:	Yona Abiko.
1942 to 1946:	Operations ceased due to wartime incarceration.
1946 to 2009:	Corporation with major founders such as Shichinosuke Asano, Yasuo Abiko, Tsutomu Umezu, previous staff of the Nichi Bei Shimbun and appr. 100 shareholders in total who pooled their funds to rebuild the Nichi Bei.
2009 to Present:	501(c)(3) nonprofit organization.

**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.**

When Nichi Bei Times by the Nichi Bei Times Corp. was about to fold in 2009 due to hard economic times, the community and staff came together to keep the newspaper going by creating the nonprofit “Nichi Bei Foundation.” The foundation mostly kept the same staff and the same newspaper, renaming it the Nichi Bei Weekly to reflect it being a weekly paper instead of a daily paper. They kept producing the same guides, New Year's Edition and everything else the paper had been doing prior to 2009. Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 1832 Buchanan Street is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Through Nichi Bei Shimbun, community leader Kyutaro Abiko encouraged Japanese immigrants to forget about returning to their native homeland of Japan and instead settle in the United States. Thus, the publication had a direct impact on the settling of Japanese America. It connected the immigrant community throughout the Northern California region and beyond, offering news and information, as well as useful resources like the Nichi Bei Directory that was published every three years from the early 1900s through the early 1970s. The directories featured the names and addresses of people and businesses throughout the country — as well as Mexico and South America — and were later used by the Preserving California's Japantowns project to piece together maps of historic Japantowns.

Recently, Stanford University's Hoover Institution digitized the prewar Nichi Bei Shimbun, offering a wealth of information for researchers around the world.

The San Francisco Japantown Map and Directory, published by Nichi Bei, offers a plethora of information for tourists to the area, including the most comprehensive map, a bilingual (English/Japanese) directory, a guide to new shops in Japantown, a historical walking tour, a calendar of events throughout the year, a map of how to get to Japantown and Japantown favorites.

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

In addition to sponsoring events such as Nihonmachi Street Fair, holding food-related fundraisers and covering the numerous events in Japantown, the Nichi Bei Foundation hosts a number of events in San Francisco's Japantown throughout the year, such as:

- Films of Remembrance, a day-long showcase of films related to the Japanese American incarceration experience during World War II, held every February.
- Northern California Soy and Tofu Festival, a celebration of soy featuring cooking demonstrations, live performances, soy and tofu vendors, a scavenger hunt in Japantown and a Tofu Dessert Competition.
- Author events, featuring books by and about Asian America.

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

Throughout history, the various incarnations of the Nichi Bei publications and its leaders have been referenced in numerous newspaper articles and historical books, such as "Issei: The World of the First Generation Japanese Immigrants 1885-1924" by Yuji Ichioka (1988, Macmillan, Inc.), "Strangers From a Different Shore: A History of Asian Americans" by Ronald Takaki (1998, Little, Brown and Company), "Between Two Empires: Race, History, and Transnationalism in Japanese America" by Eiichiro Azuma (2005, Oxford University Press) and "Encyclopedia of Japanese American History: An A-to-Z Reference from 1868 to the Present" edited by Brian Niiya (2001, Checkmark Books).

Moreover, Shichinosuke Asano, the Japanese editor of the prewar Nichi Bei Shimbun and the main founder of the postwar Nichi Bei Times, has two biographical books written about him in Japanese, including an autobiography and "Nikkeijin no Yoake: Zaipei Issei Janarisuto Asano Shichinosuke no Shogen" (The Dawn of the Nikkei: Testimony Made by Shichinosuke Asano, Issei Journalist) written by Yoshimichi Nagae (1987, Iwate Nipponsha). Asano was featured as one of "100 Japanese Who Changed the World" on March 13, 2009 on Tokyo TV.

The closure of the Nichi Bei Times and pioneering rebirth of the Nichi Bei Foundation and the Nichi Bei Weekly was widely reported in local and international media, including the San Francisco Chronicle, New America Media, ABC7, Kyodo News and Asahi Shimbun.

Selected news articles:

- "Nichi Bei Times Closes, Nonprofit Hopes to Continue Legacy" by New America Media: <https://www.nichibei.org/2009/08/nichi-bei-times-closes-nonprofit-hopes-to-continue-legacy/>
- "Strong ethnic media market gets new weekly" in the San Francisco Chronicle: <https://www.nichibei.org/2009/09/strong-ethnic-media-market-gets-new-weekly/>
- "Leaders try to save Japanese American newspaper" in the San Francisco Chronicle:

<https://www.nichibei.org/2009/08/leaders-try-to-save-japanese-american-newspaper-by-the-san-francisco-chronicle/>

- From ABC7 KGO-TV News: <https://www.nichibei.org/2009/10/news-of-the-nichi-bei-times-closure-on-abc-7-kgo-tv/>
- Kyodo News: <https://www.nichibei.org/2009/10/kyodo-news/>

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

The Nichi Bei legacy is filled with examples of community leadership and bridging U.S.-Japan ties. As the founder of the Nichi Bei Shimbun on April 3, 1899, Kyutaro Abiko remains one of Japanese America's most legendary Issei pioneers. He reportedly ran away to Tokyo at the age of 14, and arrived in 1885 in San Francisco with only a dollar in his pocket.

He became a labor contractor and one of the founders of the Japanese American Industrial Corporation. His company, founded in 1902, became one of the largest labor contracting agencies in California, supplying Japanese laborers to various industries.

In addition to founding the Nichi Bei Shimbun — the most influential pre-war Japanese American newspaper — he founded the American Land and Produce Company, which purchased 3,200 acres of underdeveloped desert land near the San Joaquin Valley town of Livingston. They were parceled into 40-acre lots and sold to Japanese farmers. In total he helped to form three Japanese farming colonies in the Central California towns of Cortez, Cressey and Livingston (also known as the Yamato Colony).

Kyutaro Abiko's wife, Yona (Tsuda) Abiko, took over as publisher of the Nichi Bei Shimbun after his death in 1936. She raised money in Japan to help purchase the Japanese YWCA in San Francisco's Japantown. The building was the subject of some struggle in recent years, as when the YWCA decided to sell the building in 1996, community members found evidence that the property was purchased by the YWCA "in trust" for the Japanese American community, since Japanese immigrants themselves could not buy land due to the racist alien land laws of the time. The Nichi Bei Times wrote an editorial in support of the lawsuit that would keep the YWCA from selling the building to an outside entity. A settlement was reached, and today it serves as the home to Nihonmachi Little Friends.

Yona Abiko's older sister, Umeko Tsuda, remains a historical figure in Japan. After Commodore Matthew Perry forced Japan open in the 1850s, the government of Japan — which had been in self-isolation for several decades — sent a delegation to the United States and Europe in an attempt to renegotiate what it thought to be unfair treaties and to learn from the industrialized countries in what was referred to as the Iwakura Mission. Among the five young girls sent to study in America was seven-year-old Umeko. Tsuda would study at Bryn Mawr College in Pennsylvania and returned to Japan to be a pioneer of women's education. The college she founded for women in 1900, Tsuda College in Tokyo, remains to be a well-known institution of higher learning recognized by most Japanese.

Yasuo Abiko, the only child of Yona and Kyutaro Abiko, was one of the founders of the post-war Nichi Bei Times, serving as its longtime vice president and English section editor. His wife, Lily (Tani) Abiko, was also deeply involved with the company.

Ken Abiko, the son of Yasuo and Lily Abiko, grandson of Kyutaro and Yona Abiko and grandnephew of Umeko Tsuda, was the last chairperson of the Nichi Bei Times Board of Directors.

Among the Nichi Bei Times' many correspondents were Kunisaku Mineta, who served as the San Jose correspondent for both the Nichi Bei Shimbun and the Nichi Bei Times. Kunisaku Mineta was the father of Norman Mineta, himself a former Nichi Bei newspaper delivery boy who would go on to become the mayor of San Jose, a longtime congressman, and the Secretary of Commerce under President Bill Clinton and Secretary of Transportation under President George W. Bush.

In 1946, Nichi Bei Times founder Shichinosuke Asano led Bay Area efforts to raise money for post-war relief goods for a war-devastated Japan under the Licensed Agencies for Relief in Asia (LARA) program. Some 16 tons of relief goods — including food, dry milk, clothing, medicine, shoes, soap and school products — were sent to the war-torn country, with 20 percent of the goods coming from some 36 Japanese American groups throughout North and South America. While the Japanese American community had very little themselves — having just come out of wartime concentration camps in America — leaders such as Asano realized that those in Japan had less. In San Francisco, the Nihon Nanmin Kyusai Kai (Association for the Relief of Displaced People in Japan) was one of the Nikkei groups formed to support relief efforts. Asano wrote the group's prospectus and used the Nichi Bei Times as a vehicle to inform the public of relief efforts. For his efforts, Asano received an unusual three kunsho, or medals of honor, from the Japanese government. In 2004, he was enshrined in the Morioka Memorial Museum of Great Predecessors in his native prefecture of Iwate, Japan.

Asano was a protégé of Takashi (Kei) Hara, regarded as the first democratic prime minister of Japan, who was assassinated in 1921 by a Japanese nationalist. "He helped me get my first newspaper job in Japan," Asano said of Hara in the 1976 Chronicle article. "When I left for America, he told me, 'Do not go just to make money. Help people.'"

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

Nichi Bei has advocated for redress for Japanese American railroad and mine workers whose family heads were fired during World War II at the behest of the U.S. Government, as well as Japanese Latin Americans who were unjustly kidnapped and incarcerated on U.S. soil during the war. The railroad and mine worker group was awarded redress from the U.S. Government in 1998.

Nichi Bei helped save the Japanese YWCA by raising awareness, which ultimately led to Nihonmachi Little Friends securing the building in a settlement.

Nichi Bei's coverage of the potential sale of the Kokoro Assisted Living facility in the 2000s was credited with helping save the building. Nichi Bei's coverage helped keep the building in Japantown hands.

Nichi Bei continually covers news affecting San Francisco's Japanese American community, including community meetings of interest. Through its 28 publications per year, including the Japanese Culture and Cherry Blossom Festivals Guide and Obon and Summer Festivals Guide, Nichi Bei keeps the Japanese American community connected, informed and empowered not only in the Bay Area, but across the country as well. The Japanese Culture and Cherry Blossom Festivals Guide strives to preserve Japanese culture in America by providing listings of cultural arts classes and Japanese cultural festivals across the country, with an emphasis on San Francisco's Cherry Blossom Festival. The Obon and Summer Festivals Guide, likewise, features more than 150 community events in the summer, held throughout the country.

This year, Nichi Bei launched a total renovation of its San Francisco Japantown Map and Directory — the most comprehensive of its kind — and has initiated mass distribution across the Bay Area ensuring further visibility of the Japantown business and nonprofit community.

Nichi Bei also published a Japanese American Community Resource Guide, highlighting community-based nonprofits throughout the state, while providing historical walking tours of the last three remaining Japantowns in San Francisco, San Jose and Los Angeles.

Nichi Bei sponsors several events per year through Media Sponsorships. Also, Nichi Bei presents deeply meaningful educational events: Films of Remembrance, a day-long showcase of films related to the Japanese American incarceration during World War II, which is the premiere event of its kind; the Nikkei Angel Island Pilgrimage, which reconnects the community to the nearly forgotten legacy at the Angel Island Immigration Station; and Wakamatsu Pilgrimage, a multicity pilgrimage to the site of the first settlement of Japanese in America.

Nichi Bei presents an Author Series, empowering works by and about the Japanese American / Asian American experience. Its signature event is the Northern California Soy and Tofu Festival, which has brought tens of thousands of visitors to Japantown over the past eight years in a celebration of soy while empowering artists and serving as a vehicle for community-building and leadership development.

Nichi Bei also hosts interns throughout the year, including from San Francisco State University's journalism and Asian American Studies departments, and the Nikkei Community Internship program in the summer.

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

The customers of the Nichi Bei are varied. At its heart are the Northern California Japanese American community, but the publication also serves Japanese Americans across the country, as well as others who may be interested in culture and community. The Japanese Culture and

Cherry Blossom Festivals Guide and the Obon and Summer Festivals Guide are open to anyone who may be interested in Japanese culture.

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

Nichi Bei's previous location at 2211 Bush St. (1972-2009) was said to be the first building built specifically to house a Japanese American newspaper, with large bottom floors to accommodate a web newspaper press on one side, and the Nichi Bei Times' printing business on the other. It was opened to much fanfare in 1972, with elected officials such as Milton Marks and Quentin Kopp, as well as renowned artist Chiura Obata, in attendance. The current building at 1832 Buchanan St. has no known exterior or interior features, but does house some historical items such as old linotype with Japanese characters, advertising plates and a decades-old typewriter similar to that which noted author Ray Bradbury wrote on.

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

If the Nichi Bei were to close, the Japanese American community would, for the first time in 120 years, be without a trusted community news source, as it remains the last Bay Area-based Japanese American community newspaper — as well as the website [www.nichibei.org](http://www.nichibei.org). The community would also lose the only publication that documents the community's history, which has been an important source of research requested at the Library of Congress in Washington, D.C., among others. Moreover, the community would lose the last medium to keep the community connected and informed, while empowering countless others.

Nichi Bei also publishes the most comprehensive San Francisco Japantown Map and Directory, distributed to more than 300 locations throughout the Bay Area. This important source of visibility and history for Japantown businesses and community organizations would be lost if Nichi Bei were to close.

Moreover, five full-time employees and two part-time employees will be without jobs, and dozens of contributing writers will be without a venue for their writing.

### **CRITERION 3**

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

The Nichi Bei Foundation is an educational and charitable nonprofit organization dedicated to keeping the Japanese American community connected, informed and empowered — primarily through a community newspaper (the Nichi Bei Weekly) and website ([www.nichibei.org](http://www.nichibei.org)) as well as educational programming. Moreover, it strives to preserve Japanese culture and community, and document the community's history for generations to come.

**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)**

The Nichi Bei Foundation is committed to maintaining its historical tradition as a community-serving newspaper.

**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.).**

Nichi Bei has a vintage typewriter, past used linotype leads and old advertising plates.

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a community newspaper for 30+ years is included in this Legacy Business Registry application.



Jitlada Thai Cuisine

Nihonmachi  
Parking Corporation

Trio Nails

Yasui

Buchanan St

Buchanan St

Buchanan St

an St



©2017 Google

©2017 Google  
1810

PLAZA OPTOMETRISTS

OPTOMETRIST



TRIO-NAILS  
931-9261

CLIPS HAIR SALON    KYOTO CLEANERS    VIDEO    ★ TRIO-NAILS ★

1832

KYOTO  
CLEANERS

NONMACHI  
VIDEO  
RENTAL

TRIO-NAILS  
931-9261  
OPEN

TRIO NAILS  
-415 931 9261-  
MANICURE 10  
PEDICURE 17  
MAN. PED. 25  
FILL IN 20  
FULL SET 30  
WAXING 6

1832



## KYUTARO ABIKO

**Born:** June 23, 1865 in Suibara, Niigata Prefecture, Japan  
**Died:** May 31, 1936 in San Francisco

- Perhaps the most influential Japanese immigrant to the United States.
- In 1899, he founded the *Nichi Bei Shimbun*, the most influential pre-war Japanese newspaper in America, in San Francisco.
- An early advocate of permanent settlement by the *Issei*.
- In 1905, Abiko published the first directory of Japanese Americans in the United States, called the *Nichi Bei Nenkan*.
- Founder of three Japanese farming colonies in California's Central Valley — the Yamato Colony in Livingston (1907), as well as the Cressey (1918) and Cortez (1919) colonies.
- Founded the Nichibei Kangyosha (Japanese American Industrial Company), which undertook contract labor and the acquisition of farmland, in 1902.
- Started the Nichibei Kinyusha, a savings and loan company, in 1899.
- Recognized with a *kunsho*, or medal of honor from the Emperor of Japan, for his untiring services to the cause of Japanese American friendship through the medium of the press. Conferred the Fifth Order of the Sacred Treasures in 1928.

## ARMY DESIGNATES PROHIBITED AND RESTRICTED AREAS

### This Is Not Evacuation Order; Further Announcement Later

**The Nichi Bei**  
Number 15,150 San Francisco, California 6th Year, No. 47  
Published Daily Except on Sundays, Wednesdays and Holy Days  
Subscription Price, \$1.00 per Annum in Advance

**ALIENS, CITIZENS OF JAPANESE ANCESTRY CLASSIFIED BY LATEST ARMY REGULATION**

**Government Agencies Now Preparing Plans for Resettlement of Older Classes of Persons for Evacuation of Aliens from Military Areas**

As the military areas of the United States are being designated, the War Relocation Authority is preparing plans for the evacuation of the Japanese American population from these areas. The War Relocation Authority is now preparing plans for the evacuation of the Japanese American population from these areas. The War Relocation Authority is now preparing plans for the evacuation of the Japanese American population from these areas.

**Let's Keep Calm**

It is the policy of the War Relocation Authority to keep the Japanese American population in the United States as long as possible. The War Relocation Authority is now preparing plans for the evacuation of the Japanese American population from these areas.

**ARMY ISSUES FIRST PUBLIC PROCLAMATION**

**Military Zones in Western Defense Command Established**

The War Relocation Authority is now preparing plans for the evacuation of the Japanese American population from these areas. The War Relocation Authority is now preparing plans for the evacuation of the Japanese American population from these areas.

**Bay Area JACL Coordinating Team To Meet Thursday**

The JACL is now preparing plans for the evacuation of the Japanese American population from these areas. The JACL is now preparing plans for the evacuation of the Japanese American population from these areas.

**100 MEN LOST IN SINKING OF U.S. DESTROYER**

**Tanker Attacked By Enemy Sub Off Farallon Islands**

**Seven Philippines Ports Shelled by Enemy Warships**

**ENEMY HALTED ON ALL THREE FRONT**

**100 MEN LOST IN SINKING OF U.S. DESTROYER**

**Tanker Attacked By Enemy Sub Off Farallon Islands**

**Seven Philippines Ports Shelled by Enemy Warships**

**Exhibit 2 - Map of New Zones . . .**

March 4, 1942 edition of the *Nichi Bei Shimbun*, informing the community of restricted zones after the bombing of Pearl Harbor.



## YONA (TSUDA) ABIKO

- Publisher of the *Nichi Bei Shimbun* from 1936-1942.
- Chief fundraiser, Japanese YWCA in San Francisco's Japantown.
- Younger sister of Umeko Tsuda, pioneer of women's education in Japan and founder of Tsuda College for women.



**POSTWAR RELIEF** — In 1950, *Nichi Bei Times* founder Shichinosuke Asano (L) met with Emperor Hirohito and Empress Nagako (C) at the Japanese Red Cross Society in front of goods sent by the Licensed Agencies for Relief in Asia. Emperor Hirohito expressed gratitude for Asano's relief efforts through the newspaper.

**LEFT:** The first edition of the postwar *Nichi Bei Times*.

### SHICHINOSUKE ASANO:

**Born:** November 29, 1894 in Morioka City, Iwate Prefecture, Japan.

**Died:** March 6, 1993 at the age of 98.

1921 — His mentor, Prime Minister Takashi "Kei" Hara, was killed on Nov. 4 at Tokyo Station. In November, he joined the staff of the *Nichi Bei Shimbum* in San Francisco.

1934 — Became the Editor-in-Chief of the *Nichi Bei Shimbum*.

1945 — Initiated the relief efforts for Japan and helped to form the *Nihon Nanmin Kyusai Kai* (Association for the Relief of Displaced People in Japan). During its operation until 1952, the Licensed Agencies for Relief in Asia shipped approximately 17 tons of food and other daily necessities to Japan. Roughly 20 percent of the 17 tons were contributed by Japanese and Japanese Americans in North America as well as South America.

1946 — Established the *Nichi Bei Jiji Shimbum* (*Nichi Bei Times*) in San

Francisco with the aim to support the reconstruction of the Japanese American community. Called for improving the civil rights of Japanese Americans, such as the entitlement of Japanese immigrants to naturalization rights and the invalidation of the California Alien Land Law of 1913, which prohibited *Issei* from owning land.

1961 — Commended by the California State Senate for efforts to oppose discrimination against Japanese Americans and the postwar relief efforts toward Japan. Also recognized with a *kunsho*, or medal of honor, from the Japanese government.

1968 — Conferred his second Medal of Honor from the Japanese government. Served as one of the Grand Marshals for the 1968 Northern California Cherry Blossom Festival Grand Parade.

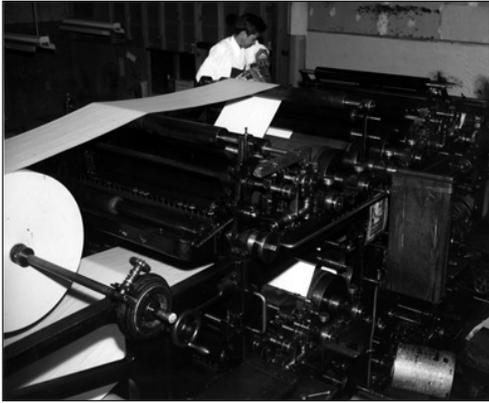
1973 — Conferred his third and final Medal of Honor from the Japanese government — for contributions to promoting friendship between the United States and Japan, as well as



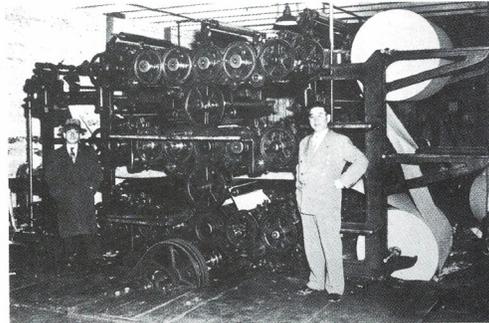
to improving the position of Japanese Americans in the U.S.

2004 — Inducted into the Morioka Memorial Museum of Great Predecessors in Iwate Prefecture.

2009 — Featured as one of "100 Japanese Who Changed the World," on March 13 on Tokyo TV.



**NEW BUILDING**  
— Nichi Bei Times founders Tsutomu Umezu (at microphone) and Shichinosuke Asano (R) at the opening of the new Nichi Bei Times building at 2211 Bush Street in 1972. At left are elected officials Quentin Kopp and Milton Marks. To the left of Umezu is noted artist Chiura Obata.



本社使用の快速輪転機。輪転機の前には、右、営業主任川岡一美氏、左は主幹編集長浅野七之助氏。

Among the Nichi Bei staff was Kunisaku Mineta, left, the San Jose Branch Manager of the prewar Nichi Bei Shimbun and postwar Nichi Bei Times, from 1918 to 1968. He was the father of former San Jose Mayor and Congressman Norman Mineta, the first Asian American member of any Presidential Cabinet.



Nichi Bei Times building, 1375 Eddy St.



Nichi Bei Times building, 2211 Bush St.



**SFJ-Town Community Demands Explanation About Kokoro Assisted Living Loss**  
Second Community Meeting Scheduled for Feb. 16  
By KOBAYASHI YOSHIOKA  
The San Francisco Japanese American Community Center (SFJACC) is holding a second community meeting on Feb. 16, 7:30 p.m. at the center to discuss the loss of the Kokoro Assisted Living Center. The meeting will be held in the center's main hall, 1000 Sutter Street, San Francisco. The meeting is open to all interested parties. The center's president, Shichinosuke Asano, will be speaking at the meeting. He will discuss the center's efforts to resolve the situation. The meeting will be held in the center's main hall, 1000 Sutter Street, San Francisco. The meeting is open to all interested parties. The center's president, Shichinosuke Asano, will be speaking at the meeting. He will discuss the center's efforts to resolve the situation.

**Kintetsu to Sell All SF Japantown Properties**  
By KOBAYASHI YOSHIOKA  
Kintetsu is planning to sell all of its properties in San Francisco's Japantown district. The company, which has owned the properties since 1964, is looking for buyers. The properties include the former site of the Japantown Community Center, the former site of the Japantown Theater, and the former site of the Japantown School. The company is looking for buyers who are interested in the properties. The company is looking for buyers who are interested in the properties.

**Olson Co. Picked for Massive SJ Japantown Development**  
By BILLIE LEE  
The Olson Construction Company has been selected to build a massive development in San Francisco's Japantown district. The development will include a new hotel, a new office building, and a new residential building. The development will be built on the site of the former Japantown Community Center. The development will be built on the site of the former Japantown Community Center.

**GLOBAL**  
A section of the newspaper featuring news from around the world, including a story about a 'Green Issue' and a 'Warning'.

**Warning**  
A section of the newspaper featuring a warning about a 'Green Issue' and a 'Warning'.

**Green Issue**  
A section of the newspaper featuring a 'Green Issue' and a 'Warning'.

**Warning**  
A section of the newspaper featuring a 'Green Issue' and a 'Warning'.



POSTMASTER: Please Do Not Delay



**ABOVE:**  
Films of  
Remembrance



**LEFT:** 20th  
Anniversary  
screening of  
"Picture Bride,"  
with actress  
Tamlyn Tomita (L).



**RIGHT:**  
Nikkei  
Angel Island  
Pilgrimage



**ABOVE:**  
Pilgrimage  
to the  
Wakamatsu  
Tea and Silk  
Farm Colony.

**Northern  
California  
Soy and Tofu  
Festival**



**ABOVE:** Benefit screening  
of "Persona Non Grata: The  
Story of Chiune Sugihara," with  
meeting between descendants  
of Sugihara and those he saved.



**ABOVE:** "United For  
Compassion" Japantown vigil  
against post-election hate.



**LEFT:** San Francisco  
Japantown Map and  
Directory, published  
by the Nichi Bei.

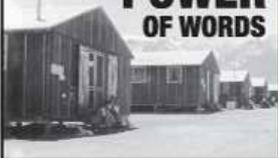


No. 16,816

JAPANESE AMERICAN NEWS SINCE 1946

**\$1.00**  
AUGUST 20-26, 2009

2211 Bush St., Suite 100, San Francisco, CA 94115 P.O. Box 15666, San Francisco, CA 94115 www.nichibeitimes.com Business: (415) 921-6820 Editorial: (415) 921-6822 Fax: (415) 921-0770

<p><b>PERSPECTIVES PG.2</b></p>  <p><b>THE POWER OF WORDS</b></p>	<p><b>COMMUNITY PG.5</b></p>  <p><b>NISEI WEEK QUEEN CROWNED</b></p>	<p><b>TRAVEL+LEISURE PG.8</b></p>  <p><b>GO FOR LAUNCH</b></p>	<p><b>ENTERTAINMENT+ARTS PG.9-10</b></p>  <p><b>SF J-TOWN'S J-POP CENTER UNVEILED</b></p>
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**IN THIS ISSUE**



August 20, 2009  
**POSTMASTER: Please Do Not Delay**

# Nichi Bei Times Decides to Close; Nonprofit Hopes to Continue Legacy

By **JUSTINE KOO DRENNAN**  
New American Media Contributor

Published in the August 20, 2009 edition of the Nichi Bei Times

The *Nichi Bei Times*' board of directors has decided to close Northern California's oldest Japanese American newspaper on Sept. 30 of this year after 63 years of business. In its place, a group of *Nichi Bei Times* staff and community members plan to start the Nichi Bei Foundation, a separate nonprofit reincarnation of the paper.

Kenji G. Taguma, the *Nichi Bei Times*' vice president and English edition editor, has pioneered plans for the new Foundation because he believes the paper is an essential voice for Japanese Americans.

"Today, I see the paper as the glue that holds the community together," Taguma said.

Decline in circulation and advertisements were chief reasons for the decision to close the *Nichi Bei Times*, said Ken Abiko, board chair of the paper, whose circulation base of around 8,000 includes primarily Northern California readers.

As the growth of online news, changing audiences and the economic downturn force media to close or consider new business models, Japanese media have been hit harder than many other ethnic media.

"Japanese American press are not seeing the same pickup that other ethnic presses are seeing, because immigration from Japan is limited, and the advertisers know that," Abiko said. However, the ethnic media's financial troubles do not signal a diminished need for their services.

"Media in general is going through a great crisis and reorganization, but within that we need to keep remembering that the ethnic media is the voice of our community," said journalist, writer and activist Helen Zia. "As members of those communities, we have to support them or we're going to lose those voices."

Abiko said the *Nichi Bei Times*' financial decline began long before last year's economic downturn. In 2006, Taguma led a major overhaul of the paper that cut subscription prices in an effort to increase circulation and divided the bilingual daily into a Japanese edition on Tuesdays, Thursdays and Saturdays and an English weekly on Thursdays. However, revenues continued to decline, and now after three years of the new model, as the business' lease is about to expire, the board has decided it is time to close.

"I'm glad we did what we did in these last few years. Kenji did a tremendous job," Abiko said. "Hopefully it's a model for what it could be."

The *Nichi Bei Times* is the first for-profit ethnic news business that will be replaced by a nonprofit organization with the same aims, Taguma said. The new Foundation will attempt to avoid the *Nichi Bei Times*' financial problems by drawing on foundation funding and community fundraisers as well as traditional advertising for revenue, said Kerwin Berk, a Foundation board member.

Berk, who used to work for the *San Francisco Chronicle*, long ago became dissatisfied with the mainstream media's lack of ethnic coverage. "The joke was I was working for the white ethnic press," he said. "The way the mainstream media approaches news, there's an obligation to make money, so they tend to appeal to a demographic that can afford them: white America." With the *Nichi Bei Times* closing, Berk said, there will be "a huge gap to fill."

Helen Zia agreed. "Demographic trends show that we will have more and more different communities and cultural backgrounds, which points to the greater need for media that reflects those communities," she said. Zia noted the essential role of Spanish-language media in calling for immigration reform during the

Bush administration and Chinese-language media in lobbying for a City College campus in San Francisco's Chinatown. Ethnic media is "capable of tremendous organizing potential," Zia said.

It was organizing potential that motivated the *Nichi Bei Times* founders to start the paper in 1946 as a re-embodiment of the *Nichi Bei Shimbun*, which was founded in 1899 by Kyutaro Abiko, grandfather of Ken Abiko. The *Shimbun* had to shut down in 1942 when the U.S. government imprisoned Japanese Americans, including *Shimbun* staff, in concentration camps following Pearl Harbor. After the war, starting the *Nichi Bei Times* was "a way to get the community reconnected," Taguma said.

The young newspaper immediately began organizing donations to help rebuild postwar Japan. Since then, the paper has consistently covered hate crimes and other news important to Japanese Americans that the mainstream media has neglected. In 1998, the paper published a story by Taguma that helped win redress for families of railroad workers and miners fired after Pearl Harbor but left off the government's 1988 redress act.

"The *Nichi Bei Times* has been a vital communication link in the community for many years," said Andy Noguchi, contributor to the *Nichi Bei Times* and civil rights co-chair of the Florin chapter of the Japanese American Citizens League. "Their role in promoting Japanese rights, Japanese culture and political empowerment has been very important for the community."

The paper has promoted the rights of not only Japanese Americans, but also other groups who struggle with issues familiar to the Japanese American community. As many American Muslims faced post-Sept. 11 backlash, the *Nichi Bei Times* staff, remembering the wartime Japanese American incarceration, reported on their struggles.

"Coverage of the same-sex marriage issue has been very strong," Noguchi said, explaining that the *Nichi Bei Times* saw parallels with former anti-miscegenation laws that until 1967 forbade interracial couples marry in 16 states.

"One of the most awesome things about the newspaper is that it is a document of history," Taguma said. "People look back at old newspapers to see what the community was like."

While the Nichi Bei Foundation hopes to continue the *Nichi Bei Times*' activist role, it will be an entirely different entity on a business level. Regulations for 501(c)3 nonprofits prohibit a for-profit business like the *Nichi Bei Times* from simply converting to a nonprofit without making major changes in its governance and operations.

"Nonprofits aren't supposed to be operated in furtherance of private interest," said Gene Takagi, the Nichi Bei Foundation's nonprofit attorney. "There are limits on compensation, and they can't move their assets back to for-profit."

While these restrictions deter many businesses from going nonprofit, Takagi said, they have not stopped Taguma, Berk and the other Foundation board members.

"This group of board members is not really driven by making money," Takagi said. "They're interested in keeping this paper alive for the Japanese American community."

The *Nichi Bei Times*' board of directors has not yet announced whether it will agree to transfer assets such as the business' name, Website and archives to the Foundation.

As they await this decision, Taguma and others involved in the Foundation can give few specifics about the new paper, and the Foundation's need for start-up funds exacerbates the uncertainty. The new paper will not enter 501(c)3 nonprofit status for a few months, making it until then ineligible for foundation funding.

"It will depend really on support of the public through donations," Takagi said.

Despite these doubts, Taguma hopes that after the last *Nichi Bei Times* issue runs on Sept. 10, the Nichi Bei Foundation will not miss a beat in publishing its first issue on Sept. 17.

Given dwindling immigration from Japan, the Foundation's board is uncertain whether it will continue the Japanese-language side of the paper.

To appeal to the younger generation, Taguma hopes the Foundation will continue the *Nichi Bei Times'* modernization efforts, which have included expanded coverage of food, *anime*, *manga* and video games, introduction of online content, a mixed-race issue and a green issue, the first of its kind among Asian American publications.

Taguma also wants to continue the paper's Tofu Dessert Competition, where this year the winner was a strawberry *tofu* tiramisu.

Berk hopes that as a nonprofit, the Foundation can offer scholarships and increase community involvement. "Community columns and stories will be even more pivotal," Berk said.

Jon Funabiki, journalism professor at San Francisco State University, said he hoped the Foundation's nonprofit model "might offer lessons to other ethnic news media serving other Asian, Latino, African American, Middle Eastern and other communities."

*For more information about the Nichi Bei Foundation, visit <http://nichibeifoundation.org>.*

# San Francisco Chronicle

## Strong ethnic media market gets new weekly

### 日米 Nichi Bei WEEKLY

Keeping the Community Connected, Informed and Empowered

By Benny Evangelista  
Chronicle Staff Writer

Published Sunday, September 20, 2009

A group of community leaders and journalists did something seemingly unusual last week - they started a newspaper, the Nichi Bei Weekly.

But while its introduction comes as economic pressures are forcing publications to scale down or close, it also comes at a time when the audience for ethnic media is bigger than ever.

According to a study earlier this year by New America Media, a San Francisco group that represents 2,000 ethnic news organizations around the country, readership in this sector increased by 16 percent over the last four years.

Still, it won't be easy. Despite an increasing readership, the ethnic press hasn't escaped the same downturn in advertising that has hurt mainstream publications.

The fledgling Weekly, in fact, was born out of the demise of the Nichi Bei Times, Northern California's oldest Japanese American paper.

In the past, ethnic publications were more recession-proof because of the advertising from small community businesses, particularly restaurants, auto dealers, travel agencies and real estate offices, according to Sandy Close, New America Media's executive director.

Even in down times, those bread-and-butter advertising sources were enough to sustain ethnic media outlets, which were already used to operating on shoestring budgets. But given the current economy, "All of those small businesses are hurting and they can't afford to advertise," Close said.

But there are signs of hope.

#### Decline stabilizing

Recent reports suggest the recession has ended and the rate of decline in advertising spending is stabilizing. The challenge is for these publications to hold on long enough.

"We need to be here for the community," said former Nichi Bei Times editor Kenji Taguma, who heads the English-language Nichi Bei Weekly. "This effort is true to our mission of keeping the community connected, informed and empowered."

According to the New America Media poll released in June, the ethnic press is reaching 57 million of an estimated 69.2 million African American, Asian American and Hispanic adults in the United States.

Close said the organization was surprised that the poll showed that much of an increase from the 49 million in 2005.

Newspapers aimed at Chinese Americans and Korean Americans have made progress, now reaching 70 percent and 64 percent of their audience, respectively, the New America study said.

Papers such as Sing Tao, the World Journal, Korea Daily and Korea Times have substantially increased circulation, and a Filipino community biweekly, the FilAm Star, began publishing in the Bay Area, the report said.

Meanwhile, English language publications reached 2.8 million Hispanic and 500,000 Asian adults.

Close also said that ethnic media will probably get a big boost when government ads for the 2010 U.S. Census are directed toward people not reached by mainstream news organizations.

#### Not alone

Still, the Nichi Bei Times is hardly alone in its demise. This year, Bay Area community papers AsianWeek, Ming Pao Daily and Pinoy Today all closed.

Ling-chi Wang, professor emeritus of Asian American studies at UC Berkeley, noted that although the recession claimed the 5-year-old Ming Pao Daily, Chinese Americans in the Bay Area are still served by four vibrant papers.

"The ethnic media is suffering, though to a lesser degree than the mainstream press, perhaps because immigrant communities do not have as much access to the Internet, especially the working class," Wang said.

Also, he said Chinese language readers have a "different relationship" with their papers, which have a higher literary standard than American papers, including "poetry, short stories, essays about simple things, about life."

Kevin Weston, director of new media for New America Media, said long-standing African American newspapers such as the Oakland Post and San Francisco Sun-Reporter have survived numerous "waves of recessions" in part because of the passion of the staff.

"The folks that are in the field see it as a business, but to them this is also community work, this is their life's work," Weston said.

#### Hispanic growth

Hispanic newspapers have increased in number nationally from 735 in 2005 to 834 in 2008, although the number of daily publications fell from 42 to 29 as the recession hit, according to the Latino Print Network, an advertising group that represents 625 Hispanic newspapers and magazines.

Circulation rose from 17.6 million to 17.8 million



during that time. And those papers generated \$909 million in ad revenue in 2008, although that was down from \$996 million in 2005.

The 8,000-circulation Nichi Bei Times, started in 1946 as a successor to a paper founded in 1899, saw a "modest increase in subscribers" after the paper went from a daily bilingual schedule to publishing three times a week, with one weekly English edition, in 2006.

But the change didn't increase revenue enough for the paper to survive, prompting its board of directors to close the doors and leave the Northern California market to the rival Hokubei Mainichi, also based in San Francisco.

The Japanese American market is different because it's not growing substantially through immigration. That also means the demand for a Japanese-language publication has waned as its readers grow older.

#### Nonprofit status

So the Nichi Bei Foundation, the group that publishes the new weekly, decided to concentrate on an English edition. The group has applied for nonprofit status with the Internal Revenue Service, a process that could take months.

That delay makes it impossible to get grants from companies and community groups now, said Taguma, who is the foundation's president as well as the paper's editor. So the foundation is relying on individuals, who have donated as much as \$5,000 each.

The group, which has a Web site at nichibeifoundation.org, has raised about \$40,000, enough to cover about three months, and plans to publish a scaled down 12-page edition.

<https://www.sfgate.com/business/article/Leaders-try-to-save-Japanese-American-newspaper-3220047.php>

# San Francisco Chronicle

## Leaders try to save Japanese American newspaper

**Benny Evangelista, Chronicle Staff Writer**  
Published 4:00 am PDT, Friday, August 21, 2009

The Nichi Bei Times, Northern California's oldest Japanese American community newspaper, said Thursday that it is shutting down, but a group of community leaders hopes to keep the presses rolling by forming a nonprofit organization.

The board of directors said in a letter printed in the 63-year-old publication's latest edition that they decided "with great sadness" to close on Sept. 10.

The paper, which has about 8,000 subscribers, changed in 2006 from a daily bilingual format to publishing three times per week, with one English-language edition inserted in one of the three Japanese-language editions. Board Chairman Ken Abiko said the board planned to give the new format three years to reverse a long, steady decline in circulation and advertising revenue.

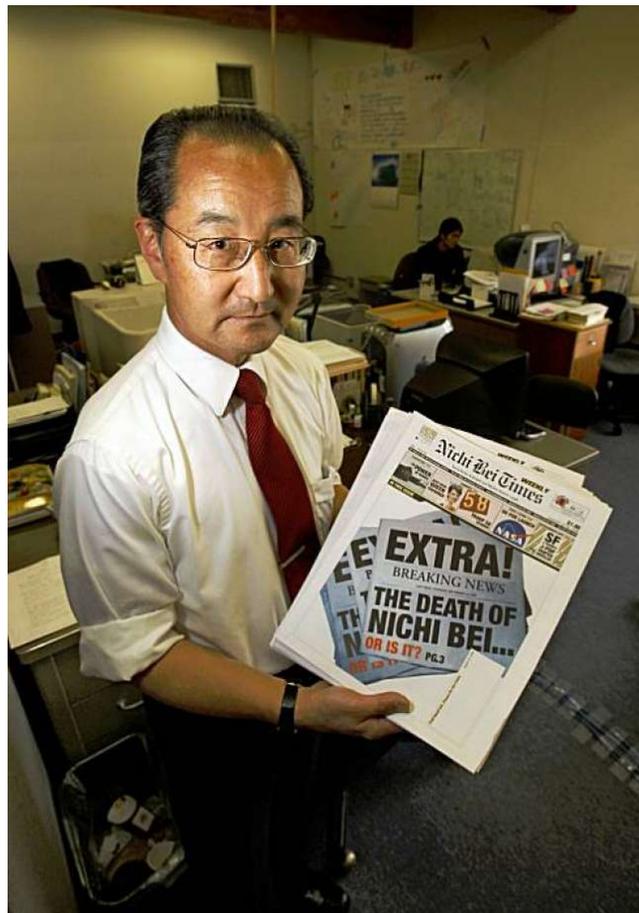
But these same problems - exacerbated by the movement of readers to online sources of news - have beset the entire newspaper industry, causing numerous mainstream papers across the country to cut back or close this year.

"The losses were deepening and there was no sense in continuing," said Abiko. "It was either now or soon."

Akibo's grandfather founded the paper's predecessor, the Nichi Bei Shimbun, in 1899, but it closed when Japanese Americans were sent to internment camps during World War II. The Nichi Bei Times began publishing after the war in 1946.

The closure of the paper would leave the market open for the rival Hokubei Mainichi newspaper. However, a group of journalists and community leaders is forming the Nichi Bei Foundation, which would try a novel approach to saving a for-profit newspaper by turning it into a nonprofit operation supported by donations, fundraisers and grants.

Nichi Bei Editor Kenji Taguma; Paul Osaki, executive director of the Japanese Cultural and Community Center of Northern California; Keith Kamisugi, communications director of the Equal Justice Society; and Kerwin Berk, a former sports desk editor for The Chronicle, are spearheading that effort.



*Photo: Frederic Larson, The Chronicle*

*Mikio Okada the president of Nichi Bei Times holds up a extra of his newspaper which is the Northern California's oldest Japanese American newspaper (based in SF) who announced today that it would close after 63 years in business in San Francisco, Calif., on August 20, 2009.*



Photo: Frederic Larson, The Chronicle

A copy of the first published edition of The Nichi Bei Times on May 18, 1946 which is recorded as Northern California's oldest Japanese American newspaper (based in SF). The newspaper announced today that it would close after 63 years in business in San Francisco, Calif., on August 20, 2009.

Getting away from the continuing search for profit could be a way for media outlets to stop "looking at the bottom line and squeezing every dime at the expense of quality news," Kamisugi said.

Newspaper industry analyst Ken Doctor of Outsell Inc. said the idea of a nonprofit foundation saving a newspaper has been discussed by the industry, but not yet attempted. Even The Christian Science Monitor, founded and supported by the Church of Christ, is struggling, he said.

Still, nonprofit groups usually provide seed or stop-gap funding, and Doctor said he questions whether the Nichi Bei Foundation could generate the ongoing subsidies that a newspaper requires.

Osaki said the community would lose an important voice if the paper folds.



NJAHS



## National Japanese American Historical Society

1684 Post Street  
San Francisco, CA 94115-3604  
PHONE (415) 921-5007  
FAX (415) 921-5087  
EMAIL [njahs@njahs.org](mailto:njahs@njahs.org)  
WEB [www.njahs.org](http://www.njahs.org)

May 6, 2019

Mr. Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

Dear Mr. Kurylo,

On behalf of the National Japanese American Historical Society, Inc., a 501(c)(3) nonprofit organization headquartered San Francisco's Japantown, I would like to submit this letter of support for the Nichi Bei Foundation's Legacy Business Application.

I am proud to have served as an Advisory Council member of the Nichi Bei Foundation since its nonprofit transformation some 10 years ago. Moreover, we were happy to serve as the Foundation's first "home" as the Nichi Bei Foundation, set up its new operations in our back offices and published its first editions under the "Nichi Bei Weekly," community newspaper banner.

The Nichi Bei newspaper legacy, dates back to the prewar Nichi Bei Shimbun in 1899, and was critical to the development of Japanese American community in San Francisco and throughout the region and the United States, for that matter. As one of the most influential Japanese American newspaper prior to World War II, with offices in San Francisco and Los Angeles — and branches throughout Northern California — the Nichi Bei Shimbun encouraged Japanese settlements throughout the country. The Nichi Bei Shimbun's past publications serve as a rare historical record of the Japanese American experience for scholars, researchers, and planners. In addition, the Nichi Bei Foundation's programs have meaningful and lasting value.

Since 2014, the National Japanese American Historical Society has been a proud partner of the Nikkei Angel Island Pilgrimage, launched by the Nichi Bei Foundation to re-ignite the history and legacy of the Japanese Americans on Angel Island Immigration Station, where up to 85,000 immigrants of Japanese descent were processed between 1910 to 1940. Through four pilgrimages, we have collectively brought more than 1,700 visitors to the Immigration Station, while helping many to discover their family history through our partners at the California Genealogical Society.

The National Japanese American Historical Society has been the main fiscal sponsor of the annual Day of Remembrance consortium to commemorate the Presidential Executive Order 9066 of WWII which led to the mass removal and incarceration of 120,000 persons of Japanese ancestry from the West Coast. The Nichi Bei Foundation and Nichi Bei Weekly have participated in the Consortium as media sponsors. Likewise, the National Japanese American Historical Society has been a sponsor of the Nichi Bei Foundation's Films of Remembrance program, a day-long series of films on the Japanese American incarceration experience. These films help to uncover little-known stories of our wartime incarceration and the deprivation of civil liberties — important lessons for today.

The Nichi Bei also publishes the San Francisco Japantown Map and Directory, an important tool to empower one of the last three remaining Japantowns in the United States, which we distribute to visitors in our gallery.

Please support this vital institution in Japantown, as the last Bay Area-based Japanese American community newspaper. It continues to document our community's history and continues to be an important vehicle for continued preservation and community engagement for generations to come.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rosalyn Tonai", is placed over a light blue rectangular background.

Rosalyn Tonai, Executive Director



May 9, 2019

Mr. Richard Kurylo  
Legacy Business Program  
City and County of San Francisco - Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

Dear Mr. Kurylo,

On behalf of the Japanese Cultural and Community Center of Northern California (JCCCNC/the Center), a 501(c)(3) nonprofit organization based in San Francisco's Japantown, I would like to submit this letter of support for the Nichi Bei Foundation's Legacy Business Application.

I am proud to have served as a founding Board Member of the Nichi Bei Foundation at its nonprofit transformation 10 years ago and as an Advisory Council member since leaving the Nichi Bei Foundation Board of Directors. Moreover, the JCCCNC was happy to serve as the first physical office location of the Nichi Bei Foundation from 2009 to late 2010.

When a group of community leaders, media professionals and staff gathered to establish the Nichi Bei Foundation and its publication the *Nichi Bei Weekly*, we knew we needed to continue its storied legacy not only to connect and inform us today but also to document our history for generations to come.

The Nichi Bei legacy, going back to the prewar *Nichi Bei Shimbun* in 1899, was instrumental in the formation of Japanese American communities in the United States as pioneer publisher Kyutaro Abiko encouraged Japanese immigrants to settle in America.

In addition to publishing the last Bay Area-based Japanese American community newspaper, the educational programs of the Nichi Bei Foundation have been meaningful as well, including the Nikkei Angel Island Pilgrimage — which has brought more than 1,700 people to rediscover our community legacy at the former Angel Island Immigration Station while uncovering their own family histories. Moreover, dozens of filmmakers — including my brother Jon — had their films on the Japanese American wartime incarceration experience screened at the Nichi Bei Foundation's annual Films of Remembrance, providing the public with important lessons not only to learn from the past but also to protect civil liberties today.

In addition, the Nichi Bei Foundation's main fundraiser, the Northern California Soy and Tofu Festival, has helped to bring tens of thousands into Japantown over the past eight years.

The Center is also happy to collaborate with the Nichi Bei Foundation in the publication of their San Francisco Japantown Map and Directory, an important tool to empower one of the last three remaining Japantowns in the United States, as we provide the Japantown History Walk portion of their Map.

I hope that you can support this important community institution.

Sincerely,

  
Paul Osaki  
Executive Director



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-071  
*Business Name:* National Japanese American Historical Society, Inc.  
*Business Address:* 1684 Post Street  
*District:* District 5  
*Applicant:* Rosalyn Tonai, Executive Director  
*Nomination Date:* June 17, 2019  
*Nominated By:* Supervisor Vallie Brown

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

1855 Folsom Street from 1981 to 1997 (16 years)  
 22 Peace Plaza from 1997 to 1999 (2 years)  
 1684 Post Street from 1999 to Present (20 years)  
 640 Mason Street from 2013 to Present (6 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
 Program Manager, Legacy Business Program



**Member, Board of Supervisor  
District 5**



**City and County of San Francisco**

## **Vallie Brown**

June 17, 2019

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate the National Japanese American Historical Society, located at 1684 Post Street, for the Legacy Business Registry Program.

The National Japanese American Historical Society, Inc. (NJAHS) was founded in 1980 as 'Go for Broke, Inc.'. They aimed to promote the military exploits of the Japanese American veterans of the 100<sup>th</sup> battalion/442<sup>nd</sup> regimental combat team and the military intelligence service during World War II in Europe and the Pacific. In 1983, 'Go for Broke, Inc.' rebranded themselves as the National Japanese American Historical Society, which reflects their broader mission to collect, preserve, interpret and share the Japanese American experience for national and global audiences.

Since 1983, NJAHS has served the Japanese American community by presenting exhibitions, publications, and public programming on historical events, personalities and the arts. In their current location at 1684 Post Street, the National Japanese American Historical Society has served the Japantown community since 1999. Now as a fixture in the Japantown neighborhood, their work continues to preserve and share Japanese American art and culture.

The Japanese American community has a long history in District 5 and NJAHS is an integral member of the Japantown community in District 5. Japanese Americans in San Francisco have a long history that is marred by periods of inclusion and revulsion by the communities surrounding Japantown. The NJAHS is a treasure in District 5, which preserves this history.

It is for these reasons that I elect to nominate the National Japanese American Historical Society for the Legacy Business Registry Program. Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Vallie Brown".

Vallie Brown  
Supervisor, District 5  
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.

<b>NAME OF BUSINESS:</b>		
National Japanese American Historical Society, Inc.		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Rosalyn Tonai, Executive Director Bryan Yagi, NJAHS Board President Robert Sakai, Building Owner		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1684 Post St. San Francisco, CA 94115		((415) 921-5007
		<b>EMAIL:</b>
		njahs@njahs.org; rosalynt@njahs.org
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.njahs.org	<a href="https://www.facebook.com/nationaljapaneseamericanhistoricalsociety/">https://www.facebook.com/nationaljapaneseamericanhistoricalsociety/</a>	<a href="https://www.yelp.com/biz/national-japanese-american-historical-society-san-francisco">https://www.yelp.com/biz/national-japanese-american-historical-society-san-francisco</a>

<b>APPLICANT’S NAME</b>	
<input checked="" type="checkbox"/> Same as Business	
<b>APPLICANT’S TITLE</b>	
<b>APPLICANT’S ADDRESS:</b>	<b>TELEPHONE:</b>
	(    )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
1855 Folsom Street	94115	1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1981-1997	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
22 Peace Plaza	94115	Start: 1997
		End: 1999

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1684 Post Street	94115	Start: 1999
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
640 Mason Street	94129	Start: 2013
		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:

## 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.

Rosalyne Tonai

5/10/2019

*Rosalyn M. Tonai*

Name (Print):

Date:

Signature:

# NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY, INC.

## Section 4: Written Historical Narrative

### CRITERION 1

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

The National Japanese American Historical Society, Inc. (“NJAHS”) was established on June 29, 1981, as “Go For Broke, Inc.,” whose purpose was to promote the military exploits of the Japanese American veterans of the 100th Battalion/442nd Regimental Combat Team and the Military Intelligence Service during World War II in Europe and the Pacific. In 1983, the organization changed its name to the National Japanese American Historical Society to reflect its broader mission to collect, preserve, interpret and share the Japanese American experience for national and global audiences. Today, NJAHS strives to be a catalyst for change through cross-cultural awareness – by learning from the past and influencing the future.

From 1981 to 1997, NJAHS was located at 1855 Folsom Street, Suite 161, in San Francisco. The organization moved to Japantown and was housed in the Japan Center East Mall (22 Peace Plaza, Suite 225) for a short time in 1998-1999, then moved to its present location at 1684 Post Street in 1999 with 2,911 square feet of space. Its Post Street headquarters serves the Japantown community, national membership and visitors with a gallery, book store/gift shop, archives, research library and visitor kiosk.

In 2013 after two decades of planning, NJAHS opened the Military Intelligence Service (MIS) Historic Learning Center in Building 640 (640 Mason Street) at Crissy Field in the Presidio of San Francisco. This 13,000-square-foot interpretive center is the original site of the historic U.S. Army Intelligence Language School, where Japanese American military linguists secretly trained one month before Pearl Harbor (November 1, 1941) and were deployed to the Pacific theater of war after graduating in May 1942. Operated by NJAHS as a nonprofit Park Partner tenant, the center (including replica MIS classroom, permanent gallery and shop) is an adaptive reuse project of the NJAHS, the Presidio Trust and Golden Gate National Recreation Area. NJAHS’s dual site strategy is to bring new audiences to both sites, thus enhancing the Japanese American experience in San Francisco.

**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.**

Not applicable.

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

NJAHS is a 501(c)(3) nonprofit organization incorporated in 1981 as Go For Broke, Inc., changing its name in 1983 to the National Japanese American Historical Society, Inc. It has been governed by a 13-to-18-member board of directors since its founding.

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the organization verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

NJAHS's Japantown headquarters, at 1684 Post Street, occupy the former location of the Uoki Sakai Fish Market building. The market first opened in 1910 on Geary Street and moved to 1684 Post Street in 1920. It served as the neighborhood's primary seafood and grocery store until 1942, when the Sakai family was forced to move because of Executive Order 9066, excluding all persons of Japanese ancestry from the West Coast. The Sakai family was incarcerated in barracks at the Tanforan Racetrack in South San Francisco and later sent to a permanent War Relocation Authority Camp in Topaz, Utah. The family returned to Japantown in 1948 and reopened its store on Post Street.

In the 1960s, the original building was demolished by the San Francisco Redevelopment Agency, although the Sakai family retained ownership of the property. The Uoki Sakai grocery business relocated to 1656 Post Street in 1969 and remained there until its closure in 2011. In 2006, Uoki Sakai was recognized as one of the Japantown's most enduring and significant businesses during neighborhood centennial celebrations. In 1999, NJAHS moved into 1684 Post Street and completed tenant improvements for its gallery space, archives and store.

NJAHS's second property, the MIS Historic Learning Center, is located in historic Building 640 at the Presidio. It is significant as the former location of the U.S. Army Intelligence Language School, the first military language school, which opened in 1941. During its 2012 rehabilitation, the roof unexpectedly collapsed into the structure. The framing, trusses, and most of the foundation were reconstructed and seismically strengthened, and the original concrete flooring left intact. The wood from the ceiling was salvaged and incorporated into a new ceiling. The original windows and window panes were individually removed, cleaned and put back into place in the rehabilitation phase.

## **CRITERION 2**

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

Since 1981, NJAHS has served the Japanese American community by presenting exhibitions, publications, videos and public programs on historical events, personalities and the arts and cultural crafts. NJAHS serves as both a neighborhood anchor and an enduring symbol of the Japanese American presence in San Francisco – one of the oldest and last remaining Japantowns in America.

Between 1999-2000, NJAHS was represented by its executive director, Rosalyn Tonai, on the 50-member Japantown Planning, Preservation, and Development Task Force organized to conduct community-wide town hall meetings, work with the city and consultants to produce a community-needs assessment and develop a set of recommendations to: 1) identify priority action programs and projects that are vital to the future economic, social and physical vitality of Japantown; 2) begin a framework of urban design elements that can guide the long-range improvement of the Japantown neighborhood environment; and 3) shape an action plan that addresses a broad range of neighborhood concerns and issues.

From 2001-2016, NJAHS played a critical role in the Japantown Taskforce, Inc., with Rosalyn Tonai serving on the board and executive committee. The taskforce developed the groundbreaking Japantown Cultural Heritage and Economic Sustainability Strategy (JCHES), which provides a framework for sustaining the neighborhood's tangible and intangible cultural heritage. NJAHS continues to serve on the Japantown Taskforce, a community board that guides community planning, development, and cultural heritage preservation efforts.

Situated at the "gateway" of Japantown, NJAHS is the only storefront on the main commercial corridor to depict and interpret the history and identity of Japanese Americans, serving as a portal to discover local culture, history and commerce. NJAHS collaborates with other organizations on major annual events, such as the Northern Cherry Blossom Festival and the Bay Area Day of Remembrance, to commemorate and perpetuate the Japanese American experience, especially as they connect to current events. Through exhibitions, internships and robust public programming, NJAHS fosters greater understanding of Japantown's rich and vibrant history as well as the community's ongoing efforts to preserve and revitalize the Japanese American presence in San Francisco.

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

Japantown is known for its cultural heritage, including art and craft traditions, language, literature and other programs that are important to the community's identity. NJAHS participates in all of Japantown's festivals, including the Northern Cherry Blossom Festival and Nihonmachi Street Fair. (The Cherry Blossom Festival has been held every April in Japantown since 1967, attracting over 50,000 people each year.) NJAHS also lends its support to various festivals in the Japan Center Malls and on Buchanan Mall.

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

NJAHS is identified as an important social heritage resource in the JCHESS, one of a “rich network of community-serving organizations and institutions [that] provide a range of services and benefits to the local community, as well as Japanese Americans from around the region.” The product of a 15-year community-led process, JCHESS is the first document in San Francisco created to focus specifically on how to preserve and promote a neighborhood’s cultural heritage. NJAHS’s public programming and activities advance the JCHESS’s core goals to secure Japantown’s future as the historical and cultural heart of the Japanese and Japanese American community, a thriving commercial and retail district, home to residents and community-based institutions, and as a physically attractive and vibrant environment.

NJAHS programming has been highlighted in numerous media, including *San Francisco Chronicle*, *Rafu Shimpō*, *Nichi Bei Times* and others. The *New York Times* has described NJAHS as “as a source of Japantown’s dynamism and a model for the preservation and interpretation of a community’s history.” In 2010 and 2013, Japan’s Foreign Ministry recognized NJAHS for its “extensive contributions toward the exchange between Japan and the United States by preserving historical materials relating to Japanese immigration to the U.S., educating and enlightening citizens throughout the United States about the wartime experience of Japanese Americans, and undertaking wide-reaching initiatives in public education about Japanese Americans.”

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

Since its inception, NJAHS has celebrated the accomplishments of and included Japanese American veterans (i.e., Tom Kawaguchi), activists, politicians, artists and other dignitaries in its leadership and activities. Past president Dr. Clifford Uyeda was a leader in the Civil Liberties redress campaign, heading up the Japanese American Citizens League’s Redress Legislative Committee for the Commission on the Wartime Relocation and Internment of Civilians; NJAHS’s annual Peace & Humanitarian Award is named in his honor. NJAHS’s past president, Thomas Sakamoto, has been memorialized in Presidio of San Francisco and in the new U.S. Army Museum in Washington, D.C. (opening in 2020). San Francisco artists Janice Mirikitani (SF Poet Laureate) and Ruth Asawa (namesake of the SF School of the Arts) worked with NJAHS on numerous projects, including the first Japanese American Women’s exhibit, the San Francisco State Internment Memorial and reinstallation of Asawa’s Origami Fountains on Japantown’s Buchanan Mall in 2000.

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

Since 1983, NJAHS has demonstrated its commitment to the community with its deep and long-term involvement in its planning, preservation and viability. With its focus on activities relating to cultural preservation and education, NJAHS has engaged various sectors of the community. The majority of NJAHS programming is free to the public and easily accessible.

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

San Francisco is home to a sizeable Asian and Asian American population. One-third of the city's population self-identifies as Asian, with 24% of all businesses in San Francisco owned by this population. According to the JCHES, Japantown is 33% Asian, 8% Black/African American, 8% Latino and 47% White (and the other 4% cited "None of the Above"). NJAHS programs celebrate and engage with the local Japanese American and Asian American communities, as well as domestic and international tourists, local residents and former and current Japantown residents and business owners of diverse backgrounds, including African American, Korean, Russian and Jewish communities.

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

NJAHS's Japantown headquarters is located at the former site of the Uoki Sakai Fish Market at 1684 Post Street. In many ways, the story of the Sakai family reflects the broader story and resilience of the Japanese American community in San Francisco. The Sakai family property sustained two upheavals promulgated by government action. Due to Executive Order 9066, the Sakai family was forced to close its business throughout World War II. Even after returning and reopening, their business was again disrupted by urban renewal; the original building at 1684 Post Street was demolished and replaced by a two-story building on the same site.

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

If NJAHS were to close or relocate, Japantown would lose its only publicly accessible cultural heritage destination, including a gallery, library and professionally-managed archives and collections. At the heart of the commercial corridor, and across from the Japan Center and Peace Plaza, NJAHS is not only a symbol of this enduring community but is also the neighborhood's only historically-based interpretive center. The loss of the NJAHS store and gallery would deprive visitors, tourists and residents of an essential portal for discovering Japantown. Its closure would deprive the neighborhood of a vital community space and, beyond its four walls, and an essential cultural resource and leader helping to preserve and sustain Japantown's cultural heritage.

### **CRITERION 3**

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

Since 1980, NJAHS has been dedicated to the preservation of cultural heritage and Japanese American history through its extensive collection, exhibitions and public programs, and its participation in festivals, traditions and advocacy for the Japantown community. NJAHS draws from its extensive collection (13,000 objects, documents, photos) of Japanese American World War II military, incarceration camp and pre-war ephemera to produce ground-breaking exhibitions at its own galleries and in larger venues such as the Oakland Museum of California, the Smithsonian Institution and the Bishop Museum. Go For Broke's inaugural exhibition told the story of Nisei Soldier of WWII (Presidio Army Museum, 1981-1983).

In subsequent decades, NJAHS has organized or contributed to many exhibitions, including “A More Perfect Union: Japanese Americans and the U.S. Constitution” (Smithsonian National Museum of American History, 1988-2002), “Something From Nothing: Art and Handcrafted Objects from America’s Concentration Camps” (USF Thacher Gallery, 2017) and “Exclusion: The Presidio’s Role in WWII Japanese American Incarceration” (Presidio Officer’s Club, 2018 - present). NJAHS also presents annual community events in partnership with other community groups (e.g., Bay Area Day of Remembrance, Nikkei Angel Island Pilgrimage) and hosts workshops, film screenings, panel discussions and public education programs.

**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)**

NJAHS supports the local art community, especially Japanese American artists, through the production of art and history exhibitions. For example, *Artists’ Eyes: Art of Incarceration*, featured Japanese American artists who were incarcerated during World War II, their descendants and members from other ethnic communities who share a history of unjust incarceration. Writers and scholars are regularly featured in *Nikkei Heritage*, NJAHS’ periodical, which has been produced for the past 30 years. Educational workshops and student internships advance NJAHS’s mission to collect, preserve and authentically interpret the Japanese American experience. Participation in community events and festivals demonstrates NJAHS’s commitment to maintaining the traditions of Japantown. NJAHS conducts talks on Executive Order 9066 and incarceration, Nikkei genealogy, travel guides and culinary tours, among other culturally-specific topics.

**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.).**

Although not architecturally significant, NJAHS’s Post Street location is culturally significant as the former location of the Uoki Sakai Fish Market building (from 1920-1960s). NJAHS is committed to maintaining its large floor-to-ceiling storefront windows that enable visitors to view into the gallery and community space.

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the organization has been dedicated to the collection, preservation, authentic interpretation and sharing of historical information of the Japanese American experience for 30+ years is included in this Legacy Business Registry application.

# NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY (NJAHS)

Legacy  
Business  
Images/  
Articles



# 1983- NJAHS ESTABLISHED



Go For Broke/NJAHS Founder and Executive Director K. Tom Kawaguchi



1983 -  
1986

Changes name to  
National Japanese  
American  
Historical Society  
to reflect broader  
vision.

NJAHS 1<sup>st</sup> offices  
located at 1855  
Folsom Street, SF  
Volunteer Board &  
Staff comprised of  
mostly Japanese  
American veterans  
of the famed 442<sup>nd</sup>  
Regimental  
Combat Team and  
Military  
Intelligence  
Service

# 1986 - 1990 SOCIETY EXPANDS

California Daily News  
 15, CA 90012-4083 Office: (213) 626-1168

## JA Historical Society Expands Artifact, Photographic Storage

SAN FRANCISCO — The National Japanese American Historical Society, of San Francisco, announced that it has expanded its rare artifact, document and photographic storage facility and will begin a major effort to expand its collections relating to the Japanese American experience.

The society is now actively soliciting artifacts, papers and photographs that will be included in its numerous traveling exhibits.

Heretofore, the Historical Society has primarily collected memorabilia that related to the 100th Infantry Battalion, 42nd Regimental Central Postal Directory, and the Military Intelligence Service which served in the Pacific.

The Historical Society will in fact continue to collect these rare objects, but has expanded its goals and mission to collect objects and photographs that relate to all other dimensions of Japanese American history. For example, the society is actively collecting the following things: lost objects, such as kimono, geta, koto, work clothes, suits, dresses, household objects, such as lamps, clocks, cameras; traditional Japanese objects, particularly those items that were brought to the United States from Japan.

Also, of particular interest, are original photographs and documents from 1900 to 1941 that portray life in the Japanese American family and

community. It is realized that many of these kinds of artifacts were lost during the forced evacuation in 1942, and there are few surviving collections in existence in the United States.

It is particularly important that preservation, well organized effort be made to save these items from being destroyed or discarded as junk and those families lose their loved ones and that these items will be lost forever.

The NHAHS has recently greatly expanded its storage capabilities and has obtained the services of many volunteers to catalogue and maintain the new collection.

Other objects and photographs that are actively sought are things that were collected in the relocation and detention camps such as: crochets, paintings, drawings, sculptures, telecardorials, laminated artifacts, and particularly photographs that were taken in camp by Japanese Americans.

The collections will serve two purposes: to remind both Japanese and non-Japanese citizens of the wonderful, magnificent history of survival and perseverance of the first and second generations of Japanese Americans and secondly, to preserve, display, and interpret these rare objects.

"We really need to have our story remembered, if not for ourselves, at least for our children," was stated by artifact curator Wally Morrison.

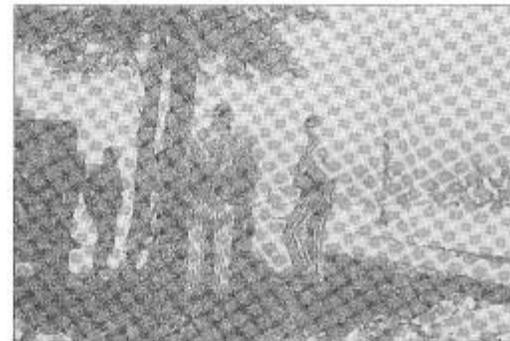
"If we don't do it now, I don't think there will be anybody else to do it," he added.

Those wishing to donate collections who have been approached and solicited by telephone, should contact the NHAHS, 1888 Polaris St., San Francisco 94103, (415) 431-5867.

All items will be carefully considered for inclusion in the Historical Society collection. Do not toss in items, rather, contact the curator about potential donations.

## RAFUSHI

LOS ANGELES JAPANESE DAILY NEWS 139 50 LOS ANGELES STREET, LOS ANGELES



522ND FIELD ARTILLERY BATTALION—This is an extremely rare photo of a Nisei of the 522nd Field Artillery Battalion who recently liberated Dachau, April 1945.

—Photo from NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY

## HISTORICAL SOCIETY SEEKS NISEI WHO LIBERATED DACHAU CONCENTRATION CAMP

SAN FRANCISCO.—The National Japanese American Historical Society is seeking Nisei veterans of the all-Japanese American 522nd Field Artillery Battalion who participated in the liberation of the Dachau concentration camp in Germany the latter part of April, 1945.

It was recently discovered that a number of Nisei from the 522nd Artillery were responsible for the liberation of Dachau. This is reported to be one of the most important moments in the history of the Japanese American soldier in World War II. The destruction of liberating Dachau upon many Nisei soldiers whose parents and families, in fact, were incarcerated in American detention

Ray Schoey plans to interview Nisei veterans and Jews who were incarcerated at Dachau, he feels the story from the point of view of the Nisei is extremely important.

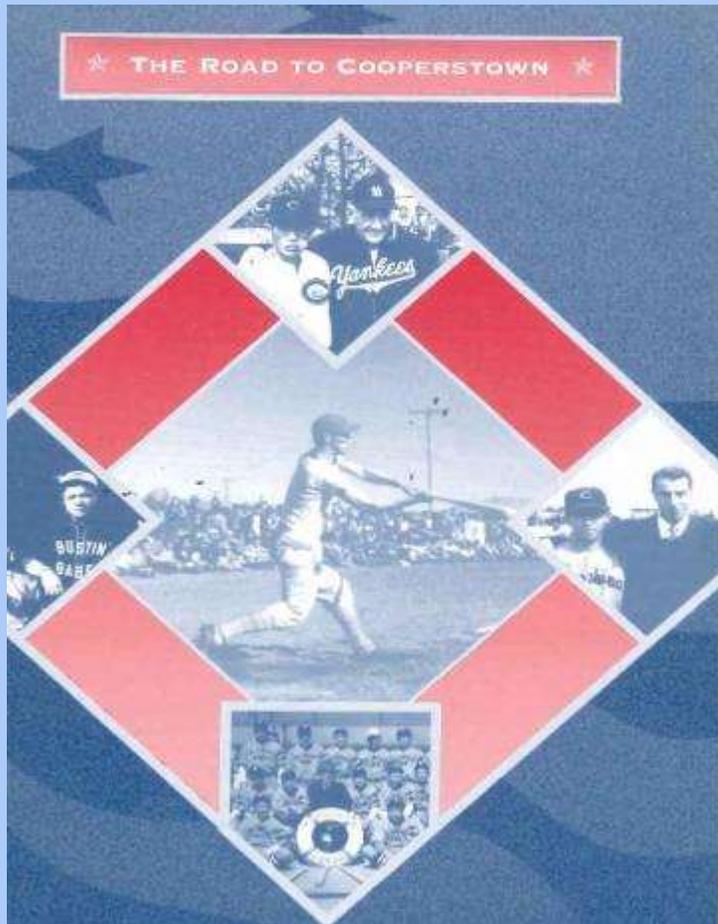
The historical society has been successful in finding a few surviving members of the 522nd Artillery who are willing to speak about their experiences. Among them are: Col. Masamasa of Los Angeles, George Doye and Hideo Nakamura of Hawaii. These veterans have donated their personal albums and photographs which are being permanently preserved in NHAHS's climate-controlled archives.

The 522nd Artillery was founded in Camp Shelby, Miss.

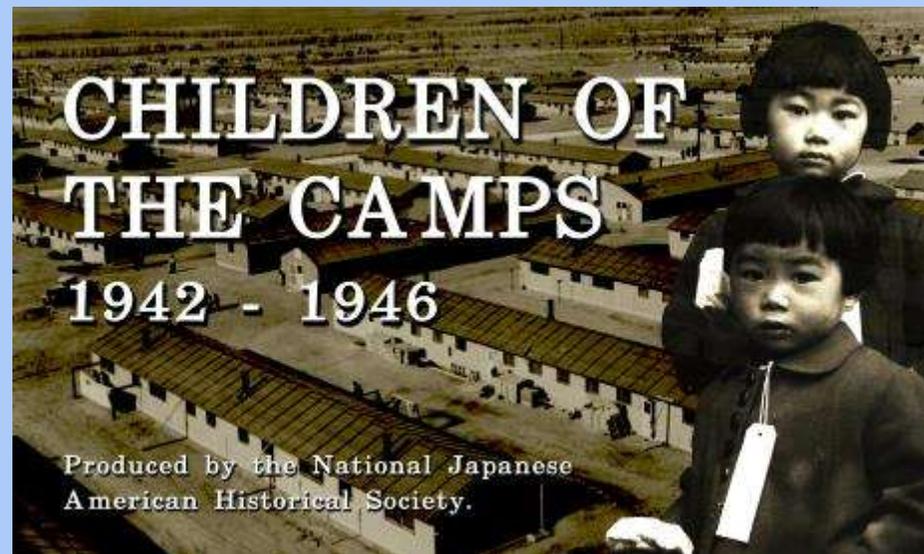
to death on the food that was given to them due to their weakness and starvation. "When I saw the barbed wire I thought of my parents and family in Heart Mountain WRA camp. We wondered why we had been allowed to find this massacre. All we thought of was revenge and to kill the people who had perpetrated these atrocities. We wanted to get 1000!"

Any veterans and their families who have any artifacts or are willing to be interviewed for this project, are asked to contact Eric Sakai at the National Japanese American Historical Society, 1885 Polaris St., San Francisco, 94103, telephone (415) 431-

1996



Diamonds in the Rough  
Children of Camps Exhibit Display



# 1981-1997: NJAHS AT FOLSOM STREET



1990-1997  
-Expands Archives Storage  
-Gallery Lobby  
-Hires Paid Staff. Board  
Admin. Committee runs  
NJAHS. On boarding of  
Sansei and Women.  
1990-Executive Director  
Rosalyn Tonai hired.  
1991-1997 E.D. hires staff,  
projects run by core  
volunteers.



1997-1998

NJAHS makes strategic move to Japan Center Mall to support the preservation of Japantown and to better serve the community. , NJAHS relocates its offices to a storefront in San Francisco Japantown's East Mall

22 Peace Plaza  
SF CA 94115



1997

NJAHS Offices:  
Japan Center  
Mall  
Includes  
Administrative  
office  
Archives  
Retail store &  
Library

Board  
diversifies,  
advisory  
committee  
established



1999

To further its mission and increase public access and visibility, NJAHS moves to a 2,376 sf storefront along the Post Street commercial corridor, at 1684 Post Street, the original site of Uoki Sakai & Co. still under same Sakai family proprietorship. With support from City funds, NJAHS develops Gallery, Store Archives, Offices, Reference Library. Public programs are Free to the public.



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TRUST



NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY

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Furniture

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AMERICAN  
HISTORICAL  
SOCIETY

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REALTORS  
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BRAD N. LI



# NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY

CHILDREN OF  
THE CAMPS  
1942 - 1946

Produced by the National Japanese  
American Historical Society.



Japantown  
Visitor Center

JAPANTOWN  
NITHOMACHI

Visit us online at: [sjapantown.org](http://sjapantown.org)



# 1999 – STOREFRONT OPENS TO PUBLIC



NJAHS operates storefront gallery and store selling books, CDs, DVDs and gift items crafted by local Japanese American artists. 1<sup>st</sup> year: Visitorship increases 300%, \$25,000 in gross sales.

# 1999: RESILIENT IMAGES EXHIBIT



NJAHS receives \$100,000 in Cultural Initiatives, and \$15,000 from SF Arts Commission

# 1999: PROFILES IN COURAGE CEREMONY



NJAHS continues its Park partnership with GGNRA/Nat'l Park Service and Presidio Trust at the historic Building 640, where WWII Nisei soldiers secretly trained. Congresswoman Nancy Pelosi and Senator Daniel Akaka are early supporters of NJAHS efforts to preserve this building for adaptive reuse as an interpretative center on the Japanese American experience in the Presidio.

1999



NJAHS presents its Annual Awards Tribute, honors Coram Nobis Legal Team  
Presidential Medal of Freedom Awardee Fred Korematsu, Judge Marilyn Patel, Don Tamaki, Esq.

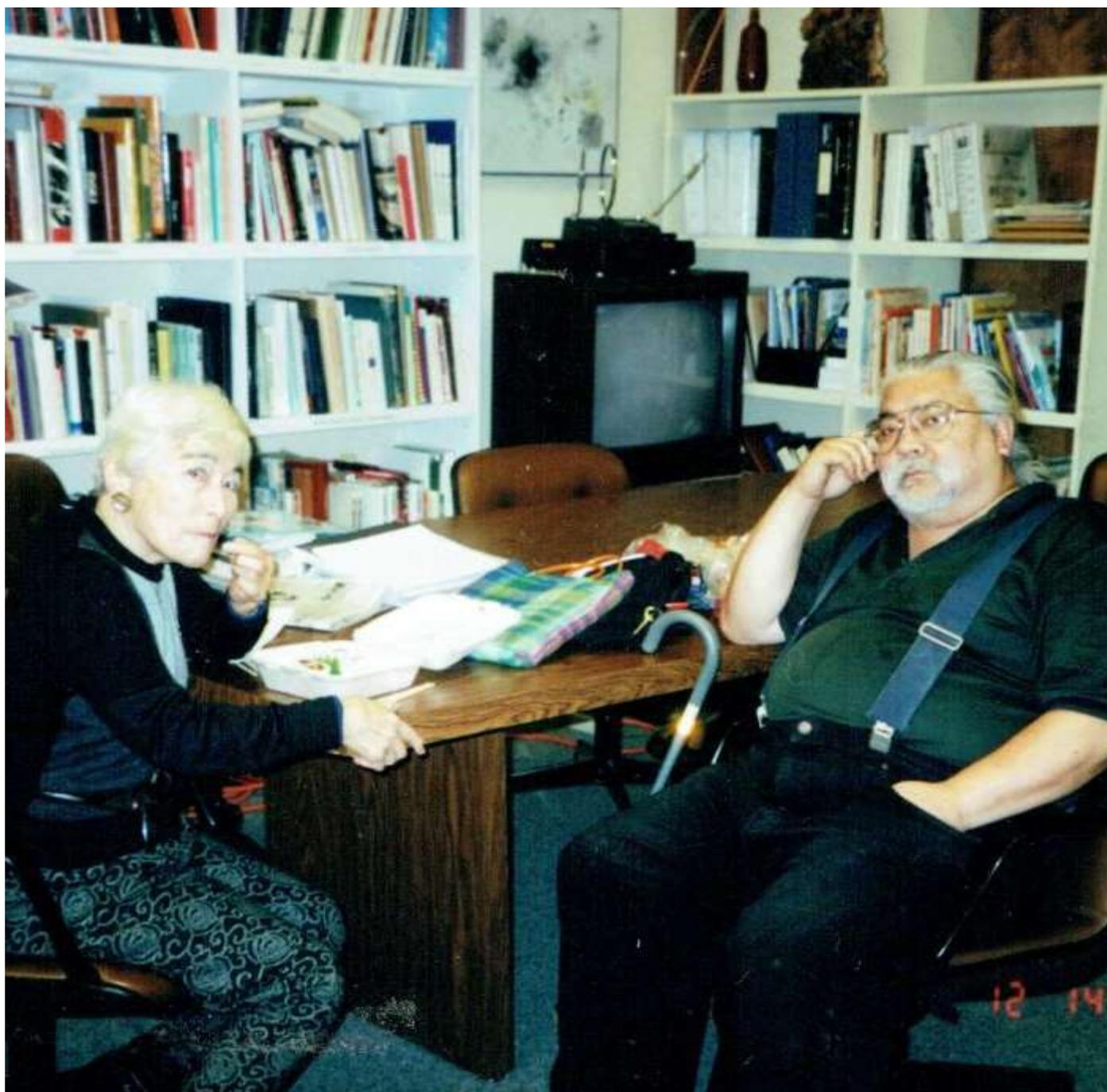


2000

Rosa Parks Elementary School Japanese Bilingual and Bicultural Program (JBBP) moves to Western Addition.

NJHS sets up educational programs for neighborhood schools and develops Peace Gallery as a fieldtrip destination.

NJHS Peace Gallery, 1684 Post Street, former site of history Uoki Grocery.



2000

NJAHS Peace  
Gallery  
functions as  
drop-in center  
for local  
members,  
volunteers,  
visitors seeking  
information,  
referrals, local  
programming.

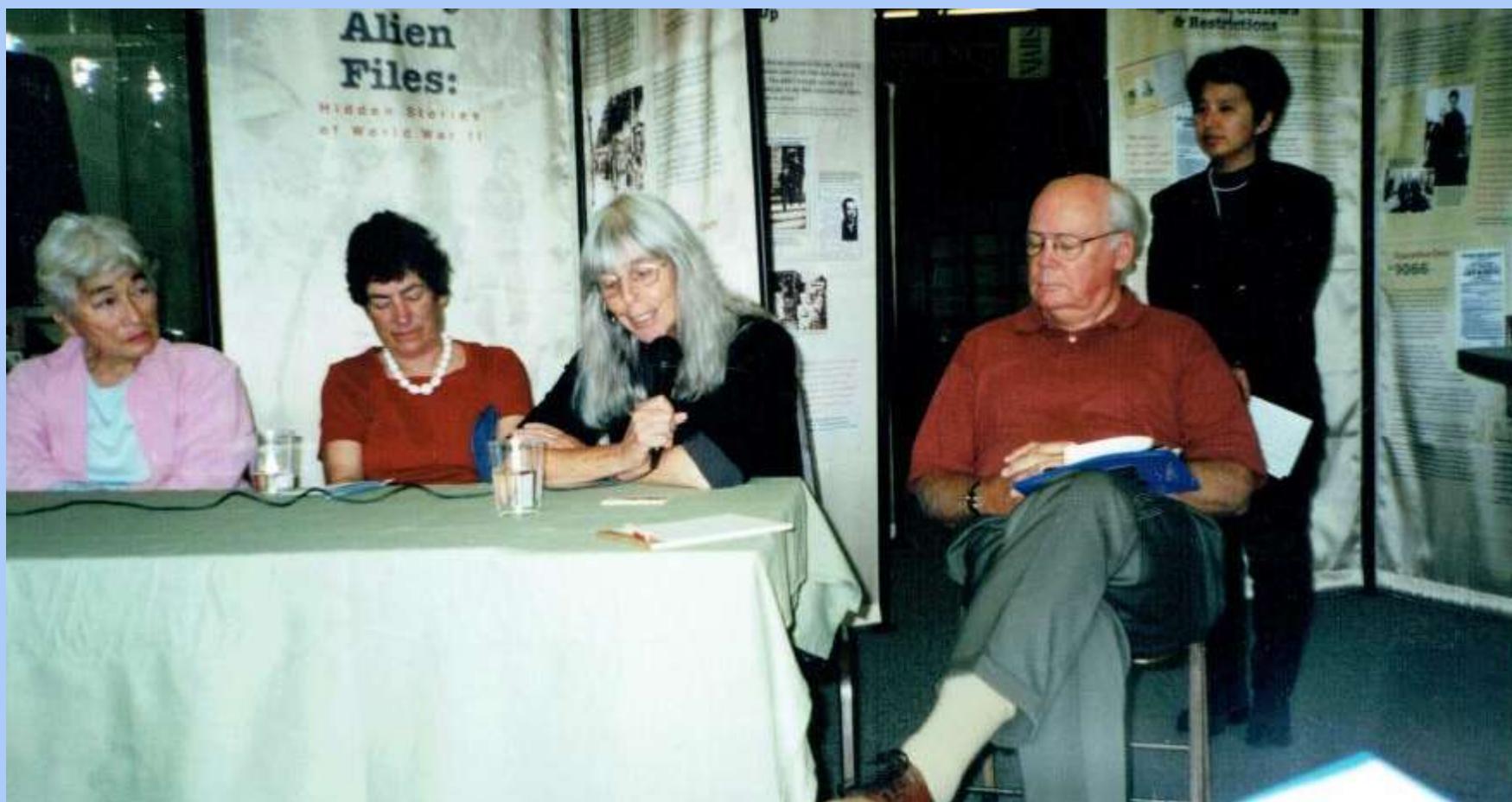
Volunteers Kiku  
Funabiki and  
Peter  
Yamamoto

2002



NJAHS explores Building 640 development in Presidio to enhance economic vitality and reach broader audience for Japantown neighborhood community.

# 2002 -03: ENEMY ALIEN FILES EXHIBIT



Through consortium, NJAHS builds audience with former Latin American, Italian and German internees

# 2005: MIS RESEARCH COMMITTEE



CARRYING ON:

100 YEARS  
*of*  
SAN FRANCISCO'S  
JAPANTOWN

NJAHS honors past and present Japanese American family-owned businesses  
NJAHS produces DVD "Carrying ON" documenting their history and legacy



ON- an Obligation spanning generations

2006



2010



NJAHS  
produces  
Mo' Magic  
Multi-  
cultural  
Youth  
Concerts  
in Jtown



2010-  
2013



NJAHs partners with NPS, Presidio Trust & completes a \$4.5 million rebuild & adaptive reuse of Building 640 after roof collapse



Opens the MIS Historic Learning Center in the Presidio of San Francisco at historic Building 640





Military Intelligence  
Service Historic...

Mason St

Mason St

Mason St

Mason St

Mason St

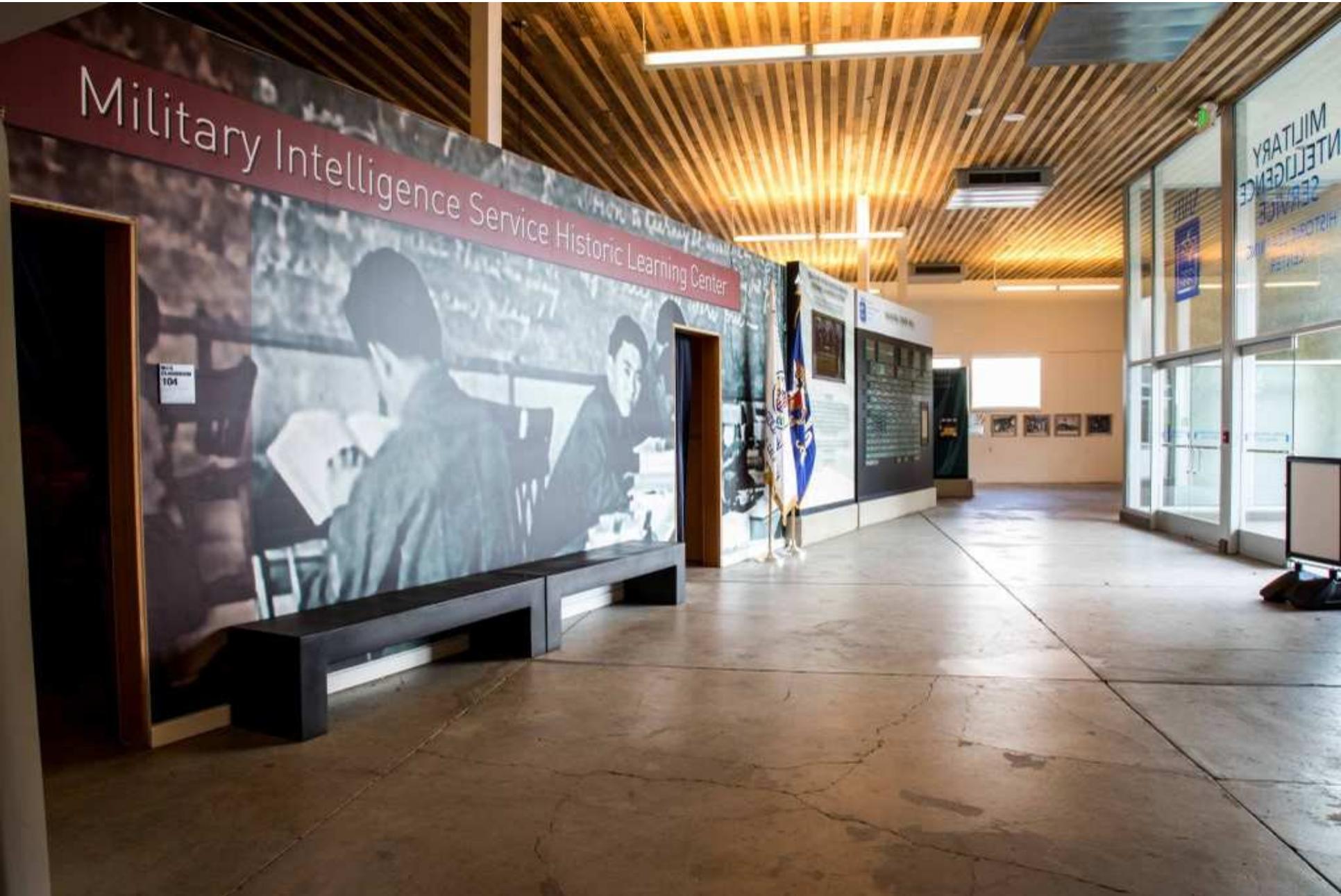




# 2013- 640 OPENING CEREMONY



MIS Historic Learning Center in the Presidio Opens to the Public







120,313

7,316

amache

13,348

gila river

10,767

heart mtn.

8,497

jerome

10,046

manzanar

8,397

minidoka

17,814

poston

8,475

rohwer

8,130

topaz

18,789

tulelake



# 2012: JCHES: PUBLIC ENGAGEMENT

## ...GOALS AND OBJECTIVES



### GOAL 3

**Secure Japantown's future as a home to residents and community-based institutions.**

### OBJECTIVES

- A. Provide more mixed-income housing (especially for families and seniors).
- B. Provide economic support for community-based, non-profit organizations.
- C. Improve public space and parks.
- D. Maintain a livable neighborhood that reflects San Francisco's diversity.

## D. ORGANIZATIONS AND INSTITUTIONS

Japantown has a rich network of community-serving organizations and institutions (See Figure 3.2: Organizations and Institutions). These organizations and institutions provide a range of services and benefits to the local community, as well as to Japanese Americans from around the region. These services are offered by way of many community activities, educational and youth programs, teaching and performing of traditional arts and crafts, and senior programs, among others.

Some of Japantown's organizations pre-date the neighborhood, while others are relatively new. Many of Japantown's existing community-based organizations were founded in the 1960s or 1970s by *Sansei* (third-generation Japanese Americans), including the Japanese Community Youth Council, Nihonmachi Little Friends, the Japanese Community and Cultural Center of Northern California, Nobiru-kai, the Japanese American National Library, the Japantown Arts and Media Workshop, Asian Pacific Islander Legal Outreach, the Japanese American Historical Society, and Kimochi, Inc. Other organizations were founded by the *Issei* or *Nisei* (first- or second-generation), and have transitioned to *Sansei* leadership.

### AREA OF CONCERN

#### **D.1. Capacity Challenges for Community-Serving Organizations and Institutions.**

While many of these organizations continue to provide invaluable services and programming, the non-profit community is concerned that some organizations are facing financial difficulties, shrinking memberships, and/or overlapping missions. There is also concern that the community is saturated with non-profits, which makes it difficult to find funding and support for both existing and potential new organizations.

### AREA OF CONCERN

#### **D.2. Lack of Space for Organizations.**

The community includes a number of organizations that are struggling to maintain a physical presence in the neighborhood because they do not have permanent facilities and/or access to affordable spaces.

In its Peace Gallery, NJAHS presents JCHES Goals & Objectives for Japantown Taskforce at public festivals.

# 2012 – 2015- NJAHS ENGAGES PUBLIC

NJAHS conducts community-based historical walking tours and docent-led exhibit tours as a means to inform & engage greater audiences about the history of Japanese in America.



Japantown Cultural and Historical Walking Tour

Throughout the year by request

[REQUEST A GROUP TOUR](#)

A guided tour through San Francisco Japantown with an emphasis on the history and culture



MIS Historic Learning Center Docent Led Tour

Throughout the year by request

[REQUEST A GROUP TOUR](#)

## Japantown Planning, Preservation and Development Task Force:

Japantown Community Plan Proposed Strategies (with community input) September 12, 2001 [DRAFT](#)

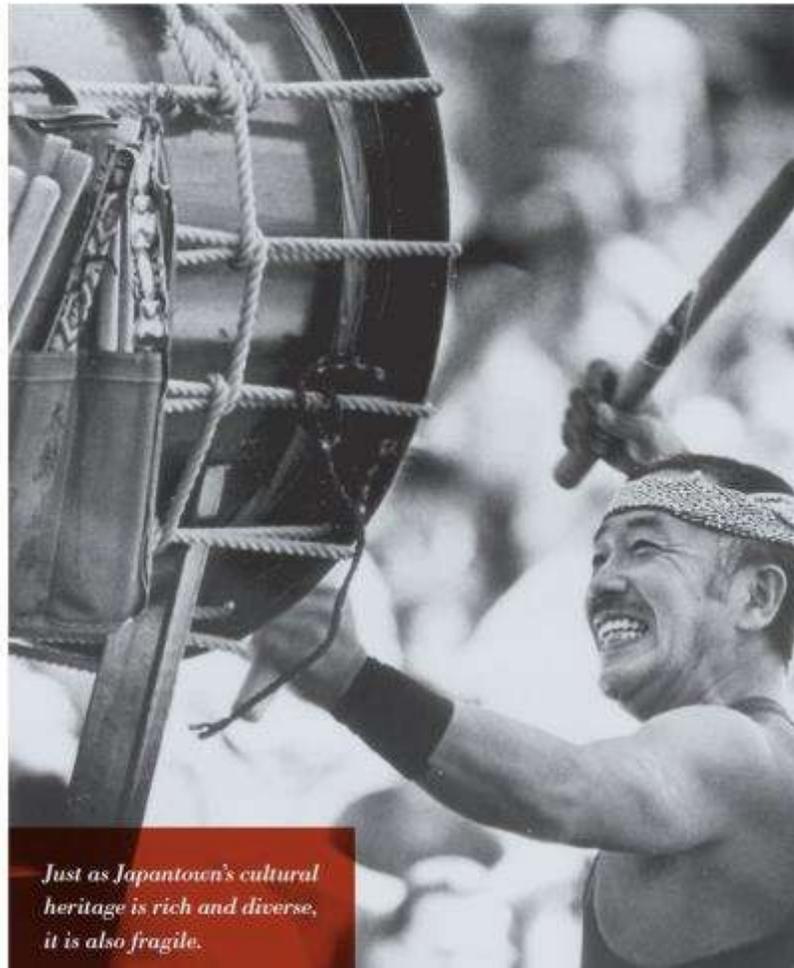
## Concepts for the Japantown Community Plan:

Prepared for the Japantown Planning Preservation and Development Task Force. Prepared by BMS Design Group Urban Planning and Design and Porat Consulting Economic Development in association with The Duffey Company - Transportation, Nobuho Nagasawa - Artist, Sedway Group - Real Estate Economics, VBN Architects - Architecture, Jim Leritz - Illustrator. November 2000. [Cover](#).

## Japantown Community Planning Process Status Report July 26, 1999.

Submitted to the Japantown Planning, Preservation, and Development Task Force. Report prepared by the Japantown Planning Consultant Team: Chinatown Community Development Center and Asian Neighborhood Design. July, 1999. [\(Report/Htm\)](#)

# 2013 – NJAHS ENDORSES JCHES

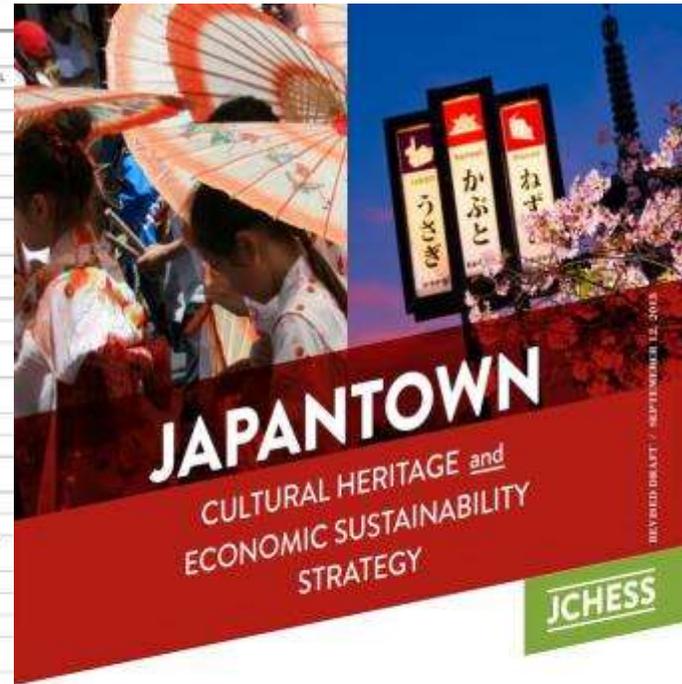


*Just as Japantown's cultural heritage is rich and diverse, it is also fragile.*

Table 3.2  
JAPANTOWN'S CULTURAL RESOURCES: ORGANIZATIONS & INSTITUTIONS

Refer to the map on the previous page for location.

No.	Name	Address
4	ST. FRANCIS XAVIER CHURCH / ST. BENEDICT'S	
5	JAPANESE COMMUNITY YOUTH COUNCIL	
6	NICHIREN BUDDHIST CHURCH	
8	BUDDHIST CHURCHES OF AMERICA	
7	BOY SCOUT TROOP 29	
9	GIRL SCOUTS - SF BUDDHIST CHURCH	
9	SOKO GAKUEN LANGUAGE SCHOOL	
10	GREEN'S EYE HOSPITAL	
11	KOKORO ASSISTED LIVING CENTER - FORMER SOTO ZEN TEMPLE	
12	BOY SCOUT TROOP 58	
12	KONKO-KYO CHURCH	
13	BOY SCOUT TROOP 12	
13	CUPC SUMMER CAMP	
13	NIHONMACHI LITTLE FRIENDS AFTERSCHOOL PROGRAM	
14	NICHI BEI WEEKLY / NICHI BEI FOUNDATION	
14	NIHONMACHI PARKING CORP.	
14	SAKURA 150	
15	NIHONMACHI LITTLE FRIENDS OFFICES AND PRE-SCHOOL PROGRAM	
16	BAMBI CHILDREN'S GROUP	
16	GOLDEN GATE OPTIMIST CLUB	
16	JAPANESE CULTURAL AND COMMUNITY CENTER OF NORTHERN CALIFORNIA	
16	KIMOCHE LUNCH PROGRAM	
16	NIHONMACHIROOTS	
16	NIKKEI AND RETIREMENT	
16	NOBIRU-KAI (JAPANESE NEWCOMER SERVICES)	
16	TOMODACHI YOUTH SUMMER CAMP	
17	JTOWN ARTS	
17	KINMON GAKUEN	
17	NIHONMACHI LITTLE FRIENDS BILINGUAL & MULTICULTURAL CHILDCARE	
18	KIMOCHE, INC.	
19	SOKOJI SOTO-ZEN TEMPLE, SOTO ZEN MISSION	
20	NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY	1684 POST ST.
21	JAPANESE AMERICAN CITIZENS LEAGUE (JAACL)	1765 SUTTER ST.
21	JAPANESE BENEVOLENT SOCIETY OF CALIFORNIA (JIKAIKAI)	1765 SUTTER ST., 2ND FLOOR
21	JAPANTOWN TASKFORCE	1765 SUTTER ST.
21	HAKAYDISHI YOUNG PROFESSIONALS	1765 SUTTER ST.



KAGAMI KAI	1919 BETH AVE.
KENJIN KAI (VARIOUS GROUPS)	VARIOUS
NIKKEI LIONS CLUB OF SAN FRANCISCO	681 VAN NESS AVE.
PINE UNITED METHODIST CHURCH	426 33RD AVE.
SEIKO-KAI CHRIST EPISCOPAL CHURCH	2140 PIERCE ST.
SF-OSAKA SISTER CITY ASSOCIATION	C/O W. SACK, 425 MARKET ST.
URASENKE FOUNDATION - SAN FRANCISCO BRANCH	2143 POWELL ST.

# 2014 VISITOR CENTER CONCEPT



Through joint efforts, NJAHS & Japantown Taskforce develop concept plan for Visitor Center & kiosk through interactive audience surveys & an on-line portal in Peace Gallery



# 2014



NJAHS Storefront upgrades multi-site POS system and expands to on-line retail.

2015



Annual Labor Fest program

NJAHS Conducts ADA assessment and audience survey to determine upgrades to site

# 2015



NJAHS participates as a Japantown vendor site for SFAC's Passport 2015



2016



NJAHS Honors SF J-town family-owned small businesses- Benkyo-do Confectioners, Paper Tree, Okamoto Realty

2017



Northern California  
Cherry Blossom Festival

1968 - 2017

A Golden Journey - 50 Years of Japanese Culture



Korematsu Fights Back booksigning 7-1-2017.

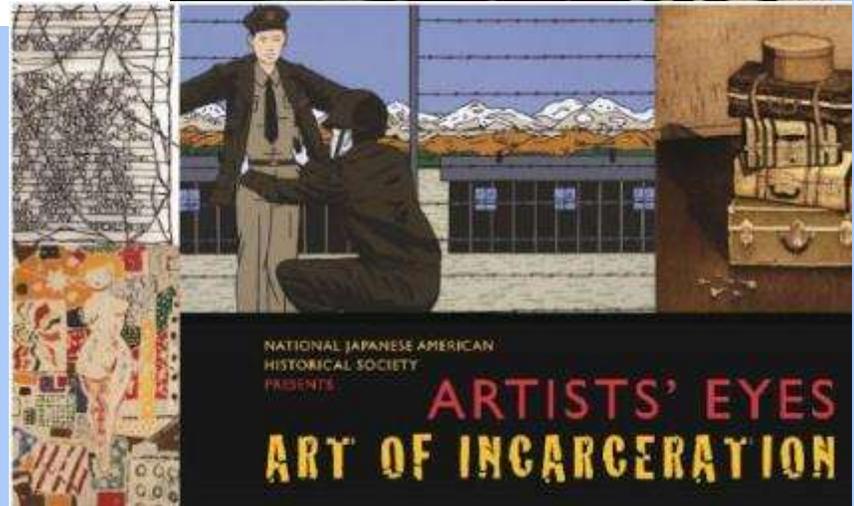


Dec. 7<sup>th</sup> Press Conference, NJAHS Peace Gallery, Dec 7, 2017

2018



NJAHS sponsored 50 Years of Japan Center exhibit & Artists' Eyes exhibitions at 2 locations, and J-town candle lighting procession for Day of Remembrance 2018



# 2019- EXHIBIT ENHANCEMENTS

Federal grants help to support enhancements in permanent gallery

Teacher professional development training for credential classroom teachers



Aside from Okubo's experience, Tonal said she also drew from Army veteran Tsuneo Gary Kadani's memories of visiting his family at an assembly center. Kadani, who was part of the first class of Nisei service men to train at Building 640 to form the top secret Military Intelligence Service, disobeyed his superiors to drive out to Salinas to see his parents when he learned they were incarcerated at an assembly center.

"When he got there, they wouldn't even let him in the camp. You know, here he was in full uniform and they wouldn't let him in," Tonal said. Kadani, however, was able to meet with his parents at the fence where his mother begged him for bleach because of the terrible smell. "He went out to get the bleach, but he would tell us that was the saddest day in his life to see his parents like that."

The exhibit features a 1940s glass Clorox bleach bottle to supplement Kadani's story.

Along with the bleach, the exhibit also features other artifacts from the camp era, including marbles excavated from the Topaz concentration camp in Utah by Toru Saito. Tonal said Saito dug up his old collection of marbles before the site became a protected historic landmark in 2007.

Saito, 81, was 4 years old when he was incarcerated at Topaz. He excavated the marbles in 1995, 50 years after he had left the camp, he told the Nichi Bei Weekly in a phone interview. He said the wooden boards of his front porch were still embedded in the ground so he knew where his barrack was.

"Something told me to dig in the lower right hand corner," Saito said. "So I dug down about six-to-eight inches, and there were these 28 marbles that I had hidden underneath the porch."

Saito reflected on his childhood when he uncovered the marbles.



The new exhibit "Dislocation and Divergence: Real Stories of E.O. 9066" at the Military Intelligence Service Historic Learning Center in San Francisco, photo by Tono Hira / Nichi Bei Weekly

"I didn't know the ins-and-outs of the Constitution and why we were there. I was just a kid. I had a lot of fun and we did a lot of things a 4-year-old would do," he said. "You know, but there were no swings or slides that kids would use to play. . . those were our childhood gems, you know? We were little kids. We played with marbles and that's all we practically had to play with."

Besides the horse stall barrack, the exhibit also features an updated map of locations where Japanese Americans were incarcerated.

"We took this opportunity to remake the map and put in a bunch of camps that they didn't know about back then," said Max Mihel, the collections manager for the historical society. The original map, created in 2000, did not feature the recently rediscovered citizen isolation centers on the mainland or the detention facilities located on Hawaii. "They're still finding more, so on the thing we wrote 'as of June 2018.'"

Tonal said she hoped to make the exhibit engaging for children. Annually she estimated a couple thousand people visit the site through various activities and tours. The horse stall features an interactive iPad display, including an excerpt of Okubo's "Citizen 13660," along with historical photos from the camp era, and a computer station next to the map linked to the historical society's collections database. The

LIVING AT TANFORAN — The Military Intelligence Service center in S.F.'s Presidio now features a new exhibit based on Miné Okubo's family's by Tono Hira/Nichi Bei Weekly.

The National Japanese American Historical Society recently announced the completion of a new simulated horse stall barrack at its "Dislocation and Divergence: Real Stories of E.O. 9066" permanent installation at the Military Intelligence Service Historic Learning Center, located at Crissy Field in the Presidio of San Francisco.

Following the signing of Executive Order 9066 by President Franklin D. Roosevelt during World War II, the American government ultimately incarcerated some 120,000 people of Japanese descent — most of whom were American Citizens — in camps. Many Issei and Nisei were imprisoned in temporary assembly centers, also on the grounds of the Tanforan and Santa Anita race tracks in Northern and California, respectively. The new installation at the historical society's M.I.S. Historic Learning Center in Building 640 features a recreation of a horse stall barrack from the Tanforan Assembly Center and a recreation of artist Miné Okubo's stall during her incarceration.

From Okubo's "Citizen 13660" and other historical records from the period, Rosalyn Factor of N.J.A.H.S. said the organization recreated Okubo's horse stall to introduce visitors to the conditions at the race track. They went so far as to add drip stains on the walls to recreate the recreation, however, is still a work in progress.

"The Issei and they asked, 'Where's the horse manure?'" Tonal said.

Tonal considered asking interns to create mud pies to cake the walls, but was warned against it. She said she will be forward with the exhibit's fabricators.



**SAN FRANCISCO  
PREMIERE!  
MAY 4, 2019**

**7:00 pm**

Limited Seating -  
One Showing Only

**THE OPEN SQUARE -  
FUTURES WITHOUT  
VIOLENCE BUILDING**



100 Montgomery  
Presidio of San Francisco,  
San Francisco CA 94129

For screening tickets only - \$15 Donation  
Please make check payable to NJAHS  
Mail in to:

1684 Post St, San Francisco, CA 94115  
or EMAIL US AT: [njahs@njahs.org](mailto:njahs@njahs.org)  
or CALL US AT: 415-921-5007



This screening is in conjunction with the exhibition:  
Then They Came For Me Exhibit, sponsored by the  
Jonathan Logan Family Foundation

THE NATIONAL JAPANESE AMERICAN HISTORICAL SOCIETY PROUDLY PRESENTS

*our lost years*

A NEW AMERICAN FILM WRITTEN & DIRECTED BY  
**LANE NISHIKAWA**





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-072  
*Business Name:* Original Joe's North Beach  
*Business Address:* 601 Union Street  
*District:* District 3  
*Applicant:* Joe's Union LP  
*Nomination Date:* June 20, 2019  
*Nominated By:* Supervisor Aaron Peskin

**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

144 Taylor Street from 1937 to 2007 (70 years)  
601 Union Street from 2012 to Present (7 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:** On April 8, 2019, the Small Business Commission determined that a fire that occurred in 2007 and resulted in Original Joe's being closed for 5 years was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry.

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

June 20, 2019

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

Director Dick-Endrizzi,

It is my honor and privilege to nominate Original Joe's for inclusion on the Legacy Business Registry.

Since its opening in 1937 as a 14-stool counter on a saw dust covered floor, Original Joe's has served classic Italian-American dishes from its famous menu and has been featured in several acclaimed food publications, including Bon Appetit, San Francisco Chronicle, Conde Nast Traveler, Eater and Zagat restaurant guides.

Founded by a Croatian immigrant, the restaurant is known as the innovator of the nationally known "Joe's Concept", which is characterized by the iconic exhibition kitchen, leather booths, and the renowned Italian-American menu – a variety of offerings that now represents the Northern-California style of cuisine.

With committed leadership and community support after struggling through the loss of its original location in a fire, the restaurant now stands proudly in its current location in North Beach, one of the country's iconic Italian American neighborhoods, and has become a landmark destination for tourists and long-time San Franciscans alike.

I hope for Original Joe's continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin

# 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.

<b>NAME OF BUSINESS:</b>		
Joe's Union LP/ Original Joe's North Beach		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Elena Duggan John Duggan		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
601 Union Street San Francisco, CA 94133		((415))775-4877
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.originaljoes.com	www.facebook.com/originaljoes	www.yelp.com/biz/original-joes-san-francisco-3

<b>APPLICANT'S NAME</b>	
Joe's Union LP	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
[REDACTED]	(415) 775-4877
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0464262	201113100006

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>
Supervisor Aaron Peskin	June 20, 2019

## 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
144 Taylor St	94102	1937
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	70	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
601 Union St	94133	Start: 2012
		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:

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.

Name (Print):

John Pagan

Date:

1/16/2019

Signature:



## ORIGINAL JOE'S

### Section 4: Written Historical Narrative

#### CRITERION 1

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Original Joe's was founded in 1937 —the same year the Golden Gate Bridge made its opening debut connecting the city of San Francisco to Marin County. It is presently located at 601 Union Street in North Beach.

Original Joe's was opened by a Croatian immigrant, Tony Rodin<sup>1</sup>, and his business partner, Louis Rocca. It started as a 14-stool counter at 144 Taylor Street in San Francisco's Tenderloin neighborhood, and it grew into a culinary landmark institution. Serving old-fashioned, Italian-American fare, the restaurant prepared dishes in an open kitchen for all to see, providing hearty portions at reasonable prices. The oldest of all the "Joe's" restaurants, Original Joe's was the innovator of the now nationally renowned "Joe's Concept": exhibition kitchen, notable leather booths and a menu offering an evolution of Italian-American cuisine. Over time, the menu came to be known as much for its comfortable familiarity as for its abundant portions.

Over the years, Original Joe's quickly turned into a “classic joint.” Being located in the heart of San Francisco's seedy Tenderloin neighborhood, the restaurant developed into a place where friendships flourished and memories were created and shared. From city movers-and-shakers, to rock stars and actors, Original Joe's became a hub where people wanted to gather. But the patrons who truly made Original Joe's "Joe's" was the common man on the street. It was not just a restaurant, but a beacon of hope and camaraderie in the community, where anyone and everyone can feel at home – whether you were the head politician or the head prostitute. At Joe's, everyone is considered part of the family<sup>2</sup>.

Tony Rodin and Louis Rocca continued their partnership for 40 years until 1983, when Tony's daughter Marie Duggan and her husband John J. Duggan decided to buy Louis' share of the business. Marie managed the daily operations; John addressed the physical upgrades; and Tony continued on cooking, butchering and bartending with the best of them.

---

<sup>1</sup> References (1)

<sup>2</sup> References (2)

As the years passed, the children of John and Marie Duggan — John A. Duggan and Elena M. Duggan — began their involvement in the day-to-day operations, transitioning Original Joe's into a third-generation family owned and operated business<sup>3</sup>.

On October 12, 2007, 70 years after first opening its doors to the public, a disastrous fire started above the restaurant and destroyed Original Joe's<sup>4</sup>. The damage was so extensive that rebuilding was not plausible. It was a dark day, for not just the family but for the community as well. Unable to operate after the fire, the family made sure to donate all salvageable food to the local fire station as a thank you to those who put their lives on the line to save the building.

Undaunted, the Duggan family was committed to restoring the vision of their grandfather, Tony Rodin, in a community that welcomed the rebirth of his dream<sup>5</sup>. The ensuing years before they opened again in North Beach were some of the most important years of the restaurant's life. Original Joe's was actively involved in legal battles to protect the trademarks and intellectual property of the restaurant, with the clear intent of rising from the ashes. There was also a long legal battle with their insurance carrier that made finding a new home a necessity. And finding a new home that properly aligned with the Joe's culture and brand was no easy task. When they found a new place, there was the painstaking process of bringing everything they could salvage from their Taylor St. location, including original signage, booths, wood paneling, original brick from the back bar for the fireplace, kitchen counter stools, bar stools, artwork on the walls and architectural pieces<sup>6</sup>. This was done to properly ensure they represented their history with integrity and authenticity, paying homage to the restaurant's roots. Construction of the new location started in October 2010, less than three years after the fire, and they opened in North Beach in January 2012.

It took five long years, but it finally reopened in a building that encompassed a rich culinary history, previously housing legendary Fior d'Italia and over six decades of iconic San Francisco dining<sup>7</sup>. On January 26, 2012, Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking majestic Washington Square Park – on a day which will forever remain "Original Joe's Day." In the new location, John A. Duggan and Elena M. Duggan became part owners of the restaurant.

Only a legacy business can withstand being closed for five years, reopen in a new neighborhood, and be received by the community with the same open arms, love and support as it did prior to closing. Only a legacy business can pick up where it left off five years earlier in terms of a loyal following, community involvement, philanthropy, and still be owned and operated by the same family who started it in 1937. Original Joe's is the definition of a legacy business and has succeeded in establishing a high-profile identity in San Francisco and

---

<sup>3</sup> References (3)

<sup>4</sup> References (4)

<sup>5</sup> References (5)

<sup>6</sup> References (6)

<sup>7</sup> References (7)

throughout the Bay Area, standing tall amongst well-known organizations—a sustainable business genuinely worthy of its proven credential.

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

On October 12, 2007, a devastating fire destroyed Original Joe's, and it wasn't until January 26, 2012, when Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking Washington Square Park. For the Legacy Business Registry, a business must have operated in San Francisco for 30 or more years with no break in San Francisco operations exceeding two years. In the Rules and Regulations for the Legacy Business Registry, the Small Business Commission defined that as "no break exceeding two years in the existence of the business as evidenced through the business registration, and no break in physical operations exceeding four years. Exceptions may be made for exceptional circumstances ... as determined by the Small Business Commission." On April 8, 2019, the Small Business Commission determined that the fire was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry.

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

The current owners are Marie Duggan and John J. Duggan (wife and husband) and their children John A. Duggan and Elena M. Duggan.

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

The ownership history of (the business) is as follows:

1937 to 1983:	Tony Rodin and Louis Rocca
1983 to 2012:	Tony Rodin, Marie (Rodin) Duggan and John J. Duggan
2012 to Present:	Marie Duggan, John J. Duggan, John A. Duggan (son) and Elena Duggan (daughter)

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 601 Union Street, construction in 1912, is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributing building to the Washington Square Historic District, and it appears to be eligible for listing on the National Register and/or California Register.

In 2009, the site of Original Joe's at 144 Taylor Street received recognition in the National Register of Historic Places by the National Park Service, a bureau of the United States Department of Interior. As a result, the city of San Francisco filed a resolution which deemed this location as a "Tenderloin Lost Landmark<sup>8</sup>." To commemorate this honor, the City installed a plaque on-site in 2011, acknowledging the restaurant's historical significance and its participating efforts to help turn around the troubled area throughout the years (Ref. SHD B).

## **CRITERION 2**

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

Original Joe's is located in the heart of the historic North Beach District, a mecca for natives, tourists and culinary aficionados alike. Overlooking majestic Washington Square Park, the new location encompasses a rich culinary history – a building that housed legendary Fior d'Italia and over six decades of iconic San Francisco dining. Original Joe's is honored to keep the culinary tradition alive in such a monumental location, providing the quintessential and classic San Francisco dining experience.

Preservation of the past will never be overlooked when moving forward in the future. For San Francisco's history and identity, Original Joe's brings a culinary icon and a symbol of regional and national pride<sup>9</sup>. Recognized as one of the "Best Family-Owned Restaurants in the United States<sup>10</sup>," and lauded time and again by the local and national media<sup>11</sup>, Original Joe's has become not only a hometown, Bay Area legend, but also remains emblematic that the American dream has created legends that endure, not only for decades, but also for generations of descending family members.

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

Original Joe's knows it is not just the donations that can make all the difference. Participation in community-based events is key to enforcing community involvement and giving back to those who patronize the restaurant on a daily basis – the beloved locals. SF Italian Heritage Parade,

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<sup>8</sup> References (8)

<sup>9</sup> References (9)

<sup>10</sup> References (10)

<sup>11</sup> References (11)

Salesian Boys & Girls Club events at St. Peter & Paul Church, St. Anthony's Penny Pitch, North Beach Softball Cup, Telegraph Hill Dwellers events, and Fleet Week activities, just to name a few.

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

Original Joe's has been featured in many local, regional and national publications. These publications include, but are not limited to: Bon Appetit, Conde Nast, San Francisco Chronicle, Saveur, Eater National, Eater San Francisco, Newsweek, 7x7 Magazine, Harper's Bazaar and San Francisco Business Journal. You can find a more extensive list of publications in the supplemental documents.

On January 24th, 2012, the late Mayor Ed Lee signed a resolution that had been adopted by the Board of Supervisors of the City and County of San Francisco<sup>12</sup>. This resolution (Number 23-12, File Number 120027) "recognizes Original Joe's as a staple of San Francisco's history and tradition and proclaiming January 26th, 2012, as Original Joe's Day in the City and County of San Francisco." (Ref. SHD A).

When a City's Mayor and Board of Supervisors view a restaurant as a "staple" of its community and declare a city-wide day in its honor, there really can't be a higher distinction for a family-owned, hometown restaurant. For over 80 years, Original Joe's has served the City and People of San Francisco as a "culinary landmark<sup>13</sup>." Emblematic of the American Dream and all that hard work and passion can produce, the City's 2012 Resolution underscores the importance of this restaurant to the City of San Francisco.

Other notable commendations:

- San Francisco Fire Chief Joanne Hayes White presented Original Joe's with a brass fire station bell in honor of Original Joe's 80<sup>th</sup> anniversary, the only fire station bell to hang outside of a city fire station.
- Zagat named Original Joe's as one of "9 SF Bay Area Restaurant Families You Need to Know"
- Eater named Original Joe's as one of the "Best Family Owned Restaurants in the U.S."
- Conde Nast named Original Joe's as one of the "San Francisco's Best New Restaurants."

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

A number of significant and historical people have eaten at Original Joe's:

- Current and former mayors of San Francisco, including but not limited to:
  - George Moscone
  - Frank Jordan

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<sup>12</sup> References (12)

<sup>13</sup> References (13)

- Willie Brown
- Ed Lee
- Mark Farrell
- London Breed
- Current and former California governors, including but not limited to:
  - Gavin Newsom
  - Jerry Brown
- Current and former California senators, including but not limited to:
  - Dianne Feinstein
  - Kamala Harris
- Professional athletes, including but not limited to:
  - Joe Montana
  - Barry Bonds
  - Joe DiMaggio
  - Stephen Curry
  - Klay Thompson
  - Bruce Bochy
  - Bob St. Clair

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

As a pillar of the San Francisco community since its inception, Original Joe's has always shared a love and commitment to contributing to charitable causes in the City and surrounding Bay Area (Ref. SHD C). Whether it was working with Rev. Cecil Williams and his efforts of strengthening communities like the Tenderloin neighborhood through GLIDE, or Marie Duggan simply inviting homeless and struggling individuals off the street and into her restaurant for some comfort food in a warm and friendly environment, Original Joe's has always made a conscious effort to help those suffering in its community. Over time, Joe's has proven to be an organization dedicated to bettering the lives of others: from donating food for fundraising events like SFPD National Night Out, SFPDV Toast & Taste benefiting Compass Family Services, and Daly City PAL Golf Tournament Fundraiser; to donating fundraising-event venues through hosting in-restaurant events such as the annual FOGG Theater Fundraiser, Make-A-Wish's Cops for Wishes, and the late Ernie Beyl's book launch events; to donating countless unique "Joe's" experiences to San Francisco-based schools, churches and other non-profit organizations. Original Joe's is honored to participate in such events and is proud to have donated over half million dollars in food, venue, experiences, and monetary donations combined.

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

Being located in North Beach, Original Joe's has a wide range of customers, from neighborhood residents to tourists. Original Joe's does not serve just one neighborhood, as people from all over the Bay Area come to visit the restaurant. There is no average customer – ages range from 5 to 95 years old, of all working classes, races, ethnicities and cultural backgrounds.

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

To keep the essence of the original location of 144 Taylor Street alive within the new walls of 601 Union Street, particular items were salvaged from the fire, restored, and can be found about the restaurant. Bar stools, kitchen counter stools, artwork on the walls, original signage (“Joe’s” sign located inside the Salesian Room; “Original Joe’s” sign located on the exterior on Stockton Street outside the bar; “Joe’s Chef Head” sign located on the exterior on Union Street outside the kitchen), brick for the fireplace in the bar (same brick used at 144 Taylor Street), wood paneling in the bar and architectural pieces (“mermaids” found in the bar and Tony Bennett Room; “OJ’s” door handles on the entry doors) are all found throughout the new location, paying homage to the restaurant’s roots.

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

If Original Joe’s were to close, not only would almost 130 employees be left without a job, but customers from all over the Bay Area would lose a piece of their history. San Francisco would lose a piece of its history. Additionally, with the continuous rise in vacant storefronts in the North Beach neighborhood in general, closure of Original Joe’s would result in the diminishing of a neighborhood that brings so much culture and sense of community to the city of San Francisco.

### **CRITERION 3**

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

Original Joe's is defined by quiet elegance, yet bustling with energy, providing a standard of excellence that enhances the total dining experience. Hospitality, familiarity, predictability — these are the key elements of the Joe's brand which define its character, providing guests a sense of comfort in knowing what they are going to get upon first entering the lobby doors. Period décor frames the sense of substance that prevails throughout the restaurant and bar. Rich walnut woodwork, inlaid tabletops, ambient lighting, custom flooring, unique accents — these are the elements that are consistently well-received by a wide range of guests. The Joe's centerpiece is always the flame and sizzle of the exhibition-style open kitchen, where cooks in crisp white uniforms sauté specialties and broil freshly cut meats over mesquite charcoal. Counter seats<sup>14</sup> provide a ringside attraction for those who want to enjoy the action “up-close-and-personal.”

The bar at Joe's is always an experience unto itself – a truly vibrant environment where locals love to gather, enjoying the latest sporting event or unwinding after a long day at work<sup>15</sup>. The

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<sup>14</sup> References (14)

<sup>15</sup> References (15)

menus feature a full selection of unpretentious, old-school Italian-American fare from beef<sup>16</sup>, veal, chicken, pasta and seafood, to salad selections<sup>17</sup>, appetizers, signature soups, and specialty desserts. The service staff presents the clean, crisp image that has become a Joe's trademark throughout the years: black dress jacket, matching slacks, white shirt and tie. The image remains as it has always been: understated, professional and classic.

**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)**

Original Joe's is committed to maintaining its historical tradition as a restaurant featuring Italian-American cuisine. The elements that make up Original Joe's today are the same elements that have carried the restaurant into 80 years of service. Italian-American cuisine, hearty portions, reasonable prices, open-kitchen, counter seating, family owned —these are the core values of Original Joe's and have been since 1937. To keep the essence of the original location of 144 Taylor Street alive within the new walls of 601 Union Street, particular items were salvaged from the fire and restored. This element of preserving and commemorating where Joe's has come from is a testament to Original Joe's commitment to maintaining the historical traditions that have carried the restaurant into the 21st century.

**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.).**

Please refer to Criteria 2G

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a restaurant for 30+ years is included in this Legacy Business Registry application.

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<sup>16</sup> References (16)

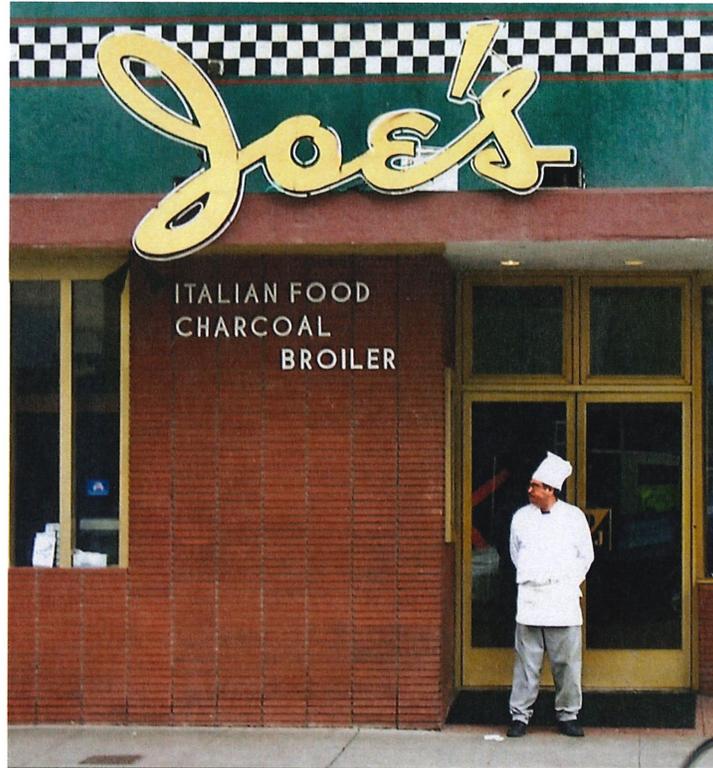
<sup>17</sup> References (17)

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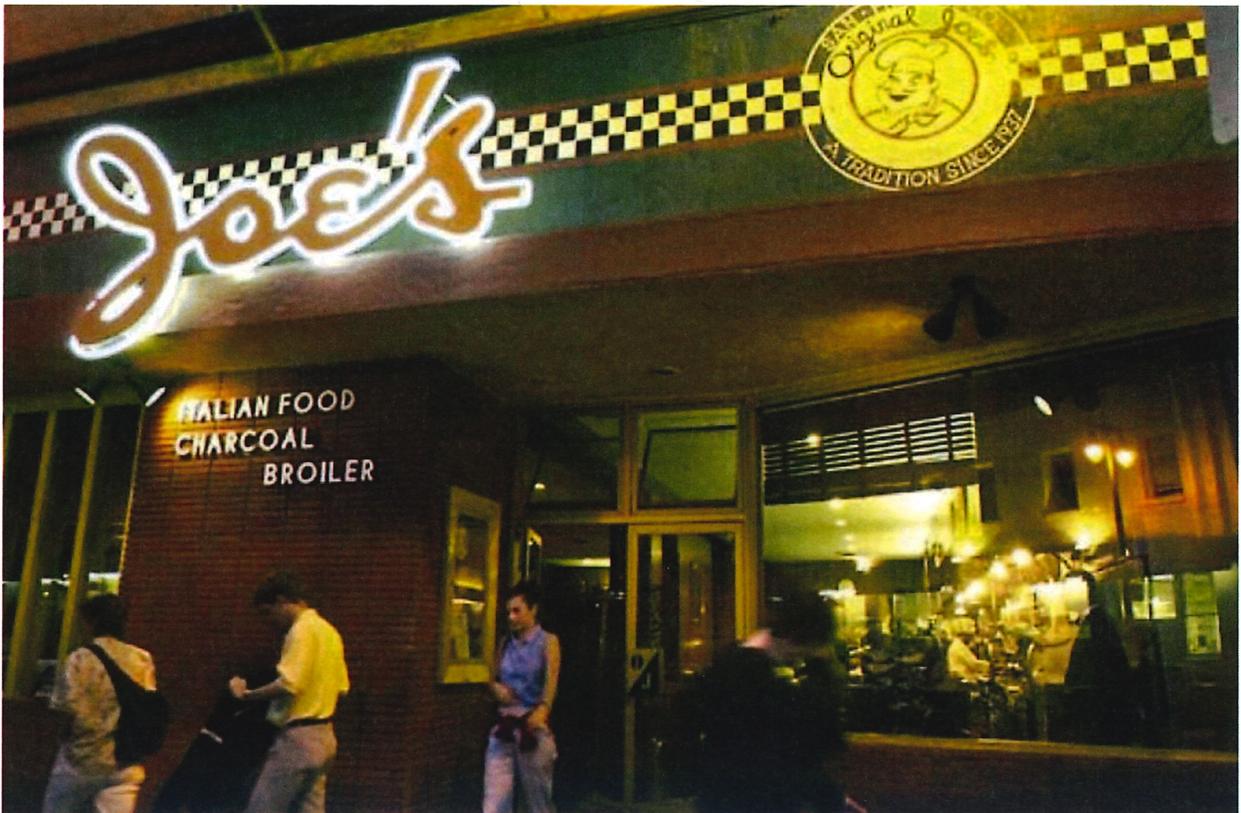
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Original Joe's | 1937 - 2007  
144 Taylor Street, San Francisco, CA 94102



Original Joe's  
144 Taylor Street, San Francisco, CA 94102



Original Joe's  
144 Taylor Street, San Francisco, CA 94102



Above: January 13<sup>th</sup>, 1954



Original Joe's  
144 Taylor Street, San Francisco, CA 94102

Counter Dining in front of the open exhibition-style kitchen



Original Joe's  
144 Taylor Street, San Francisco, CA 94102



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133

Exterior



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133

Interior, Dining Room



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133



Interior, Dining Room & Open Kitchen Counter with restored counter seats from 144 Taylor Street location



Interior, Bar & Lounge with restored bar stools from 144 Taylor Street location

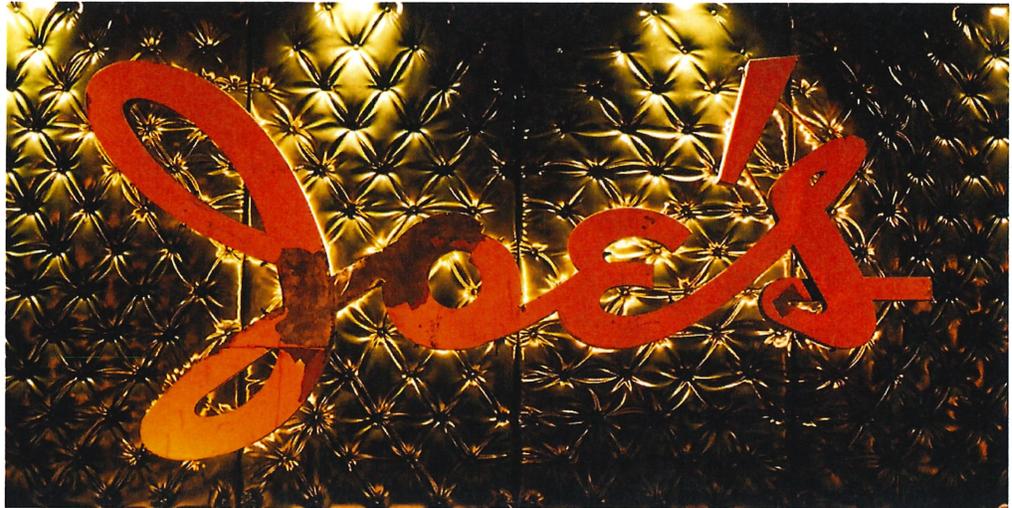
Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133

Interior, Open Kitchen Counter with restored counter seats from 144 Taylor Street location



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133

Signage –  
“Original” Joe’s  
sign from 144  
Taylor Street  
location.  
Restored from  
2007 fire and  
now hangs at  
601 Union  
Street in the  
private  
Salesian Room.



Signage –  
“Original” sign  
from 144 Taylor  
Street location.  
Restored from  
2007 fire and  
now hangs  
outside at 601  
Union Street

Signage – The  
Original Joe’s  
signature Chef  
Head, original sign  
from 144 Taylor  
Street location.  
Restored from  
2007 fire and now  
hangs outside 601  
Union Street



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133



Door Handle –  
From 144 Taylor  
Street &  
restored from  
2007 fire. Now  
acting as front  
door handles to  
601 Union Street  
location.



Signage – “Original”  
Fine Italian Food sign  
from 144 Taylor Street  
location. Restored  
from 2007 fire and  
now hangs at 601  
Union Street in the  
dining room.

Art Mermaids  
– Restored  
from 2007 fire  
and now  
hangs at 601  
Union Street  
in the Bar &  
Lounge and  
private Tony  
Bennett  
Room



Original Joe's | 2012 – Present  
601 Union Street, San Francisco, CA 94133



Vinyl Booths – Restored from 144 Taylor Street location after the fire and now used at 601 Union Street in the dining room.

Wall of Fame – A collection of Original Joe's artifacts, dating back to the restaurant's inception in 1937, on display at 601 Union Street.



Bar Stool & Counter Stool – Original items from 144 Taylor Street, now used at 601 Union Street.

**ORIGINAL JOE'S  
MEDIA PLACEMENTS**

**PRIOR TO 2012**

SF GATE – “FIRE FORCES S.F.’S ORIGINAL JOE’S TO CLOSE”

<https://www.sfgate.com/restaurants/article/Fire-forces-S-F-s-Original-Joe-s-to-close-2497220.php#photo-2663656>

SF GATE – “SAN FRANCISCO / ICON OF ORIGINAL JOE’S TO RETIRE AFTER 45 YEARS / WAITER WITH PATIENCE SERVES UP ITALIAN FOOD WITH A STYLISH FLOURISH”

<https://www.sfgate.com/restaurants/article/SAN-FRANCISCO-Icon-of-Original-Joe-s-to-retire-2572561.php>

SF GATE – “EAT AT JOE’S / IN SAN FRANCISCO, ALL ROADS LEAD TO THIS TENDERLOIN ORIGINAL”

<https://www.sfgate.com/recipes/article/Eat-at-Joe-s-In-San-Francisco-all-roads-lead-2301478.php>

**2012**

SAVEUR – “JOE’S SPECIAL”

<https://www.saveur.com/article/Recipes/Classic-Joes-Special>

SAN FRANCISCO MAGAZINE – “BEST OF THE BAY: SOCIALIZING”

<https://www.modernluxury.com/san-francisco/story/best-of-the-bay-socializing>

SAN FRANCISCO MAGAZINE – “THE RETURN OF ORIGINAL JOE’S”

<https://modernluxury.com/san-francisco/story/the-return-of-original-joes>

SF GATE – “NOT QUITE LAST CALL FOR ORIGINAL JOE’S BARTENDERS”

<https://www.sfgate.com/magazine/article/Not-quite-last-call-for-Original-Joe-s-bartenders-3535891.php>

SF BAY GUARDIAN – “THAT’S AMORE”

<http://sfbgarchive.48hills.org/sfbgarchive/2012/06/19/thats-amore/>

SF EATER – “ORIGINAL JOE’S JOHN DUGGAN: ON SENATORS, VIPS & VEGANS”

<https://sf.eater.com/2012/6/14/6577383/original-joes-john-duggan-on-senators-vips-vegans>

SF EXAMINER – “VENERABLE ORIGINAL JOE’S IS BACK – AND IT’S EVEN BETTER”

<http://www.sfexaminer.com/venerable-original-joes-is-back-and-its-even-better/>

SF GATE – “ORIGINAL JOE’S REVIEW: A CLASSIC REINVENTED”

<https://www.sfgate.com/food/article/Original-Joe-s-review-A-classic-reinvented-3430742.php>

## ORIGINAL JOE'S MEDIA PLACEMENTS

SF GATE – “WIMPY WEDNESDAY: ORIGINAL JOE’S HAMBURGER”

<https://insidescoopsf.sfgate.com/blog/2012/06/20/wimpy-wednesday-original-joes-hamburger/>

SF GATE – “ORIGINAL JOE’S REOPENS IN NORTH BEACH: FIRST LOOK”

<https://insidescoopsf.sfgate.com/blog/2012/01/27/original-joes-north-beach-first-look/>

SF GATE – “ORIGINAL JOE’S RETURNS TO SAN FRANCISCO, AT LONG LAST”

<https://insidescoopsf.sfgate.com/blog/2012/01/25/original-joes-returns-to-san-francisco-at-long-last/>

SF GATE – “MAYOR ED LEE DECLARES TODAY ORIGINAL JOE’S DAY”

<https://insidescoopsf.sfgate.com/blog/2012/01/26/mayor-ed-lee-declares-today-original-joes-day/>

SF WEEKLY – “ORIGINAL JOE’S: TAKE A NOSTALGIC TOUR OF S.F. CULINARY HISTORY”

<https://archives.sfweekly.com/sanfrancisco/original-joes-take-a-nostalgic-tour-of-sf-culinary-history/Content?oid=2184823>

WHERE SAN FRANCISCO – “WHAT’S OLD IS NEW”

<https://www.wheretraveler.com/san-francisco/what-s-old-new>

SF GATE – “ORIGINAL JOE’S – RELOCATING OUT OF THE ASHES”

<https://www.sfgate.com/restaurants/article/Original-Joe-s-relocating-out-of-the-ashes-3151284.php>

## 2013

CONDE NAST TRAVELER – “SAN FRANCISCO’S BEST NEW RESTAURANTS”

<https://www.cntraveler.com/stories/2013-06-18/san-francisco>

SF EXAMINER – “JOE’S OF WESTLAKE MOVES ONTO NEW ERA AFTER NEARLY 60 YEARS OF MEMORIES”

<http://www.sfexaminer.com/joes-of-westlake-moves-onto-new-era-after-nearly-60-years-of-memories/>

SF GATE – “ORIGINAL JOE’S BURGERS LEAD THE WAY IN AT&T PARK’S NEW FOOD OFFERINGS”

<https://insidescoopsf.sfgate.com/blog/2013/04/02/original-joes-burgers-lead-the-way-in-att-parks-new-food-offerings/>

SF GATE – “JOE’S OF WESTLAKE TO BE TAKEN OVER BY ORIGINAL JOE’S FAMILY”

<https://insidescoopsf.sfgate.com/blog/2013/11/23/joes-of-westlake-to-be-taken-over-by-original-joes-family/>

## ORIGINAL JOE'S MEDIA PLACEMENTS

SF EATER – “JOE'S OF WESTLAKE GETTING ORIGINAL JOE'S TAKEOVER”

<https://sf.eater.com/2013/11/25/6323985/joes-of-westlake-getting-original-joes-takeover>

SF WEEKLY – “DRINK OF THE WEEK: JOE'S MANHATTAN AT ORIGINAL JOE'S”

<https://archives.sfweekly.com/foodie/2013/08/30/drink-of-the-week-joes-manhattan-at-original-joes>

### 2014

7x7 – “SAN FRANCISCO'S BEST OLD SCHOOL RESTAURANTS”

<http://www.7x7.com/san-franciscos-best-old-school-restaurants-1787020022.html#>

7x7 – “BEST PRIVATE DINING ROOMS IN SAN FRANCISCO”

<http://www.7x7.com/the-best-private-dining-rooms-in-san-francisco-1787029782.html#>

SF GATE – “MY FAVORITE CHOPPED SALAD IS AT ORIGINAL JOE'S”

<https://insidescoopsf.sfgate.com/blog/2013/12/18/my-favorite-chopped-salad-is-at-original-joes/>

SF GATE – “THE BEST COUNTER DINING IN SAN FRANCISCO AND THE BAY AREA”

<https://insidescoopsf.sfgate.com/blog/2014/05/28/the-best-counter-dining-in-san-francisco-and-the-bay-area/>

SF GATE – “DINING AT THE FOUR OLD LADIES: SAM'S, JOHN'S, ORIGINAL JOE'S AND NORTH BEACH”

<https://insidescoopsf.sfgate.com/blog/2014/03/27/dining-at-the-four-old-ladies-sams-johns-original-joes-and-north-beach/>

### 2015

7x7 – “CITY STAYCATION: LA DOLCE VITA IN NORTH BEACH”

<http://www.7x7.com/city-staycation-la-dolce-vita-in-north-beach-1787231418.html#>

SF GATE – “BEST DISHES FROM ABSINTHE, PETIT CRENN, ORIGINAL JOE'S AND MORE”

<https://insidescoopsf.sfgate.com/blog/2015/09/11/best-dishes-from-absinthe-petit-crenn-original-joes-and-more/>

### 2016

EATER NATIONAL – “BEST FAMILY OWNED RESTAURANTS IN THE U.S.”

<https://www.eater.com/ad/maps/the-best-family-owned-restaurants-in-the-u-s>

## ORIGINAL JOE'S MEDIA PLACEMENTS

HAPER'S BAZAAR – "88 THINGS TO DO AND SEE IN SAN FRANCISCO"

<https://www.harpersbazaar.com/culture/travel-dining/g8256/things-to-do-san-francisco/>

SF CHRONICLE – "TOP 10 NEW RESTAURANTS OF 2016"

<https://www.sfchronicle.com/restaurants/article/Top-10-new-restaurants-of-2016-10801143.php>

SF CHRONICLE – "ORIGINAL JOE'S WESTLAKE BRINGS BACK THE PAST AND IT'S BETTER THAN EVER"

<https://www.sfchronicle.com/restaurants/diningout/article/Original-Joe-s-Westlake-brings-back-the-past-7296147.php>

SF CHRONICLE – "JOE'S OF WESTLAKE RETURNS IN OVER THE TOP FASHION"

<https://www.sfchronicle.com/restaurants/article/Joe-s-of-Westlake-returns-in-over-the-top-6838178.php>

NBC BAY AREA – "JOE'S OF WESTLAKE OPENS IN DALY CITY UNDER ORIGINAL JOE'S OWNERSHIP"

<https://www.nbcbayarea.com/news/local/Original-Joes-of-Westlake-Opens-Under-New-Ownership-369734731.html>

SFIST – "18 MUST-HAVE CLASSIC SAN FRANCISCO DISHES"

<http://sfist.com/2016/07/29/best-classic-san-francisco-food.php>

SF WEEKLY – "EAT: ORIGINAL JOE'S OF WESTLAKE"

<https://archives.sfweekly.com/sanfrancisco/eat-original-joes-of-westlake-original-joes-of-westlake-daly-city-original-joes-google-steakhouse-ribeeye-sears-fine-food/Content?oid=4642057>

COOKS COUNTRY – "JOE'S SPECIAL"

[https://www.cookscountry.com/recipes/8843-joes-special?sqn=CiStL4iGflfbGVNI7bQ%2B0EcYWTyZO4yQPU%2B1ju%2BI%2FY4%3D%0A&extcode=NSCCD24FB&utm\\_source=facebook&utm\\_medium=photo&utm\\_content=joesspecial&utm\\_campaign=ccfacebook&fbclid=IwAR3FHprt8OUrtCdEfhaLWaNQF3eRtl teYKgH6R7XTytnCqWxL37MUH7JI](https://www.cookscountry.com/recipes/8843-joes-special?sqn=CiStL4iGflfbGVNI7bQ%2B0EcYWTyZO4yQPU%2B1ju%2BI%2FY4%3D%0A&extcode=NSCCD24FB&utm_source=facebook&utm_medium=photo&utm_content=joesspecial&utm_campaign=ccfacebook&fbclid=IwAR3FHprt8OUrtCdEfhaLWaNQF3eRtl teYKgH6R7XTytnCqWxL37MUH7JI)

## 2017

PURE WOW – "35 THINGS EVERY SAN FRANCISCAN MUST ADD TO THEIR FOODIE BUCKET LIST"

<https://www.purewow.com/food/foodie-bucket-list-san-francisco>

SF CHONICLE – "TOP 100 RESTAURANTS IN THE BAY AREA"

<https://projects.sfchronicle.com/2017/top-100-restaurants/>

## ORIGINAL JOE'S MEDIA PLACEMENTS

ZAGAT – “9 SF BAY AREA RESTAURANT FAMILIES YOU NEED TO KNOW”  
<https://www.zagat.com/b/9-sf-bay-area-restaurant-families-to-know>

ZAGAT – “7 OLD-SCHOOL STEAKHOUSES IN THE BAY AREA”  
<https://www.zagat.com/b/7-old-school-steakhouses-in-the-sf-bay-area>

SF BUSINESS JOURNAL – “SAN FRANCISCO’S FIVE FAVORITE RESTAURANTS”  
<https://www.bizjournals.com/sanfrancisco/slideshow/2017/08/18/san-francisco-5-favorite-restaurants-zuni-maybecks.html>

SF GATE – “THE MOST SAN FRANCISCO RESTAURANTS: THE TRUE CLASSICS”  
<https://www.sfgate.com/bayarea/article/Most-San-Francisco-restaurant-classic-favorites-12164370.php?fbclid=IwAR139C0uH-m9BcjFD9dz63FBVDx7CBF8JfnEpgQjZlI1G-rX5sIYb6CVsAE>

SILICON VALLEY MAGAZINE – “SILICON VALLEY’S TOP FIVE SIGNATURE DISHES”  
<https://modernluxury.com/silicon-valley/story/silicon-valleys-top-five-signature-dishes>

## 2018

SF CHRONICLE – “TOP 100 RESTAURANTS IN THE BAY AREA”  
<https://projects.sfchronicle.com/2018/top-100-restaurants/>

SF CHRONICLE – “TOP 100 RESTAURANTS IN THE BAY AREA – BEST BRUNCH”  
<https://projects.sfchronicle.com/2018/top-100-restaurants/brunch/>

SF CHRONICLE – “BEST BURGERS IN THE BAY AREA FROM FROM THE 2018 TOP 100 RESTAURANTS”  
<https://www.sfchronicle.com/restaurants/article/Best-burgers-in-the-Bay-Area-from-the-2018-Top-12988119.php>

SF CHRONICLE – “MICHAEL BAUER’S FIVE FAVORITE BURGERS SO FAR THIS YEAR”  
<https://www.sfchronicle.com/restaurants/article/Michael-Bauer-s-five-favorite-burgers-so-far-12077005.php>

SAN FRANCISCO CHRONICLE – “ULTIMATE GUIDE: THE BEST ITALIAN RESTAURANTS IN SAN FRANCISCO”  
[https://www.sfchronicle.com/restaurants/article/Ultimate-Guide-The-best-Italian-restaurants-in-13358351.php?fbclid=IwAR0w\\_1uEIAPcxOexqh1vy3fXPxSZxUxvaYuWJQBy93qVgTJFv488DOeqfls](https://www.sfchronicle.com/restaurants/article/Ultimate-Guide-The-best-Italian-restaurants-in-13358351.php?fbclid=IwAR0w_1uEIAPcxOexqh1vy3fXPxSZxUxvaYuWJQBy93qVgTJFv488DOeqfls)

THE SIX FIFTY – “SIX WHISKEY COCKTAILS TO TRY RIGHT NOW ON THE PENINSULA”  
[https://thesixfifty.com/six-whiskey-cocktails-to-try-right-now-on-the-peninsula-eef83a728337?fbclid=IwAR37BGjil\\_ohovomFLDh\\_uayqT0ytYCXxinvyikoilXKKJp3oaN2LoFFumJg](https://thesixfifty.com/six-whiskey-cocktails-to-try-right-now-on-the-peninsula-eef83a728337?fbclid=IwAR37BGjil_ohovomFLDh_uayqT0ytYCXxinvyikoilXKKJp3oaN2LoFFumJg)

**ORIGINAL JOE'S  
MEDIA PLACEMENTS**

**2019**

BON APPETIT – “WHEN WILL AMERICAN CHINESE FOOD GET THE RED SAUCE TREATMENT”

<https://www.bonappetit.com/story/american-chinese-food-red-sauce-treatment>

BON APPETIT INSTAGRAM PAGE – “RED SAUCE AMERICA”

<https://www.instagram.com/p/BwcWpYNhv8V/>

NEWSWEEK – “8 BEST RESTAURANTS IN SAN FRANCISCO’S NORTH BEACH”

<https://www.newsweek.com/best-restaurants-san-francisco-north-beach-1438966>

EATER SAN FRANCISCO – “SAN FRANCISCO’S BEST TOURIST TRAPS”

<https://sf.eater.com/maps/best-tourist-restaurants-bars-san-francisco>

# EATER

## The Best Family-Owned Restaurants in the US

Across the country, families open their doors to their restaurants and invite diners in. Whether they serve burgers and fries or *mole* and *gorditas*, America's family-owned restaurants all share one goal: to uphold their family's legacy through food, drink, and hospitality. It's not always an easy or recognized job, but these families strive to uphold their legacies through delicious food.

Ketel One, also a family-owned business run by the 10th-generation distiller Carolus Nolet, teamed up with Eater to share 25 of the country's best family-owned restaurants. Whether a century old or relatively new, well-known or obscure, these picks all reflect a spirit of dedication, hard work, and a perseverance of perfection, just like Ketel One vodka.

## 23 Original Joe's

Humbly named Original Joe's is a classic immigrant-comes-to-America-and-opens-a-restaurant tale. Croatian immigrant Tony Rodin opened the first iteration of what would become Original Joe's in 1937. The 14-stool counter was simple in every way (it had sawdust floors), but incredibly ambitious, and in the nearly 80 years since, has turned into a third-generation family-run operation that features Italian and northern California specialties, including sautéed sweetbreads.



601 Union St  
San Francisco, CA 94133

(415) 775-4877

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# My favorite chopped salad is at Original Joe's

By Willie Brown on December 18, 2013 at 2:32 PM



Original Joe's in North Beach has moved to the top of my list of chopped salads. Russell Yip/The San Francisco Chronicle 2012

If you remember from past posts, I'm continually pursuing the best in the chopped salad realm. I think **Original Joe's** in North Beach has moved up the list.

In fact, I've had two or three people who are also aficionados go there and concur, although Perry's isn't far behind in the power rankings.

Now I'm talking about the entree chopped salads, not the small salads from Ruth's Chris, Bob's Steak House or any of those places.

I think what Original Joe's has done is take a page from Lorenzo Petroni at North Beach Restaurant, by taking the entire antipasti plate and putting it into the salad (\$15.95). That means you get multiple cheeses, garbanzo beans, salami, olives, cherry tomatoes, fennel, red beets, red peppers and pickled chiles with a bite. Then they make sure the lettuce, which includes both romaine and radicchio, is really crisp, and they coat it all with a simple dressing with extra virgin olive oil, just a touch of vinegar and the proper amount of salt and pepper.

It's served in a large dish with sides so that when you fork it, the greens don't fall off onto the table which it would if it was simply a plate. At Original Joe's they supply so much that you don't really eat it all; it's actually too much. Sometimes I'll even split a chopped salad.

My meal on Saturday night started with a bowl of clam chowder and closed with vanilla ice cream and hot fudge. It's the perfect 8 o'clock dinner.

## The best counter dining in San Francisco and the Bay Area

By Willie Brown on May 28, 2014 at 3:08 PM



I'm ready to share my own personal rankings of restaurant counter dining. I eat every meal out and when I eat alone I will always sit at the counter, so I have lots of experience in this area.

I have a small handful of counters that I like a lot, but the best counter is at **Original Joe's**, right in front of the kitchen where they cook everything on the long menu. This is a tradition that goes back to the restaurant's old location that was open for decades in the Tenderloin, and they've reproduced it successfully in their new location in North Beach. Many counters are near the entrance or clearly located. The one at Original Joe's is out of the way, way in the back of the restaurant; in fact, I bet many people probably don't even realize it's there.

The second best counter, in my opinion is at the Steuart Street location of **Perry's**. Each seat is set with a placemat and for us regulars, the counter is always the most interesting place. Plus, two television sets over the bar provide a prime view when watching the Giants.

You can hear yourself a little better at the bar in one of the top-rated restaurants in the country, **the Slanted Door**. And you get excellent service, because there, the bartenders are as good as the floor servers.

Then for the rest of my first class counter dining list, you want to check out **Boulevard**, **Tadich Grill** and **1300 on Fillmore**. You'll find me regularly at all three places.

What are your favorite restaurant counters in town?

## Dining

### Drink of the Week: Joe's Manhattan at Original Joe's

Posted By Lou Bustamante [🐦](#) on Fri, Aug 30, 2013 at 2:00 PM



It seems fitting that Original Joe's opened in the same year as the Golden Gate Bridge -- both have welcomed many, emotionally transcend their function, and are landmarks in their own way. Born in the post-Depression era, barely four years after the repeal of prohibition, Original Joe's old-school manners and charms are palpable in the portions, value at the bar, and service.

Pull up a stool and the bartenders will quickly turn you into a regular, with a menu of old and new classic drinks that feature an affordable regular Martini (\$6, Gordon's Gin or Smirnoff Vodka, Noilly Prat Dry Vermouth) or House Manhattan (\$6, Old Crow Bourbon, Martini Rossi Sweet Vermouth, Angostura Bitters). If you're feeling spendy, you can upgrade for \$3 more to smaller batch liquor.

For the sake of, ahem, research and comparison, I ordered both the house and **Joe's Manhattan** (\$9 Cyrus Noble Bourbon, Punt e Mes, Angostura Bitters) to go with my Joe's Famous Hamburger Sandwich (\$11.50). For the money, the House Manhattan was great, but the special Joe's version had the drink's rougher edges smoothed out, as you would expect with an older bourbon. Silky, not too sweet, with a good kick of spice from the Punt e Mes, it made a great accompaniment to the juicy charbroiled hamburger sandwich.

Bar manager Adam Richey got his start at Kuleto's in 1991, working his way around town at other classic places like Enrico's and Tadich Grill. At Original Joe's, that old-school service is key. "The bartender's at Joe's will spend the time with our regular customers -- remembering their names, what they drink, while creating a great vibe for both the guest and the staff," says Richey. "I told my staff when we opened that I would rather have them know 50 people's names than some random drink made by a hipster mixologist."

At Original Joe's, the blend of well-made classic, inexpensive drinks along with the friendly service and a great burger makes it a perfect spot for everyone -- even hipster mixologists.

#### Joe's Manhattan

2 oz. Cyrus Noble Bourbon

1 oz. Punt e Mes Vermouth

2 Dashes Angostura Bitters

Combine all ingredients into a mixing glass with ice, and stir until cold. Strain into a chilled cocktail glass. Garnish with a cherry.

**Original Joe's**, 601 Union (at Stockton), 441-0103

## 9 SF Bay Area Restaurant Families You Need to Know

DINING DYNASTIES AND POWER COUPLES DISH ON THEIR SUCCESS

April 24, 2017 · by Trevor Felch

The Bay Area's rapidly evolving dining scene has openings and closings and spaces changing hands seemingly every day. What's often overlooked amid the business hustle and bustle: the institutions that have survived over the years (sometimes decades) and the families (some large and multigenerational) holding down the fort. Here are nine Bay Area restaurant families we can confirm are all worth getting to know — plus an insider secret from each.



*Eric Wolfinger*

### **The Duggan family: Original Joe's**

The tale of the Duggan family's Original Joe's (now in North Beach) is one of a phoenix rising from the ashes and emerging stronger than ever. A Croatian immigrant, Tony Rodin, opened the *original* Original Joe's as a 14-stool sliver of a restaurant in the Tenderloin in 1937. Tony's daughter, Marie, and son-in-law, John J. Duggan, joined Tony to expand the brand throughout the Bay Area. A deadly fire in 2007 changed everything for the restaurant. But, the third generation, Elena and John Jr., took over the business, opened a flagship Original Joe's on a prominent corner by Washington Square Park *and* bought and renovated the iconic Joe's of Westlake in Daly City in 2016. The stiff Manhattans, hamburger "sandwiches" and bow-tied waiters remain at both locations, which are as popular as ever.

**Family secret:** Order these off-menu items and they say they'll know you've "been around the block once or twice": Calamari a la Joe's ("fried calamari tossed in our spicy signature marinara sauce and served with housemade tarter and cocktail sauces") and the OJ's BurgDog ("loaded with Westlake's special sauce and topped with the works").

*601 Union St.; 415-775-4877*

# ZAGAT

## *7 Old-School Steakhouses in the SF Bay Area*

CHOICE CUTS, STRONG MARTINIS, DAPPER SERVERS AND LIVE JAZZ



*Courtesy of Original Joe's*

### **Original Joe's**

One of the most venerable names in classic SF dining, Original Joe's is known for a lot of things — stiff Manhattans, a giant burger served in two halves, dapper tuxedoed waiters, **its historic family ownership** — but it's rarely called a “steakhouse.” Yet, the longtime family-run North Beach Italian American destination oozes a clubby steakhouse vibe with red booths, a wood-paneled bar and a touch of whimsy (yes, those are deco-era copper mermaids on the walls). Much of the menu is devoted to roasted prime rib and various steaks and chops that compete with the best local steakhouses.

**Must-order:** Start with artichoke and spinach dip for the table, then split the 25-oz. porterhouse cut. If you're really looking to travel back in time, opt for the calves liver, bacon and onions. Go Italian for your sides; try the ravioli. This is classic cocktail territory, so enjoy your steak and Washington Square Park views with a Negroni or Sidecar.

*601 Union St.; 415-775-4877*

## INSIDE SCOOP SF

GUIDES TOP 100 EAST BAY REVIEWS OPENINGS CLOSURES

# Original Joe's returns to San Francisco, at long last

By **Paolo Lucchesi** on January 25, 2012 at 12:09 PM

Tomorrow morning on Thursday January 26, a significant piece of San Francisco culture will return, as **Original Joe's** will reopen in its new North Beach location, right on the corner of Washington Square Park.

**Leah Garchik** had the report from the front lines of the opening festivities, and most of the big **pre-opening details** have already been shared in **Inside Scoop**.

But for those unaware: the new Original Joe's will open in the former Joe DiMaggio's/Fior d'Italia space, over four years after the classic Tenderloin location burned down. The North Beach location has brought along plenty of history though, in booths, bricks, broilers and much more from the original location. This year, 2012, marks the restaurant's 75th anniversary.

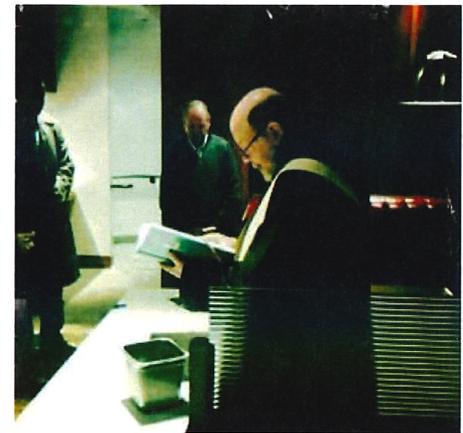
Expect much more coverage and photos of the remodeled space in the coming days (and in all likelihood, weeks — there's a ton of detail and history in the design), as the Duggan Family enjoys its homecoming.

But in the here and now, you can **see the opening menu here**. All the Joe's classics are there in all their glory, from the Italian Chopped Salad and Burger to the Joe's Special and Chicken Cacciatore.

Also, the cocktail menu (**click here to view**) has been lifted from the '50s, and includes all the classics: Vesper, Manhattan, Aviation, Screwdriver, Grasshopper, Sazerac and so on.

**Original Joe's: 601 Union St., at Stockton; (415) 775-4877 or [originaljoessf.com](http://originaljoessf.com). Open daily for lunch and dinner. Hours to start are Sun-Wed, 10:30 a.m. to 10 p.m. and Thu-Sat, 10:30 a.m. to 11 p.m.**

- Previously: *Original Joe's back, booths and all* [[Scoop/Chronicle](#)]
- Previously: *Original Joe's nearly ready to roll in North Beach* [[Inside Scoop](#)]
- Previously: *Original Joe's will be reborn in North Beach* [[Inside Scoop](#)]



OJPRIEST

A priest blessing the kitchen. Photo: Original Joe's

# Original Joe's reopens in North Beach: First Look

By [Paolo Lucchesi](#) on January 27, 2012 at 2:00 PM

*Original Joe's* opened in North Beach yesterday, marking a return to glory for the 75-year-old San Francisco restaurant and bar after a 4-year hiatus.

Here's an early look from *The Chronicle*, which visited last night to take the menu for a test drive for this Sunday's "What's New" print feature. Please note that this first look isn't anything remotely resembling a review, but simply descriptive snapshots of a restaurant during its first week to give potential diners an idea of what to expect, at least in the earlygoing.

So, here's the skinny on a solo dinner — where else? — at the counter.

**Food ordered:** House salad (\$7.95) and veal scallopine (\$24). See the full menu [here](#).

**Drinks ordered:** Manhattan (\$6), but up and with Maker's Mark (so \$10).

**Total bill:** \$46.37 pre- tip, paid in full.



Instead of going through the rest of the "**First Look**" metrics (most of the Original Joe's facts and figures have shared anyway), I thought it more telling to highlight just a couple of the characters — some old, some young, all full of stories — encountered at the eight-seat counter overlooking the kitchen, a magical place where solo diners converge and chat (or don't chat), instead of burying themselves in iPhones.

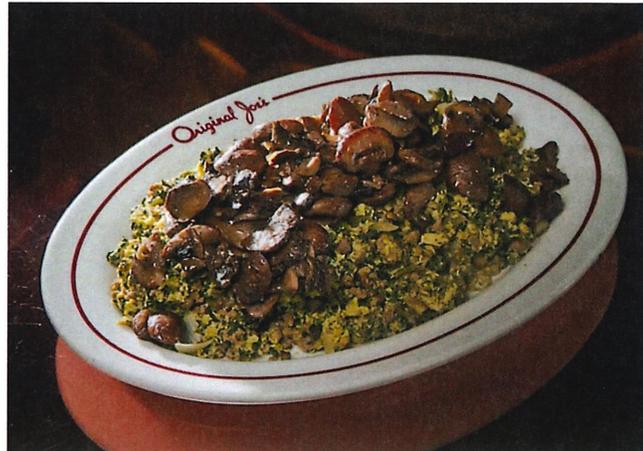
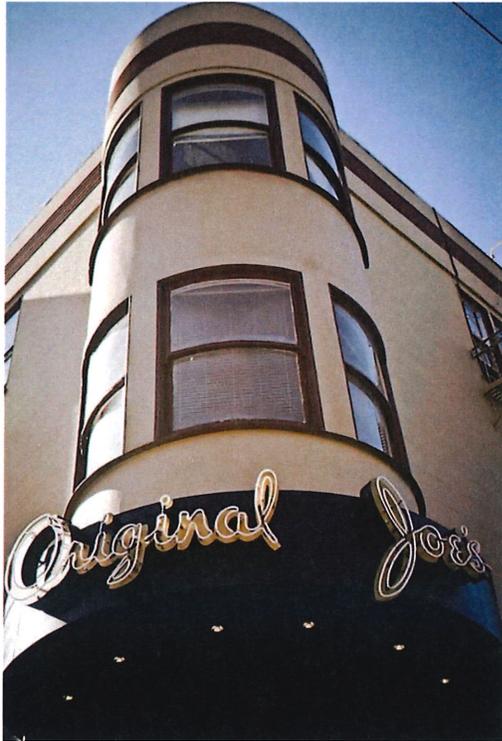
- The gracious FOH host, juggling the seats.
- The industry veteran who's lived in North Beach for decades who wandered in on a whim. Drinking a carafe of red wine solo at the counter.
- The two old ladies wearing fur and sunglasses. Upon sitting in the chair, one of them runs her fingers over the logo on the menu, quietly exhaling, "Oh ... this ... is just wonderful."
- A married couple from the restaurant association.
- The quiet man reading his crime novel.
- The old Asian man on the end, wearing a sizable Russian fur hat and the giant square sunglasses you used get when you get your eyes dilated.
- The little sister of one of my best friends from high school.
- The tuxedoed waiter who moved to the Richmond so he could surf.
- The tatted cooks trying to stay above water on a packed opening night.
- The older woman who took the bus across town to dine alone at Joe's. Upon leaving, she remarks that she needs a backpack to lug home the other half of her burger.
- The very old man who was a cab driver for 40 years.

So really, for that snapshot in time, 6:30pm on a Thursday, Original Joe's sure seemed like the epitome of San Francisco.

**Original Joe's:** 601 Union St., at Stockton; (415) 775-4877 or [originaljoessf.com](#). Open daily for lunch and dinner. Hours to start are Sun-Wed, 10:30 a.m. to 10 p.m. and Thu-Sat, 10:30 a.m. to 11 p.m.

## The most San Francisco restaurants: The true classics

By **Jessica Mullins** Updated 5:11 am PDT, Sunday, September 3, 2017



### What to order at Original Joe's

: 'Joe's Special' (pictured) or 'Joe's Famous Hamburger Sandwich' with fries.

### Original Joe's.

The first Original Joe's opened on Taylor Street in 1937 by Tony Rodin, who was grandfather of current owner John Duggan. It spawned a variety of Joe's outposts in the Bay Area, including Original Joe's No. 1, which opened on Chestnut and Fillmore in 1939, as well as Marin Joe's and Little Joe's (some had a more direct affiliation than others). The original Tenderloin restaurant was destroyed by a fire in 2007 but, four years later, the Duggan family moved the business to North Beach (pictured).



The North Beach Original Joe's interior emulates the first Joe's, complete with big red booths, but it also has a bit of a modern twist. The retro restaurant's menu includes a cocktail list from Original Joe's circa 1950 and an expansive menu categorized as "old-school Cal-Ital food."

When we host Bay Area visitors, we occasionally get what can initially seem like a simple request.

For example, one time a friend visiting from Seattle asked to dine out at a very "San Francisco" restaurant. He had no preference about the style of food, price range or neighborhood.

But to truly pick the most "San Francisco" restaurant, with no other parameters, is not an easy task. Does he want somewhere historic with classic old-school San Francisco vibes? Would he prefer a hard-to-get-into, **farm-to-table restaurant** filled with flannel shirts? Or perhaps, instead, we should go for something very unique and zany, with that weird "Only in SF" vibe.

**RELATED: These San Francisco restaurants are so 'Only in SF'**

This inspired the SFGATE staff to determine what establishments we think are worthy of being called "the most San Francisco."

This is not necessarily about the places that are extremely trendy, tourist traps or overhyped. It's about finding a mix of restaurants with the essence of San Francisco that are cutting-edge, iconic and popular among locals.

The result of our research (which mostly involved polling our colleagues, looking at various SF restaurant rankings on the Internet and re-visiting Chronicle archives) is a series of stories breaking down the most "San Francisco" restaurants into three categories.

First, there are the true classics. These are the San Francisco establishments long-known for their greasy fare or classic martinis. Some of these places have been around for more than 100 years and are instant portals to the city's past. Others have been reincarnated with a nod to the future, but still hold on to a part of San Francisco's fascinating history.

**You can see our selection of the "true classics" in the above slideshow.** We included tips on what to order as well as fun historical tidbits about many of the establishments, such as the one Janis Joplin lived near or the horrific fate of the original owner of John's Grill.

# SAVEUR

RECIPES

## JOE'S SPECIAL

OCTOBER 22, 2012



Joe's Special

Todd Coleman

Joe's Special is one of the most odd and divine scrambles known to man. Consisting of egg, garlic, spinach, and ground beef, the dish originated in San Francisco in the 1920s, at a long-gone Italian-American restaurant, New Joe's. Later, it was the signature dish of a Bay Area chain called Original Joe's—and a standby for countless home cooks in Northern California, including my mom. At least once a month, we ate it for dinner, and I still make it, as there are few dishes so appealing and comforting to eat. —*James Oseland*

**SERVES 4**



## Ingredients

- ⊕ 2 tbsp. olive oil
- ⊕ 5 cloves garlic, minced
- ⊕ 1 medium yellow onion, finely chopped
- ⊕ 8 oz. ground chuck
- ⊕ 1 (10-oz.) package frozen chopped spinach, thawed and squeezed dry in paper towels
- ⊕ 8 eggs, lightly beaten
- ⊕ 1/4 cup finely grated Parmesan
- ⊕ Crusty Italian bread, for serving
- ⊕ Kosher salt and freshly ground black pepper, to taste

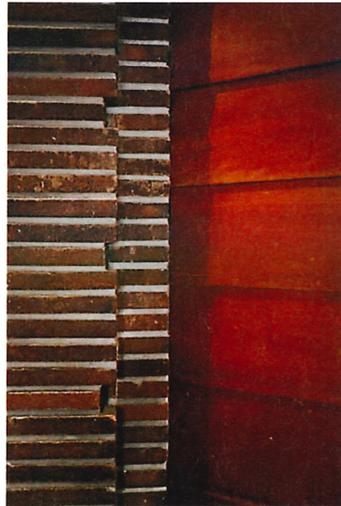
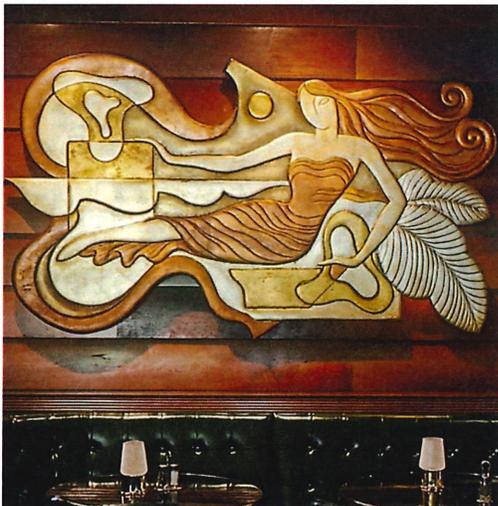
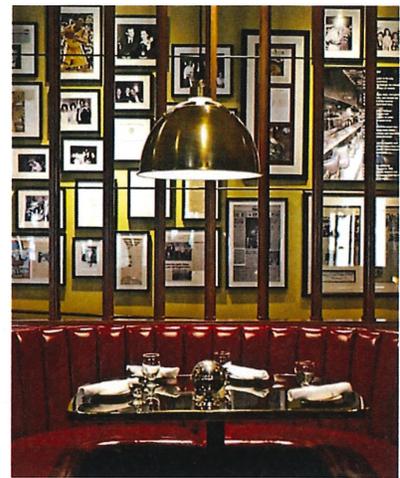
## Instructions

Heat oil in a 12" skillet over medium-high heat. Add garlic and onion; cook until soft, about 5 minutes. Add chuck; cook, stirring, until browned and all moisture evaporates, about 10 minutes. Add spinach; cook until heated through, about 2 minutes. Add eggs; cook until eggs are cooked and mixture is slightly dry, about 4 minutes. Season with salt and pepper; sprinkle with Parmesan. Serve with bread.

## Original Joe's restaurant back in business

SCENE CUISINE Beloved S.F. restaurant brings a touch of the familiar to its new location in North Beach

Bertrand Pellegrin Published 4:00 am PST, Sunday, February 5, 2012



After a 2007 fire gutted the fabled **Original Joe's** on Taylor Street, many wondered if the Tenderloin fixture (famous for serving everyone "from the head politician to the head prostitute," according to its owners) would ever open its doors again.

But they have indeed swung open again - original enameled door handles in place.

The new location at the corner of Union and Stockton was once home to Fior d'Italia and the relatively short-lived Joe DiMaggio's. At a recent party

celebrating the reopening, old-timers and habitués were agog at how many of the original Original Joe's details had been recovered and restored: the tufted vinyl bar, wood-paneled walls and even the original enameled door handles. Their hands glided over every surface as though touching the face of a long-lost friend.

"You really can't imagine what a drama it was to open this restaurant," says owner **John Duggan**, whose family has had the place since 1937. "Everyone had an opinion about what and where Original Joe's should be, and not just in our family. People in San Francisco have an incredible sense of ownership with this place, and we felt responsible to make this place as authentic as possible."

Architects **Anthony Fish** and **Austin Riley** of Arcanum were able to integrate elements salvaged from the burned-out Taylor Street building, including swiveling counter seats, bar stools, wood paneling and signage.

"At the end of the day, it all comes down to the food, it's got to be right," says John Duggan. "Some people might expect us to totally change our menu to reflect our times, but the truth is, you didn't go to Joe's because you were on a diet. You went there because you like to eat."

**- Bertrand Pellegrin**

MAY 27, 1987

## Original Joe's

Original Joe's on Taylor Street is the first of the "Joe's" that are scattered throughout the Bay Area, and if you take a seat at the counter, you can hear tales of its origins. Whet your appetite by observing the busy chefs preparing gigantic mounds of freshly ground beef for hamburgers on the time-worn griddle or the huge steaks sizzling in the blackened charcoal grill.

Original Joe's is somewhat of an anomaly. It prospers in what is perhaps San Francisco's seediest neighborhood and calls itself an Italian restaurant when only a handful of dishes can be considered such. Despite that, this joint has got to be the most honest restaurant in the Bay Area — it doesn't put out any pretensions, and delivers copious amounts of real food at fair prices.

Joe's isn't caught up in the game of grading or aging its meat (a manager didn't even know the grade of meat used) but it does have its own butcher who prepares the various cuts downstairs. (I'm told the weekend butcher prepares even the largest cuts of beef.) Although Joe's isn't a steak house per se, its steaks are bountiful and of excellent (most likely Choice) quality.

Original Joe's serves one of the largest (18-ounce) filet mignon (\$17.25) you'll ever encounter but the obvious bargain here is the New York, also an 18-ounce winner at only \$14.95. Or try one of Joe's ¾-pound hamburger on a sweet buttered French roll with huge, freshly cut French fries (\$5). It's the best hamburger in town.

**ORIGINAL JOE'S** 144 Taylor, SF, 775-4877.  
Daily, 10:30 am-1:15 am. Reservations for parties of six or more. MC, Visa. Wheelchair access.

*Original*

**Joe's**

COURTESY CARD

**332**

FINE ITALIAN FOODS

144 TAYLOR STREET · SAN FRANCISCO, CALIF.

TELEPHONE PROSPECT 5-4877

ISSUED TO:

Issued subject to conditions on reverse side.

# Original Joe's

144 TAYLOR STREET • SAN FRANCISCO, CALIF. • PROSPECT 5-4877

This card entitles undersigned to credit privileges at Original Joe's Restaurant. These privileges are subject to revocation at any time. This card is not transferable or assignable.

Expires **DECEMBER 31, 1958**

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Signature

If this card is lost or stolen please notify Original Joe's immediately.

7-L-ADY

3rd Proof  
TUESDAY Examiner

# Completely Remodeled and Enlarged . . .



# Original JOE'S

144 TAYLOR ST.  
SAN FRANCISCO  
One block from  
6th & Market Streets  
PRospect 5-4877

### "Fine Italian Food"

Our thanks to Mr. and Mrs. San Francisco, whose continued patronage helped us to achieve our aim. Now you may enjoy the same fine Italian food, the same excellent service and the same reasonable prices in an entirely new atmosphere of luxury.



YOUR HOSTS and co-owners of Original Joe's, Louis J. Rocca, left, and Tony Rodin. Their golden rule has made people remember and come back again and again — "Serve the best food and in ample portions!"

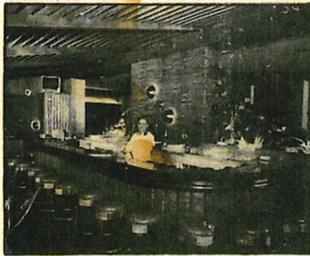


Designed by Jon Oshanna and National Store Fixture Co., Inc., with thoughts of the individual comforts that are so important to the person dining out . . . cozy tables, flowers, murals, soft lights, etc.

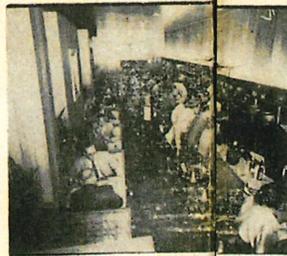
Come in for a  
snack or a complete meal

## Original Joe's

... noted for tasty, tender scallopini with mushrooms; extra large fresh ground round steak hamburger sandwich, served on a third of a loaf of French bread; chicken sec and cacciatore at its best; spaghetti and ravioli with Original Joe's own mushroom sauce; finest quality thick, juicy charcoal-broiled steaks to order. "We're famous for our roasts too!"



ORIGINAL JOE'S COCKTAIL LOUNGE, a worthy addition to a fine restaurant.



ORIGINAL JOE'S COUNTER where food is prepared in view of the patrons.

The purveyors listed here contribute much to the popularity of Original Joe's by supplying the finest foods and products obtainable.

N. B. VENDING CO.  
2624 Park CR. 2-5554  
BREWSTER'S MUSIC  
298 Eddy GR. 4-1564  
TELEGRAPH PRESS  
71 Turk CR. 3-2753  
NATIONAL ICE CO.  
520 Montgomery LA. 2-4370  
CALIFORNIA MEAT CO.  
Montgomery & Merchant GA. 1-6185

POTENOS MEAT CO.  
1720 Howard JNS. 1-4226  
AMERICAN POULTRY  
122 Davis YU. 8-6700  
MODESTO POULTRY  
498 Clement SK. 1-9260  
PALADINI FISH CO.  
140 Clay BK. 2-1832  
ITALIAN FRENCH BAKERY  
1501 Grant GA. 1-3776

CALLEGARI'S BAKING CO.  
163 Union GA. 1-3543  
NATIONAL PRODUCE  
525 Front St. DO. 2-2088  
R. VANNUCCI & CO.  
843 Front SU. 4-1166  
EGGOS FOOD PRODUCTS  
112 Market YU. 2-1585  
PANAMA CANAL RAVIOLI  
1358 Grant GA. 1-1952

VULCAN MACARONI  
Pacific & Duane SU. 1-5274  
LADY'S CHOICE FOODS  
1237 Mission AT. 2-5500  
MONTGOMERY CHEESE CO.  
244 Jackson YU. 8-1931  
SONOMA MISSION CREAMERY  
724 Battery YU. 2-0563  
FARMER BROS. COFFEE  
111 7th St. KL. 2-3185

Each of these firms and individuals played an important part in the remodeling and refurbishing of Original Joe's.

Remodeling and Designing by  
NATIONAL STORE FIXTURE CO. 2750 19th St. VA. 4-2715  
Carpentry by  
JON OSHANNA 1245 VAN NESS GR. 4-1152  
Flooring by  
SERVADEI 1328 STOCKTON SU. 1-1384  
Flooring and Carpentry Installed by  
WEST COAST CARPET & LINOLEUM 2609 Mission VA. 4-4009, VA. 4-4115  
Electrical Installation by  
EMPIRE ELECTRIC CO. 1665 Valencia AT. 2-8890  
Booths and Operative Machinery by  
CONGRESS SEAT CO. 1628 19th St. HE. 1-2700

**Original  
Joe's**

**144 TAYLOR STREET (NEAR MARKET), SAN FRANCISCO  
301 SOUTH FIRST STREET - SAN JOSE**

1 block from Market St.  
**ORIGINAL JOE'S**  
FINE ITALIAN FOODS  
COCKTAIL LOUNGE  
144 TAYLOR ST.  
PROSPECT 4877  
SAN FRANCISCO  
TONY RODIN

Original Joe's Menu | 1940's | 144 Taylor Street, San Francisco, CA

HIGHBALLS • COCKTAILS • MIXED DRINKS

Alexander	75	Beignirt	60	Straight Whiskey	50 up
Groshopper	75	Dubonnet Cocktail	50	Scotch	50 up
All Banded Whiskey	35	Screwdriver	50	Coffee Royal	50
Whiskey Sour	50	Borcedri	60	Cognac	65 up
Martini (Gardner's & N. Pratt)	50	Side Car	75	Brandies	50
Manhattan	50	Singapore	75	Port Flip - Cherry Flip	50
Old Fashion	50	Gin Fizz	50	Domestic Liqueurs	50 up
Gibson	50	Golden Fizz	65	Imported Liqueurs	65 up
Pink Lady	60	Cuba Libre	50	Planter's Punch	60
Singapore Sling	75	Tom Collins	50	Imported Picon or Campari	60

OUR BAR WHISKEY IS OLD GROW - 86 PROOF

OLD CALIFORNIA WINES

BURGUNDY		SAUTERNE (Chilled)		CABERNET	
Wente Bros.	1.00 2.00	Tipo	1.00 2.00	Leah Merinell	1.00 2.00
Beringer Bros.	1.00 2.00	Wente Dry Semillon	1.00 2.00	Beaulieu Vineyard	1.00 2.00
Tipo Chianti	1.00 2.00	Beringer Bros.	1.00 2.00	L. V. C. Orignella	1.00 2.00
Christian Bros.	90 1.75	Beaulieu Vineyard	1.00 2.00		
Leah Merinell	1.00 2.00	Christian Bros.	.90 1.75	CHABLIS & REUSSING (Chilled)	
Beaulieu Vineyard	1.00 2.00	Original Joe's	.75 1.50	Wente Bros.	1.00 2.00
Original Joe's	.75 1.50	Megan David (Sweet)	1.00 2.00	Beaulieu Vineyard	1.00 2.00
				Wente Grey Redling	1.00 2.00

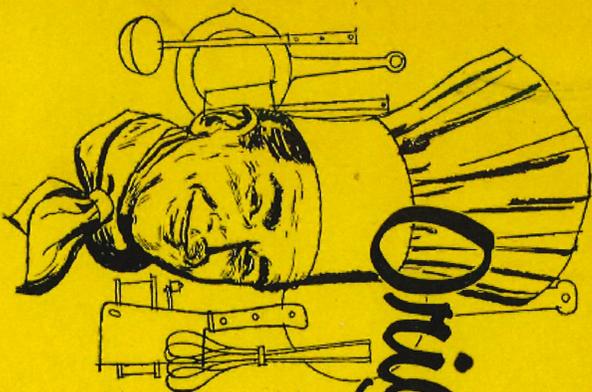
CHAMPAGNE AND IMPORTED WINES

Champagne (Kerbel Sec.)	4.00 7.00	ROSE WINES (Chilled)		Imported Chianti	1.30 2.50
Champagne (Imported Mumm)	5.00 10.00	Beaulieu Vineyards	1.00 2.00	(Buffino, Bernli, Gencal)	
Kerbel Rose (Pink Champagne)	3.25 6.00	Almaden Grenache	1.00 2.00	Penet Cane	2.50 4.50
		Imported Bertell	1.50 2.50	Oxley Steco (White)	1.50
				Garcia Conell (White Dry)	1.50 2.50

Bottled Beer (Eastern)	.40	Burgundy (small glass)	.20
Bottled Beer (California)	.30	Burgundy (large glass)	.30
Olympia	.30	Sherry (glass)	.25
Imported Holland Beer	.50	Port (glass)	.25
Milk (bottle)	.15	Sauverna (small glass)	.20
Coffee	.10	Sauverna (large glass)	.30
Tea	.15		
Coca-Cola	.15		

EXTRA DRY MARTINIS MADE WITH GORDON'S GIN AND NOILLY PRAT VERMOUTH 50¢

The Restaurant, 144 Taylor Street, San Francisco



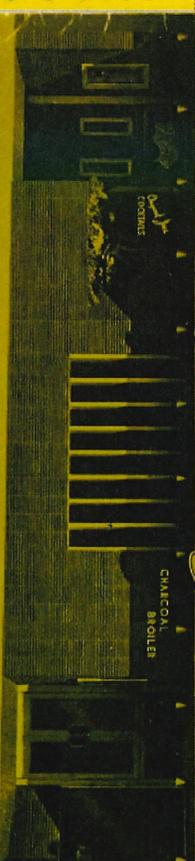
Original JOE'S

144 TAYLOR STREET • SAN FRANCISCO

Original Joe's

RESTAURANT

CHARCOAL BROILER





# A la Carte... ITALIAN FOOD ENTLY PREPARED BY OUR TRAINED CHEFS

## BREAKFAST SPECIALS

TOMATO OR ORANGE JUICE .30			
Ham and Eggs	1.20	Strawberry Jam Omelette	.90
Bacon and Eggs	1.15	Pain Omelette, 3 Eggs	.90
Sausage and Eggs	1.10	Sausage and Spinach Omelette	1.25
Ham Steak	1.00	Children Liver Omelette	1.75
Poached Eggs on Toast   Not Served Between 12-2 p.m. & 6-9 p.m.	.75	Mushroom Omelette	1.50
Baked or Shired Eggs	.75	Mushrooms (Vino Bianco) Omelette	1.40
Two Fried Eggs or Scrambled Eggs	.65	Combination Omelettes	1.25
1/2 Order Mushrooms	.80	OMELLETTES (All Omelettes 3 Eggs) 1.10	
1/2 Order Vegetables (Fresh)	.60	Spanish - Ham - Bacon - Salsimi - Cheese	
1/2 Order French Fricat	.25	Spinach - Vegetable - Sausage	

(French Fries served with above orders)

## SANDWICHES

On French Bread, White or Whole Wheat - Toasted, 5¢ Extra

Denver	.90	Meat Roll	.80
Hon	.70	Cold Ham and Cheese	.75
Tuna	.70	Salsimi, Italian	.70
Cheeseburger	.85	Fried Ham	.75
Bacon and Tomato	.75	Virginia Baked Ham	.85
Fried Ham and Cheese	.65	Roast Lamb or Beef	.85
Fried Eggs (two eggs)	.75	Cold Roasts (Pot Roast or Pork)	.85
Bacon and Egg	.80	Corned Beef	.85
Ham and Egg	.85	Steak Sandwich (Top Sirloin)	1.60
Swiss or Monterey Cheese	.65	Steak Sandwich (Top Sirloin) CHARCOAL Broiled	1.75

Hot Roast Sandwiches on Jus 1.25

## SALADS

Sliced Tomato	.50
Lettuce and Tomato	.60
Tossed Green	.60
Combination	.65
Tuna, Salsimi or Anchovy	.85
Joe's Italian Salsid Bowl	1.00
Small Salsid (with Meats Only)	.35
Antipasto (1)	.75
Antipasto (2)	1.10
Lau's Bowl (Bologna)	1.35

(WE USE PURE IMPORTED OLIVE OIL)

## DESSERTS

Spumoni	.35	Cream Cheese	.35
Pies (assorted)	.25	Swiss Cheese	.35
Pie à la Mode	.40	Zabulon (Sherry)	.75
Pie with Cheese	.40	Ice Cream, Sherbet or Nut Roll	.20
Cheese Cakes	.35		

## SOUPS

Minestrone (Alone)	.45
Pasta in Broth (Alone)	.45
Clean Chowder (Fridays Only)	.45
Above Soups with Meats	.25
Mortilla (Bowl)	1.00

## OCCASIONAL SPECIALTIES

**HAMBURGER SANDWICH .70**  
Large Portion Fresh Ground Chuck in a Quarter Loaf of French Bread.  
(CHARCOAL Broiled after 5 p. m.) .85

Boehue Lamb or Pork Ribs (Mon. & Fri.)	1.25
Beef Stew (Monday)	1.25
Corned Beef and Cabbage (Thursday)	1.40
Boiled Short Ribs (Tuesday)	1.25
Tripe Spanish or Beef Tongue	1.25
Osso Buco (Wednesday)	1.40
Swiss Steak (Tuesday and Saturday)	1.50

## JOE'S SPECIAL

Fresh Spinach, Eggs and Ground Chuck	1.25
With Mushrooms	\$1.75
Fresh Cooked VEGETABLE PLATE	1.00

Please Report Any Irregularities or Complaints to the Management

Above Orders Served with Macaroni or Rissotto (Ask Waiter for Half Order Prices—Above Items Only)

Not Responsible for Lost Articles We Reserve the Right to Refuse Service

## ENTREES

Roast Beef	1.60	Prime Rib Roast Steak (Saturday Only)	2.50
Roast Lamb	1.60	Call's Liver Sauté and Mushrooms	1.85
Roast Pork	1.50	Call's Liver and Bacon	1.85
Pot Roast	1.50	Call's Liver and Onions	1.85
Baked Beef	1.60	Call's Liver, Charcoal Broiled with Sweetbreads Sauté with Mushrooms	1.85
Call's Liver Sauté (Venetian)	1.85	Onions or Bacon	2.00
VEAL SCALLOPINE WITH FRESH MUSHROOMS	1.85	SEC. 2.00	
Choice of French Fries, Spaghetti, Vegetables or Ravioli with above orders.			
Garlic Bread (for 1)	.25	Toasted French Bread (for 1)	.10

## STEAKS AND CHOPS

Hamburger Steak (Fresh Ground Chuck)	1.50	Breaded Veal Cutlets	1.75
(CHARCOAL Broiled after 5 p. m.)	1.75	Veal Parmigiano	2.10
Special Top Sirloin	3.00	Rib Steak	3.00
French Lamb Chops	1.90	New York Cut	3.40
Pork Chops	1.75	Fillet Mignon	3.40
All Steaks Smothered with Fresh Mushrooms 50¢ Extra			
Served with French Fries, Spaghetti, Vegetables or Ravioli		French or Dry Breadstuffs	.30

## CHICKEN

Chicken See with Mushrooms	1.85	Abalone Steak	1.50
Chicken Liver Sauté with Mushrooms	1.85	Fried Prawns	1.25
Vino Bianco	1.60	Fried Oysters (Eastern) (Friday)	1.25
Chicken Sauté	1.60	Baked Sea Bass	1.25
Chicken Castoreo (Hunter's Style)	1.85	Fried Halibut (Friday)	1.25
1/2 Fried Chicken	1.50	Fried Fillet of Sole (Friday)	1.25
1/2 Charcoal Broiled Chicken	1.60	Fried Salmon (Friday)	1.25

## FISH

## PASTES

(Served with French Fried Potatoes, Spaghetti or Vegetables)

Spaghetti, a la Napolitana	.90	Rissotto (3 times weekly)	1.00
Spaghetti with our Special Mushroom Sauce	.90	Spaghetti or Maciocelli to Order (30 Minutes)	1.80
Side Order of Spaghetti (with Meats)	.55	Meat Balls and Spaghetti	1.10
Side Order of Spaghetti (Alone)	.70	Meat Balls and Ravioli	1.15
Ravioli	1.00	Meat Balls, Half Ravioli and Half Spaghetti	1.25
Side Order of Ravioli (with Meats)	.60	Half Spaghetti and Half Ravioli	1.10
Side Order of Ravioli (Alone)	.75		

WINE WHEN YOU DINE... SEE REVERSE SIDE FOR WINES AND LIQUORS  
CHILD'S PLATE AVAILABLE - ASK WAITER

**CATERING  
DELIVERY**  
a special menu for  
**DROP-OFF CATERING**  
Parties • Meetings  
at your  
HOME or OFFICE



**PARTY AT JOE'S**  
Private Banquet Rooms  
that accommodate  
**10 to 100**  
Please ask the Manager  
for more information.

## BREAKFAST AT JOE'S

EGGS • EGGS		THREE-EGG OMELETTES	
fried • scrambled • over • sunnyside		→ CREATE YOUR OWN ←	
with . . .		Ham • Bacon • Salami	
Bacon - hand cut	8.95	Link Sausage • Italian Sausage	
Link Sausage	8.95	Cheese • Spinach • Mushrooms	
Italian Sausage	9.95	Fresh Vegetables	
Center-cut Ham Steak	9.95	1 ITEM 8.95   2 ITEMS 9.95   3 ITEMS 10.95	
Hamburger	9.95	Plain Omelette	4.95
N.Y. Steak	15.95	Denver Omelette	9.95
Corned Beef Hash	9.95	ham, onions, bell peppers	
<small>THUR &amp; FRI ONLY</small>		and mushrooms	
Eggs Only	4.95		

All breakfast items are served with Joe's Fries.

## DAILY LUNCH SPECIALS

*"...the best deal in the City"*

MONDAY	Bar-B-Q Lamb spaghetti -or- vegetables	9.95	Hunter's Beef Stew a meal in itself	9.95
TUESDAY	Ox Tails spaghetti -or- vegetables	12.95	Beef Short Ribs potatoes • carrots • celery	12.95
WEDNESDAY	Osso Bucco with Italian rice	13.95	Meat Loaf & Brown Gravy mashed potatoes	9.95
THURSDAY	Roast Turkey stuffing & mashed potatoes	12.95	Corned Beef & Cabbage boiled potatoes	12.95
FRIDAY	Fried Calamari spaghetti -or- vegetables	12.95	Bar-B-Q Pork Ribs spaghetti -or- vegetables	10.95
SATURDAY	Swiss Steak spaghetti -or- vegetables	9.95	Ox Tails spaghetti -or- vegetables	12.95
SUNDAY	Baked Ham mashed potatoes	11.95	Roast Half Chicken stuffing & Italian rice	11.95

save a little room for  
**D.E.S.S.E.R.T**  
from our Special Treats Menu

### FULL BAR

We offer a complete list of  
**WINES & BEERS**  
to complement your  
menu selections.

### BEVERAGES

Coffee	1.95
Decaf	1.95
Hot Tea	1.75
Herbal Tea	1.75
Iced Tea	1.95
Soft Drinks	1.95
Sparkling Water	1.95
Milk	2.25

Cappuccino	Espresso
3.95	2.95

### SIDE ORDERS WITH MEALS ONLY

Joe's Steak Fries	2.50
Baked Potato after 5PM	2.50
Mushrooms Sauté	3.50
Spinach Sauté	3.50
Garlic-Spinach Sauté	3.50
Onions Sauté	2.50
Vegetables Sauté	3.50
Spaghetti with sauce	3.50
Italian Rice	2.50
<small>WED &amp; SUN ONLY</small>	
Polenta	3.50
<small>FRI ONLY</small>	

Original Joe's Menu | 1985 | 144 Taylor Street, San Francisco, CA



## ENTREES

All entrees include choice of ONE:  
 spaghetti  
 ravioli  
 fresh vegetables  
 Joe's Steak Fries  
 baked potato  
 (available after 5PM)

**WE OFFER ALL  
 MENU ITEMS  
 PACKAGED  
 TO GO.**

## ROASTS • CHOPS

Roast Beef	15.95
juicy slab of cross-rib (also available thin-cut)	
Roast Leg of Lamb	15.95
Italian Pot Roast	10.95
sliced with meat sauce & au jus	
Prime Rib	23.95
SERVED SATURDAY ONLY	
Lamb Chops (3)	23.95
2 chops	20.95
Pork Chops (3)	18.95
2 chops	15.95

## MESQUITE CHARCOAL BROILED (available after 5PM)

## STEAKS

COOKED TO YOUR ORDER

Rib Eye Steak	25.95
T-Bone Steak	24.95
Porterhouse	26.95
Joe's Hamburger Steak	13.95
Top Sirloin	20.95
smaller cut	17.95
New York Strip	24.95
smaller cut	21.95
Filet Mignon	26.95
smaller cut	21.95

add sautéed mushrooms 2.50

## ONE HALF CHICKEN

Pan-Fried Chicken	12.95
(takes a little more time)	
add lemon-butter sauce +1.00	
Chicken Saute - your choice:	13.95
• white wine, lemon & herbs	
• white wine, lemon, mushrooms & herbs	
• white wine, mushrooms, tomatoes & onions	
Chicken Cacciatore	14.95
tomatoes, peppers, onions, olives & garlic	
Charcoal Broiled Chicken	12.95
after 5PM	

## CHICKEN

## BONELESS BREAST

Chicken Parmigiana	14.95
lightly breaded with tomato sauce & cheese	
Chicken Picatta	14.95
sautéed with capers, garlic & olive oil	
Chicken Marsala	14.95
sautéed with mushrooms, wine & herbs	
Breaded Chicken Cutlet	12.95
Charcoal Broiled Breast	12.95
after 5PM	

## VEAL

Veal Scallopini	16.95
sautéed with white wine, mushrooms, tomatoes & herbs	
Veal Scallopini Sec	16.95
sautéed with white wine, mushrooms & herbs	
Veal Parmigiana	17.95
lightly breaded with tomato sauce & melted cheese	
Veal Picatta	16.95
sautéed with capers, garlic & olive oil	
Veal Milanese	15.95
lightly breaded veal cutlet	

## SEAFOOD

with a choice of our house-made tartar sauce or tangy cocktail sauce

### GOLDEN-FRIED

Deep Sea Scallops	15.95
Jumbo Prawns	17.95
Pacific Oysters	14.95

**Scampi  
 Prawns**  
 sautéed in olive oil,  
 garlic and herbs  
 17.95

### PAN-SEARED

Filet of Sole	13.95
Salmon Steak	17.95
Halibut Steak	17.95

Halibut and Salmon available  
 Mesquite Charcoal Broiled  
 after 5PM

## HOUSE SPECIALTIES

### Choice Calf's Liver

Traditional with onions and bacon  
 - OR -

Sauté Sec with white wine and mushrooms  
 - OR -

Broiled Calf's Liver Steak available after 5PM

13.95

### Sweetbreads

sautéed in white wine with  
 onions, garlic & herbs

13.95

### Eggplant Parmigiana

lightly breaded and baked with  
 tomato sauce and melted mozzarella

11.95

**Original Joe's**

**144 TAYLOR ST. (Near Market) SAN FRANCISCO**

**Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA**

# Our 59th Year

HOURS  
10:30 A.M. TO 1:30 A.M.

VISA AND MASTERCARD  
CARTE BLANCHE  
ACCEPTED

## BREAKFAST SPECIALS

TOMATO or ORANGE JUICE 1.50

Ham and Eggs .....	7.50	<b>OMELETTES</b> 7.00	
Bacon and Eggs .....	6.50	Spanish - Onion - Ham - Bacon - Salami	
Link Sausage with Eggs .....	6.50	Cheese - Spinach - Vegetable - Link Sausage	
Italian Sausage with Eggs .....	7.25	Combination of Two of the Above .....	7.25
Hamburger and Eggs .....	7.25	Combination of Three of the Above .....	7.95
Steak and Eggs (Top Sirloin) .....	12.50	Plain Omelette (3 Eggs) .....	3.95
Two Fried Eggs or Scrambled Eggs .....	3.60	Italian Sausage Omelette .....	7.50
Ham Steak .....	6.50	Chicken Liver Omelette (Rolled) .....	8.50
Side Order of Bacon or Link Sausage .....	3.75	Mushroom Omelette (Rolled) .....	7.50
Side Order of Italian Sausage (with Meals only) .....	3.95	Denver Omelette .....	7.25
Fresh Corned Beef Hash, Eggs (Thurs. & Fri. only) .....	7.25		

(French Fries served with above orders)

## SANDWICHES

on French Bread, White of Whole Wheat. Toasted 15¢ Extra

Hamburger .....	6.50	Pot Roast or Boiled Beef .....	5.95
with Cheese .....	7.25	Italian Sausage .....	6.00
Joe Jr. ....	5.50	Ham .....	4.75
with Cheese .....	6.00	Tuna .....	5.25
Fried Ham and Cheese .....	5.75	Hot Roast Beef, au Jus .....	8.75
Bacon and Egg .....	5.75	Steak (Top Sirloin) .....	11.95
Ham and Egg .....	5.75	CHARCOAL Broiled .....	11.75
Cold Ham and Cheese .....	5.75	Denver .....	5.95
Bacon, Lettuce and Tomato .....	5.75	Salami, Italian .....	5.50
Roast Lamb .....	7.50	Fried Ham .....	5.25
Roast Beef .....	6.95	Meat Ball .....	5.75
Roast Pork .....	5.95	Corned Beef (Thursday) .....	6.75

(French Fries served with above orders)

## SOUPS

Minestrone .....	Bowl 4.00
Pastina .....	Bowl 3.75
Above Soups with Meal .....	Cup 1.65
	Bowl 2.00
Above Soups To Go .....	Pint 3.75
	Quart 4.60
Clam Chowder (Friday) .....	Bowl 4.75
with Meals .....	Bowl 2.85
with Meals .....	Cup 2.25
Chowder To Go .....	Pint 4.75
	Quart 6.75
Meat Sauce .....	Pint 3.75
	Quart 6.75

## DESSERTS

Italian Spumoni .....	2.00
Scooped Ice Cream .....	1.75
Scooped Sherbet .....	1.75
Small Sundae .....	2.50
Kahlua with Ice Cream .....	5.00
Chocolate Mousse Cake .....	3.25
Cheese Cake .....	2.95
Apple Pie .....	2.50
a la mode .....	3.00
Zabaglione for Two .....	6.00
Cappuccino .....	2.25
Espresso .....	1.75

## LUNCH SPECIALTIES

Monday - Barbecue Lamb .....	6.95	Beef Stew .....	7.25	Lamb Stew .....	7.50
Tuesday - Swiss Steak .....	6.95	Short Ribs .....	8.75	Ox Tails .....	7.95
Wednesday - Osso Buco .....	8.25	Meatloaf .....	6.95		
Thursday - Corned Beef and Cabbage .....	7.95	Tripe Spanish .....	6.95		
Friday - Baked Sea Bass with Polenta .....	7.75				
Barbecue Pork Ribs .....	6.95	Barbecue Beef Ribs .....	8.50		
Saturday - Ox Tails .....	7.75	Swiss Steak .....	6.95		
Sunday - Half Roast Chicken, stuffed, served with Risotto .....	8.50				
Baked Ham with Mashed Potatoes .....	9.25				

Half Orders 50¢ Less

## JOE'S SPECIAL

Fresh Ground Chuck, sauteed with Onion, Spinach and Eggs 7.50  
with Mushrooms 7.95

Smaller portion available with Pasta, Soup or Salad 7.50

Order of Fresh Cooked Vegetables 6.95 Large Order Sautéed Mushrooms 7.25

Half Order of Vegetables (alone) 4.50 Side Order with Meals 2.95

Cold Vegetables available

## JOE'S HAMBURGER SANDWICH

Large portion of Fresh Ground Chuck  
in a Quarter Loaf of French Bread  
6.50

Charcoal Broiled, After 5:00  
25¢ extra

NOW AVAILABLE

JOE JR.

Smaller portion for the lighter appetite  
5.50

## SALADS

Antipasto for One .....	5.75	for Two .....	7.75
Small Salad with Meals .....	2.75		
Lettuce & Tomato with Meals .....	3.25		
Small Combination with Cup of Soup .....	5.50		
Sliced Tomato .....	3.75		
with Anchovie and Sliced Onion .....	5.50		
Tossed Green Salad .....	4.95		
Combination .....	5.75		
Tuna or Salami or Anchovie .....	6.75		
Joe's Italian Salad Bowl .....	6.95		
Lou's Bowl (Bolito) .....	7.75		
Tuna & Tomato with Black Olives .....	6.95		
Shrimp Salad .....	9.25	small .....	6.00
Shrimp Cocktail .....	5.50		
Cottage Cheese & Fruit .....	5.50		
Joe's Pasta Salad: Lettuce, Pasta, Tuna, .....			
Fresh Vegetables, Tomato, Olives .....			
with Oil and Vinegar .....	7.25		

## SIDE ORDERS

Garlic Bread: 1/4 1.50; 1/2 2.50; Whole 3.50		
Spaghetti 2.75; w/Bordelaise or Pesto 3.75		
Ravioli 3.00; w/Bordelaise or Pesto 4.00		
French Fries (with Meals) .....	.75	
Sauteed Onions .....	2.25	
Sauteed Mushrooms .....	2.50	
Fresh Vegetables (with Meals) .....	2.75	
Sliced Tomatoes .....	2.50; w/Onions .....	2.95
Olives & Peppers: Small .....	.75; Large .....	1.25
Risotto (Sunday & Wednesday) .....	2.75	
Polenta (Friday) .....	2.75	

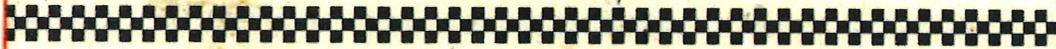
## DIET PLATE

HAMBURGER STEAK  
with  
Cottage Cheese and Fruit  
7.50

**CATERING AVAILABLE FOR  
BUSINESS MEETINGS OR  
PRIVATE PARTIES**



**ORDERS TO GO AVAILABLE  
DELIVERY AVAILABLE**



**OLD FAVORITES**

Prime Ribs of Beef (Saturday) with Baked Potato	16.50
Roast Beef	11.25
Roast Lamb	10.95
Roast Pork	8.95
Pot Roast	8.50
Boiled Beef	8.50
Baked Ham (Sunday) served with Mashed Potatoes	9.50
Calf's Liver Steak	8.75 Broiled 9.00
Calf's Liver with Bacon and Onion	10.25
Calf's Liver with Onions	8.75 with Bacon 9.50
Calf's Liver Saute (Venetian) with Onion and Red Wine	9.50
Calf's Liver Saute with Fresh Mushrooms	10.25



**STEAKS AND CHOPS**

Two Lamb Chops (available butterflied)	13.50
Three Lamb Chops (available butterflied)	15.50
Joe's Famous Hamburger Steak	8.95
Charcoal Broiled	9.25
Two Pork Chops	9.50
Three Pork Chops	10.95
Porter House (approx. 20 oz.)	20.00
T-Bone	18.00
Top Sirloin (approx. 14 oz.)	12.50
Large Top Sirloin (approx. 18 oz.)	15.25
New York Cut	15.25
Large New York Cut	17.95
Filet Mignon	19.50
Petite Filet Mignon	14.50
Brochette with Mushrooms	14.75

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable



**HOUSE SPECIALTIES**

Joe's Breaded Veal Cutlet	10.95	Veal Parmigiana	13.00
Veal Scallopine with Fresh Mushrooms, Tomato, Herbs and Wine	12.00	Eggplant Parmigiana	8.95
Veal Scallopine Sec with Fresh Mushrooms, Herbs and Wine	12.00	Sweet Breads Saute with Fresh Mushrooms	10.25

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable

**CHICKEN**

Half Fried Chicken	8.75
Half Fried Chicken with Wine and Lemon	8.95
Chicken Cacciatore (Hunter's Style) with Sauteed Onions, Garlic, Tomatoes, Peppers and Olives	10.95
Chicken Saute with Mushrooms, Onion, Wine, Tomato	10.95
Chicken Sec with Mushrooms, Wine, Lemon	10.25
Chicken Liver Saute with Mushrooms	8.95
Half Charcoal Broiled Chicken	8.95



**SEAFOOD**

Filet of Sole	9.95
Golden Fried Scallops	13.25
Golden Fried Prawns	14.75
Deep Fried Oysters	10.95
Sauteed Prawns	15.50
Pan Fried Halibut (Friday)	13.50
Pan Fried Salmon (Friday)	14.50
Pan Fried Calamari (Friday)	Half 8.75 10.25
Salmon and Halibut available on Broiler after 5:00	

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable

**PASTAS**

Spaghetti with Hearty Meat Sauce	6.50	Half Order Ravioli	6.25
Spaghetti with Meatball	7.25	with One Meatball or Italian Sausage	7.25
Spaghetti with Italian Sausage (Boiled or Grilled)	7.50	Spaghetti-Ravioli Combination	7.75
Spaghetti Napolitana (Meatless, Tomato and Herb Sauce)	6.50	with One Meatball or Italian Sausage	8.50
Half Order Spaghetti	5.50	Half Order Spaghetti-Ravioli Combination	6.75
with One Meatball or Italian Sausage	6.75	with One Meatball or Italian Sausage	7.50
Spaghetti Bordelaise (Lightly Sauteed with Garlic and Parsley)	6.90	Lasagne al Forno (Baked and Topped with Cheese)	8.25
Half Order	5.25 Side Order 3.75	Tortellini al Forno (Baked and Topped with Cheese) Choice of Alfredo, Pesto, Napoli or Hearty Meat Sauce	9.50
Linguine al Pesto or Alfredo	8.75 Half 7.50	Risotto (Sunday and Wednesday)	5.95
Linguine with Clams, Garlic, Herbs and Wine	9.75	Side Order Risotto	2.75
Spaghetti or Rigatoni, cooked to order	6.95	Polenta (Friday)	6.25 Half 5.25
Ravioli	7.75 with Meatball 8.25		
with Italian Sausage	8.25		

8.5% SALES TAX WILL BE ADDED TO THE PRICE OF ALL FOOD AND BEVERAGE ITEMS

NOT RESPONSIBLE FOR LOST ARTICLES

Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA

## OLD FAVORITES

PROUDLY POURING SINCE 1937

The Beautiful, Brandy Alexander, Bloody Mary, Bacardi Cocktail, Tom and John Collins, Cognac Flip, Daiquiri, Gibson, Gimlet, Golden Cadillac, Long Island Iced Tea, Kehir Royal, Margarita, Golden Margarita, Manhattan, Martini, Mimosa, Negroni, Old Fashion, Picon Punch, Pink Lady, Pink Squirrel, Black or White Russians, Screwdriver, Separater, Sidecar, Joe's Spritzer

### APERITIF SUGGESTIONS

Harvey's Bristol Creme Sherry	4.00
Dry Sack Sherry	4.00
California Port or Sherry	2.25
Cockburn Imported Port	4.00
Dubonnet	3.75
Compari	3.75

### AFTER DINNER SUGGESTIONS

Korbel or Christian Brothers Brandy	3.00
Courvossier, Hennessy, Martel	5.00
Remy Martin VSOP	7.50
Sempe VSOP	6.00
Bailey's and Coffee	4.75
Coffee Royal	3.25
Irish Coffee	3.50
Kahlua, Tia Maria, Frangelico	4.75
Galliano, Tuaca, Sambuca	4.75

### BEVERAGES

Coffee or Brewed DeCaf	.95
Cappuccino	2.25
Espresso	1.75
Tea	.95
Herbal Tea	1.25
Iced Tea	1.50

Orange Juice or Tomato Juice	1.50
Mineral Water	1.75
Soda or Diet Soda	1.50
Milk	Small 1.25 Large 1.75

### DOMESTIC BEER

Budweiser	2.25
Miller, Miller Lite	2.25
Coors	2.25
Anchor Steam	3.25
Samuel Adams	3.25
O'Doul's (non alcohol)	2.00

### IMPORTED BEER

Heineken, Holland	3.25
Becks, Light, Germany	3.25
St. Pauli Girl, Dark, Germany	3.25
Moretti Italian Pilsner	3.25
Clausthaler (non alcohol)	3.25

## CALIFORNIA WINES

### RED WINES

	Half Bottle	Bottle
Cabernet, B.V. Rutherford	10.00	18.00
Cabernet, Original Joe's	(glass) 3.25	14.00
Cabernet, Louis Martini	9.50	16.50
Cabernet-Franc, Madrona		16.00
Cabernet, Glen Ellen	(glass) 3.25	12.50
Burgundy, Original Joe's	6.00	8.00
Red Zinfandel, Charles Krug	(glass) 3.25	12.50
Gamay Beaujolais, BV	9.00	15.00

### WHITE WINES

	Half Bottle	Bottle
Chablis, Original Joe's	6.00	8.00
Chardonnay, Original Joe's	(glass) 3.25	14.00
Chardonnay, Glen Ellen	(glass) 3.25	12.50
Chardonnay, Silverado		20.00
Chardonnay, Ferrari Carano		24.00
Fume Blanc, Robert Mondavi	9.00	16.75
Sauvignon Blanc, Original Joe's	(glass) 3.25	14.00

### BLUSH WINES

	Half Bottle	Bottle
Mateus Rose	5.25	9.50
White Zinfandel, Shenendoah	(glass) 3.25	12.50
(Our Most Popular Light Wine)		

### IMPORTED WINES

	Half Bottle	Bottle
Chianti Francesco (Straw Bottled)	(glass) 3.75	12.50
Bolla Bardolino	6.25	12.00
Verdicchio Fazzi Battaglia		16.00
Merlot, Avia		10.00
Frascati, Fontana Candida		14.00

### SELECTED CALIFORNIA WINES BY THE GLASS

Chardonnay	3.25
Sauvignon Blanc	3.25
Cabernet Sauvignon	3.25
Red Zinfandel	3.25
White Zinfandel	3.25
Chianti	3.75
Champagne, Le Domaine	(Split for one) 3.25

### HOUSE WINE - BURGUNDY, CHABLIS, ROSE

Large Glass	2.50
Carafe (1/2 litre), Serves Two	5.95
Carafe (1 litre)	7.95

### CHAMPAGNE

	Half Bottle	Bottle
Korbel Brut	12.00	20.00
Excellent California Champagne		
Domaine Chandon	15.00	25.00



Prices subject to change without notice

Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA

## **SAMPLE LIST OF CHARITABLE ORGANIZATIONS**

### **Community & Neighborhood-Based Organizations:**

Chinatown Community Children's Center  
Chinatown Community Development Center  
Chinese Hospital  
Fisherman's Wharf Association  
GLIDE  
North Beach Citizens  
Salesian Boys' & Girls' Club  
San Francisco Italian Athletic Club  
San Francisco Italian Heritage  
San Francisco Maritime National Park Association  
Telegraph Hill Dwellers

### **City-Wide Organizations:**

Catholic Youth Organization Athletics  
Dress for Success San Francisco  
Historical Society of South San Francisco  
Little Sisters of the Poor, St. Anne's Home  
Lucile Packard Foundation  
Make-A-Wish Foundation, Greater Bay Area Chapter  
National Law Enforcement Officers Memorial Fund  
Police & Fire: The Fallen Heroes  
San Francisco Travel  
San Francisco Unified School District  
South SF Firefighter's Charitable Foundation  
St. Anthony's  
The Guardsmen  
The Junior League of SF, Inc.  
United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry, Local Union No. 38  
Youth Leadership & Development of San Francisco

### **Community-Based & City-Wide Schools:**

Abraham Lincoln High School  
Dianne Feinstein Elementary School  
Mercy High School  
Riordan High School  
Sacred Heart Cathedral Preparatory  
Saints Peter and Paul School  
San Francisco State University  
Serra High School  
St. Ignatius  
UC San Francisco  
University of San Francisco  
Yick Woo Elementary School

# UPTOWN TENDERLOIN

Lost Landmarks

## ORIGINAL JOE'S

1937 - 2007

ESTABLISHED IN 1937 BY TONY RODIN, ORIGINAL JOE'S SERVED HEARTY ITALIAN FOOD TO OVER 8 MILLION CUSTOMERS FOR THE NEXT SIX DECADES. KNOWN FOR AN OPEN DOOR POLICY, THE LEGENDARY RESTAURANT FED THE RICH AND POOR ALIKE. FAMILY MEMBERS CONTINUED THE CULINARY LEGACY HERE UNTIL A 2007 FIRE DESTROYED THE BUILDING'S INTERIOR.

*UPTOWN TENDERLOIN HISTORIC DISTRICT*



***Resolution recognizing Original Joe's as a staple of San Francisco's history & tradition and declaring January 26, 2012 as Original Joe's Day.***

*WHEREAS, Original Joe's was founded by Croatian immigrant Ante "Tony" Rodin in 1937, who's legendary work ethic and love for his restaurant grew Original Joe's from a counter with 14 stools and a saw dust covered floor to one of San Francisco's culinary landmarks; and*

*WHEREAS, Original Joe's is currently a third generation, family owned and operated enterprise based in San Francisco and managed by John Duggan Sr. and John Duggan Jr.; and*

*WHEREAS, Original Joe's invented exhibition cooking, has become known for its old fashioned Italian American menu with large portions as well as its famous Joe's Special, Chicken Cacciatore and baseball size meatballs, which have come to signify a Northern California style of food; and*

*WHEREAS, Original Joe's is the oldest of all existing "Joe's" restaurants in the country and was an innovator of what is now nationally known as the "Joe's" concept; and*

*WHEREAS, After a tragic fire caused its Tenderloin location to close, Original Joe's is opening a new location at 601 Union Street in the heart of the historic North Beach, where it can grow for another 70 years adding to old memories and creating new ones; and*

*WHEREAS, Original Joe's plans to stay true to its core and carry on in its tradition of exhibition style cooking, and comfortable surroundings which attracts old and new diners to its restaurant; now, therefore, be it*

*RESOLVED, That the City and County of San Francisco officially recognizes Original Joe's as a staple of San Francisco's history and tradition; and, be it*

*FURTHER RESOLVED, That the City and County of San Francisco declares January 26, 2012 to be Original Joe's Day in the City & County of San Francisco.*

*Mark G. [Signature]*



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-058  
*Business Name:* Punch Line San Francisco  
*Business Address:* 444 Battery Street  
*District:* District 3  
*Applicant:* Live Nation Worldwide, Inc., Owner/Operator  
*Nomination Date:* May 16, 2019  
*Nominated By:* Supervisor Aaron Peskin

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

444 Battery Street from 1978 to Present (41 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 16, 2019

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

Director Dick-Endrizzi:

It is my honor and privilege to nominate Punch Line San Francisco for inclusion on the Legacy Business Registry.

Since its founding in 1978 by Anne and Jonathan Fox and Patricia and Jeffrey Pollack, Punch Line San Francisco has come to serve as a vital local training ground and entertainment hub for the national comedy community. The comedy club is San Francisco's oldest and occupies part of the historic Old Waldorf music venue. Punch Line has helped launch the careers of many of the most well know comedians of the past half century, including Robin Williams, Dana Carvey, Ellen DeGeneres, Dave Chapelle, Wanda Sykes, Amy Schumer, and Margaret Cho. The venue's diverse programming (everything from festivals like SF Sketchfest to live comedy podcasts) has ensured that San Francisco Examiner and San Francisco Chronicle readers alike continue to vote it Best Comedy Club in San Francisco. It is often the only business activating the public mezzanine pathways in and around the Embarcadero Center after dark.

It is not lost on me that Punch Line is currently under threat of displacement when its lease expires in August of this year. I hope that expedited consideration of Punch Line's legacy business status will provide an additional basis for its ongoing success at its current, original location, as well as peace of mind for the longtime employees.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

## 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.

<b>NAME OF BUSINESS:</b>		
Punch Line Comedy Club		
<b>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</b>		
Live Nation Entertainment, Inc.		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
444 Battery St. San Francisco, CA 94111	((415))397-4337	
	<b>EMAIL:</b>	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.punchlinecomedyclub.com	www.facebook.com/punchlinesf	https://www.yelp.com/biz/punch-line-san-francisco

<b>APPLICANT'S NAME</b>		
Live Nation Worldwide, Inc.		Same as Business
<b>APPLICANT'S TITLE</b>		
Owner/Operator		
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>	
7060 Hollywood Blvd. (Attn: Legal) Los Angeles, CA 90028	( )	
	<b>EMAIL:</b>	
	permits@livenation.com	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
1010655	C3633110

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
444 Battery St, San Francisco	94111	10/9/1978
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	10/1978 to present	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

Ron Bension

5/20/2019

Name (Print):

Date:

Signature:

# PUNCH LINE SAN FRANCISCO

## Section 4: Written Historical Narrative

### CRITERION 1

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Punch Line San Francisco (“Punch Line Comedy Club” or the “Punch Line”), located at 444 Battery Street, was established in 1978 when the business opened in what was originally a dressing room for The Old Waldorf, an adjacent rock club that was hosting the likes of U2 and Metallica (before that was even their name.)

The Punch Line was originally founded by Jonathan and Anne Fox along with Jeffrey and Patricia Pollack in 1978. Jeffrey is a native San Franciscan who worked in his father’s restaurants (Tommy Joynt and Lefty O’Doul’s) at the same time he was growing up in the Richmond district. At his peak, Jeffrey owned four clubs in San Francisco: the Old Waldorf; Punch Line; X’s, which was a dance club; and X’s Annex, which featured a local gamut of new wave bands. After four years of non-stop work and play, Jeffrey decided to relinquish his crown.

Jon and Anne Fox are the founders of the San Francisco International Comedy Competition. Jon had this to say about how he helped Jeffrey to birth the Punch Line and became its booker: “I convinced the owner of the Waldorf after doing the comedy competition finals. He told me, ‘Hey, Jon, this is a great event. Too bad it only happens once a year.’ That was 1977. I said, ‘Hey, Jeffrey, there’s this brand new thing called a comedy club, and this dressing room would be perfect for it.’ He was like a real guy who would just do things, and 6 weeks later we opened the Punch Line. It was the first full-time comedy club in SF.”

The venue was sold to Bill Graham in 1980. Bill Graham was a German-American impresario and rock concert promoter who made famous The Fillmore and Winterland Arena and had a profound influence around the world<sup>1</sup>. With the help of House MC Bobby Slayton, the Punch Line quickly established itself as a premier comedy club for performers and audiences alike. The club operated under the nightclub division of Bill Graham Presents which was called AKG, named after Bill's son, Alex K. Graham.

The Punch Line passed through a few more hands after that. In 1997, SFX Entertainment purchased Bill Graham Presents and then in 2000, Clear Channel Entertainment bought SFX. Clear Channel operated the venue until 2005 when it spun off into a new company name: Live Nation Worldwide, Inc. The venue has operated under the "Clubs & Theaters" division of Live Nation since then, called House of Blues Entertainment.

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<sup>1</sup> [https://en.wikipedia.org/wiki/Bill\\_Graham\\_\(promoter\)](https://en.wikipedia.org/wiki/Bill_Graham_(promoter))

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

The Punch Line has had comedy shows at least six nights a week for the past 40 years; operations have not ceased.

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

The Punch Line is not a family-owned business; however, the relationship between staff and comedians, along with the fact that some employees have worked there for 20+ years and the club still books some comedians who have been playing there for all 40 years, makes it feel as intimate as a family-owned business.

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

The ownership history of the Punch Line (as approximated) is as follows:

1978 to 1980	Jonathan Fox, Anne Fox, Jeffrey Pollack and Patricia Pollack
1980 to 1997:	Bill Graham Presents
1997 to 2000:	SFX Entertainment
2000 to 2005:	Clear Channel Entertainment
2005 to Present:	Live Nation Worldwide, Inc.

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application. See attached ad from 1978 showing the box office hours at Old Waldorf; the Old Waldorf was only in operation from 1976-1983.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 444 Battery Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Jokes can be told anywhere, but it's the Punch Line's dedication to the art of comedy and nurturing of the craft that sets it apart in the comedy community. It's impossible to list all of the comedic greats who have performed here: Stars like Robin Williams, Dana Carvey, Ellen Degeneres, Wanda Sykes, Drew Carey, Dave Chappelle and Chris Rock all took the first steps of their show biz journeys on the Punch Line's stage. Then there are Zach Galifianakis, Ali Wong, Amy Schumer, Nick Swardson, Hannibal Buress, Bill Burr, Mike Birbiglia, Marc Maron, John Mulaney, Margaret Cho and so many more who regularly played the Punch Line before selling-out arenas and appearing in movies and TV. Many still make guest appearances and perform surprise shows here to this day.

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

The Punch Line has been a big part of many significant events in the city of San Francisco. The citywide comedy festival SF Sketchfest operates in partnership with the Punch Line for 3 weeks out of each year. The Punch Line's weekly Sunday showcase is the longest-running comedy showcase in the entire city of San Francisco. Comedy giant Dave Chappelle has done runs here 1-2 times a year for the past 15 years, making the normally-vacated financial district a hotspot for nightlife.

In the past, the winner of the San Francisco International Comedy Competition would get the honor of playing the Punch Line for a week as part of their prize, and the finals for the competition were held here. This took place well into the mid 1990s. And the wildly popular Alex Bennett Morning Show on Live 105 – which was part of why comedy got big in San Francisco — would broadcast the show from the club for many years, well into the mid '90s.

Finally, industry comedy showcases have been held at the Punch Line. Such companies as HBO, Just For Laughs, Comedy Central, NBC and Last Comic Standing have hosted their showcases and shows here many times over the years.

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

The Punch Line's dedication to the craft of comedy and the intimate setting it creates for performers and audiences helped the club become the San Francisco Examiner and San Francisco Chronicle's readers' choices for Best Comedy Club many times. The Punch Line has been featured in tons of Bay Area publications such as The Chronicle, The Examiner, SF Weekly, SF Bay Guardian and San Jose Mercury News. The Punch Line was listed as #3 in Vulture Magazine's "top 15 comedy clubs": <https://www.vulture.com/2016/04/the-15-best-comedy-clubs-in-north-america.html>.

The Punch Line can be seen in the "3 Still Standing" documentary, as well as "Robin Williams: Come Inside My Mind," the official HBO Documentary. Dozens of comedy albums have been recorded at the Punch Line, as well as a few comedy specials.

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

San Francisco's own legendary Bill Graham owned the Punch Line. Bill Graham, who died in 1991 in a helicopter crash, was one of the most celebrated impresarios in American rock. He revolutionized the San Francisco music scene, making Jefferson Airplane, Janis Joplin and the Grateful Dead household names while operating both Fillmore East and Fillmore West, as well as the Winterland Ballroom. He promoted and booked shows by the biggest acts in rock and was an extremely polarizing persona in the industry.

In addition, there are so many influential comedians and performers who have graced the Punch Line's stage, including: Jamie Foxx, Damon Wayans, Chelsea Handler, Paula Poundstone, Tommy Davidson, Garry Shandling, David Alan Grier, Wanda Sykes, Will Durst, Robin Williams, Dana Carvey, Bill Hicks, Gabriel Iglesias, John Mulaney, Michael Che, Amy Poehler, David Cross, Bob Odenkirk, Chris Rock, Kevin Hart, Amy Schumer, Ellen DeGeneres, Dave Chappelle, Ali Wong, Kathy Griffin, Jon Stewart, Rosie O'Donnell and countless other performers.

Besides the stage, audience members have included: most members of Metallica, members of Jefferson Airplane, Tom Waits, Gwen Stefani, Sharon Stone, Erykah Badu, The Roots, members of Yes, Craig Ferguson, Eddie Izzard, members of David Letterman's 'World's Most Fabulous Band,' Mos Def, Nick Nolte, Al Gore, Willie Brown and innumerable others.

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

The Punch Line was San Francisco's first certified Green Business and recently did away with plastic straws for the good our environment.

The club's weekly Sunday Showcase has been supporting and nurturing up-and-coming local talent for 40 years.

The Punch Line has donated to, hosted and been a part of numerous charities that support our community. The club donates a portion of every ticket sold to the Bill Graham Foundation. They donate tickets to Vet Tix and have given away tickets to be auctioned at fundraisers to countless nonprofits and charities. And they have even held charity fundraiser shows at the club many times, including fundraisers for: NAACP, Haight-Ashbury Free Clinic, Give Me Shelter Cat Rescue and No Paws Left Behind. The Punch Line has also held annual events for the Richmond district YMCA. During the holiday seasons, or after the Sonoma Fires for example, the Punch Line has housed Toys for Tots donation stations and foods drives for the San Francisco-Marin Food Bank.

In addition, Punch Line San Francisco takes pride on booking shows that represent all different communities, such as shows featuring exclusively LGBT comics to an entire month of only female comedians, in an effort to provide an inclusive environment for these communities.

Finally, the club has housed one wedding and several memorial services for local comics or staff members who couldn't afford a venue.

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

The community the business serves IS San Francisco! The people of San Francisco and the greater Bay Area are welcome, and all types of people are welcome. The shows are completely diverse to promote a diverse crowd of all ethnicities, sexual orientations and genders, and audience members range from ages 18 up to 65+ on a regular basis. While there are always lots of visitors from outside the city who make the pilgrimage to this mecca of the comedy world, the Punch Line's crowds are always full of San Francisco's personal community.

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

The mural on the backdrop is iconic and can be seen in many comedy videos. It also has provided comedians with copious fodder for jokes, as its part of the Punch Line tradition to make fun of the cartoonish and non-accurate depiction of the skyline.

Another feature inside the club is the neon sign featuring the comedy and tragedy masks that welcomes visitors inside once doors are open, which has been hanging in the same spot since the very beginning.

Finally, Dan Dion's photographs of the comedians pepper the interior, and excited gasps of recognition can be heard as the audience members mill about before the show once they stumble upon a photograph of the late greats Greg Giraldo, Robert Schimmel, Patrice O'Neal and Mitch Hedberg, for example.

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

If Punch Line San Francisco were to close, the community would lose a place for laughter, healing and unity. Following national tragedies such as 9/11, people turn to comedy for solace. In the days after the most recent presidential election, when so many people were feeling scared and confused, they filled the club all weekend long with sold out crowds, seeking to find some comfort in the words of the politically minded comedian on stage, Mr. Dana Gould. After the shows, patrons (and the Punch Line's staff themselves,) felt lighter, more optimistic and bonded with their fellow citizens, and more ready to take on the challenges of the coming times.

When tragedy has struck the community of local comedians, the club has been an automatic meeting point for the scene to grieve together over a fallen comrade and friend. The same has also been true for the general public; after Robin Williams died, people brought flowers to the Punch Line in lieu of knowing where else to pay tribute to the beloved hometown talent, and they shed tears with staff members who were equally heartbroken.

The community also would lose its chance to create the next Robin Williams, or Ali Wong, W. Kamau Bell, Patton Oswalt, Margaret Cho, Aisha Tyler, Hasan Minhaj —all of whom got their comedy starts here on Sunday Showcase. The community would lose a yet another form of art

and culture in a city that's already lost so much. See attached posts on social media from a handful of comedians upon learning of the club's imminent closure, as well as a letter from a life-time patron.

### **CRITERION 3**

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

Punch Line San Francisco is the longest-running comedy club in San Francisco. The club provides the community with the best internationally-touring comedians, as well as up-and-coming local comics. The Punch Line has provided the best in standup comedy for 40+ years.

**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)**

The Punch Line has been doing stand-up comedy 6 nights a week for 40 years — nothing has changed in that time, and, should we have the choice, that will never change.

**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.).**

The Punch Line has maintained the same mural on the backdrop, the neon lobby sign and the photographs, as well as provided a perfect atmosphere for comedy: low ceilings, intimate feel, and historical/original brick walls.

**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.**

The mural on the backdrop has been maintained and recently redone in January 2019. Included in this Legacy Business Registry application is a photograph from the 1970s that show the same features still exist. The club also had classic red velvet curtains, which we were part of the club until 2018 when they had to be removed because of smoke damage from a fire.

## **PUNCH LINE SAN FRANCISCO Supplemental Narrative**

The City and County of San Francisco, Punch Line San Francisco and Live Nation Worldwide, Inc. collectively acknowledge existing press about Live Nation, the owner of the Punch Line. The press is regarding various issues and originates from various sources.

With respect to various articles published in 2018 and earlier regarding Live Nation's business, the issues should not affect the Legacy Business Registry application for Punch Line San Francisco. Per San Francisco Administrative Code Section 2A.242(b) the Punch Line is a business that has been nominated by a member of the Board of Supervisors and meets each of the following criteria:

- (1) The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and
- (2) The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community; and
- (3) The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

In particular, the Punch Line has contributed significantly to San Francisco history and identity. It is the longest-running comedy club in the city and provides a venue for the best internationally-touring comedians as well as up-and-coming local comics. The Punch Line has provided San Francisco with superb standup comedy for over 40 years. The shows are varied to promote and invite a diverse crowd of all ethnicities, sexual orientations and genders, and audience members range from ages 18 up to 65+ on a regular basis. The Punch Line was also San Francisco's first certified Green Business. The Punch Line is truly a San Francisco business.

Live Nation considers the Punch Line Comedy Club to be a landmark comedy club for the company and the City and County of San Francisco. As mentioned above, the Punch Line has been in existence for over 40 years, and the company wants nothing more than to keep its legacy by continuing the club's success, having its long-employed staff continue their career paths and bringing in the best comedy acts that San Francisco has seen.





PUNCH LINE  
RESTAURANT • BARS

PUNCH LINE  
SAN FRANCISCO  
COPPOLY CLUB • RESTAURANT • BARS

PUNCH LINE  
OPEN 7 DAYS A WEEK  
SAT 4A TO 9A • SUN 9A TO 7A  
SF SKETCHES  
EROTIC  
FAN FICTION  
AVAILABLE FOR CORPORATE  
AND PRIVATE EVENTS  
CALL 415.398.2323



# PUNCH LINE

COMEDY CLUB RESTAURANT & BAR



PUNCH LINE  
SU THURS 5 PM  
FR 8 & 10 PM  
SA 7:30 & 9:30 PM  
SF  
COMEDY  
SHOWCASE  
AVAILABLE FOR CORPORATE  
AND PRIVATE EVENTS  
FOR INFO CALL 415 397 7273

















Punch Line Comedy Club  
San Francisco Legacy Business Registration  
Information



# Hours of Operation

- **Hours of Operation – open to the public**
  - Sunday, Tuesday, Wednesday, and Thursday – 3 PM to 10 PM (closed on Monday's)
  - Friday and Saturday – 3 PM to 1 AM
- **Hours of operation after dark, per week**
  - The majority of hours of operations are after dark (between 35-40 hours week)

# Employees

- **The Punch Line Comedy Club provides jobs to various employees, including concessionaires, security personnel, hosts, talent bookers, cleaning, waitstaff, etc.**
  - Total employees: 39, which does not include all the comedian(s)/talent the club pays
  - On average, Punch Line pays 364 comedians/talent per year

# Security

- **Number of Security, in addition to the bouncer and the ID checker at the front**
  - 3-4 security guards in the building (depending on how busy the show/event may be)
- **Security patrolling the neighboring townhouse community**
  - One Maritime has security guards that patrol the plaza and surrounding areas. There are at least two guards on site, 24 hours a day.

# Entrances

- **Entrance points to the club from street level**
    - 1 from Battery St.
    - 2 from Clay St.
    - 2 from Washington St..
    - Elevator in One Maritime Building (for ADA purposes)
- 

# Location

- **Other nighttime activations including entertainment, restaurants or bars within a one block radius of the Punch Line Comedy Club:**
  - The Embarcadero Theater
  - Fish and Farm restaurant
  - The Hidden Vine

# Size

- **Current square footage of the Punch Line:**
  - 3,252
- **Occupancy:**
  - 182



# PUNCH LINE

COMEDY CLUB, RESTAURANT & BAR

SAN FRANCISCO  
**MAY**  
1 9 9 2

444 BATTERY STREET  
SAN FRANCISCO, CA 94111  
(between Washington & Clay)  
(415) 397-PLSF

SUN	MON	TUE	WED	THU	FRI	SAT
26 S.F. COMEDY SHOWCASE Host: Rob Nash 9:00	27	28	29	30	1	2
		<b>DR. GONZO</b> ..... <b>RODNEY JOHNSON</b> ..... <b>SEAN MURPHY</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11:30
3 S.F. COMEDY SHOWCASE Host: Sean Murphy 9:00	4	5	6	7	8	9
		<b>DANA GOULD</b> ..... <b>TOM SHIEKMAN</b> ..... <b>MARGARET CHO</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11
10 S.F. COMEDY SHOWCASE Host: Margaret Cho 9:00	11 <b>HELPING THE HOMELESS</b> BENEFIT FOR COMIC RELIEF with <b>WILL DURST,</b> <b>DOM IRRERA</b> and friends 9:00	12	13	14	15	16
		<b>PAUL MOONEY</b> ..... <b>STEPHEN B.</b> ..... <b>EUGENE BROADNAX</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11
17 S.F. COMEDY SHOWCASE Host: Eugene Broadnax 9:00	18 This Week with <b>WILL DURST</b> 9:00	19	20	21	22	23
		<b>WARREN THOMAS</b> ..... <b>RANDY KAGEN</b> ..... <b>CLINTON JACKSON</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11
24 <b>WARREN THOMAS</b> 9:00 RANDY KAGEN CLINTON JACKSON	25 MEMORIAL DAY BENEFIT Opening Night of Auditions 17TH ANNUAL S.F. INTERNATIONAL COMEDY COMPETITION Host: WARREN THOMAS 11:00	26	27	28	29	30
		<b>MARK SCHIFF</b> ..... <b>MITCH MULLANY</b> ..... <b>HARRY DOUPE</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11
31 S.F. COMEDY SHOWCASE Host: Harry Doupe 9:00	JUNE 1 17TH ANNUAL S.F. INTERNATIONAL COMEDY COMPETITION AUDITIONS 9:00	2	3	4	5	6
		<b>SUE MURPHY</b> ..... <b>ALEX REID</b> ..... <b>LAURA MILLIGAN</b>				
		9:00	9:00	9:00	9 & 11	7, 9 & 11

BEGINNING SAT., MAY 9, NEW SHOWTIME: SATURDAY LATE SHOW 11PM



# PUNCH LINE

SAN FRANCISCO



MON

TUE

WED

THU

FRI

SAT

SUN

JANUARY

8	9 <b>KEVIN CAMIA</b> CHRIS STORIN KRISTEE ONO 8:00	10  8:00	11  <b>KARINDA DOBBINS</b> 8:00	<b>SF SKETCHFEST</b> THE SAN FRANCISCO COMEDY FESTIVAL 		
				12 <b>SKETCHFEST DOZEN:</b> JOSH FADEM RAMON RIVAS 8:00/10:15	13 <b>SKETCHFEST DOZEN:</b> GINA BRILLON DULCÉ SLOAN 7:00/9:15	14 <b>MOVIE CRUSH</b> W/ CHARLES W. "CHUCK" BRYANT 1:00 <b>SF COMEDY SHOWCASE</b> 8:00

15	<b>SF SKETCHFEST</b> THE SAN FRANCISCO COMEDY FESTIVAL 					
	16 <b>SARA SCHAEFER: LITTLE WHITE BOX</b> 8:00	17 <b>THE MISSION POSITION</b> 8:00	18 <b>BARON VAUGHN</b> 8:00	19 <b>SKETCHFEST DOZEN:</b> MARCELLA ARGUELLO NAOMI EKPERIGIN 8:00/10:15	20 <b>SKETCHFEST DOZEN:</b> JAK KNIGHT GIULIA ROZZI 7:00/9:15	21 <b>WEIRD ADULTS</b> WITH LITTLE ESTHER 1:00 <b>SF COMEDY SHOWCASE</b> 8:00

22	<b>SF SKETCHFEST</b> THE SAN FRANCISCO COMEDY FESTIVAL 					28
	23 <b>BAWDY STORY-TELLING</b> 8:00	24 <b>THE CHARM OFFENSIVE</b> 8:00	25 <b>SEAN DONNELLY</b> 8:00	26 <b>SKETCHFEST DOZEN:</b> RYAN O'FLANAGAN SHANE TORRES 8:00/10:15	27 <b>SKETCHFEST DOZEN:</b> JO FIRESTONE JOSH JOHNSON 7:00/9:15	<b>SF COMEDY SHOW CASE</b> 8:00

29	30  <b>W. KAMAU BELL</b> <b>SOLD OUT!</b>	31  <b>SAM MORRIL</b> MARY RADZINSKI, CHRISTOPHER JOHN 8:00	1 8:00	2 8:00/10:15	3 7:30/9:45	4 <b>CLOSED</b>
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5	6 <b>EQUIPTO'S COMEDY CYPHER</b> 8:00	7  <b>TOM RHODES</b> LANCE WOODS, JOE GORMAN 8:00	8 8:00	9 8:00/10:15	10 7:30/9:45	11 <b>SF COMEDY SHOW CASE</b> 8:00
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FEBRUARY

UPSTAIRS AT 444 BATTERY STREET | ALL SHOWS 18 & OVER | 2 DRINK MINIMUM PER PERSON  
ALL TICKETS ON SALE AT [WWW.PUNCHLINECOMEDYCLUB.COM](http://WWW.PUNCHLINECOMEDYCLUB.COM)

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*Comedy Nightclub*

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**Franklyn Ajaye ★ Rick & Ruby**  
**Marty Cohen ★ Dana Carvey**  
**Mike Davis ★ Bobby Slayton**  
**★ Kevin Pollak ★**

Tickets \$3 Wed. & Thurs. \$4.50 Fri. & Sat. \$1 Sun.  
Show 9 p.m. (also 11 p.m. Fri. & Sat.) 2 drink min.

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AT ANY WEDNESDAY OR THURSDAY SHOW**

Tickets at Old Waldorf & all BASS outlets + serv. chg.



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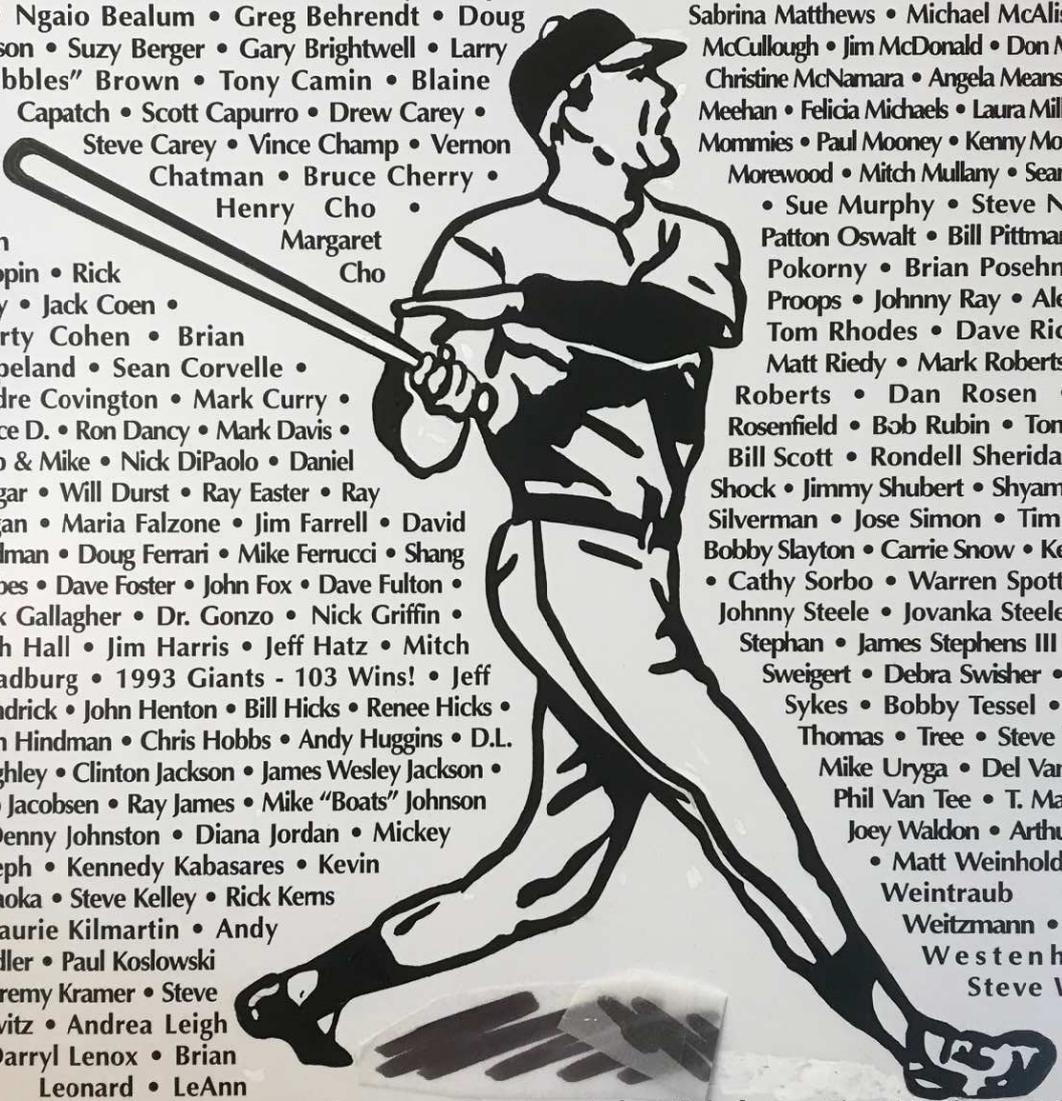
**MARK  
McCOLLUM**

**DANA  
CARVEY**

8 P.M. Show \$6.50 advance  
\$7.50 day of show

10:30 Show with Champagne  
& Party Favors at Midnight  
\$12.50 advance  
\$15.00 day of show

# 1993 PUNCH LINE ALL ★ STARS



Carlos Alazraqui • John Alston • Diane Amos • Kathleen Madigan • Dexter Madison • Steve  
 Karen Anderson • Dave Anthony • Stephen Marmel • Marc Maron • Ed Marques •  
 B. • Ngaio Bealum • Greg Behrendt • Doug Sabrina Matthews • Michael McAlister • Suli  
 Benson • Suzy Berger • Gary Brightwell • Larry McCullough • Jim McDonald • Don McMillan •  
 "Bubbles" Brown • Tony Camin • Blaine Christine McNamara • Angela Means • Michael  
 Capatch • Scott Capurro • Drew Carey • Mommies • Felicia Michaels • Laura Milligan • The  
 Steve Carey • Vince Champ • Vernon Mommmies • Paul Mooney • Kenny Moore • Tony  
 Chatman • Bruce Cherry • Morewood • Mitch Mullany • Sean Murphy  
 Henry Cho • Sue Murphy • Steve Nielsen •  
 Margaret Cho Patton Oswalt • Bill Pittman • Dave  
 Dan Chopin • Rick Pokorny • Brian Posehn • Greg  
 Clay • Jack Coen • Proops • Johnny Ray • Alex Reid •  
 Marty Cohen • Brian Tom Rhodes • Dave Richards •  
 Copeland • Sean Corvelle • Matt Riedy • Mark Roberts • Wiley  
 Andre Covington • Mark Curry • Roberts • Dan Rosen • Steve  
 Vince D. • Ron Dancy • Mark Davis • Rosenfield • Bob Rubin • Tom Ryan •  
 Deb & Mike • Nick DiPaolo • Daniel Bill Scott • Rondell Sheridan • Ron  
 Dugar • Will Durst • Ray Easter • Ray Shock • Jimmy Shubert • Shyama • Scott  
 Engan • Maria Falzone • Jim Farrell • David Silverman • Jose Simon • Tim Slagle •  
 Feldman • Doug Ferrari • Mike Ferrucci • Shang Bobby Slayton • Carrie Snow • Ken Sonkin  
 Forbes • Dave Foster • John Fox • Dave Fulton • Cathy Sorbo • Warren Spottswood •  
 Jack Gallagher • Dr. Gonzo • Nick Griffin • Johnny Steele • Jovanka Steele • Allan  
 Rich Hall • Jim Harris • Jeff Hatz • Mitch Stephan • James Stephens III • Jimmy  
 Headburg • 1993 Giants - 103 Wins! • Jeff Sweigert • Debra Swisher • Beecher  
 Hendrick • John Henton • Bill Hicks • Renee Hicks • Sykes • Bobby Tessel • Warren  
 John Hindman • Chris Hobbs • Andy Huggins • D.L. Thomas • Tree • Steve Trilling •  
 Hughley • Clinton Jackson • James Wesley Jackson • Mike Uryga • Del Van Dyke •  
 Rob Jacobsen • Ray James • Mike "Boats" Johnson Phil Van Tee • T. Mami Vos •  
 • Denny Johnston • Diana Jordan • Mickey Joey Waldon • Arthur Wayne  
 Joseph • Kennedy Kabasares • Kevin • Matt Weinhold • Barry  
 Kataoka • Steve Kelley • Rick Kems Weintraub • Kurt  
 • Laurie Kilmartin • Andy Weitzmann • Suzanne  
 Kindler • Paul Koslowski Westenhoefer  
 • Jeremy Kramer • Steve Steve White •  
 Kravitz • Andrea Leigh  
 • Darryl Lenox • Brian  
 Leonard • LeAnn  
 Lewis • Wendy Liebman • George Robert Wieder • Tim Wiggins • Jeff  
 Lopez • Ron Lynch • Marty Maceda • Williams • Greg Wingo • Byron Yee

THANKS FOR A GREAT YEAR! SEE YOU IN 1994.

# BOBBY SLAYTON AND FRIENDS

WITH:

LARRY "BUBBLES" BROWN

ROBERT DUCHAINE

NGAIO BEALUM

KEVIN AVERY

KEVIN CAMIA

ALEX KOLL

JOHN HOOGASIAN

PLUS SPECIAL GUESTS!

OCTOBER 11-13

NOT ALL COMEDIANS LISTED WILL BE ON ALL SHOW TIMES.

ALSO, THIS SHOW WILL NOT BE POLITICALLY CORRECT, SO ENTER AT YOUR OWN RISK!

CELEBRATING  40 YEARS!

  
PUNCH LINE  
SAN FRANCISCO

## RECENT PRESS

VULTURE\_The 15 Best Comedy Clubs in North America\_20160420

<https://www.vulture.com/2016/04/the-15-best-comedy-clubs-in-north-america.html>

CURBED\_Legendary San Francisco comedy club to close\_20190508

<https://sf.curbed.com/2019/5/8/18536591/punch-line-comedy-club-closing-battery-san-francisco>

CHRONICLE\_SF's Punch Line Comedy Club to relocate\_20190508

<https://www.sfchronicle.com/bayarea/article/SF-s-Punch-Line-Comedy-Club-to-relocate-to-new-13828531.php>

KCBS RADIO\_Punch Line Comedy Club To Close And Relocate\_20190508

<https://kcbsradio.radio.com/blogs/bradford-hornsby/punch-line-comedy-club-close-and-relocate>

KRON4\_San Francisco's Punch Line Comedy Club to close after 41 years, looking for new location\_20190509

<https://www.kron4.com/news/bay-area/san-francisco-s-punch-line-comedy-club-to-close-after-41-years-looking-for-new-location/1993248770>

NBC BAY AREA\_SF's Punch Line Comedy Club is Closing\_20190509

<https://www.nbcbayarea.com/news/local/SFs-Punchline-Comedy-Club-Looks-For-New-Home-As-it-Announces-Closure-509718411.html>

ALT105.3\_Punch Line Comedy Club To Close And Relocate\_20190508

<https://alt1053.radio.com/blogs/bradford-hornsby/punch-line-comedy-club-close-and-relocate>

CHRONICLE\_Dave Chappelle books Punch Line shows following news of venue's move\_20190508

<https://datebook.sfchronicle.com/comedy/dave-chappelle-books-3-punch-line-shows-following-news-of-venues-move>

CHRONICLE\_The Punch Line is moving, and no one in the comedy world is laughing\_20190508

<https://datebook.sfchronicle.com/comedy/the-punch-line-is-moving-and-no-one-in-the-comedy-world-is-laughing>

THE COMIC'S COMIC\_The San Francisco Punch Line forced out of its home of 41 years as of August\_20190508

<http://thecomicscomic.com/2019/05/08/the-san-francisco-punch-line-forced-out-of-its-home-of-41-years-as-of-august-2019/>

KCBS\_Legendary Comedy Club Loses Lease In Downtown San Francisco\_20190509

<https://kcbsradio.radio.com/blogs/holly-quan/punch-line-comedy-club-loses-lease-downtown-san-francisco>

BROKE-ASS STUART\_The Legendary Punch Line Comedy Club is CLOSING\_20190507

<https://brokeasstuart.com/2019/05/07/the-legendary-punch-line-comedy-club-is-closing/>

# VULTURE

APR. 20, 2016

## The 15 Best Comedy Clubs in North America

By John Wenzel



*In partnership with Humber College's Comedy Writing and Performance program.*

For the last four decades, live standup has defined itself in relation to comedy clubs, those altars of joke-telling that began building their congregations during the 1980s comedy boom.

Alternative comedy got its name by rebelling against these two-drink-minimum venues, which continue to provide the mainstream home for everyday standup – neither as lofty as a theater show nor as potentially intimidating (and random) as an open-mic in the back of a bar.

Comics rank in them descending alphabetical importance, with A Rooms acting a market's best stage, B Rooms its second-best, etc. Despite the sharp uptick in DIY venues, comedy festivals, and online humor in recent years, the club remains ground zero for most people's live experience with comedy, even if the stereotype of disruptive bachelorette parties and drunken hecklers is as justified as ever.

For the purposes of this list a comedy club is defined as a mid-sized (roughly 200 to 500-seat) venue focused primarily on standup – as opposed to improv or sketch – that hosts touring performers on a weekly basis.

### 15. Stand Up Live, Phoenix

Arizona's biggest city gets a bad rap for its lack of culture (sometimes rightfully so), but sun-scorched comedy nerds know well the pleasures of Stand Up Live. The 600-person-capacity club, the size of which strikes fear in the hearts of all but the biggest names, can be made cozier with a simple curtain pull, and its reputation for appreciative audiences keeps touring acts coming back year after year.

### 14. Yuk Yuk's, Toronto

Like The Improv in the United States, the 41-year-old Yuk Yuk's chain more or less owns Canada's syndicated standup scene with a dozen-plus locations spread across the Great White North. Its Toronto homebase, run by co-founder Joel Axler and business partner Jeff Silverman, features both touring and local comics in a downtown club that doubles as a warehouse for Yuk Yuk's contract talent.

### 13. Comedy Club on State, Madison, Wisconsin

It would be bizarre if one of America's quintessential college towns and the birthplace of *The Onion* didn't have a solid hometown club. Fortunately, the Capitol-adjacent Comedy Club on State has developed a reputation for friendly, lounge-like atmosphere and consistently solid booking, which includes headliners and rising names, while co-booking bigger shows with the nearby Orpheum Theater.

### 12. Helium Comedy Club, Portland, Oregon

Portland's thriving standup scene and festival culture requires a club of commensurate scope and quality, and 2010 newcomer Helium (a Philadelphia-based mini-chain with locations in Philly, St. Louis, and elsewhere) has stepped into that role. Its open mics and comedy classes offer baseline programming for locals alongside headlining shows from beloved natives who decamped to L.A., like Ron Funches and Ian Karmel. Another bonus: the 275-capacity space features remarkably good sightlines for each seat.

### 11. The Comedy Nest, Montreal

In this cosmopolitan bilingual city, world-renowned for its Just For Laughs festival, there's a bevy of year-round, English-language standup options, including this decades-old JFL venue. The Comedy Nest's intimate layout, situated on the third floor of downtown's Forum, features 160 seats in a cabaret-style theater and an 18-and-up admission policy. Plenty of standup nerds (including this one) have had some of the most bracingly intimate experiences of their life there.

### 10. The Punchline, Atlanta

As Atlanta's oldest comedy brand (no relation to the San Francisco Punch Line), the Punchline's past boasts Southern luminaries who got their start on its stage, like Jeff Foxworthy and Reno Collier, and Georgia natives such as David Cross. Despite a recent move that downsized capacity a bit, comics still speak highly of its role in the region's standup ecosystem, which supports the Laughing Skull Lounge (and its attendant festival) and several others.

#### **9. Cap City, Austin, Texas**

Austin's muscular comedy scene relies on Cap City (formerly the Laff Stop) as its beating heart, with a history of regionally touring patron saints like Bill Hicks, Sam Kinison, and Ron White, who frequently dropped in from Houston. Co-owner Colleen McGarr, a former Just for Laughs booker and manager/girlfriend to Hicks, prides herself on the club's careful curation and cooperation with other biggie events in town, such as the Austin's five-year-old, nonprofit Moontower Comedy Festival (which McGarr also books).

#### **8. Acme Comedy Company, Minneapolis**

A relative newcomer that quickly caught up to the country's more established players, this 25-year-old Warehouse District favorite is a frequent recording stop for the (also Minneapolis-based) Stand Up! Records label. The city's punk/indie past is often reflected in Acme's cultivation of grassroots talent, to the benefit of both the club and its loyal audience, making it the Twin Cities' undisputed standup champ and a favorite of regional heroes Maria Bamford and Jackie Kashian.

#### **7. Zanies, Nashville**

With outposts in Chicago and elsewhere, the main location of this Nashville institution recalls the madcap, giddy days of the '80s boom – which makes sense since the club was founded in 1983, the sweet spot of the national club explosion. Comics who typically pack theaters schedule discrete residencies and weekend runs there, while the agnostic booking ignores categories for general quality and appeal, giving the club as strong a reputation among touring acts (and Nashville natives like Nate Bargatze) as civic boosters.

#### **6. Caroline's on Broadway, New York**

Times Square can be a scary place for all but the most clueless tourists, but Caroline's on Broadway has improbably bucked that trend since it moved to the area in 1992 – which might be due to its founding in Chelsea during the opening salvo of the first standup boom. Sitcom, film, and TV legends have climbed onto its stage, which also hosted the last runs of Bill Hicks, Mitch Hedberg, and Patrice O'Neal. Its familiar multi-colored, diamond-patterned background is nearly as iconic as the Improv's brick wall, and like the Improv, it's the definition of a crowd-pleaser.

#### **5. The Comedy Store, Los Angeles**

No respectable comic from the 1970s and on has skipped a spot on Mitzi Shore's iconic stage, which provides a current homebase for Marc Maron, Jerrod Carmichael, Ari Shaffir, Pauly Shore, and others. That's partially due to a rich history of instantly recognizable names who came up there, including Kinison, Dice, Letterman, Leno, Roseanne, and Arsenio. Its historical reputation has also been burnished lately with shows like Roast Battle, Kill Tony, and Stand Up on the Spot (weeknight shows in the Original Room) and famous pop-ins.

#### **4. Comedy Works, Denver**

Wende Curtis worked her way up from cocktail waitress to owner at this downtown Denver spot, becoming one of the most respected names in the club world along the way. Dozens of modern-classic albums from Dave Attell, Greg Giraldo, Nick Thune, Natasha Leggero, and others were recorded here, and touring comics prize a headlining set on its tiny subterranean stage as much as newcomers do on its New Talent night. The ascendant Mile High City comedy scene can trace much of its professionalism to Curtis' ethos, and biggies like Dave Chappelle have lately made it a home away from home.

#### **3. Punch Line, San Francisco**

Dozens of headliners cut their teeth in the Bay Area's oldest comedy club, including native and adopted San Franciscans Robin Williams, Paula Poundstone, Margaret Cho, and wide swath of influential alt-comics. Along with promoter Bill Graham's other clubs (including Cobb's) the 18-and-up venue is now owned by mega-promoter Live Nation but continues to program with an eye toward political humor and up-and-comers. Canny booker Molly Schminke, in particular, has recently tested ideas such as a solid month of all-female headliners.

#### **2. The Comedy Cellar, New York**

Before it was immortalized in the intro to Louis C.K.'s FX series, this unassuming, 34-year-old Greenwich Village club had already hosted some of the most intimidatingly skilled, freewheeling sets in the history of standup, including a rotating cast of tough-guy regulars who still

reflect the grit and urgency of the city's (somewhat) bygone culture. *Saturday Night Live* cast members, *Seinfeld*, and a constellation of film stars have grabbed a pre-set bite at the upstairs Olive Tree Cafe. Its exclusive Comic's Table is the stuff of standup legend, and the physical layout at its original location (as opposed to its newer, larger Village Underground room) offers a perfect mix of elements for enjoying live standup – think low ceilings and elbow-to-elbow seating that encourages contagious, boozy, unadulterated laughter.

### 1. The Hollywood Improv, Los Angeles

As arguably the best-known comedy club in the world, the West Coast flagship of this New York-bred chain benefits from its strategic perch on Melrose Avenue. An average week's programming features celebrity drop-ins, house comics, touring names, podcast recordings, greenhorns eager to network and learn, and a healthy mix of industry, comedy geeks, and regular folks absorbing it all. Along with its next-door Lab space, which features workshops and experimental shows, The Improv continues to provide a focal point for the world's best standup scene. But instead of resting on its historic laurels, it's looking forward with shrewd booking from Jamie Flam and a smart remodel that freshens up the familiar showroom.

*Comedy Writing and Performance* is a two-year diploma program taught in Toronto, Canada, by *Saturday Night Live*, *SCTV* and *Yuk Yuk's* veterans. Find out how funny people become funnier: [humbercomedy.ca](http://humbercomedy.ca).

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## THE LATEST

18 MINS AGO

**Former Weinstein Company HR Director Files Suit**



9:03 P.M.

**Netflix's *Chambers* Will Not Return for a Second Season**



5:11 P.M.

**Wyclef Jean Shows Off His Handstand Skills for Tig Notaro**



4:51 P.M.

**Debra Messing Wants Grace to Go Through Menopause on *Will & Grace***



4:45 P.M.

**14.5 Million People Watched James Holzhauer Lose *Jeopardy!***



4:39 P.M.

**The *Black Monday* Cast Talks Fake Cocaine and Plays a Game of Password**



3:51 P.M.

**Terry Crews Is the Mother Hen on *America's Got Talent***





FINANCIAL DISTRICT NEWS SAN FRANCISCO GENTRIFICATION

# Legendary San Francisco comedy club to close

5

*Punch Line reaches the end of the line*

By **Adam Brinklow** | May 8, 2019, 9:37am PDT



Photo by **Blackguard SF**

Nothing is sacred these days.

The latest casualty in 2019's war on longtime San Francisco institutions is the Punch Line Comedy Club, which opened at its Battery Street locale in 1978.

The club posted an announcement to its site Wednesday telling fans that the charge had finally gone out of the Battery venue and that the club was “unable to renew its lease with the current property owners.”

Molly Schminke, a booker for the club, [said in a public statement](#) that Punch Line will look for a new SF venue:

We’re currently in search of a new home to preserve our decades-long tradition of entertaining comedy fans in San Francisco and the Bay Area. It’s a sad moment for us, but we’re excited at the future’s potential. While we search for our new home, the club will continue to support local comedy, bring in the hottest up-and-coming comedians and book some of the biggest national headliners.

Originally opened by promoter Bill Graham, Punch Line is San Francisco’s oldest still-operating comedy club. In the past, names like Dave Chapelle, Ellen DeGeneres, Chris Rock, and the late Robin Williams performed sets at the comedic institution.

At present, the club advertises acts [through July 2](#).

According to the Planning Department, the building at 444 Battery Street that has served as the club’s longtime home dates to 1967. The building’s current owners purchased it in 2007.

Nearby Cobb’s Comedy Club, also owned by Live Nation, will remain open for the time being.

Longtime favorites and historic SF establishments seem to be constantly falling by the wayside in 2019, although not always for reasons related to the price of renting in the city; [Beach Blanket Babylon](#) will hold its last show December 31; [Lucca Ravioli](#) cashed out its dough in April; [Aardvark Books](#) shuts its covers in January.

The Elbo Room, constantly in danger of closure, will finally check out later this year, but [Eater SF reports](#) that it will almost immediately return under a new name.



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COMEDY

# Dave Chappelle books Punch Line shows following news of venue's move



Mariecar Mendoza | May 8, 2019 | Updated: May 10, 2019, 9:13 am



**Dave Chappelle** doesn't want the Punch Line to move, and he's ready to tell San Francisco why, according to an announcement posted by the legendary Bay Area comedy club on Wednesday, May 8.

Just one day after news broke that **the Punch Line will be forced to move** from its 444 Battery St. location by August — “after being unable to renew its lease with the current property owners,” Punch Line talent buyer Molly Schminke said in a statement — tickets to Chappelle's three 8 p.m. shows set for May 20-22 went up for sale. Of course, they quickly sold out.

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So on Thursday, May 9, the Punch Line added yet another show for 10:30 p.m. May 23.

Will other Chappelle shows be added? Keep an eye on the Punch Line because Chappelle's surprise booking will likely not be the last of the big-name shows for the comedy space as the countdown to its closure nears.

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 **punchlinesf**  
Punch Line San Francisco



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620 likes

**punchlinesf**

Dave Chappelle doesn't want the Punch Line to move and he's coming back May 20-22 to tell us why! Tickets go onsale at 1:30 PM TODAY! Grab tix via bio link.

[view all 103 comments](#)

---

Add a comment...

Sign In







**W. Kamau Bell**  
@wkamaubell

San Francisco gentrifies another of my homes.

I hope the [@punchlinesf](#) finds a new spot. So many great comics have come out of there. I've been there on many legendary nights. Most of which involved Dave Chappelle. You would think SF would want to help keep this club open. [twitter.com/punchlinesf/st...](https://twitter.com/punchlinesf/st...)

**Punch Line SF**

@punchlinesf

After being unable to renew our lease, we will be moving from our longtime Battery Street home this August. Thank you to all the fans and extraordinary comedians that have helped make the Punch Line an entertainment landmark in this city! More info at [punchlinecomedyclub.com/venue-update](https://punchlinecomedyclub.com/venue-update)

219 12:30 AM - May 8, 2019

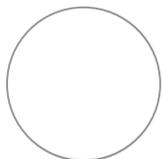
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**The Punch Line is moving, and no one in the comedy world is laughing**

**Dave Chappelle to receive Mark Twain Prize for humor**



**Mariecar Mendoza**

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Sign In

COMEDY

# The Punch Line is moving, and no one in the comedy world is laughing



Peter Hartlaub

May 8, 2019

Updated: May 9, 2019, 11:13 pm



Comedian Dan Piraro, creator of the newspaper comic “Bizarro,” performs at the Punch Line.  
Photo: John O

With the news that the Punch Line comedy club will lose its lease and move [Sign In](#) from its longtime 444 Battery St. home in August, there is still one very tiny silver lining: Now the rest of the world can know the greatness of the Punch Line.

Comedians and comedy fans have long cherished the club, the oldest in San Francisco, which opened in 1978 in what was the dressing room for the Old Waldorf music venue. The news broke Tuesday, May 7, sparking tributes and expressions of frustration on social media. When I talked to comedians the next day, no one was joking.

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Will Durst has performed at the Punch Line since 1979. It's the second club he appeared in after moving to San Francisco from Milwaukee. Durst met his wife, Debi, there. He returns every year, including six shows over four nights planned for June 26-29.

"I'm devastated, man. That's my home club," Durst said. "I'll probably be wearing a bib on stage to catch all the tears."

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#### THE BIG EVENT

### Will Durst interview

May 24, 2018



00:00

41:58

San Francisco comedians Will Durst and Debi Durst join host Peter Hartlaub and Chronicle columnist Heather Knight to talk comedy history, and why they still love San Francisco.

MORE PODCASTS EMBED

The club is owned by entertainment giant Live Nation, but it managed to maintain a strong local vibe, with longtime talent buyer Molly Schminke acting as a ringmaster/den mother for

fledgling San Francisco comics. The Sunday ~~Sh~~owcase, where young comics come to watch <sup>Sign In</sup> and learn and hopefully get onstage, is legendary.

(Live Nation also operates Cobb's Comedy Club in San Francisco's North Beach neighborhood — which itself has moved in the past — along with the Masonic and the Fillmore, among other Bay Area venues.)

I've interviewed a half-dozen comedians for podcasts or profiles in the last two years — from **Greg Proops** to **Paula Poundstone** to **Jon Stewart** to **Kaseem Bentley** — and every one has volunteered a fantastic Punch Line story. **Stewart remembers** roaming the streets before his Oct. 21, 1989, gig, still not sure if the building would be open after the Loma Prieta earthquake.

The first Punch Line show listed in The San Francisco Chronicle was Oct. 11, 1978, when Jim Giovanni and Jack Marion performed. Since then, the Punch Line stage has featured the greatest comedy stars from every generation, from Dana Carvey and **Robin Williams**; to Marc Maron, Patton Oswalt, **Margaret Cho** and Ali Wong, to **Al Madrigal** and **Dave Chappelle**. (Chappelle quickly booked **shows at the Punch Line** for later this month in response to the venue's closure.)

## Related article

**Dave Chappelle books Punch Line shows following news of venue's move**



Al Franken broadcasts his Air America radio show, “The Al Franken Show,” live from the Punch Line in 2004.

Photo: Mark Costantini, The Chronicle 2004

“This is heartbreaking for so many reasons,” comedian **Moshe Kasher** wrote on **Twitter**. “The Bay Area has changed so much, but now it’s killing my past. This will always be my home club.”

Rising standup **Irene Tu** was already speaking of the Punch Line in the past tense, even with a few months left at the 444 Battery space.

“It was such a great mix of people. Older vets and then all the younger comics too,” Tu said. “It was a club where even if you weren’t performing you could hang out and feel welcome.”



**Punch Line SF**

@punchlinesf

After being unable to renew our lease, we will be moving from our longtime Battery Street home this August. Thank you to all the fans and extraordinary comedians that have helped make the Punch Line an entertainment landmark in this city! More info

Punch Line officials said in a statement that they plan to relocate. Much of the club's assets — comedy photographer Dan Dion's gallery of comic legends, the family-like bartenders and staff — can theoretically be moved.

"We're currently in search of a new home to preserve our decades-long tradition of entertaining comedy fans in San Francisco and the Bay Area. It's a sad moment for us, but we're excited at the future's potential," Schminke said in a statement.

But it will be hard to replicate the vibe of a club that seemed to be designed as a lab for comedy.



Photographer Dan Dion, who specializes in portraits of comedians, poses in front of a selection of his photos on display at the Punch Line comedy club in San Francisco in 2010.

Photo: Chad Ziemendorf, The Chronicle 2010

Proops, who is scheduled to return July 25-27, and has headlined the New Year's Eve show at the Punch Line for the past several years, has long championed the design of the club, with its real brick wall in the back and low ceilings that keep the laughter in the room. Sign In

"I did my first set there in 1982," Proops said in a Twitter message on Wednesday. "It is one of my favorite clubs because of how intimate it is. The back can't be 50 feet from the stage."

Bentley, who just released his **first comedy album "Lakeview,"** credits the Punch Line for his development as a stand-up.

"Any time people walk in, they know they're walking into a comedy club, and they act accordingly," Bentley said. "Whether they come every Sunday for the showcase or they're a bunch of yahoos drunk after the Giants game, people recognize that this is the life force and the gold standard of Bay Area comedy."

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#### THE BIG EVENT

### Kaseem Bentley interview — San Francisco comedian and his new album "Lakeview"

April 30, 2019



00:00

50:00

Kaseem Bentley, the son of a Muni bus driver, moved to Los Angeles a couple years ago. But he came back to record his debut comedy album, "Lakeview," filled with crowd interactions, storytelling and seemingly endless Bay Area references, from the 5 Fulton bus to the Serramonte Mall.

MORE PODCASTS EMBED

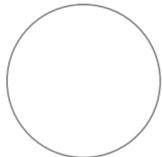
Durst said the size and shape of any new venue will be key.

"I hope they are able to find another spot, but it's going to be hard to replicate that," Durst said. "Just the way the laughs would funnel through that club and bounce off the wall. People always thought they were having a much better time than they actually were there."

Bentley expressed optimism, with hope that ~~Sch~~minke and Live Nation can pull off a miracle.

[Sign In](#)

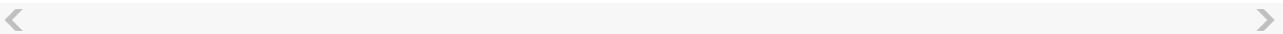
“I wouldn’t call it a private club. It’s our Justice League,” Bentley said. “I hear people talk about the great clubs in their town, but they never, ever match what we have at the Punch Line.”



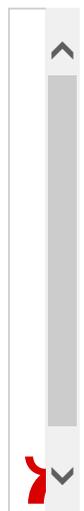
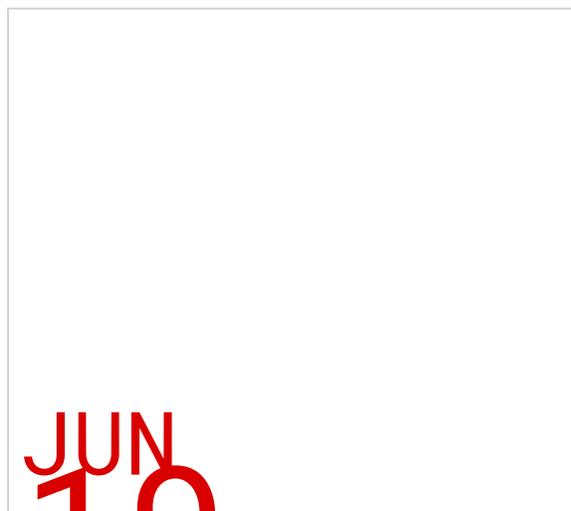
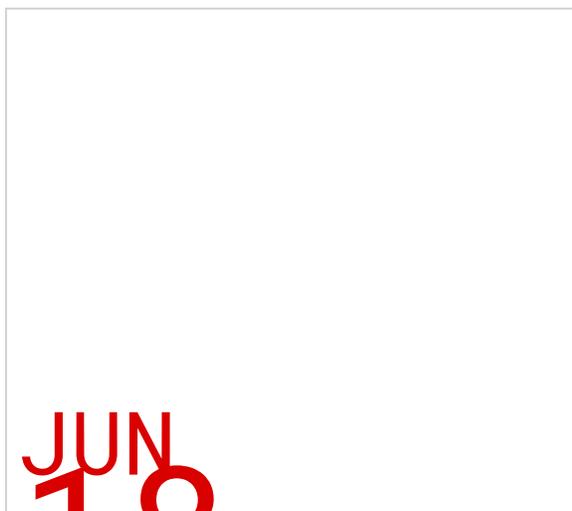
**Peter Hartlaub**

Peter Hartlaub is The San Francisco Chronicle's pop culture critic. Email: phartlaub@sfchronicle.com Twitter: @PeterHartlaub

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<https://brokeasstuart.com/2019/05/07/the-legendary-punch-line-comedy-club-is-closing/>



# THE LEGENDARY PUNCH LINE COMEDY CLUB IS CLOSING

Alex Mak - Managing Editor 2019-05-07

*Article updated on 5/9/2019*



The [Legendary Punchline San Francisco](#) is closing this summer after over 40 years of hosting some of the biggest names in comedy. According to a source close to the Punchline, all staff was notified this week that the owners of the building have refused to renew the club's lease which ends on August 20th.

Punch Line is part of [Livenation](#) (along with Cobb's Comedy Club, The Fillmore & The Masonic), and they are actively searching for a new venue in order to continue Punch Line San Francisco.



Punch Line is truly a legendary place for comedy, Dave Chappelle has famously been working out his newest material there since the 1990s, I once saw him perform there for over 4 hours, just riffing and speaking to the audience as if he were in his own living room. SF comedy stars like Robin Williams, Dana Carvey, Margaret Cho & Greg Proops frequented Punch Line, and everyone from John Mulaney to Amy Schumer have performed there. It's a pretty magical spot and a true piece of America's comedic history.





**Correction update 5/9/2019:** The Punch Line SF was founded in 1978 by SF promoter and restaurateur Jeffrey Pollack. Pollack recently told us that his wife Patricia actually came up with the name 'Punch Line'. In 1980 Pollack got out of the club game and sold both the Old Waldorf and Punch Line to Bill Graham. That same year Pollack bought the landmark restaurant Julius Castle on Telegraph Hill and ran that until 2006. The [Punch Line website](#) implies Graham started the club in 78, so thanks to Jeffrey for the correction!

Originators aside, over the years this venue has not only catered to the biggest stars, it also provides an excellent stage for young, local and up and coming comics to hone their craft. We hope they land on their feet somewhere else in the city soon.

Meanwhile, there is definitely going to be comedy performed there 6 nights a week at least until August 20th, so check out the [Punch Line SF Calendar here](#), and go see a show before this landmark venue of comedy is gone to the highest bidder.



FINANCIAL DISTRICT NEWS SAN FRANCISCO GENTRIFICATION

# SF changes law to save comedy club

6

*Supervisors redraw lines around Punch Line*

By **Adam Brinklow** | Jun 4, 2019, 9:18am PDT



Photo by **Blackguard SF**

San Francisco lawmakers upended the rules on the block around the Punch Line Comedy Club in an effort to keep the laughter going at the longtime institution this week.

The 40-plus-year-old [Punch Line venue is in danger of closing](#), as management announced in May that the club was “unable to renew its lease with the current property owners.” The current deal expires in August.

[Comedians](#) and politicians alike (natural enemies but united here by a common cause) [rallied on the steps of City Hall](#) to save the landmark, with Supervisor Aaron Peskin taking the extra step of proposing “an interim zoning moratorium for 45 days on changes of nighttime entertainment use in the One Maritime Plaza area” to help incentivize a new deal for the longtime tenant.

On Monday, the city’s [Land Use and Transportation Committee](#) (chaired by Peskin) speedily approved the measure, [which reads, in part](#):

Protecting existing uses that encourage and enhance street activity at night is imperative [in the neighborhood] particularly on the mezzanine and publicly-accessible upper levels, which were constructed as a part of the plaza build-out of the Alcoa Building in 1967.

The existing entertainment uses at One Maritime Plaza regularly activate the upper public mezzanine areas after dark (approximately four hours a week). In addition to enlivening the area at night, Nighttime Entertainment Uses in the area of One Maritime Plaza are an important source of employment for City residents, providing at least 40 service-industry jobs.

The legislation does not mention Punch Line by name, but it’s clear to which business the measure refers.

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[Mapping everything that’s closed or closing in SF this year](#)

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If approved by the full Board of Supervisors, the moratorium would ward off any other uses for the space besides entertainment, thus presumably making a renewal of Punch Line's deal the path of least resistance.

The committee passed the plan 3-0 on Monday with almost no debate. Senior Planner Diego Sanchez noted that the SF Planning Commission had previously given its recommendation in favor of the proposal.

Since opening in 1978, names like Dave Chapelle, Wanda Sykes, Ellen DeGeneres, Marc Maron, and Chris Rock appeared on Punch Line's stage. The late Robin Williams also used to grace the stage at the noted comedic institution.

  
**Curbed SF Newsletter**

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## *Punch Line SF – letters of recommendation*

**Ali Wong:** The SF Punchline is a very near and dear place to me. It's where I started doing stand-up, spent many New Year's Eves and Sunday nights in my 20s, and became friends with all sorts of amazing people who changed my life. It's where I met Sheng Wang, who is now the godfather of my children. It's where I first got introduced to Patrice O'Neal, who is still the funniest person I've ever seen live. It's where I first got to know Kevin Camia, Chris Garcia, Nico Santos, Alex Koll, Louis Katz, Moshe Kasher, W. Kamau Bell...and I'm sorry for whoever else I forgot to name (I'm already dreading the angry/hurt texts I'm gonna get after this post). Few comics are lucky enough to have a "home club" and that's why I feel so emotional about it closing. I don't know who bought the building but I urge the new owners to please continue leasing that special space on the roof to the SF Punchline. For the past 10 years, San Francisco has become less and less like the quirky city of outcasts (and pushy elderly Chinese people in North Face jackets) that I grew up in, and it's really upsetting.

**Louis Katz:** The [Punch Line San Francisco](#), where my life as a comedian started, is being forced to close. There are very few physical places that hold such a special place in my heart. But the closing of this club is not just personally significant. It's also a symptom of the greater disease of unchecked development that is plaguing cities across the nation. If centers for the arts can no longer afford to operate in our great cities, then how great are they, really? The Punchline shutting down means we're one giant step closer to the end of San Francisco as one of the major cultural capitals of the United States.

**Steve Mazan:** HELP! Save the San Francisco Punch Line!

I'm not a religious man. I don't even go to Church's Fried Chicken. And you know how some people say "but I'm spiritual"? Well, I'm not even that. But I believe that The SF Punch Line Comedy Club is magical.

If you've been there you know I'm right. If you haven't I'll try to explain why. But it's difficult to understand...because that's how magic works.

It's a tiny one-story building on top of a parking garage. It's surrounded by looming corporate towers that have always seemed to want to bully it off their turf. It's one of these companies (possibly Google) that is squeezing the club out so they can move in.

The Punch Line is not one of the giant comedy club showrooms being designed today. It's a square room that could fit maybe 200 people if some were standing, and you turned around every stool from the bar at the back of the room. It's perfect. It's the old kinda club where strangers are sat shoulder to shoulder. You can't have airs about you when you are that jammed in like that, you have to submit to the mob of laughter. The ceiling is impossibly low. The comic onstage can literally reach up and touch it! The jokes have nowhere to hide. Magical. Robin Williams, Dana Carvey, Ellen Degeneres, Jake Johannsen, Patton Oswalt and hundred of other legends didn't just grace the stage, they learned their craft there. San Francisco has long been a well respected comedy scene and this room is one of the reasons why.

I've heard comics upon hearing of The Punch Line's lease not being renewed say "it's just an inanimate building...it's the people that make it special, not the location." I couldn't disagree more. Is Wrigley Field not special? Would the Cubs be the same playing somewhere else with the same team and same fans? No. The friendly confines are like the SF Punch Line: Magical. San Francisco is a city of magical places: Giants Stadium, The Fillmore, The Warfield, The Great American Music Hall, Coit Tower, Alcatraz, City Lights Bookstore. These aren't just buildings. They're special. I'd like to argue that the people who visit these places are made special by going there, not the other way around. Does that sound crazy? Well, that's magic.

Of course all the great comics, bookers, staff and everyone involved with The Punch Line could find another place. But you'd be silly to think you'd be guaranteed the same magic. It's nice to aim high, and maybe you could find something equal or even better. But maybe you couldn't. Cause that's how magic works. San Francisco comedy already has the greatest example of this in Cobb's Comedy Club. When the old cozy room at The Cannery burned down it was reopened in a different part of the city. Much bigger. Much different. No one involved in the comedy scene would claim that new room has the same specialness of the old one just because the name, proprietors and artists are the same.

That's why the magic needs to be saved. It needs the city or the historical society to get involved to preserve some art, culture and magic in the city.

On a personal note, I got my start there as well. I consider it my home. I stood at the back learning from other comics for months before getting the chance to walk on its stage. I learned to respect the process and the craft. And the venue. I've had some of the greatest moments of my life in that room. Made life-long friends. Seen some of the greatest comedic talent come through its doors: visiting and homegrown. I've even seen my friend [Joe Bartnick](#) get married there!

If you're a friend or fan of mine, I am who I am because of this place.

It's easy to see four walls and some lights and think it's inanimate. But this space is more than the sum of its parts. It's helped make me and many others become who they are. Please help us do whatever we can to preserve this history. Help this special place. Save this magic.

Whether you've been there or not...Live in San Francisco or on the opposite coast....Please help save some magic.

**Jules Posner:** As a San Francisco native, I've gotten used to this. Another place I love and hold dearly soon will only occupy an emotional place in my heart.

It hurts. This is my home club in my home town.

I grew up pretty poor and became a pretty poor adult. The San Francisco I knew, was a collection of people just doing their best to get by. As time passed and the demographics of San Francisco changed, those types of people were hard to come by.

When I came into stand up, there they were. Like-minded people doing their best to get by. I found a home in the deformed funhouse mirror version of the city I grew up in.

The Punch Line was church. Every Sunday, (well as many Sundays as I could) I sat in the back and paid my dues just like everyone. Then opportunities came and I did my best to make the most of them.

There's a specific rush that comes when you take those three or four stairs up to the stage and look out on that crowd and then beyond them, all of your peers. You have to hold it down, and they were all rooting for you. Maybe not all of them, but most of them.

The scope of the artistic growth that has occurred in that physical space at 444 Battery is immeasurable. Everyone making noise in comedy right now has been through the Punch Line system or would kill to be a regular/feature/headliner there. Every comic knows how special that room is.

The adrenaline and the anxiety you feel walking up those piss-soaked stairs when you know you're getting up is the perfect embodiment of how hard it is to get by in San Francisco. You gotta walk through a lot of piss to get where you want to be. Then at the top of those steps is that little garden and all the Financial District skyscrapers, then there's the Punch. A comedy oasis in the midst of the city's financial center. And while the financial district goes to sleep, we were up there making noise.

I'll miss going into that green room and seeing pictures of all my friends plastered all over the walls. I'll miss that weird picture of Garry Shandling pointing at his shoes.

Finally, the staff. Oh my god, I'm so grateful for that Punch Line staff. They've seen me grow from a rookie comic too scared to grab a glass of water, to an emboldened vet pounding Bulleits, then a grateful elderstatesman slipping Johnny or Simon or Martin or that other guy I don't remember a couple bucks for a Diet Coke. They were always so patient, so gracious and so supportive. They are the best.

This situation reminds me of that scene from the Watchmen where Nite Owl is all like, "You haven't idealized mankind! You mutilated it!" Or some shit. Not sure if he says that in the book or the movie, but you get it. And yeah, I'm the dude quoting Watchmen. But that's what San Francisco has become. The Punch Line is just another casualty of the homogenization of San Francisco.

I'll miss 444 Battery. Long live the Punch Line.

**Mary Van Note:** The 444 Battery St location of Punch Line San Francisco is closing (and eventually relocating) after over 40 years as a renowned & revered comedy club- and no, it's not because the business wasn't doing well – it's because the property owners won't renew the lease. Reading my friends' posts on their memories of the Punch Line has brought up a lot of emotions for me, so please forgive me for writing a lengthy and rather sad post myself.

Losing the Punch Line is like losing a friend, someone who supported you and watched you grow, gave you a hard time when you needed a challenge, or a hug when you were broken, was a matchmaker of friends & co-conspirators, lovers & enemies, and fed you inspiration and drive for years. AND THE LAUGHS. So many laughs!

My heyday at the Punch Line was the mid-00's and spanned the length of my 20s after college. In a sense I'm in a state of mourning of that time as well, before comedy lost its luster for me, before I had PTSD from a relationship gone south, and while I'm at it – I miss that body too, and that green velvet 60s dress. I miss Mary Van Note, comedian. But mostly I miss the fun of hanging out in the back on Sundays with friends then going out to eat at Osha Thai or Grubstake. I miss seeing every comedian make fun of that goofy backdrop. I miss watching Jimmy Gunn read Dr. Seuss. I miss the thrill of being on that stage.

I'm sad my daughter will never get to see the stage her mom performed on, the very same one as so many comedy greats. The place where her mom got to open for comedians like Amy Schumer, Jon Dore, John Mulaney, Jen Kirkman, Emily Heller, Reggie Watts, and Harris Wittels. I'm sorry she won't be able to see the very place where her parents met. And I'm sad for the whole city of SF. I'm sad that the same people probably behind this loss are the ones who will buy up tickets for their "team" to see Dave Chappelle or Ali Wong with no idea that we need a club like Punch Line SF to support the next comedians like them. In this dire political time that we're in we need all the W. Kamau Bell's and Hasan Minhaj's we can get. We need all the silly songs and stupid jokes from DJ Real. And we need more powerful female comics like Marcella Arguello, Caitlin Gill, Lydia Popovich and Amy Miller. And lastly, I feel awful for the staff. My job working as the booking coordinator is safe, but I feel for those who are left not knowing if they'll get the shifts they need and for the stress of not knowing when we'll find a new location. No one cares more about the Punch than Molly Schminke and I know she's working hard to figure out the next steps. If you read this far and want to do something please email, call, and/or send a postcard to the Punch Line SF District Supervisor Aaron Peskin and tell him why you think the Punch Line should be designated a legacy business and should be preserved. [#savethepunchline](#)

**David Studebaker:** Over the past few days since the announcement that [Punch Line San Francisco](#) is closing (not due to lack of business, merely a greedy tech company/landlord stomping out yet another vestige of humanity/beauty in SF), I've tried to write this post many times and just couldn't find the words. So many comedian friends of mine have captured beautifully what that club means to them and all have been moving. It's a weird thing to write about on social media because any comedian who came up there knows intimately what it means and doesn't need to read a long post from me, but very few non-comedians (even those who have attended shows there) can comprehend how massive that place has been, not just in the development of the careers of many legendary comics, but in the lives of thousands of comedians who you've never heard of, who bust their ass for very little pay, just so they can bring a little joy and laughter to the world. That place gives a sense of community, a sense of belonging and a reminder of what stand up comedy can be at its very best.

Because, ladies and gentleman, that is the best comedy club in the world. I SAID IT. FIGHT ME. It's not the biggest. It's not the easiest. It's the best. And it would be wonderful if they find a new location, but it won't be that place. That courtyard, surrounded by towering financial buildings where my wife and I shared our first kiss. That backdrop mural that cartoonishly educated out of towers as to the various landmarks in the city. That front row that I sat in at my first live stand up show at age 14, chaperoned by my aunt and uncle as Bobby Slayton made fun of me for the majority of the evening. That perfectly placed sea of tables and chairs that forced people from different worlds to share each other's space for the sake of a good laugh. That back bar, filled on Sundays with the who's who and who's that of the Comedy Scene. That staff/management that has always made us comics feel welcome, encouraged and put comedy (and comedians) first. All of that is in that place. If it survives in a new location that's great, but it won't be that place.

Even after I moved to LA, The Punch Line remained a safe haven I could come back to anytime to tap into the purest source of comedy water and feel like I belonged (and by the amount of

comics living in LA who I would see there it was clear I wasn't alone!). But as I mourn the potential loss, I'm filled with gratitude for all the blessings that place has provided all of us and all the wonderful people I met and worked with over my 10+ years performing there. And who knows, maybe the great [Paco Romane](#) and [Nato Green](#) can succeed in their effort to turn it into a historical landmark or something, anything! Either way, love you Punch Line.

**Paco Romane:** I am writing because my beloved comedy club and the historic and iconic Punch Line Comedy Club is being forced to move from its current location at 444 Battery St, San Francisco. As some of you may know The Punch Line has been the launching pad and supportive environment for many great comedians including legends, national headliners and up-and-coming comedians. Legends like Robin Williams, Margaret Cho, Ali Wong, Ellen Degeneres, Dana Gould, W. Kamau Bell and many many others got their start at this club because they are dedicated in fostering the art form that is stand-up comedy. I would love to see this location deemed a historic landmark like so many other important locations in San Francisco. We need to work as hard as possible in San Francisco to preserve places that have deep meaning and a place in the heart of one of the greatest cities in the world. Let's work hard to ensure we don't lose the great institutions that have made San Francisco a location and destination for artists.

## Tweets:

**Kate Willett** @katewillett May 8

The [@punchlinesf](#) is one of the greatest clubs in the US and it means the world to me. I'm so glad I got to start there. The news it may be closing is devastating [#savethepunchline](#)

**Laurie Kilmartin**

The [@punchlinesf](#) is an institution and a treasure, Mayor [@LondonBreed](#) Can you help [#savethepunchline](#)? Great comics worked there and still work there all the time.

**Casey Ley** @caseywley May 8

Wherever I go in this comedy world I see Bay Area comedians at the top of it. The [@punchlinesf](#) is the reason for that. SF is getting rid of yet another cultural institution for I'm sure something that will last til the update comes out. [#savethepunchline](#) save yourselves

**Ronn Vigh** @RonnRonnVigh May 8

18 years performing here. 3+ years being even more involved working with local talent & often laughing so hard & loud that half the audience turns around startled by my feminine cackle. I like to believe that things happen for a reason but I'd also still love to [#SaveThePunchline](#)

**Urklegrü** @briana\_ariel May 8

Oh no! I saw Chapelle just rif for hours straight at [@punchlinesf](#) and the show started at midnight. It was totally worth it. I saw [@aliwong](#) there for the first time when all I knew about her was she was a UHS classmate of some friends and she killed it. Please [#SaveThePunchline](#)

**Keith Lowell Jensen**  @keithlowell May 9

SF Punch Line is a part of San Francisco's cultural identity, it's soul if you will. And beyond SF it's an important part of American stand up comedy history. [#savethepunchline](#)

**Jeanette Marin** @JeanetteMarinCo May 9

If laughter is the best medicine, the San Francisco Punch Line is one of our most notable hospitals. We should all want it to survive. [#savethepunchline](#)

**Jeff Dean** @m0stjeffinitely May 8

Every Sunday I get to hang out with my best friends at The Punchline. I love the SF comedy scene. My childhood sucked, until now I've never felt a sense of community like this and The Punch Line is to thank. Selfish reasons aside, this is one hell of a landmark. [#SaveThePunchLine](#)

**Clara** @clarabijl May 9

[#SaveThePunchline](#) I love [@punchlinesf](#) I love performing [@punchlinesf](#) I love watching shows [@punchlinesf](#) How often have you seen a tweet with so much love in it? [#SaveThePunchline](#)

**Melania's Ghost Cat**    @MelaniaGhost May 8

[#SaveThePunchline](#) [#PunchlineSF](#) is where so many amazing comedians cut their teeth. It has been a San Francisco institution for over 40 years & should be made a historical landmark. Every SF Comedy Competition ended there. Every comedian worth their salt has performed there.

**Vmedia** @Vmedia101 May 8

The **Punch Line** San Francisco loses its lease this summer - A staple of **SF** Comedy for 40 years I saw some amazing careers begin on that measly stage; Dana Carvey, Robin Williams. Ellen DeGeneres and so many others -...

**Mike Drucker** @MikeDrucker

This is such a bummer. [@punchlinesf](#) is the home to so many incredible comics and amazing staff, not to mention being one of the best places to perform. Ugh.

**Moshe Kasher** @moshekasher This is heartbreaking for so many reasons. The Bay Area has changed so much but now it's killing my past. This will always be my home club

**Bobby Slayton** @PitbullofComedy

So many close friends & family dying the last 3 yrs. & now the pain of hearing the legendary [@punchlinesf](#) lost their lease & is closing this summer. I was there when it started 40 years ago & where I really learned to do stand up. So many memories and great times. Sucks.

**Steve Byrne** @stevebyrnelive

Absolutely bummed to hear about [@punchlinesf](#) LOVED performing at that club. That stage is the first time I got to professionally share time w [@kenjeong](#) [@bobbyleelive](#) [@kevinsheacomedy](#) I also got to rip it up with "Sullivan & Son" boys [@ahmedcomedy](#) [@roywoodjr](#) OB. LOTS of LOVE to SF

## Email from a customer:

**Subject:** A note of thanks...

We didn't know who you were until recently, but have deeply appreciated your work.

We've been to Punch Line San Francisco (and Sacramento and, briefly, Walnut Creek) close to 150 times since we moved to Oakland in 1984. It is simply our most favorite club and we've been to comedy clubs all over the United States.

Everybody from the early days of Patton Oswalt, Ellen DeGeneres, Marc Maron, Jake Johannsen, Dave Chappelle, Mark Pitta, Johnny Steele, and Greg Proops to more recent Punch Line alumni like Moshe Kasher and Emily Heller. We've probably seen Jake Johannsen at the club 15+ times, alone.

And lots of women comics. When someone was lamenting the lack of women booked in other clubs, we were able to say that we had seen such diverse people as Laurie Kilmartin, Emily, Emmy Blotnick, Gina Yashere, Caitlin Gill, Zainab Johnson, etc.

And by keeping the club open to 18 year olds, we can say that all our kids have been there frequently, at times with the whole family like with Nate Bargatze.

We would love to see you bring back others like the recently announced Chappelle shows. (Although we've not successfully got tickets for those shows, we've seen him there 5 or 6 times before.) For old time's sake before you move, I love to see you bring back Patton, Marc, Jake, Laurie, Caitlin, and Moshe. I'm sure you already have your list. Just adding our votes. :-)

In any case, thanks so very much. You've been doing an outstanding job. And didn't even know who to thank.

All the best,

Ed & Barb Horst

Oakland, CA



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-043  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*District:* District 3  
*Applicant:* Mariann Costello, Vice President  
*Nomination Date:* May 21, 2018  
*Nominated By:* Supervisor Aaron Peskin

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

1965 Al Scoma Way / Pier 47 from 1965 to Present (54 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 21, 2018

Office of Small Business  
Attn: Legacy Business Registry  
San Francisco City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, 94102

Director Regina Dick-Endrizzi:

It is my privilege and honor to nominate Scoma's Restaurant for inclusion on the San Francisco Legacy Business Registry.

Brothers Al and Joe opened Scoma's in 1965 in a former small coffee shop on Fisherman's Wharf. Over the next five decades, Al Scoma's tireless work ethic would grow the small family business into one of the Wharf's landmark dining institutions, serving over 450,000 customers each year in its 350 seats. The story of Scoma's – from humble beginnings to one of the most noted fine dining establishments in the Bay Area – is also the story of its devoted, regular clientele, from politicians to celebrities, residents and visitors seeking a taste of San Francisco's delicious history.

If any individual institution defines Fisherman's Wharf, Scoma's has as great a claim to the title as any. Come for the sophistication, clam chowder and "pier to plate" seafood, but stay for the legacy of San Francisco.

I greatly look forward to celebrating Scoma's inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin

# 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.

<b>NAME OF BUSINESS:</b>		
SCOMA'S RESTAURANT, INC		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
CHERYL SCOMA CREEDON, SHAREHOLDER		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1965 AL SCOMA WAY SAN FRANCISCO, CA 94133		((415))771-4383
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.scomas.com	scomassf	yelp.com/biz/scomas-restaurant-san-francisco-3

<b>APPLICANT'S NAME</b>	
<input checked="" type="checkbox"/> Same as Business	
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0025258	57195

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
1965 AL SCOMA WAY /PIER 47	94133	MAY 1965
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	MAY 1965 - PRESENT DAY	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

MARIANN COSTELLO

3-25-2019 *Mariann Costello*

Name (Print):

Date:

Signature:

**SCOMA'S RESTAURANT, INC.**  
**Section 4: Written Historical Narrative**

**CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

It started in May 1965 with six stools and their mother's recipes. When brothers Albert and Joseph Scoma heard about a small coffee shop on the Wharf that was for sale, little did they know they were on the road to creating a landmark restaurant. The brothers bought the tiny, six-stool coffee shop on Pier 47 that served local fishermen breakfast and burgers and began the long and ultimately successful process of turning the hidden local hang-out into one of the nation's highest grossing independent restaurants: Scoma's Restaurant.

The Scoma brothers' new restaurant gained immediate popularity and shortly thereafter started expanding. Scoma's celebrated its first anniversary with the grand opening of new dining room.

Scoma's was officially a successful, well-known restaurant within its first five years of operation. In 1970, with partners Roland and Victor Gotti, the Scoma brothers opened a second Scoma's located on the water in historic Sausalito. Scoma's Sausalito, offering a premier view of San Francisco from its historic pier, became a popular destination for locals and visitors alike.

Joe Scoma set out on his own in 1973, opening a restaurant in the East Bay. A few years later, Joe sold his restaurant and retired to Sebastopol. Al and Joe remained close and were seen together often in Scoma's Restaurant enjoying each other's company in the place they started years before.

Al expanded the Fisherman's Wharf location, adding an additional kitchen and dining room to accommodate the growing popularity. He also opened Scoma's by the Pyramid, originally called Don Nunzio (Al's father's first name), located in San Francisco's financial district at the foot of the iconic Transamerica Pyramid – a perfect location for a business lunch, happy hour or an event in the wine cellar.

Scoma's is not just a restaurant, it is a brand. The expansion of the Scoma's brand continued in the 1970s with the addition of a fishing boat. What better way to ensure the freshest fish and support the fishing industry than with its own 46-foot boat – christened "Scoma's" – launching Scoma's Restaurant into the commercial fishing business. In 1979, Scoma's opened location number four in Marin's Larkspur Landing center. Location number five opened in Rancho

Mirage just outside of Palm Springs in 1983. Scoma's in the Financial District was then sold to focus on the other four locations.

The Fisherman's Wharf Scoma's Restaurant added more dining rooms and moved the business office to a second level addition to the building. It was one of the highest grossing independent restaurants in the United States, recognized around the world for its fresh seafood, classic entrees and warm hospitality.

The early 1990s were a time of change for the Scoma brand. The restaurants in Larkspur and Rancho Mirage were sold, and a new Fish Receiving Station was constructed on Pier 47 in 1993. Nicknamed the "FRS," the new station replaced a previously unused structure with a state-of-the-art fish receiving facility for offloading of fish directly from the boats and the addition of windows allowed the public a view of fish preparation for the restaurant.

Joseph Scoma passed away in 1993, and Albert Scoma passed away in 2007. Al's family kept his legacy alive through the launch of "Take Us Home," Scoma's entry in the retail market with its famous crab cakes. In 2010, Scoma's expanded its sales to the online market, selling crab cakes and seafood cakes. In this new arena, Scoma's remained committed to its environmental philosophy, shipping frozen cakes in reusable packaging made from environmentally acceptable sources. Scoma's "Take Us Home" campaign increased in popularity with sales in the millions.

Multiple family members now own Scoma's Restaurant: Al Scoma's three daughters, his son-in-law, his wife (widow) and one grandson.

Today, Scoma's continues the long-standing tradition of service to their guests and their community, including their partnership with the Seafood Watch program and their commitment to remain 100% sustainable and continue to minimize their impact on the Earth. Scoma's is proud to be one of San Francisco's iconic businesses. Located in a historic neighborhood, Scoma's is committed to their team members, their loyal guests, their community and the environment.

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

Scoma's has welcomed guests as an iconic San Francisco location since 1965, serving lunch and dinner seven days each week, thankfully, without any prolonged interruption.

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

Scoma's has been, and remains, a family-owned business since it was founded. In May 1965, brothers Al and Joe Scoma opened a small establishment on Pier 47, and with their mother's recipes began the Scoma's Restaurant. Believing in family being the root of a successful business, Al Scoma enlisted daughters, nieces, nephews and his son-in-law Tom Creedon (who

is now President of Scoma's) to build his business and carry on his legacy. Scoma's currently is owned by Al Scoma's three daughters, his son-in-law Tom, his wife (widow) and one grandson.

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

The ownership history of Scoma's Restaurant is as follows:

1965 to 1973:	Albert Scoma and Joseph Scoma
1973 to 2007:	Albert Scoma; Ann Scoma; Linda Scoma
2007 to 2009:	Albert Scoma Trust; Ann Scoma; Linda Scoma
2010 to Present:	C. Creedon; T. Creedon; K., S., C., A. Scoma

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 1965 Al Scoma Way is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Scoma's has contributed to the authentic identity of Fisherman's Wharf, working to ensure the fishing industry came back to the Wharf and Pier 45 after the 1989 Loma Prieta Earthquake. With its own fishing vessel and fish receiving dock, Scoma's is a restaurant that adds to the authenticity of San Francisco's Fisherman's Wharf. Scoma's President, Tom Creedon served as Chair of the Fisherman's Wharf Association and as Chair of the F-Line Extension project. Today, the F-Line streetcar is a successful, high-ridership transit line between Castro and the Wharf. Scoma's team members have served in leadership capacity for the city, small businesses, restaurants, visitors and conventions activities, the Fisherman's Wharf Community Benefit District, the Fisherman's Wharf Merchants Association, waterfront advisory, the Fishermen's and Seamen's Memorial Chapel and water quality.

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

Scoma's is well-known for its Pier to Plate initiative. The business started as a coffee shop for fishermen and soon became a restaurant that served their daily catch. From the beginning, the Scoma family forged and nurtured relationships with the local fishermen who defined the Wharf. They tirelessly renovated Pier 47 to fit the needs of fishermen who wanted to sell their daily catch directly to the family rather than to large wholesalers. The fishermen always knew they had Scoma's support, whether offering a hot cup of coffee at the restaurant after a hard day's work or purchasing their catch directly.

In 1993, with the Pier to Plate concept in mind, Scoma's Restaurant built its own fish receiving station on Pier 47. The station permits public viewing of the wild salmon and local Dungeness crab being off-loaded from boats and prepared for the kitchen.

Scoma's participates with both the Fisherman's Wharf Merchants Association and the Fisherman's Wharf Community Benefit District. They host non-profit events like Clinic by the Bay's annual anniversary fundraiser, and contribute to TEL HI Neighborhood Center, Salesian Boys' and Girls' Club events, Golden Gate Salmon Association, and East Bay Stand Down to name a few. The business has donated time and labor to restore the Fishermen's and Seamen's Memorial Chapel – Scoma's hosts, caters, contributes and participates based on the needs of the organization.

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

In 1998 and 2001, Scoma's was voted a favorite restaurant by readers of Where Magazine in consecutive years of visitor polls. Newsweek Magazine recognized Scoma's for having one of the best clam chowder recipes in the country (Jan. 10, 2005). Scoma's Restaurant was honored in 2018 with the People's Choice Award given at the annual Saucy Awards, a true testament to the commitment of Scoma's long-standing business philosophies.

Other publications that have featured Scoma's Restaurant, including newspapers, newsletters, travel books, videos, etc.:

- Proclamation from Mayor Frank Jordan and Mayoral Dedication of the Fish Receiving Station, November 1993
- Street Naming Ceremony, Mayor Willie L. Brown Jr. dedicates Al Scoma Way, February 22, 2002
- Best of Citysearch, 2004 and 2011
- Scoma's 40<sup>th</sup> Anniversary – Proclamations from Mayor Gavin Newsom, Senator Dianne Feinstein, San Francisco Board of Supervisors, May 25, 2005
- Food Network Barbeque with Bobby Flay, 2005

- Scoma's awarded Small Business of the Year – Proclamations or Recognitions from Mayor Gavin Newsom, Assemblymember Mark Leno, Senator Carole Migden, May 17, 2007
- Michelin Guide recommendation, 2007 and 2008
- Travel Channel, 2007
- Wine Spectator annual recognition, 2010 through 2019
- Trip Advisor Certificate of Excellence, 2015
- Scoma's 50<sup>th</sup> Anniversary – Proclamations from Mayor Edwin Lee, Assemblymembers David Chiu and Phil Ting, Senator Mark Leno, June 18, 2015

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

Albert Scoma, co-founder of Scoma's Restaurant was a savvy businessman who prided himself on going above and beyond. He turned a hidden local hangout into one of the nation's highest grossing independent restaurants in a very short time. Al Scoma always believed in working hard, enjoying life and being the best in the business. His restaurant operating experience began in the late 1950s as one of the original six partners in Castagnola's Restaurant on Fisherman's Wharf. Although he loved the restaurant business, he discovered the difficulty of making efficient, expedient decisions with six partners. So, with his purchase of a humble café in 1965, Al found an outlet for all the business and life lessons he had learned. In no time, Al built Scoma's into a landmark restaurant and was always in the front of the house to greet locals, visitors, sports stars, celebrities and anyone who walked through the door. Gracious to all, welcoming guests to his restaurant as he would his home, Al believed that everyone was special and deserved the best food and the best service when they dined at Scoma's. He was honored by the City of San Francisco when the Board of Supervisors renamed Jones Alley to Al Scoma Way. The dedication and unveiling in 2002 was a celebration and recognition of the dedication of Al Scoma and Scoma's Restaurant to San Francisco and Fisherman's Wharf.

Scoma's has hosted presidential candidates, governors, members of Congress, mayors, heads of state, kings and queens, singers, dancers, actors and more. The walls are filled with photos over the years: Senators Dianne Feinstein, Patrick Leahy and Cory Gardner; Governor Jerry Brown; State Senator John Burton; Supervisor Aaron Peskin; King Hussein of Jordan; Frank Sinatra; the rock band Train; Juan Marichal; Orlando Cepeda; Brooke Shields; Astronaut Alan Shepard; Assemblymember David Chiu; Former Speaker of the Assembly John Perez.

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

In the new millennium, Scoma's Restaurant began to focus on the expansion of environmental efforts, providing leadership for the industry. Overall environmental practices include recycling, resource management (water, electricity) and purchasing. Scoma's was honored for its recycling efforts, diverting over 90 percent of waste from landfills. The restaurant won consecutive Golden Dumpster and Wrap awards:

- Cory Award Golden Dumpster First Place Large Food Establishment Recycler from the San Francisco Department of the Environment, 2003 - 2005.
- Wrap Award from the California Environmental Protection Agency and the California Integrated Waste Management Board, 2005, 2007, 2008, 2010.

Scoma's is committed to sustainable fishing practices through the FLOSS philosophy (Fresh, Local, Organic, Sustainable and Seasonal) with an added focus on supporting local fisherman, farms and businesses. Scoma's is committed to 100% sustainable offerings and is a proud partner of Seafood Watch. The restaurant won the Golden Gate Restaurant Association's Saucy Award for Most Sustainable Restaurant in 2017. Scoma's Fishing Vessel was the beneficiary of a grant for a new engine in 2018, minimizing the impact on the ocean and the bay and ensuring many more years of responsible commercial fishing. The focus on sustainable practices was the guiding principal when Scoma's launched the Mindful Supper events in March 2019 – a dinner that pairs food and beverages procured from Scoma's partners who have committed to sustainable practices.

Taking a step toward alternative fuels, Scoma's retrofitted a vehicle to run on used vegetable oil recycled from its kitchens fondly called the "Veggie-Mobile" Scoma's donated the remaining used vegetable oil to the Golden Gate Bridge District to power trucks for the crew.

A state-of-the-art wine on tap system allows Scoma's to serve their guests the best wines by the glass or carafe while eliminating over 30,000 bottles from the recycle stream.

Scoma's has hosted fundraising efforts and contributed to a number of nonprofits including oil spill recovery in Louisiana and support for local nonprofit charities such as Salesian Boys and Girls club, Tel-Hi Neighborhood Center, Little Sisters of the Poor, East Bay Stan down for Homeless Veterans, Clinic by the Bay, Meals on Wheels and the San Francisco Senior Center. The Restaurant's 25<sup>th</sup> anniversary in 1990 was a celebration benefiting Children with Special Needs.

Scoma's Restaurant has also contributed to the community through its participation in neighborhood associations. Scoma's leadership in the F-Line expansion, the Fisherman's Wharf Waterfront Advisory Group and Water quality (what is this? What is the exact name?) helped shape the Fisherman's Wharf neighborhood visited by millions annually. Scoma's provided leadership to the Fisherman's Wharf Merchants, the Port Tenants Association, the Golden Gate Restaurant Association, the San Francisco Chamber of Commerce, the San Francisco Travel Association and the San Francisco Taxicab Commission.

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

Scoma's is located in Fisherman's Wharf, one of the most visited attractions in the state. San Francisco and Bay Area residents and families enjoy Scoma's, which is a part of many family traditions, celebrations and memorials. Numerous guests have Scoma's stories with fond

memories of special times at the restaurant. Scoma's continues today as a favorite of visitors from around the world and around the corner.

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

In 2015, the Scoma family remodeled the restaurant in a retro theme. The remodel included a new look for both the bar areas and the original dining rooms, while keeping an old school feel. Scoma's also launched a new bar program led by their "1965 Manhattan," barrel aged for 1965 hours in honor of the year Scoma's was founded.

Other cultural significant objects include Scoma's iconic orange sign above the restaurant, seen on the television crime drama *The Streets of San Francisco*; a mural of San Francisco located on the unique fish receiving station; the Scoma's fishing vessel berthed alongside the fish receiving station; and the Al Scoma Way street sign.

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

If Scoma's Restaurant were to close the neighborhood and the city would lose an iconic San Francisco brand that spans generations. Scoma's is a family-owned business supporting 130 employees with union wages and benefits, some who worked at the restaurant for 30 to 40 years. Scoma's is a restaurant that operates a fishing boat and a fish receiving station, supporting local fishermen, farmers and producers while committed to sustainable practices that minimize the environmental footprint. Scoma's supports many nonprofits, and their civic involvement over the years has contributed to and given back to the San Francisco community. Scoma's is committed to Fisherman's Wharf, the fishing industry and city of San Francisco.

### **CRITERION 3**

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

Scoma's is a classic San Francisco seafood restaurant. They serve Pacific seafood caught on small boats by local fishermen. Early in the morning, the fishermen bring their catch to Scoma's pier, and Scoma's chef selects the very best of the catch for the pier-to-plate menu.

The restaurant also offers a full bar program with premium crafted cocktails and an extensive award-winning wine list to complement your meal. For customers arriving by car, there is free valet service at the door.

**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)**

Scoma's Restaurant is committed to maintaining its historical tradition as a seafood restaurant.

**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.).**

Scoma's is committed to maintaining the iconic orange sign above the restaurant, the mural of San Francisco located on the fish receiving station, the Scoma's fishing vessel and the Al Scoma Way street sign.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a seafood restaurant for 30+ years is included in this Legacy Business Registry application.



Scoma's

SCOMA'S

6061

NO ENTRY  
LEITH HOLDERS ONLY  
LIFE & PROTECTION  
BEHIND THIS POINT

SCOMA'S

SCOMA'S



Scoma's



ENTRANCE





Scoma's

Scoma's

SCOMA'S  
FRESH SEAFOOD  
RESTAURANT





**SCOMA'S**  
FISH RECEIVING  
STATION

**VALET PARKING**  
←  
Please  
PULL FORWARD  
TO NEXT SIGN









AL & CHERYL SCOMA  
OIL & CAROL ANSELMO

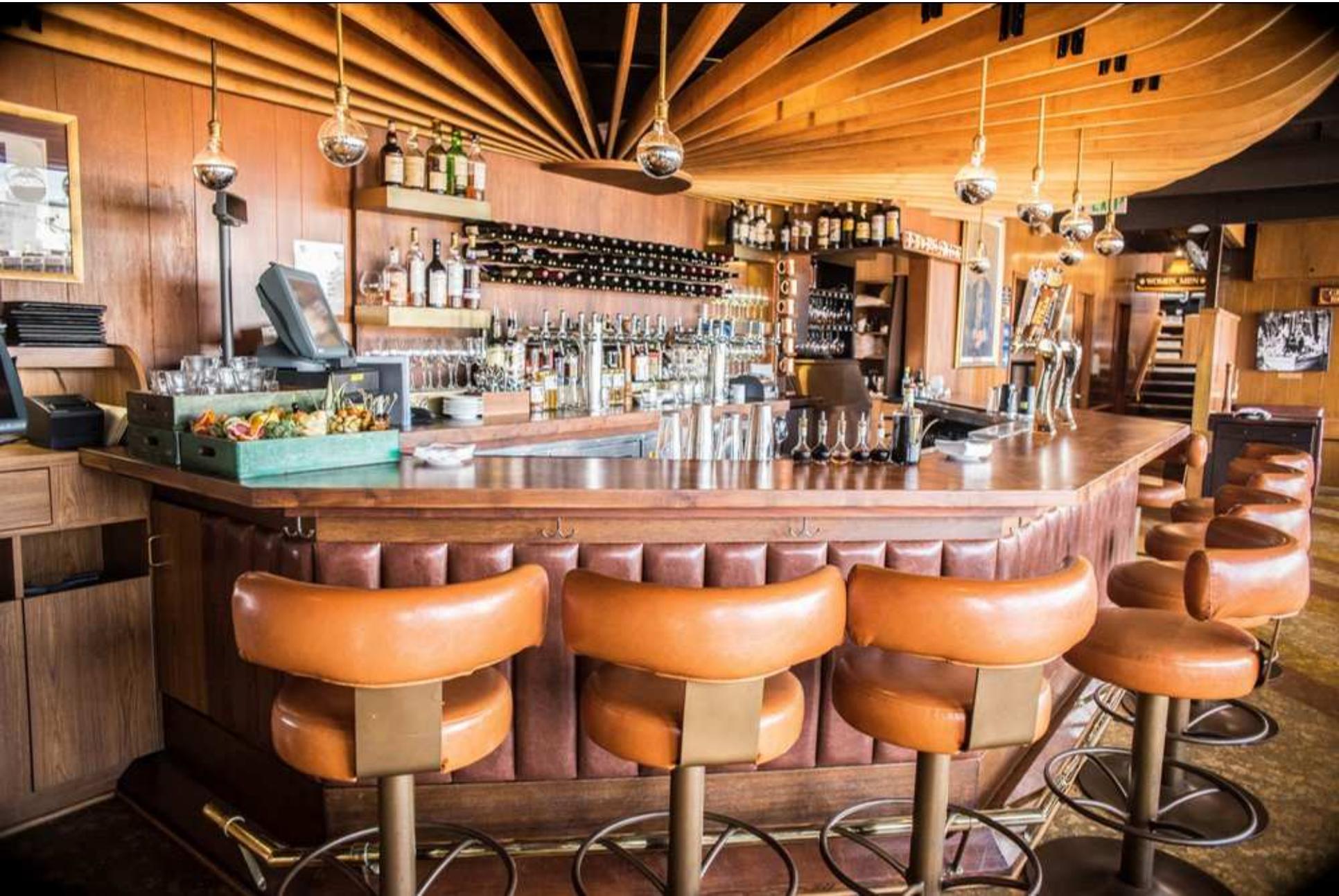


Mosaic by John C. Scama  
This mosaic exhibits influence  
from the great Benny Bufano.  
Mr. Bufano was a devoted fan  
of Scoma's Restaurant and a  
dear friend of Al Scoma.



Al Scoma Way













2004 Winner  
WRAP  
Award & Recognition Inc.

First Annual  
CSNY  
FIRST  
Award & Recognition Inc.

**NO SMOKING**  
THE USE OF TOBACCO IN ANY FORM BY ANY  
EMPLOYEE WHILE HANDLING OR SERVING FOOD,  
BEVERAGES, OR STORES IS PROHIBITED.  
THIS EMPLOYEE OR OTHER PERSONS SHALL BE  
EXCLUDED IN ANY FORM IN ANY ROOM OR SPACE  
DETERMINED BY THE PREPARATION OF  
FOOD.  
SAN FRANCISCO HEALTH DEPT.



AL SCOMA WAY





CALIFORNIA LEGISLATURE  
*Assembly*  
RESOLUTION  
Section 1  
Resolved, That...

*David Chen*  
*Allen Y. Lee*







*“It started with two brothers,  
their mom’s recipes, and a six-  
stool counter.”*

*“Today it’s a world-famous  
seafood restaurant where the  
catch is still pulled fresh from  
the sea, and hospitality never  
gone out of style.”*

*This is the legacy of  
Scoma’s Restaurant*

Sat May 21, 1966  
SF Chronicle

# ROOM

*A Truly Elegant  
New Mood  
Inspired to Exquisitely  
Enhance Your  
Dining Pleasure.*

**NOW  
REOPEN**



*Thank You for  
Making Our*

*Year So  
Fantastic*

**AL SCOMMA'S**

**ME**

WM GRAZIANO ■ CONTRACTOR  
BI RITE ♦ ROYAL SUPPLY ♦ MARINA PRODUCE

## SCOMA'S LOUIES AND SALADS

CRAB LOUIS .....	2.45
A Famous West Coast Taste Treat	
SHRIMP LOUIS .....	2.45
Icy Fresh and Tender	
COMBINATION LOUIES .....	2.50
With Your Favorite Dressing	
WHOLE CRACKED CRAB .....	2.95
Brings You the Tang of the Golden Gate	
HALF CRACKED CRAB .....	1.65
CAESAR SALAD (for two) .....	3.00
Tossed for a King and Queen	
HEARTS OF ROMAINE WITH SEAFOOD .....	2.25
MIXED GREEN SALAD WITH SEAFOOD .....	2.00

## SHELL FISH

CRAB LEGS, BUTTER FRIED .....	3.75
White, Firm and Delectable	
CALAMARI .....	2.25
Different and Delectable	
DEVILED CRAB EN CASSEROLE .....	2.95
A Fabulous Crab Meat Specialty	
COMBINATION SEA FOOD PLATE WITH CRAB LEGS .....	2.95
A Sailing Master's Delight	
CREOLE SHELL FISH .....	2.90
The Old South Comes to San Francisco	

## APPETIZERS

OYSTERS ON THE HALF SHELL .....	2.50
CLAMS ON THE HALF SHELL .....	1.25
Nestling on a Bed of Ice with Lemon and Cocktail Sauce	

## SOUPS

CLAM CHOWDER (cup) .....	.45
CLAM CHOWDER (bowl) .....	.65
A Delicious Meal in Itself	
CLAM BROTH (cup) .....	.45
CLAM BROTH (bowl) .....	.65

## SEA FOOD COCKTAILS

CRAB .....	1.10
SHRIMP SUPREME .....	1.10
PRAWN SUPREME .....	1.10
OLYMPIA OYSTER SUPREME .....	1.25
EASTERN OYSTER SUPREME .....	1.00
Start Your Memorable Scoma Dinner with One of These Grand Sea Food Cocktails	

## MEATS

NEW YORK CUT STEAK .....	4.95
Highest Quality Choice Beef Cooked to Perfection	
DELUXE MINUTE STEAK SANDWICH .....	3.95
Sensational	
GROUND CHUCK STEAK .....	2.95
A Scoma Favorite	
BACON AND EGGS .....	1.70
HAM AND EGGS .....	1.70
Great . . . Morning, Noon or Night	

**Crab Cioppino Scoma** 2.95  
Sicilian or Calabrese Style  
Fishermen's Own Favorite — A Local Shell  
Fish Stew, Prawns, Crab, Clams, Oysters —  
Delicious!

**Abalone Steak** 2.95  
A California Must, Available Only in Season  
WITH A SPARKLING BORDELAISE..... 3.25

## SCOMA'S

FRENCH FRIED POTATOES .....	.40
Golden Brown and Crispy	
GARLIC BREAD .....	.40
EXTRA BREAD AND BUTTER.....	.25
CURRIED SHELL FISH .....	2.95
Always Exotic and Delicious	
BUTTER FRIED PRAWNS .....	2.75
A Golden Brown Treat	
BUTTER FRIED SCALLOPS .....	2.65
LOBSTER TAIL WITH DRAWN BUTTER AND LEMON .....	3.95
A Seafood Delicacy	
CRAB NEWBURG .....	2.95
A Splendid Creamy Casserole	
FRIED OLYMPIA OYSTERS .....	2.95
The Gourmet's Shellfish from Puget Sound	
FRIED EASTERN OYSTERS .....	2.45

## FROM SCOMA'S BROILER

SALMON STEAK .....	2.75
Tender, Juicy and Flavorful	
HALIBUT STEAK .....	2.60
A Fresh, Deep Sea Treat	
SWORDFISH STEAK .....	2.60
Distinctive and Exciting Fare	

## DESSERTS

ICE CREAM .....	.30
Fresh, Flavorful	
CHEESE CAKE .....	.50
Fresh, Delightful	
COFFEE, TEA, MILK.....	.15
SELECTED CHEESES .....	.75
For the Gourmet	
ZABAIONE .....	2.50
Spectacular, Prepared for Two	

*Scoma's Shell Fish Omelette* 2.75  
Delicately Prepared with Succulent Crab and Shrimp

*Crab Legs Omelette Scoma* 2.95  
A Simply Fabulous Dish

## SEA FOOD SANDWICHES

SHRIMP SANDWICH .....	1.75
Mouthwatering, Tasty Salad Too	
SHRIMP SANDWICH .....	1.75
Salad Included	
SEA FOOD COMBINATION .....	1.85
Plus Your Fresh Salad	
ABALONE SANDWICH .....	1.95
A True California Delicacy, with Salad	
TUNA SANDWICH .....	1.25
Always Satisfying	

## SCOMA'S SAUTEES

REX SOLE .....	2.25
King of Flat Fish, Local, Succulent	
WITH AMANDINE SAUCE.....	2.50
SAND DABS .....	2.25
Delightfully Different	
WITH AMANDINE SAUCE.....	2.50
CRAB LEGS .....	3.95
Sauteed with a Bordelaise Sauce —Out of This World	
PRAWNS .....	2.95
Sauteed with a Bordelaise Sauce	
FILLET OF SOLE MEUNIERE .....	2.10
Light, Delicate, Delicious	
WITH AMANDINE SAUCE.....	2.35



### *The Specialty of the House*

Scoma's "Piatto della Terra e Mare"  
**FILET MIGNON AND LOBSTER TAIL**  
The Finest from Land and Sea  
A Banquet You'll Never Forget  
**4.95**

FRIDAY, APRIL 8, 1994

# HERB CAEN



## Communicaens

**RESTAURANTS & INSTITUTIONS**, the oddly named bible of the feeding biz, is out with its annual list of the country's 50 top-grossing independent (not chain) restaurants, and Scom'a's at the Wharf checks in at No. 11 with \$11,811,000. Yes, a lot of abalone. Jeremiah's Stars is 22nd with an amazing \$9.5 million, which puts it just ahead of Spenger's in Berkeley. Other local listees for 1993: the Cliff House and the Carnelian Room — gahbless the tourists! — in a dead heat for No. 37 at \$8 million ... Wolfgang Puck's Postrio isn't on the list because, technically, it's not an "independent," but it grossed right up there with Stars last year. No. 1? Warner LeRoy's Tavern on the Green in Central Park, as always. Would a similar cornball money-coiner in Golden Gate Park be all that bad? ... Puhleeze! Don't all shout at once.

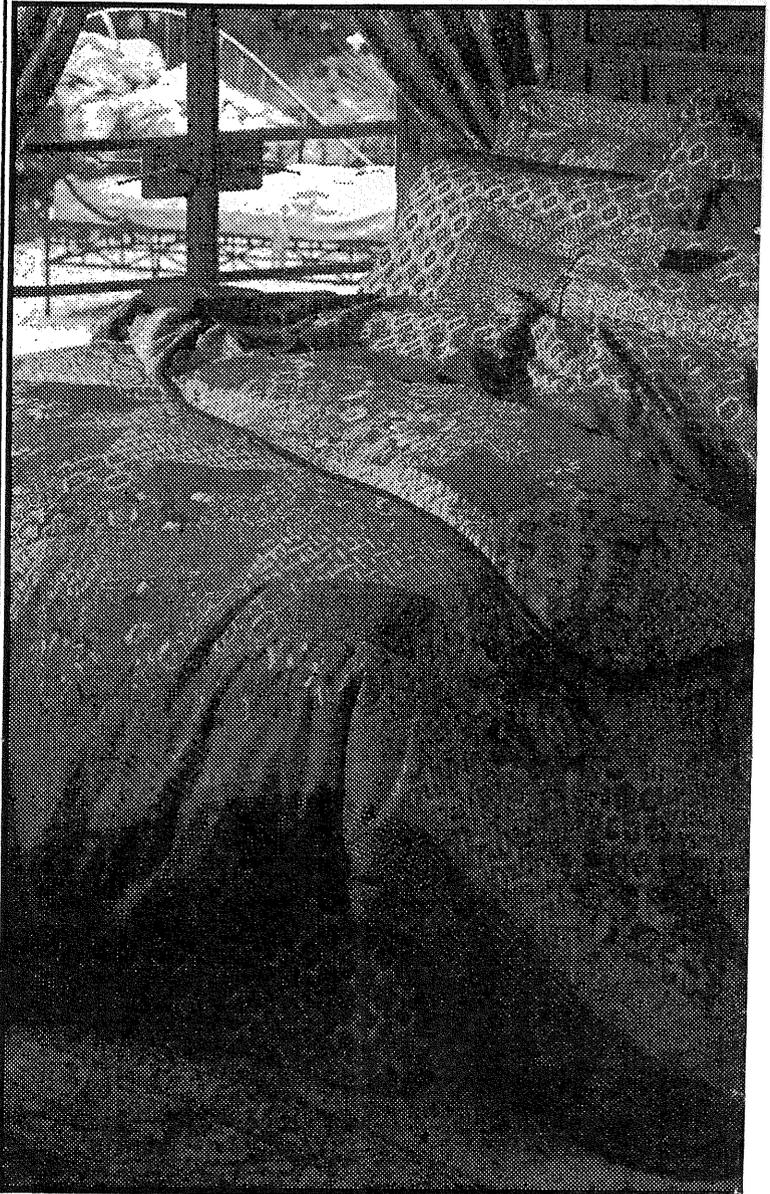
★ ★ ★

**ONWARD:** The Spring 1994 issue of S.F.-based Earth Island Journal, just coming off the presses in Hayward, will be a keeper — the first complete magazine in the known world to be printed on paper not made from trees. Its pages comes from the kenaf plant, grown mainly in the Southeast. Kenaf (rhymes with "giraffe") is a member of the cannabis family so don't inhale more than necessary ... Jonathan Lemon comes up with this month's winner in the Cuute Firm Name derby: a soon-to-open Central American delicatessen at 17th and Valencia called — Salvador Deli. Mmmm, let me savor that for a moment. Yessss. Salvador Deli! Say, maybe I had my nose buried in that Earth Island Journal a little too long.

★ ★ ★

**SOAPBOX TIME:** Anticipating that the 18-year-old American lad arrested in Singapore will have his butt beaten to a pulp, bar manager Ron Burgholzer at the La Barca Room has invented a drink. Ask for it by name: Singapore Ass-in-a-Sling ... Where does Caen stand on the subject of caning? Up. I mean, I'm against it.

# 50% OFF CO



## 50% off

"Mandarin" bedding by Sheridan. Luxurious 200-t

## Fryer-fueled car...

<b>\$150/month</b> <small>SAVINGS</small>	 <small>INVESTMENT AND EFFORT</small>
<b>&lt; two years</b> <small>COST RECOVERY</small>	

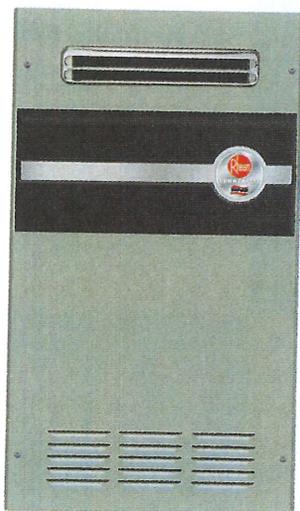
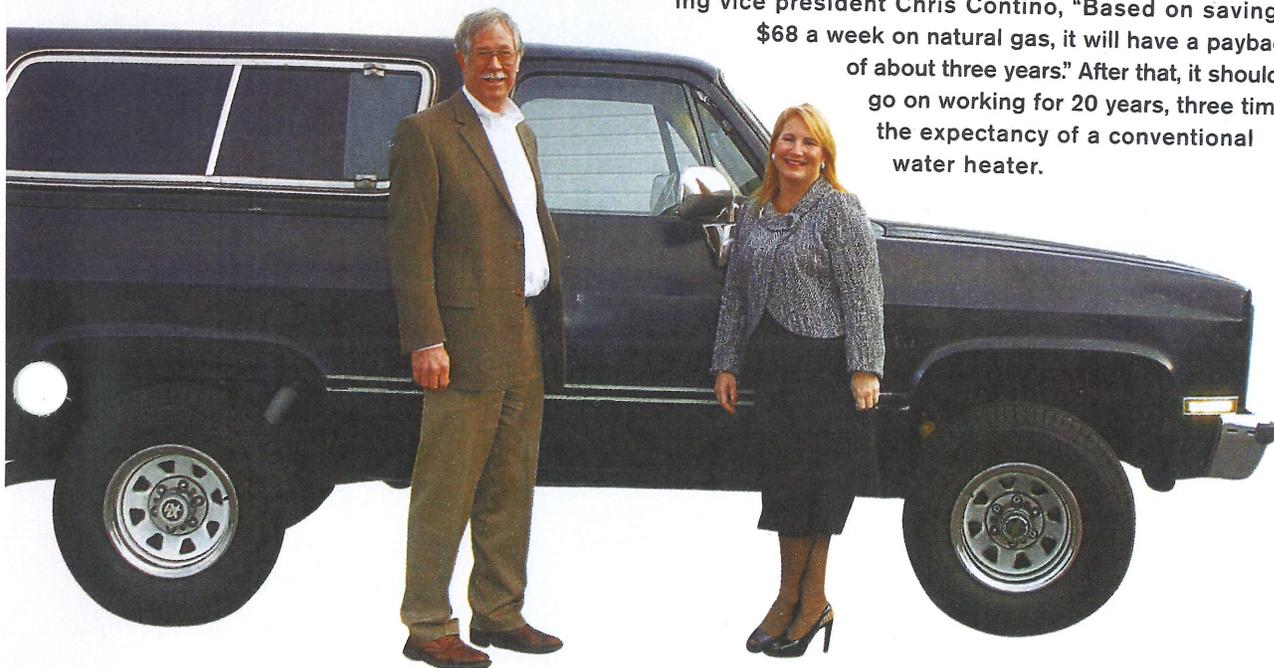
## ...and hot water heater

<b>\$68/week</b> <small>SAVINGS</small>	 <small>INVESTMENT AND EFFORT</small>
<b>Three years</b> <small>COST RECOVERY</small>	

There's gold in used vegetable oil. Scoma's president Tom Creedon commutes from Marin County in a 1984 Chevy Blazer, dubbed the Veggie Mobile. It gets 450 miles from a tank and saves \$150 a month on diesel fuel. A conversion kit for the engine cost \$3,000. Says vice president Mariann Costello, "Some people spend more than that on shoes."



In Pleasant Prairie, Wisconsin, franchisee Ed Rich of the Culver's custard chain uses his old oil to heat water. The \$11,000 heater was made by INOV8 International of nearby La Crosse. Says Culver's marketing vice president Chris Contino, "Based on saving \$68 a week on natural gas, it will have a payback of about three years." After that, it should go on working for 20 years, three times the expectancy of a conventional water heater.



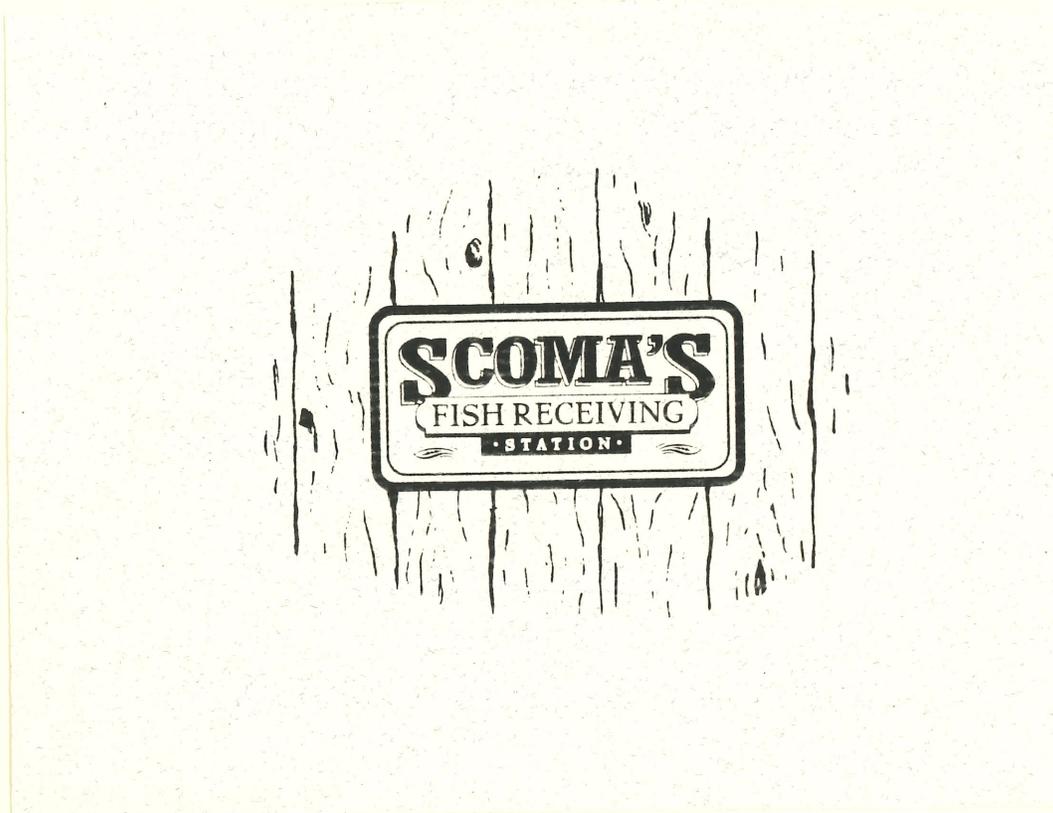
## Demand instant hot H2O

<b>\$900/year</b> <small>SAVINGS</small>	 <small>INVESTMENT AND EFFORT</small>
<b>3-5 years</b> <small>COST RECOVERY</small>	

If you use steady amounts of hot water all day long, you can do fine with a traditional heater. But if your usage ebbs and flows, you're warming a lot of water that just sits in a tank and cools down.

At Osteria Nonna Maria in Sheboygan, Wisconsin, owner Mary Jo Beniger installed a tankless water heater. It's also called an on-demand heater, because it turns on only when she demands hot water. A gas burner superheats the liquid, moments before it goes to her faucet or dishwasher. "The rest of the time, nothing is happening," she says. "No pilot light, no gas burning, no emissions."

The savings kept her gas bill level while she doubled the size of her dining room and cut her quarterly water bill from \$350 to \$125.



The Scoma's tradition of quality is taking an innovative step forward with the opening of its new Fish Receiving Station adjacent to the restaurant on Pier 47. Having restored the building to its original use, Scoma's will receive fresh fish and seafood daily from local boats and wholesalers.

This new concept on Fisherman's Wharf promises to not only provide an intriguing public view of the fish industry, but assures Scoma's satisfied customers that their delicious food is the absolute freshest possible.

Scoma's  
cordially invites you  
to the unveiling  
of its new  
**Fish Receiving Station**

Tuesday, November 16, 1993  
2:30 p.m. Ribbon Cutting  
Reception Immediately Follows

Scoma's, Pier 47,  
Fisherman's Wharf, San Francisco  
Complimentary Valet Parking

RSVP by November 10  
to Mariann Costello (415) 771-4383



# Take Us Home!

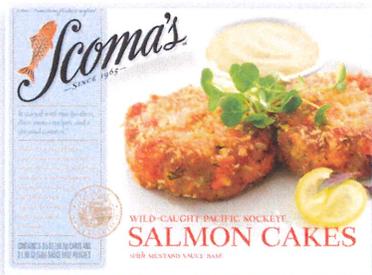
**Scoma's customers crave our Dungeness Crab Cakes. They adore our wild-caught Sockeye Salmon and Wild Shrimp Cakes.**

For decades they've asked how to make them at home. Now – with the introduction of Scoma's Cakes – we're pleased to finally share our family's prized dishes.

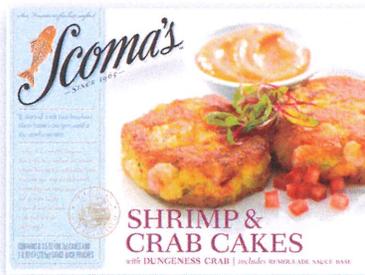
## Scoma's Cakes:

- All Natural
- San Francisco-style
- Made with Sustainably Harvested Seafood
- Handmade, Using Fresh Vegetables, Herbs and Spices
- Larger than Typical Seafood Cakes

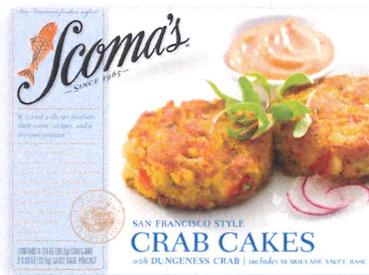
**Enjoy Scoma's Traditions at Home...  
From Our Family to Yours!**



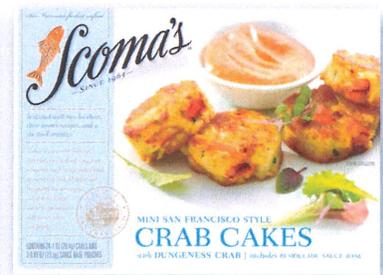
Salmon & Shrimp Cakes



Shrimp & Crab Cakes



San Francisco Style Crab Cakes



San Francisco Style Mini Crab Cakes

Visit us at  
[www.scomasretailfoods.com](http://www.scomasretailfoods.com)



SAN FRANCISCO STYLE  
CRAB CAKES WITH  
DUNGENESS CRAB, WILD-CAUGHT PACIFIC  
SOCKEYE SALMON & SHRIMP CAKES,  
WILD-CAUGHT SHRIMP & CRAB CAKES  
WITH DUNGENESS CRAB



ALL NATURAL  
SUSTAINABLY HARVESTED  
NO MSG  
NO PRESERVATIVES  
SCOMA'S FAMOUS RESTAURANT RECIPES  
ENVIRONMENTALLY FRIENDLY PACKAGING



*A San Francisco tradition on Fisherman's Wharf since 1965*



All Natural – All Wild Sustainably  
Harvested Seafood – Made in the USA



**Now available at these retail locations:**

Andronico's

Bianchini's Markets

Big John's Market

- *Healdsburg*

Cal Mart

COSTCO

- *All Northern California Stores*

Diablo Foods

Don Quijote

- *Honolulu, Pearl City, Waipahu*

Draeger's Market

Elliott's Natural Foods

Falletti Foods

G & G Markets

Golden Natural Foods

Hardester's Market

Harvest Market

- *Fort Brag*

Holiday Quality Foods

Le Beau Nob Hill Market

Mill Valley Market

Mollie Stone's

New Leaf Markets

O'Brien's Markets

Oliver's Market

- *Cotati & Santa Rosa*

Paradise Foods Market

Piazza's Fine Foods

Podesto's

- *Stockton*

Sonoma Market

Star Market

- *Salinas*

Sunshine Foods

Twain Hart Market

United Markets

Vallerga's Market

Whole Foods

- *Berkeley, Campbell, Capitola,*

*Fresno, Lafayette, Los Altos,*

*Monterey, Napa, Petaluma,*

*Reno, San Rafael, San Ramon,*

*Santa Cruz*

**Scoma's offers yet another way for you to enjoy our delicious crab cakes at home! They are available online at Chesapeake Bay, click the link [www.cbcrabcakes.com](http://www.cbcrabcakes.com) and look for Dungeness Crab Cakes!**



Liz Hafalia / The Chronicle

Fish cutter Frank Louie prepares a shipment of Alaskan halibut at Scoma's fish-receiving station next to the restaurant on Fisherman's Wharf. Patrons can look out and watch fish being unloaded.

PORT RESTAURANTS

# Big, busy S.F. family business

This is part of a series exploring the Port of San Francisco restaurants. These waterfront spots embrace and reflect the city's oldest — and newest — culinary traditions, and they have plenty of stories to tell. Previous articles are at [www.sfgate.com/food](http://www.sfgate.com/food) and [www.sfchronicle.com/food](http://www.sfchronicle.com/food).

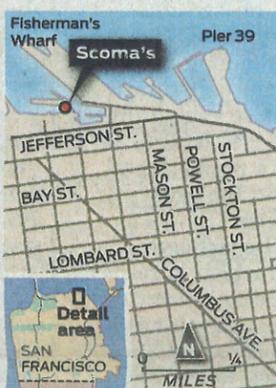
By Jon Bonné

There's a comfortable machinery at work when you step in the door at Scoma's.

Oval tags on white waiter's jackets speak to a time when servers' names were read, not spoken. Crab Louis salads pass by in a blur. Kids — this clearly must be Fisherman's Wharf — are served Shirley Temples as their parents knock back a glass of Soave.

One of San Francisco's busiest restaurants, Scoma's serves 450,000 customers each year in its 350 seats. And while this may be the wharf — more precisely Pier 47, at the end of what is now called Al Scoma Way — it still draws its share of locals for a cuisine that speaks to a time when San Francisco's food was hearty and not a little bit Italian.

"I always have fun with saying, 'Where'd you go to school?'" says Tom Creedon, Scoma's president, himself a native who went to Polytechnic High. "Certain people, you can look



Todd Trumbull / The Chronicle

at them, their behavior, their talk, you can tell they're San Franciscans."

Creedon may have married into the business — his wife, Cheryl, is one of Al Scoma's daughters — but this staple of the waterfront has always been a family business.

In 1965, Al and his brother Joe opened Scoma's in a former coffee shop, but by that point Al was an industry veteran, having been a city health inspector and then an original partner in nearby Castagnola's.

Not all of Castagnola's other five partners could meet Al's tireless work ethic — even after moving to San Anselmo, he would be at Scoma's from morning through evening service, Creedon says — and he went back to selling cars. But when the chance came to open his own place, it followed what he knew best: a waterfront joint selling fresh seafood

## Scoma's

Pier 47 (at Al Scoma Way)  
(415) 771-4383  
[www.scomas.com](http://www.scomas.com)  
Lunch and dinner daily  
Entrees: \$15-\$40



and the Italianate dishes San Francisco had made its own.

Scoma's menu today retains that tack, whether offering the ever-scarcer sand dabs or a "poor man's" cioppino that hinges on a tomato-filled sweetness. And of course there's Dungeness crab, whether in a cocktail or whole and garlic-roasted — a specialty that has required careful work with the restaurant's many seafood purveyors to ensure that either fresh Alaskan or flash-frozen local specimens are available year-round. The average visitor hasn't adopted our Dungeness season learning curve.

Scoma's also built its own fish-receiving station opposite the restaurant's front door, where patrons can occasionally watch fish — mostly salmon — being unloaded. And the restaurant owns its own eponymous 46-foot fishing boat, although the boat is leased to fishermen. Their catch doesn't always get sold to Scoma's, although they offer to pay lessees higher-than-wholesale prices

when they do buy from them.

For much of the rest, Scoma's taps many local wholesalers, including those on what is now Pier 45, a facility Creedon lobbied for after the Loma Prieta earthquake left a pile of rubble on the waterfront and the port wanted a better option than the old open-air fish market on Jefferson Street.

Speaking of the port, it received \$1.1 million in rent from Scoma's last year, a figure based on sales. Clearly there's no concern about keeping chefs Alan Fairhurst and Kelly Bennett busy, although that doesn't stop Creedon from vigilantly reading each Yelp review.

That work ethic may just be part of joining Al Scoma's family. Creedon, who previously was a firefighter at Engine Co. 3 on Post Street, had to learn to work the floor when servers took vacation, and still has his contractor's license to pull permits for construction.

Al Scoma would have it no other way.

"I tell people I got my job the old-fashioned way," Creedon says. "They say, 'Oh, you earned it.' I say, 'No, I married the owner's daughter.'"

Jon Bonné is The San Francisco Chronicle's wine editor. E-mail: [jbonne@sfgate.com](mailto:jbonne@sfgate.com) Twitter: [@jbonne](https://twitter.com/jbonne)



## HARVEST CELEBRATION

SEPTEMBER 21, 2013 ♦ 7:00 ~ 10:00 PM

### 4TH ANNUAL TEAM GRAPE STOMP COMPETITION

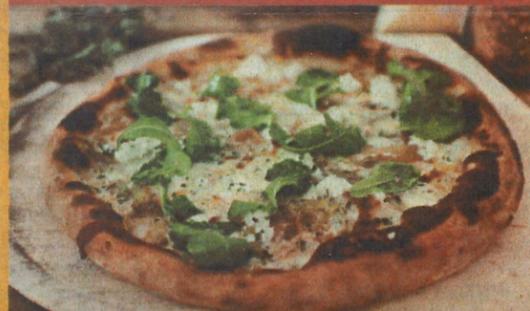
- ♦ Festive Food paired with Castello Wines
- ♦ Grape Stomp photo op
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The Scoma's Family cordially invites you to:

# SCOMA'S 50<sup>TH</sup> ANNIVERSARY CELEBRATION & RECEPTION

Thursday, June 18, 2015 | 2-5pm

Exclusive Media Preview | 1pm

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2 hour validated parking at the Triangle Lot on the corner of Jefferson St. & Taylor St  
Complimentary shuttle service from the Triangle Lot to Al Scoma Way.

## Celebrating Sonoma's Bounty: Flavor Bistro, Santa Rosa, CA



Left to right: St. Francis Winemaker Katie Madigan, St. Francis Vineyard Manager Jake Terrell, Flavor Bistro General Manager Greg Thompson and St. Francis Winemaker Chris Louton at Flavor Bistro in Santa Rosa, CA.

When it opened its doors to Sonoma County in 2004, Santa Rosa-based Flavor Bistro had a singular vision for its food and wine program: to celebrate Sonoma's bounty by showcasing local wines in an affordable way, and pairing them with locally-produced, organic foods.

Ten years later, little has changed. Flavor Bistro still buys local and organic, and searches its backyard wineries for unique offerings not found farther afield, in many instances buying directly to help maintain low list prices for its customers. "We operate on much lower margins than a lot of restaurants," says Greg Thompson, Flavor Bistro's General Manager, "and the biggest movers on our list are in the \$40–60 per bottle range, with some bottles as low as \$26–30," he adds.

Flavor Bistro also pours 60 wines by the glass, so with that in mind, Thompson looks for wines that offer good value along with great quality. "St. Francis is a perfect fit for our criteria," says Thompson, "and we currently pour the Sonoma Chardonnay, Merlot and Old Vines Zinfandel, with the Zin being the top seller of the three."

## NY Steak and CA Reds: Smith & Wollensky, New York City

It may not be New York City's oldest, but Smith & Wollensky opened on a midtown corner in 1977 by restaurant impresario Allen Stillman, who was arguably responsible for revitalizing the entire genre of the American steakhouse.

Stillman, whose first restaurant venture was T.G.I. Fridays, created Smith & Wollensky, (the names were picked at random out of the phone book), with one thing in mind: to elevate the steakhouse experience to the highest level by offering not just delicious food, but an unparalleled wine and beverage experience. Many wine list and dining awards later, Smith & Wollensky is still at the top of its game.

"The New York steak experience is a perfect fit for the bold profiles of California reds," says Christopher Sweet, Smith & Wollensky's Head Sommelier, who oversees both sides of the restaurant: the formal dining room and the more relaxed Wollensky's Grill concept. "St. Francis' approachable wines are a great fit for us in both places," he adds, "and with the Reserve Tier and its \$100 price point coming in at the low end of our \$100–120 sweet spot, it's a perfect transitional wine, offering both good value in our dining room, and a step up in our Grill."



Christopher Sweet, Head Sommelier at New York City's Smith & Wollensky.

## An SF Staple: Scoma's, San Francisco

When Brothers Al & Joe Scoma took over a six-seat coffee shop on the wharf in San Francisco in 1965, little did they know that their tiny endeavor would 50 years later be one of the top-grossing restaurants in the nation with seating for over 300 guests, annual sales of over \$15 million, and an address which now reads Al Scoma Way.

Serving cuisine based on traditional Italian and Sicilian seafood-based recipes, Scoma's built a reputation among the locals and tourists alike for having not just top-notch food, but great local wine offerings too. "Being within spitting distance of California's wine country, selling our home state's wines has always been a big part of our program," says Nick McGreevy, Scoma's General Manager. "And in my 19 years, I can't remember St. Francis not being on our list."

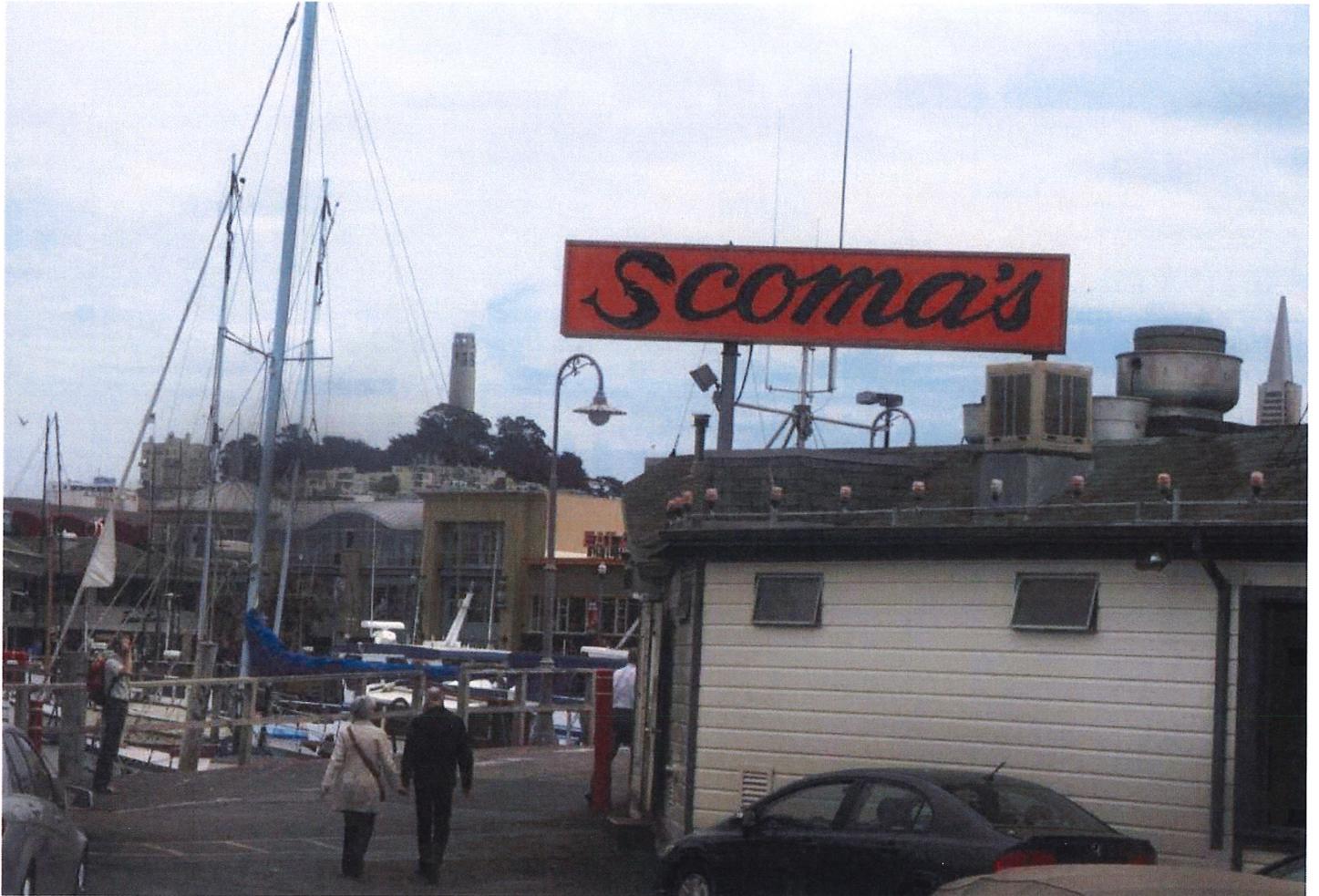
2015 has seen a major renovation at Scoma's, such as increasing the bar area and installing a keg/ tap system for its by-the-glass program, a nod, in part, to Scoma's move towards more sustainable practices, yet with obvious economic benefits as well. "Kegs give us consistent pour freshness, virtually eliminating waste," says McGreevy, who adds, "Our whole by-the-glass list will be served out of kegs, with St. Francis as the house Chardonnay." ■■

## FOOD

# Gordon Drysdale helping Scoma's modernize

**Paolo Lucchesi**

April 8, 2015 | Updated: April 8, 2015 4:30 p.m.



Scoma's restaurant on Fisherman's Wharf is celebrating its 50th anniversary this year and making improvements, including new blood and a better-executed menu.

Photo: Liz Hafalia / Liz Hafalia / The Chronicle 2013

Like many locals, not to mention food-loving locals, **Gordon Drysdale** was not a frequent visitor to Fishermen's Wharf.

Yet on a recent Tuesday, Drysdale — the noted San Francisco chef who made his name at the bygone Gordon's House of Fine Eats — strolled out from the kitchen at Scoma's to chat

about his new gig in the unlikeliest of places, as the culinary director of the Pier 47 institution.

As Etta James and Frank Sinatra crooned in the background, Drysdale perched on one of the restaurant's vintage stuffed leather chairs, wearing his signature tinted glasses. And though his spiky blond hair has subtly faded into a light gray in recent years, the jovial, even hyperactive chef speaks as enthusiastically as ever, conveying the same charisma that made him one of the city's favorite chefs.

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"If this goes OK, this will be a resurrection along the lines of Jeremiah Tower's Tavern on the Green," Drysdale, 58, says with a chuckle, before getting a little more serious. He acknowledges that the financial aspects make it worthwhile for him and his family, but he also came to a realization that being a chef was more than intricately arranged plates.

"At a certain part of your career, you go, 'My art will be here and my business will be here.' This is never going to be Lazy Bear. It's never going to be Dirty Habit," says Drysdale, referring to two of the city's trendier new restaurants. "It's always going to be a wharf restaurant."

Just as importantly, there was a revelation about the impact that larger-scale operations can have: "As snow starts falling on top of this cedar, I have a little bit of a soapbox. I'm starting to realize I can affect a much bigger slice of the world than having 50 diners and serving them nine courses."

Scoma's is hoped to be that platform. The 330-seat restaurant, which celebrates its 50th anniversary this year, serves well over a thousand diners on busy days; Restaurant Business Magazine ranked it as the second-highest-grossing independent restaurant in San Francisco.

But not too long ago, owner **Tom Creedon** saw the tide turning, and brought aboard some new blood to help ensure that calcification doesn't set in for Scoma's — and to make certain it has a place on the wharf for another half century. Creedon brought in operations pro **Jay Schimmel**, who in turn persuaded Drysdale and newly appointed executive chef **Efren Sandoval** to help bring the kitchen of Scoma's into the modern age.

The pair has not lost sight of the restaurant's core; after all, Budweiser and Bud Light remain its top-selling beers. But small improvements and fundamentals are taking hold.

To accompany the restaurant's pristine seafood — often loaded directly from the water, a few steps from the restaurant — actual fresh vegetables from real farmers are now seen at Scoma's, replacing the frozen carrots and peas seen throughout the neighborhood; there's even a salad on the menu cheekily titled Unintimidating Mixed Greens.

Also gone are the winter eggplant Parmesan dishes, as produce seasonality — ubiquitous everywhere else in San Francisco — has finally broken through to Fisherman's Wharf.

And that chowder? It now uses house-made fish stock.

But for the most part, it's the same menu, executed better.

"We have a shot to represent ourselves in a more relevant light," says Schimmel. "A relevant restaurant on the wharf, as opposed to a cream-heavy, fried-intensive menu."

Scoma's is a newly certified partner of the Monterey Bay Aquarium Seafood Watch, joining nearby Bistro Boudin and Pescatore as the only restaurants on Fisherman's Wharf proper to have such environmentally responsible certification.

(Think about that: On Fisherman's Wharf, tourist-supposed mecca of seafood, there are three — count 'em, *three* — restaurants employing ocean-friendly seafood choices as recommended by our local experts. Just imagine if others in the neighborhood followed suit and stopped buying bluefin tuna, orange roughy and farmed shrimp. That could be millions of dollars' worth of purchasing power for good.)

Drysdale has more ideas for the Scoma's Vatican-like complex, which essentially dominates the entirety of Pier 47 on the appropriately named Al Scoma Way.

Since it's all but impossible to get port approval for new retail use of existing buildings, he has conjured up a 12- to 18-month plan to resuscitate the restaurant's dormant smokehouse, adjacent to the restaurant and the Scoma's fishing boat — which, in an ideal world, could provide local salmon for smoking. And because nothing goes better with smoked fish,

Drysdale also dreams of utilizing that wood fire to bake Montreal-style bagels, served up to picnic tables overlooking the docks.

“When we get done with it, there won’t be anything like it in San Francisco,” says Drysdale.

And though some part of him once yearned for cooking more personal — or ego-driven — food, or a restaurant that is an extension of himself, he is at peace. “For creative types, there’s always an outlet for whatever it is you do. In my free time, it’s music now. I make music. I recently bought a six-string banjo.”

**The constant shuffle:** More chef movement from around the Bay Area:

**Eric Tucker’s** 20-year-old vegan restaurant **Millennium** (580 Geary St.) is closing at the end of the month. That’s the bad news. The good news is that Tucker and general manager **Alison Bagby** have a new home for Millennium. They have inked a lease at Oakland’s shuttered **Box & Bells** (5912 College Ave.), right in the heart of Rockridge; they hope to open this summer.

Up in Napa Valley, **Charlie Palmer** has picked a chef for **Harvest Table**, his forthcoming restaurant in St. Helena’s Harvest Inn (One Main St.), which he bought last year. **Levi Mezick**, last seen making headlines at Monterey’s Restaurant 1833, will be running the kitchen.

Back in the city, **Alta CA** (1420 Market St.) opening chef **Yoni Levy** has left; chef-owner **Daniel Patterson** has replaced Levy with sous chef **David Goody**. It’s been a busy month so far for Patterson and the DPG, which also opened a new restaurant in the Mission: **Aster** (1001 Guerrero St.), helmed by former Chronicle Rising Star **Brett Cooper**.

*Paolo Lucchesi is a San Francisco Chronicle staff writer. E-mail: [plucchesi@sfchronicle.com](mailto:plucchesi@sfchronicle.com)  
Twitter: [@lucchesi](https://twitter.com/lucchesi)*



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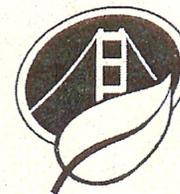
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*Thank you!*

*We hope you enjoyed the story  
behind Scoma's Restaurant  
We are proud of our legacy  
and our commitment to  
San Francisco*

*Continue to follow Scoma's as  
the Legacy continues....*

*With gratitude,  
The Al Scoma Family*



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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-069  
*Business Name:* Tin Wah Noodle Co.  
*Business Address:* 1950 Innes Avenue #2  
*District:* District 10  
*Applicant:* Ginger Kong, Business Owner's Daughter  
*Nomination Date:* June 12, 2019  
*Nominated By:* Supervisor Shamann Walton

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

870 Washington Street from 1940s to 1964 (Appr. 24 years)  
 805 Stockton Street from 1964 to 1982 (18 years)  
 1950 Innes Avenue # 2 from 1982 to Present (37 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 10



City and County of San Francisco

**SHAMANN WALTON**  
華頌善

June 12, 2019

Office of Small Business  
Attn: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

Tin Wah Noodle Company  
Attn: Ginger Kong  
1950 Innes Avenue #2  
San Francisco, California 94124

Re: Legacy Business Nomination for Tin Wah Noodle Company

To Whom It May Concern:

I am writing to express my support for Ginger Kong's application to recognize Tin Wah Noodle Company as a Legacy Business.

San Francisco has always been a City that embraces diversity and the entrepreneurial spirit of its citizens. Tin Wah is one of the oldest family-run noodle factories in San Francisco; in business since the 1940s. Moving to Bayview in the early 1990's, Tin Wah still make noodles and wraps using the traditional noodle-making methods. Tin Wah positively contributes to the community by retaining long-standing relationships with locally-based businesses and non-profits. By providing jobs for more than 30 years, Tin Wah Noodle Company is a critical asset to the Bayview-Hunters Point community.

Thank you for your consideration.



Supervisor Shamann Walton, District 10

# 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.

<b>NAME OF BUSINESS:</b>		
Tin Wah Noodle Co.		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Connie L. Kong		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1950 Innes Ave. #2 San Francisco, CA 94080		((415))648-4606
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
tinwahnoodlecompany.wordpress.com	NA	NA

<b>APPLICANT'S NAME</b>	
Ginger Kong	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Business Owner's Daughter	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( [REDACTED] )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
870 Washington Street	94108	1940's (Exact Date Unknown)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1940's - 1964	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
805 Stockton Street	94108	Start: 1964
		End: 1982

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1950 Innes Ave. #2	94124	Start: 1982
		End: Current Address

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.

Ginger Kong

December 21, 2018



Name (Print):

Date:

Signature:

**TIN WAH NOODLE CO.**  
**天華麵廠**

**Section 4: Written Historical Narrative**

**CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Tin Wah Noodle Co. is a noodle manufacturer specializing in Taiwanese and Japanese style noodles and wraps with a product line of ramen, udon, soba and gyoza. The business caters to wholesalers, restaurants and culinary institutions throughout the Greater San Francisco Bay Area. Their noodles are served in some of the Bay Area's favorite establishments, including a number of award-winning eateries.

The origin of Tin Wah Noodle Co. dates back to 1940s. The exact date when the business first opened in San Francisco is unclear. A photograph taken by San Francisco's famous photographer, Fred Lyon, dated 1948 shows Tin Wah Noodle Co. at 870 Washington Street in San Francisco's Chinatown. The photo is published in Fred Lyon's book "San Francisco, Portrait of a City: 1940-1960."

Company archives show Tin Wah Noodle Co. at 805 Stockton Street in Chinatown. According to Polk's Crocker-Langley San Francisco City Directory, Tin Wah Noodle Co. moved from Washington Street to Stockton Street around 1964. The business relocated to 1950 Innes Ave. #2 next to San Francisco Produce Market in the Bayview neighborhood in 1982.

The original owner of the Tin Wah Noodle Co. was Gin Lee. It was sold to Edward, Ruth and Gabriel Tom around 1976. Chang C. Tuan and Winnie Tuan took over the business around 1979. When the Tuans retired in 1994, husband and wife team Aaron and Connie Kong purchased the noodle shop and continued it as a family business. Aaron's father, Man Kaw Gong, worked at Tin Wah Noodle Co. in the 1980s.

The current owners, The Kong Family, have a long history with the business and the craft of noodle-making. When the Kongs purchased the business, Tin Wah Noodle Co. only specialized in egg noodles and a handful of Taiwanese style pasta and wrappers. Aaron and his son Peter transformed Tin Wah into one of the first noodle factories in Northern California to make fresh soba, udon, ramen and gyoza. The company makes fresh, artisanal noodles using traditional noodle-making methods passed down by generations. Each batch is concoction of a family recipe and rolled out in vintage machinery that require a master noodle-maker to adjust its proper

thickness and texture. Tin Wah Noodle Co. still operates the same way it always has: fresh noodles made to order and a delicious taste in every bite.

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

Tin Wah Noodle Co. has been in continuous operation since husband and wife team, Aaron and Connie Kong, purchased the business in 1994.

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

Noodle-making has been a family tradition for the Kong Family. Prior to immigrating to the United States, the Kongs owned a noodle shop in Hong Kong. Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, made fresh egg noodles, wonton noodles and rice noodles daily. Aaron grew up working in the noodle shop and helped with deliveries.

When Aaron's father, Man Kaw Gong, came to the U.S., he continued the trade at Tin Wah Noodle Co. in the 1980s. At the time, Chang C. Tuan and Winnie Tuan owned the business. Fast forward a couple of years, Aaron and his family immigrated to the United States and purchased another noodle factory, Mon Sing Noodle Co. Learning that the Tuans wanted to retire, Aaron and Connie then purchased Tin Wah Noodle Co. in 1994. The father and son team, Man Kaw and Aaron, managed daily operations while Connie handled administrative duties for the business.

Over the years, Aaron and Connie's children, Peter and Ginger Kong, began helping out at the shop. After school and weekends, Peter followed Aaron on deliveries while Ginger assembled and packed orders for deliveries. Eventually, Peter learned family recipes to making noodles. As a fourth-generation noodle maker, Peter would later carry on the family tradition and take over operations at Tin Wah Noodle Co. Customers are very fond of the Kong family, watching both Peter and Ginger grow up in the business.

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

The business ownership of Tin Wah Noodle Co. from 1940s-1990s is unclear. The ownership history is as follows:

1940s? to 1975?:	Gin Lee
1976 to 1979?:	Edw, Ruth, and Gabriel Tom
1979? to 1994:	Chang C. Tuan and Winnie Tuan
1994 to 2018:	Aaron H. Kong and Connie L. Kong
2018 to Present:	Connie L. Kong

**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.**

There is a photograph of Tin Wah Noodle Co. dated 1948 that was published in Fred Lyon's book "San Francisco, Portrait of a City: 1940-1960."



A digital version of picture can be found at this link:  
<https://www.flysfo.com/sites/default/files/003.jpg>

Other documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

Tin Wah Noodle Co. is currently located at 1950 Innes Ave. #2 in San Francisco's Bayview neighborhood. The building is an industrial warehouse built in 1964.

Prior to its current location, Tin Wah Noodle Co. was located at 870 Washington Street in San Francisco Chinatown in the 1940s. The mixed-use building is constructed of masonry/concrete and built in 1907. It has a loading area to the basement similar to many commercial spaces in Chinatown.

From company archives, an old business stamp shows Tin Wah Noodle Co. at 805 Stockton Street location in Chinatown. The dates of the business at this location are unknown.

## **CRITERION 2**

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

Tin Wah Noodle Co. represents family, from the family making the noodles to families enjoying them. Customers are part of the Tin Wah family. Customers travel from afar to order Tin Wah's noodles, especially during the holidays. Perhaps, Tin Wah's noodles are reminiscence of something their mom used to make at family gatherings. In many cultures, noodles represent long life. Long-time customers come back to purchase noodles for their birthdays. For the Kongs, it is a time to catch up with old friends.

Tin Wah Noodle Co. manufactures Taiwanese and Japanese style noodles. Tin Wah was one of the first noodle factories in Northern California to make fresh ramen, udon, soba and gyoza. Their products are different than the noodles at their sister company, Mon Sing Noodle Co., which manufactures egg noodles, Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta and Italian pasta. The artisanal family-owned noodle shop makes fresh noodles using recipes passed down through generations.

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

Tin Wah Noodle Co. has been a humble part of everyday lives. Tin Wah's noodles are served throughout Bay Area restaurants including some award-winning restaurants. Knowing that a hot bowl of noodles can warm a customer is joy for the owners of Tin Wah Noodle Co.

Tin Wah Noodle Co. and its sister company Mon Sing Noodle Co., also owned by the Kong Family, are possibly two of the oldest noodle factories in San Francisco still in business. Tin Wah dates back to the 1940s – at least 1948 – and Mon Sing was established in 1932. Mon Sing Noodle Co. was inducted into San Francisco's Legacy Business Registry on March 11, 2019.

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

A photograph of Tin Wah Noodle Co. was featured in Fred Lyon's book "San Francisco, Portrait of a City: 1940-1960," published September 16, 2014. The picture appeared in a SFO Museum Exhibit titled "Fred Lyon: San Francisco Yesterday 1948-1958" from March 2013 to May 2013 and in an article in the San Francisco Chronicle titled "San Francisco during the 40s and 50s, captured by photographer Fred Lyon" dated July 23, 2016.

A family member of the previous owner of Tin Wah Noodle Co. recounted his experience working at the noodle shop in Edmund S. Wong's book "Growing Up in San Francisco's Chinatown: Boomer Memories: Boomer Memories from Noodle Rolls to Apple Pie," published February 5, 2018.

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

Tin Wah's previous owner, Winnie Tuan, is the author of the book, *The Wok Way*.

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

Tin Wah Noodle Co. donates noodles to communities in time of need. During the Santa Rosa fires in 2017, the Kong Family donated noodles to restaurants serving distressed neighborhoods.

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

Tin Wah Noodle Co. caters to wholesalers, restaurants and culinary institutions throughout the Greater San Francisco Bay Area. Through these institutions, the business serves generations of families. Once available only in San Francisco's Chinatown, Tin Wah's noodles have reached the Greater San Francisco Bay Area and other states through increased manufacturing and distribution. Their noodles have transcended beyond Asian culture.

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

The vintage machinery used to make the noodles are culturally significant. The mixers, rollers and cutters were passed down through generations of artisanal noodle makers at Tin Wah Noodle Co. Made in the United States and in Asia, the vintage machinery is no longer in production. The craft of operating these heavy machines requires a master noodle maker to orchestrate the gear settings by the feel of the dough. Unlike automated machinery, the vintage machinery gives Tin Wah's noodle makers full control to the quality of the final product. Each batch of noodles is heavily dependent on the skillfulness of its noodle maker, understanding the texture and characteristics of each type of noodle. The artisanal noodle maker must know which direction and how many times each noodle sheet is folded and pressed through the rollers to create the chewiness and bite of the noodle.

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

Tin Wah Noodle Co. is a respected family-owned establishment. Using recipes passed down generations, Tin Wah's noodles are a favorite with chefs at heart. Their specialty noodles can only be found at Tin Wah. It would be a lost craft to the culinary community without their artisanal noodles.

**CRITERION 3**

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

Tin Wah's specialty noodles and generations of customers speak volume on its business. The company manufactures Taiwanese and Japanese style noodles and wraps using traditional noodle-making methods rolled out in vintage machinery.

**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)**

Tin Wah Noodle Co. is committed to maintaining the noodle-making tradition that defines the business. Noodle-making is an art form. Tin Wah Noodle Co. takes pride in producing fresh noodles using traditional methods. Recipes passed from generations cannot be replicated by others. They continue to share their passion in noodle-making and reintroducing old-style noodles to a new generation.

**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.).**

From the outside, Tin Wah Noodle Co. may just be an ordinary industrial warehouse next to the San Francisco Produce Market. The magic happens inside. Upon entrance, you see pallets of fresh ingredients in a clean environment. You can hear the Kongs and their trained staff working meticulously in the workroom, making hundreds of pounds of noodles daily.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

Tin Wah Noodle Co. has been family-owned since the Kongs purchased the business in 1989. As described, the Kongs has an extensive history in noodle-making dated back to Aaron's grandfather and father in Hong Kong.

Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)

Business License Certificate, 1997-98.

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR					
ACCOUNT NO.		CLASS	DESCRIPTION	STARTING DATE	EXPIRATION DATE
[REDACTED]		H22	FOOD MKT/MFG/PROC.	09/01/97	08/31/98
BUSINESS LOCATION			TYPE		
1950 INNES AV #2					
OWNER	KONG, CONNIE L		DATE ISSUED 09/19/97		
DBA	TIN WAH NOODLE CO.		** THIS IS NOT A BILL **		
CARE OF MAILING ADDRESS	1950 INNESS AVE		RICHARD A. SULLIVAN		
CITY-STATE	SAN FRANCISCO, CA 94124		TAX COLLECTOR		

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION  
PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION

Department of Public Health Permit to Operate, 1994.

**PERMIT TO OPERATE**  
AND CERTIFICATE OF SANITARY INSPECTION  
Issued according to provisions of the San Francisco Health Code

**B 14833**

AUTHORIZING conduct of the following class of  
FOOD PRODUCT AND MARKETING ESTABLISHMENT

Business: Noodle Factory ISSUED June 20, 1994

Name and Address below:

Connie L. Kong  
DBA: TIN WAH NOODLE CO.  
1950 Innes Avenue #2  
San Francisco, CA 94124

FOI/132773

THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

**DEPARTMENT OF PUBLIC HEALTH**  
Bureau of Environmental Health  
City and County of San Francisco

*Dan Furgason* Inspector  
*Ben Gale* Bureau Chief  
*Lawrence Pugh* Principal Inspector  
*Janet R. Williams* Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102

8310-108 5/92 Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame. CT609 - 3 (oc)

Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)

Exterior photo of Tin Wah Noodle Co. dated 1948 by Fred Lyon:



<https://www.sfchronicle.com/bayarea/article/San-Francisco-during-the-40s-and-50s-according-8385335.php#photo-2323850>

Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)

Exterior photo of Tin Wah Noodle Co., 1994. (Photo by Aaron Kong)

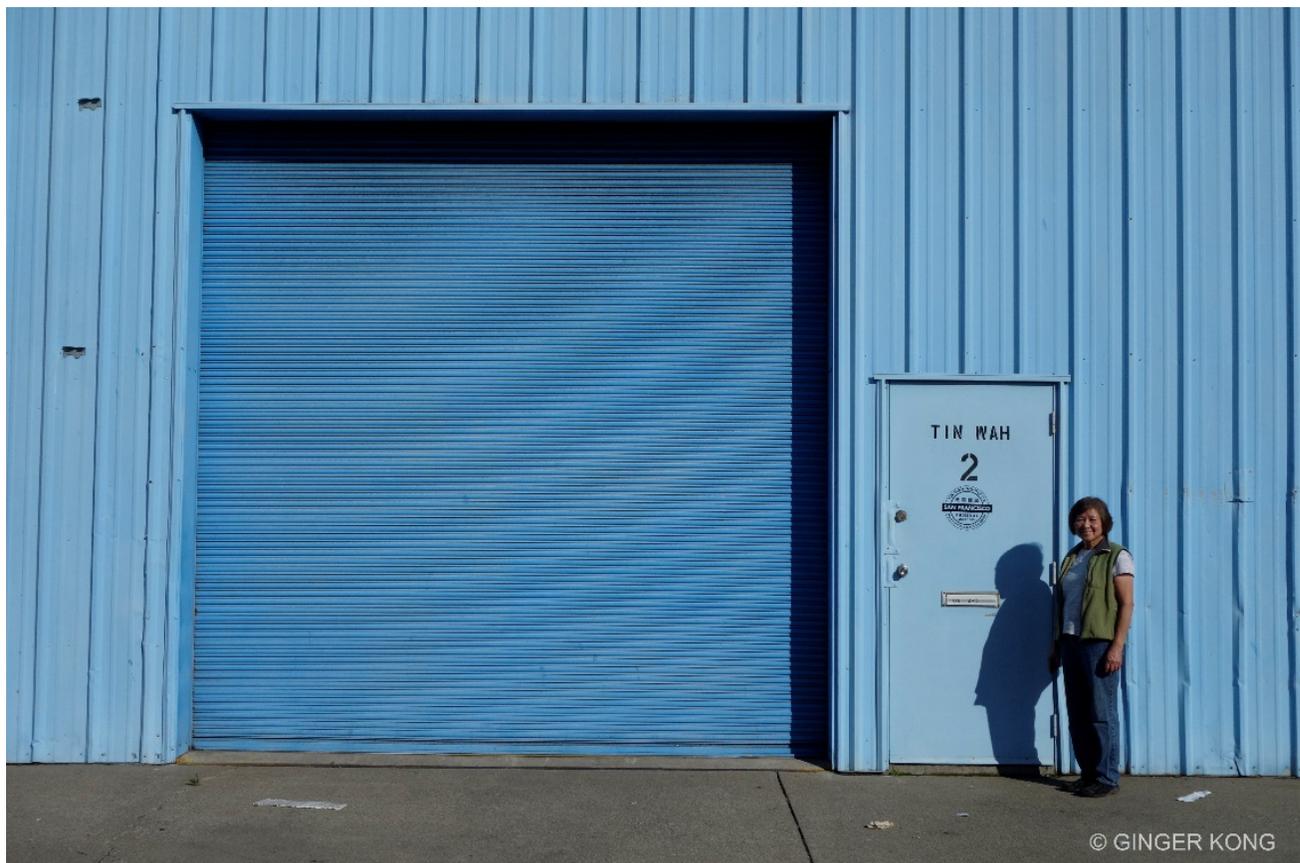


Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)



Image capture: Sep 2017 © 2019 Google

Current exterior photo of Tin Wah Noodle Co., Dec. 2018 (Photo by Ginger Kong)



© GINGER KONG

**Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)**

**Current exterior photo of Tin Wah Noodle Co. signage** (Photo by Ginger Kong)



**Current interior photo of Tin Wah Noodle Co. signage**

*The Kong Family (from left to right: Peter Kong, Connie Kong, and Ginger Kong) pictured with Fred Lyon's 1948 photo of Tin Wah Noodle Co.; courtesy of Fred Lyon.*



Artisanal noodle-maker cutting pasta sheets by hand (Photo by Ginger Kong)



Vintage noodle cutter (Photo by Ginger Kong)



Vintage mixer (Photo by Ginger Kong)



Vintage roller (Photo by Ginger Kong)



Aaron and Connie Kong at the noodle shop



Three generations of noodle-makers  
(From left to right: Peter Kong, Man-Kaw Gong, and Aaron Kong)



Label: Tin Wah Noodle Co. Enriched Egg Noodle

大 人 麵 華 天 山  
TIN WAH NOODLE CO.  
805 STOCKTON ST., SAN FRANCISCO CAL. 94108  
TEL: 362-6209  
ENRICHED EGG NOODLE  
麵、蛋 全  
INGREDIENTS: ENRICHED FLOUR, WATER, FRESH  
EGGS, SALT, STARCH, SODIUM BENZOATE (BEN-  
ZOATE OF SODA ADDED AS A PRESERVATIVE)  
NET. WT. 10 LB.

Address Stamp: 805 Stockton Street Location

天 華 麵 廠 山  
TIN WAH NOODLE Co.  
805 Stockton St.  
San Francisco, Calif.  
Phone: DO2-6209

Address Stamp: 1950 Innes Street Location

Tin Wah Noodle Co  
1950 Innes Avenue, #2  
San Francisco, CA 94124  
Tel: (415) 648-4606



Legacy Business Registry | Application: Tin Wah Noodle Co. (天華麵廠)

Packaging (Current)



Flyer (Current)





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-064  
*Business Name:* Yasukochi's Sweet Shop  
*Business Address:* 1790 Sutter Street  
*District:* District 5  
*Applicant:* Hatsuye Yasukochi  
*Nomination Date:* May 17, 2019  
*Nominated By:* Supervisor Vallie Brown

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  Yes  No

1790 Sutter Street from 1974 to Present (45 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** June 20, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



**Member, Board of Supervisor  
District 5**



**City and County of San Francisco**

**Vallie Brown**

Friday May 17, 2019

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I write to nominate Yasukochi Sweet Shop, located at 1790 Sutter Street, for the Legacy Business Registry Program.

For over 40 years, Yasukochi Sweet Shop has sold its world famous Blum's Coffee Crunch Cake inside of Super Mira market in Japantown. Since 1974, neighbors, Bay Area residents, and tourists alike have flocked to the bakery to experience the delicious freshly baked cakes, which sellout by 11:30 AM every day.

Yasukochi Sweet Shop and its owners, Tom and Hatsy Yasukochi have a legacy that spans decades of growth in Japantown and the surrounding City. Throughout their time in San Francisco, the Yasukochi's have stayed the course, remaining committed to the rich cultural heritage that pulses through Japantown. City residents and members of the Japanese American community depend on Yasukochi as their go-to bakery for celebrating birthdays and holidays. The couples' labor of love has yielded what some call "the most divine cake they have ever had the pleasure of enjoying". This is why they have received rave reviews for over 40 years and are widely regarded as a staple in San Francisco's Japantown merchant community.

Tom Yasukochi is a San Francisco native. He grew up in the Richmond District and studied the art of baking and in a number of establishments around the city. He and his wife Hatsy opened Yasukochi Sweet Shop in 1974. The bakery has been in operation ever since and it continues to be a hotspot for those looking for a one-of-a-kind sweet treat.

For these reasons, I wish to nominate Yasukochi Sweet Shop for the Legacy Business Registry Program. For any additional questions about Yasukochi Sweet Shop, please contact Nikki Yoshikawa by email at: [nikkiyoshikawa@gmail.com](mailto:nikkiyoshikawa@gmail.com).

Should you have any further questions related to this letter, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Vallie Brown".

Vallie Brown  
Supervisor, District 5  
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.

<b>NAME OF BUSINESS:</b>		
Yasukochi's Sweet Stop		
<b>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</b>		
Hisao Thomas "Moses" Yasukochi and Hatsuye "Hatsy" Yasukochi		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1790 Sutter Street, San Francisco, CA 94115		(415) 931-8165
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
Not applicable	<a href="https://www.facebook.com/Yasukochis-Sweet-Stop-109004692465776/">https://www.facebook.com/Yasukochis-Sweet-Stop-109004692465776/</a>	<a href="https://www.yelp.com/biz/yasukochis-sweet-stop-san-francisco">https://www.yelp.com/biz/yasukochis-sweet-stop-san-francisco</a>

<b>APPLICANT'S NAME</b>	
Hatsuye "Hatsy" Yasukochi	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Owner	
<b>APPLICANT'S ADDRESS:</b>	
1790 Sutter Street, San Francisco CA 94115	
<b>TELEPHONE:</b>	
(415) 931-8165	
<b>EMAIL:</b>	
[REDACTED]	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0489979	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
1790 Sutter Street, San Francisco, CA	94115	12/18/74 to present
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	12/18/74 to 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:

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.

HATSU HATSUNE YASUKOCHI 5/7/19 HATSU HATSUNE YASUKOCHI  
Name (Print): Date: Signature:

# YASUKOCHI'S SWEET STOP

## Section 4: Written Historical Narrative

### CRITERION 1

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Yasukochi's Sweet Stop is a bakery located within the Super Mira grocery store at 1790 Sutter Street in San Francisco's Japantown. The bakery was started by husband and wife Hisao Thomas "Moses" Yasukochi and Hatsuye "Hatsy" Yasukochi on December 18, 1974. Yasukochi's Sweet Stop has been written up in many articles over the years and is mostly known for their ever popular original Blum's Coffee Crunch Cake.

Moses was born in 1937 in San Francisco and has always been a true local, living in San Francisco his entire life except for the Japanese imprisonment years during World War II. At 18 years old, Moses attended a retail baking class at San Francisco City College, which at the time had a very popular culinary program. While going to school, Moses held a part-time job at a bakery at the Stonestown Mall and also worked cleaning at Delee's Bakery on Irving Street. After graduating, Moses worked at Eickle's Bakery (at 18th and Geary) for about 5 years before getting drafted into the U.S. Army. Moses then became a baker at Fort Ord for 2 years (1960-1962). After the Army, Moses went back to working at Eickle's Bakery for 2-more years until one of the bakers at Eickle's (Ralph Harms) and Moses partnered together to buy a bakery called "Antoine's" in Lakeside Village on Ocean Avenue. It was at Antoine's that Moses learned a very popular coffee crunch cake recipe from Tony, the previous owner of Antoine's, who used to come and help out at the bakery. Tony was the candy maker (and coffee crunch maker) who previously worked at the very popular Blum's bakery in Union Square where the original "Koffee Krunch Kake" was started by Ernest Weil and his brother, who ran Blum's at the time. It was Tony who shared the famous recipe with Moses.

Moses worked at Antoine's for seven years until a friend (Kaz Nakamoto) invited him to open up his own bakery within a new building that housed the grocery store "American Fish Market." Mr. Nakamoto gave Moses a very reasonable deal to open up his bakery, one that was hard to refuse. It was then that Moses and Hatsy made the leap and decided to open up their own bakery, Yasukochi's Sweet Stop, on December 18, 1974, in the heart of Japantown. This was the first and only location of Yasukochi's Sweet Stop.

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

Yasukochi's Sweet Stop has not ceased operations in San Francisco since its founding in 1974.

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

Yes, Yasukochi's Sweet Stop is a family owned business. The business was first started in 1974 by husband and wife Hisao Thomas "Moses" Yasukochi and Hatsuye "Hatsy" Yasukochi. Moses and Hatsy have 3 daughters: Stacey Nolan, Wendy Prigge and Erin Yamamura, who have all worked part-time at the bakery when they were younger. Moses retired from the shop in 2016, but Hatsy remains at the business, working alongside grandson Robert Kenji Yick (Wendy's son). Kenji graduated from The French Culinary Institute (now known as the International Culinary Center) in Campbell in 2011 and started working full-time at Yasukochi's Sweet Stop in 2013. Kenji is the third generation, and has been the primary baker for all of their cakes, cookies, pastries and Danishes ever since.

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

The original family of Yasukochi's Sweet Stop remains as the current owners, and the business has now expanded to the third generation within the same family. The ownership history of Yasukochi's Sweet Stop is as follows:

1974 to Present: Hisao Thomas "Moses" Yasukochi and Hatsuye "Hatsy" Yasukochi

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 45 years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building that houses Yasukochi's Sweet Stop is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act. The building was constructed in 1974 after the San Francisco Redevelopment demolished many of the earlier buildings within Japantown.

## **CRITERION 2**

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

Yasukochi's Coffee Crunch Cake is often on many "must eat" lists for San Francisco's sweets and has put Japantown on the map for many people who may not have come to the community otherwise. For many, it has become the sole reason why people and tourists make the trek to Japantown to taste or come back for this long time favorite! The Coffee Crunch Cake originated at Blum's bakery, which had one location in Union Square and another in Stonestown. The Blum's shops closed in the 1970s, but their famous, beloved Coffee Crunch Cake lives on in San Francisco's Japantown. Nostalgic locals in the know seek out Yasukochi's Sweet Stop, hidden inside the Super Mira Market.

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

Every April during the Cherry Blossom Festival in San Francisco, Yasukochi's Sweet Stop donates the "Welcome Royalty" cake for the reigning and new Cherry Blossom Queens court from San Francisco, Seattle, Hawaii and Los Angeles.

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

Yasukochi Sweet Stop has been featured in numerous newspapers articles, Japantown tours, and such. Here are some examples featuring Yasukochi Sweet Stop:

- **Square's Legacy Project**, Featuring Yasukochi's Sweet Stop, 2019  
The Square Insights team was tasked with bringing a wide range of legacy business stories to the offices of Square. This project included a film and office installations in San Francisco, St. Louis, Atlanta and New York City featuring businesses with unique legacy stories to share.
- **San Francisco dessert experiences you need to try at least once** (SF Chronicle, May 3, 2018)  
<https://www.sfchronicle.com/food/article/San-Francisco-sweets-cruffin-ice-cream-donuts-boba-12882643.php>
- **Lost San Francisco dishes you thought you might never taste again** (SF Chronicle, Feb 27, 2018)  
<https://www.sfchronicle.com/food/article/Lost-San-Francisco-dishes-you-thought-you-might-12619994.php>
- **A Brief History of the Coffee Crunch Cake** (Nob Hill Gazette, Oct 1, 2017)  
<https://nobhillgazette.com/a-brief-history-of-the-coffee-crunch-cake/>
- **A Classic Cake Lives On** (The New Fillmore, June 4, 2017)  
<http://newfillmore.com/2017/06/04/a-classic-cake-lives-on/>
- A May 12, 2016 Nichi Bei Weekly article in which Yasukochi Sweet Stop was honored with an award from the National Japanese American Historical Society as a longtime Japantown business.

- **50 Things You Need to Eat in San Francisco Before You Die** (Thrillist, June 18, 2015)  
<https://www.thrillist.com/eat/san-francisco/best-things-to-eat-in-sf-iconic-foods-bucket-list>
- **San Francisco's 7 Best Cakes, Ranked** (7x7, September 4, 2014)  
<https://www.7x7.com/san-franciscos-7-best-cakes-ranked-1786921418.html>
- **This Japantown Coffee Cake has Sold Out for Decades** (Zagat, Feb 26, 2014)  
<https://www.zagat.com/b/sweet-sensation-yasukochis-coffee-crunch-cake>
- **Tom Yasukochi perfects coffee crunch cake** (SF Gate, Nov 6, 2011)  
<https://www.sfgate.com/magazine/article/Tom-Yasukochi-perfects-coffee-crunch-cake-2324036.php>
- **Best Cake | Yasukochi's Sweet Stop | Food & Drink | San Francisco** (SF Weekly, May 28, 2008)  
<https://archives.sfweekly.com/sanfrancisco/best-cake/BestOf?oid=2203927>
- **Yasukochi's Sweet Stop** - Food Network  
<https://www.foodnetwork.com/restaurants/ca/san-francisco/yasukochis-sweet-stop-restaurant>

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

Blum's was a bakery that originated in San Francisco in 1892, but gained most of its popularity in the 1950s and '60s. Master baker Ernest Weil worked at the Blum's in Union Square, where a failed candy experiment inspired him to create Blum's renowned Koffee Krunch Kake back in the 1940s. When an employee over boiled soft coffee candy, Weil smashed the hard coffee candy into pieces, and added it to the outside of his sponge and whipped cream frosting cakes creating the now famous cake. Weil later went on to open a bakery called "Fantasia Confections" in Laurel Heights where he also served his popular coffee crunch cake for over 41 years. After Ernest Weil retired, he used to come into Yasukochi's Sweet Stop to get a bucket of the coffee crunch toppings from Moses to bake the cake at home for his family.

Other notable famous people who have come into Yasukochi's Sweet Stop:

- Marc Benioff (CEO of Salesforce) would sometimes come into Yasukochi's Sweet Stop with his daughters because he said that his mom used to go to original Blum's.
- Senator Diane Feinstein comes in pretty often, and she especially likes the lemon crunch cake.
- Moses' dad Ray worked for Congresswoman Nancy Pelosi for about eight years as a house cleaner, so Congresswoman Pelosi has been to Yasukochi's Sweet Stop in recent years.
- Sam Choy, the popular Hawaiian chef.
- Amy Hill, actress on Magnum PI.

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

Yasukochi's Sweet Stop receives hundreds of orders for their Coffee Crunch Cake for the Thanksgiving and December holidays, and they have to bring in ex-workers and rent another refrigerator just to fulfill their orders every year. People call months in advance to reserve their cakes for the holidays. Yasukochi's Sweet Stop will sell over 200 cakes on Thanksgiving Eve and over 200 on Christmas Eve alone, in addition to the other days surrounding those holidays. It's quite a commitment that the Yasukochis have made to the community to ensure that everyone gets their favorite cake for their holiday traditions every year.

Yasukochi's Sweet Stop also helps out in the community in the following ways:

- Donates the Queen's "Royalty Cake" during the Cherry Blossom Festival annually.
- Donates Danishes to the Kimochi Senior Nutrition program on a weekly basis.
- Donates pastries to the Buddhist Church of San Francisco after service on a weekly basis.
- Provides a cake at a discount to the Hamilton Senior Center for their birthday celebrations.

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

Yasukochi's Sweet Stop is a key business in Japantown. San Francisco's Japantown was the first, and remains the oldest, of the three remaining Japantowns in the United States. Established in the Western Addition right after the 1906 San Francisco Earthquake and Fire from ethnic enclaves from South Park, Chinatown and the Mission, Japantown remains at the same location within the blocks bordering Octavia, Fillmore, Laguna and Geary. What was once about 40 blocks of Japantown is now only about 4 blocks. And what were businesses and properties primarily owned by Japanese Americans is now run mostly by non-Japanese owners. Due to the circumstances of WWII imprisonment in the '40s and redevelopment in the '60s and '70s, most Japanese Americans were displaced to other areas in the Bay Area or elsewhere. While many of the third, fourth and fifth generation Japanese Americans no longer live in Japantown today, it continues to hold immeasurable symbolic and cultural meaning. It is the place where Japanese Americans still come to for cultural and educational events. The streets in Japantown are the site for annual events such as the Cherry Blossom Festival, Nihonmachi Street Fair, Bon Odori, Sumo Events, etc., which bring the regional community together. And now alongside many of the Japanese businesses in Japantown, you will also find Korean, Chinese, Hawaiian and other Asian-based retail shops and restaurants. These days, the majority of patrons in Japantown are primarily not Japanese, but mostly represent the diverse population of San Francisco and its tourist industry. But Japantown still remains the unique place to get a taste of the Japanese culture, without having to take a trip to Japan.

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

Due to the Western Addition's redevelopment and removal of many Victorian homes and buildings in Japantown during the 1960s and 1970s by the San Francisco Redevelopment Agency, the building housing Yasukochi's Sweet Stop was reconstructed in 1974. Yasukochi's

was originally built as a small bakery inside the market called American Fish Market. Yasukochi's has remained in the same location, but two different markets have replaced the American Fish Market: Super Koyama, and then Super Mira (since September 2000 to the present day).

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

Yasukochi's Sweet Stop Coffee Crunch Cake is often the go-to cake brought to birthdays, Thanksgiving, Christmas, Mother's Day, Father's Day and many other holidays and celebrations in San Francisco. The people in the community and city would be missing a huge tradition if it closed. Just read a few of the comments left on Yelp and Trip Advisor, and you'll see how well-loved Yasukochi's Sweet Stop is to so many people:

- *"Small, easily missed but the cakes taste better than cake shops with prettier cakes. These cakes are old school but perfectly executed"* (Yelp review 4/7/19)
- *"Coffee crunch cake is a MUST and the BEST. I've tried the crunch cakes from other bakers but they don't compare to sweet stop"* (Yelp review 2/19/19)
- *"They are famous for their coffee crunch cake! Give it a try. I'm sure you'll be back for more!"* (Yelp review 2/16/19)
- *"Yasukochi's hands down continues to bake off the same Blum's cake. Martha Stuart among others have tried to replicate it, but no it's not the same"* (Yelp review 12/28/18)
- *"Yes. This cake really is worth the hype"* (Yelp review 11/21/18)
- *"It's so good, thinking about it makes me wish I was in SF"* (Trip Advisor review 12/5/17)
- *"They seem to be best known for their coffee crunch cake, and for good reason--it is decadently divine!"* (Trip Advisor review 11/11/17)

### **CRITERION 3**

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

Yasukochi's Sweet Stop's signature feature no doubt is its Coffee Crunch Cake, originally a Blum's bakery recipe. Sold in single slices, whole cake 8", quarter sheet, half sheet, three-quarters sheet and full sheet. The yellow cake layered with whipped cream and topped with crunchy coffee-flavored morsels is so airy and absolutely divine. If you don't get there in the morning, you'll find that both the cakes and single slices are often sold out.

Other popular baked goods at Yasukochi's Sweet Stop are the Lemon Crunch Cake (known to be Senator Diane Feinstein's favorite) or the jelly-roll-like chocolate cakes filled with plain whipped cream or fresh strawberry whipped cream. "Pake" (named because it looks like a pie and a

cake) is another favorite, which is yellow cake with custard filling, almond slivers on the side, whip cream and strawberry glaze on the top.

**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)**

The Yasukochi family keeps to the same recipe handed down from the Blum bakery, including using Folgers coffee (a legendary San Francisco brand of coffee) for the coffee crunch in their Coffee Crunch Cake. Grandson Kenji said they have used other types of coffee before, but it doesn't quite get the same great, distinct taste that Folger's coffee has always provided. It is even said that the Folger's family (grandchildren) come to buy the Coffee Crunch Cake at Yasukochi's Sweet Stop.

**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.).**

The market that houses Yasukochi's Sweet Stop has changed three times since it first built their bakery in 1974, but it has always remained in the same spot. The markets have changed names and ownerships, but Yasukochi's Sweet Stop has remained the same.

**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.









寿福



*We will be always  
remember you happy & sweet  
days!  
We have prepared to your  
celebration from "Sweet  
Stop".  
In the way for the  
convenience. Thank you  
from the  
Sweet Stop Bakery*



YASUKOCHI'S

Sweet  
Stop

PHONE 931-8165













**YASUKOCHI'S SWEET STOP**



## CAKES BY NAME

BLACK FOREST  
BOSTON CREAM PIE  
BRAZIL  
CAPPUCHINO  
CHANTILLY  
CHOCOLATE DREAM  
COFFEE CRUNCH  
FRUIT TORTE  
HAWAIIAN DELIGHT  
HAWAIIAN DOBASH  
HAWAIIAN GUAVA  
HAWAIIAN PASSION FRUIT  
LEMON CRUNCH  
PINEAPPLE SHORTCAKE  
STRAWBERRY CRUSH  
STRAWBERRY PAKE  
STRAWBERRY SHORTCAKE



KIMOCHI  
*Spirit*  
EST. 1988



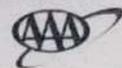
*Moses And Hatsy Yasukochi*

*Yasukochi's Sweet Stop*

*For Family Business Contributions*

**KIMOCHI**

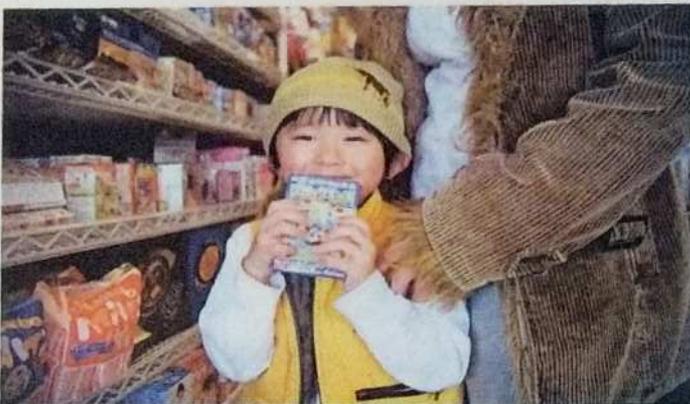
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# via

The AAA Traveler's Companion

## On the Road



Snacks jam the shelves—and please patron Rei Kobayahi—at Uoki K. Sakai Co.

## NEIGHBORHOOD

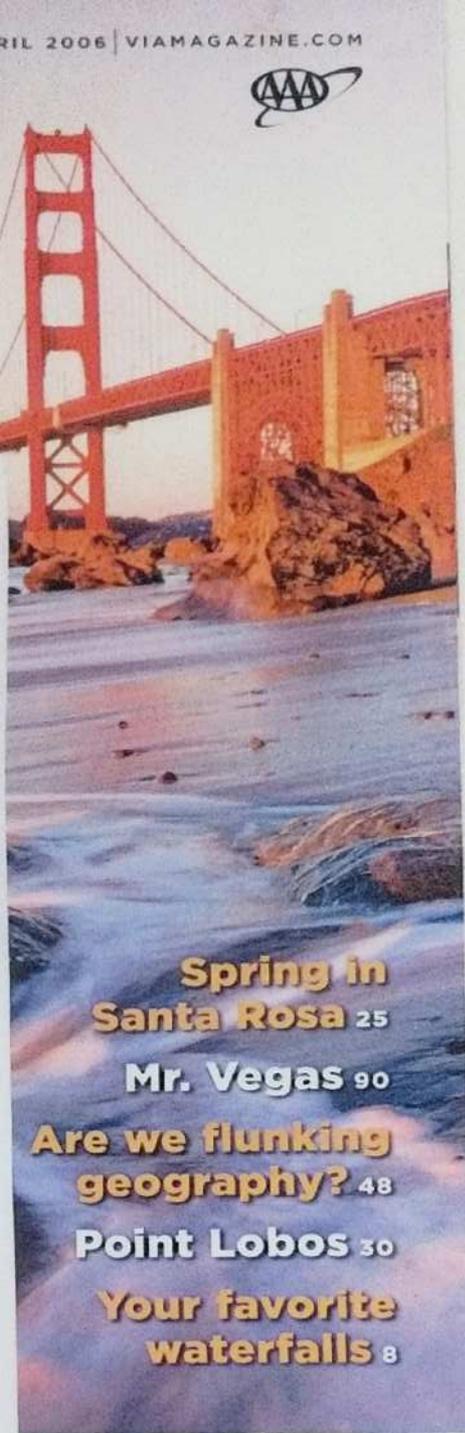
### San Francisco's Japantown

» The area around Post and Buchanan streets has been called Nihonmachi, or Japantown, since the early 1900s. Today, it is home to about a thousand Japanese Americans, and the walkable five-block enclave—which encompasses a rambling indoor mall built in the 1960s—teems with noodle houses, sushi bars, and shops selling bamboo baskets and kimonos. Here are some highlights. (Area code is 415.)

- A one-stop shop for origami enthusiasts, the **Paper Tree** carries close to 300 books on the craft, from *Sticky Note Origami: 25 Designs to Make at Your Desk* to Kunihihiko Kasahara's sober *Origami Omnibus*. There's excellent paper, too. 1743 Buchanan St., 921-7100.
- Looking for kabocha squash or enoki mushrooms? Perfectly fresh tuna? Traditional cookware? Find them all at the cluttered 100-year-old **Uoki K. Sakai Co.** grocery and fish market. 1656 Post St., 921-0514.
- Sushi, sure. But spaghetti with calamari and kimchi? Make its acquaintance at **On the Bridge**, a mod café specializing in *yoshoku*,

the kooky, strangely delicious Japanese take on Western dishes. 1581 Webster St., 922-7765.

- The superb **Kinokuniya** bookstore stocks English-language titles on everything from Japan's gardens to its cinema, as well as a top-notch collection of translated novels and thousands of volumes in Japanese. 1581 Webster St., 567-7625.
- For a splurge, look into **Kappa**, an unmarked 14-seat restaurant above Japantown's Denny's. Find exquisite multicourse meals featuring delicacies such as crab with green tea custard, fried stingray, and stewed baby abalone. 1700 Post St., 673-6004.
- Devotees of the fluffy coffee-crunch cake at San Francisco's late, lamented Blum's will find the cherished dessert survives at **Yasukochi's Sweet Stop** inside the Super Mira market. 1790 Sutter St., 931-8165.
- Whether you're on a quest for a handsome Meiji chest (\$5,400) or a classic wood-block print (\$120), or you just enjoy browsing through old furnishings, check out the selection at **Genji Antiques**. 22 Peace Plaza, No. 190, 931-1616. —JENNIFER REESE



Spring in  
Santa Rosa 25

Mr. Vegas 90

Are we flunking  
geography? 48

Point Lobos 30

Your favorite  
waterfalls 8

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BEST OF  
SAN FRANCISCO

'08!

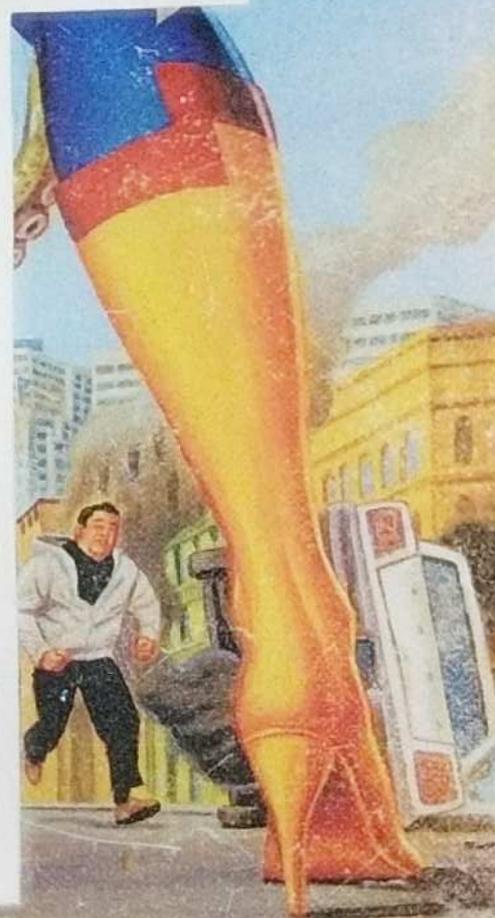
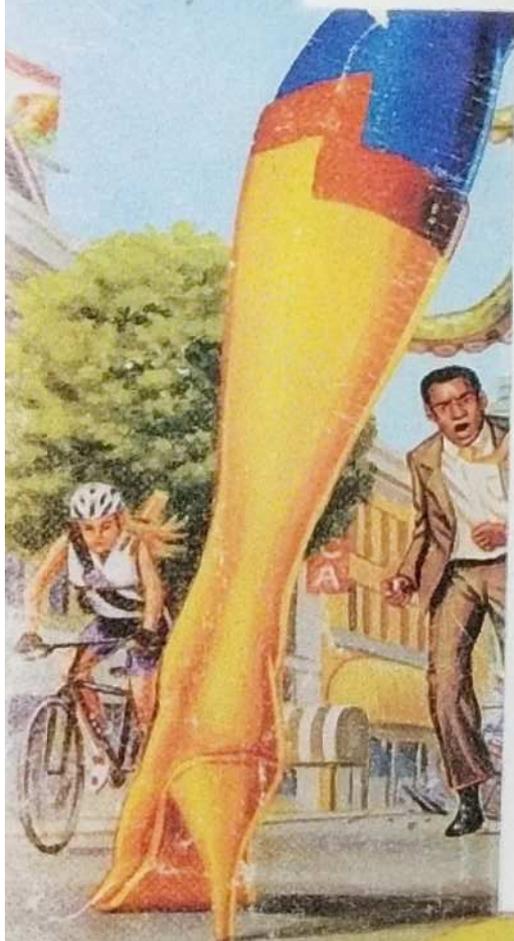
SF  
WEEKLY

FOOD &amp; DRINK

BEST  
OF THE METROPOLIS  
2008**BEST CAKE****YASUKOCHI'S SWEET STOP**

1790 Sutter (at Buchanan), 931-8165

Longtime San Franciscans know that Yasukochi's Sweet Stop, a tiny bakery inside the Super Mira Market in Japantown, offers a cake that is said to duplicate the famous Coffee Crunch, one of the specialties of the vanished long-ago bakery-restaurant Blum's. Sold in single slices (\$2.95) or as a towering whole cake (\$25), the yellow cake layered with whipped cream and topped with crunchy coffee-flavored morsels is airier than the confection we remember — and it's also absolutely divine. If the coffee crunch is sold out (and it often is), you can't go wrong with the tangy, bright lemon crunch or the jelly-roll-like chocolate cakes filled with plain whipped cream or fresh strawberry whipped cream. Special orders don't upset them (they do a brisk business in birthday cakes). And the housemade coffee crunches are sold in small packages, if you want to attempt a Coffee Crunch on your own.



# SFGATE

## Tom Yasukochi perfects coffee crunch cake

PROFILE: Tom Yasukochi

By [Sam Whiting](#)

Published 4:00 am PST, Sunday, November 6, 2011



*Photo: Russell Yip, The Chronicle*

Tom Yasukochi, of Yasukochi's Sweet Stop Bakery, holds one of his trademark coffee crunch cakes on Wednesday, Oct. 5, 2011 in San Francisco, Calif.

Right about now, the orders start coming for [Tom Yasukochi](#)'s coffee crunch cake. To pick one up, you go into Super Mira Market in Japantown and make a hard right to Sweet Stop bakery.

At the counter is Hatsy Yasukochi, Tom's wife. She has a pink menu with a cable car logo from the long-closed Blum's restaurant that lists "Blum's Koffee Krunch Cake, 55 cents."

The spelling and the price are the only differences between the beloved original and the cakes that Tom Yasukochi, 74, bakes in back.

**On longevity:** This store opened in 1974. I was asked if I wanted to open a bakery in here. We're separately owned. The rent is divided. A lot of people can't find me because they don't know I'm in the store, and I don't have a very big sign.

**On upbringing:** Born and raised in San Francisco. I grew up in the Richmond, and I still live in the Richmond. I went to [Lowell High School](#), class of '55. We just had a reunion, and it was a blast. I played football, and the quarterback and the fullback were there.

**On the Turkey Day Game:** I played two years against Poly (Polytechnic) High at Kezar on [Thanksgiving](#) Day. I played defensive back. I was 5 feet 9 and 160 pounds. I played three years of varsity, and I think my dad came to my last game. He didn't understand football. Both of my parents were born in California but raised in Japan.

**On remembering:** As a kid we used to go to Blum's on Polk and California and the one in [I. Magnin](#). It was a big deal because Blum's cakes were wonderful, and it was a big treat for us when my mother would take us. I preferred the Lemon Krunch Kake, which I also make.

**On learning the trade:** We were sent to (internment) camp during World War II. We started at Tanforan and then went to a camp near Salt Lake City. During the relocation, my dad worked in the kitchen and did the baking.

**On learning the secret:** Before I came here, I was in a partnership on Ocean Avenue. The fellow I worked with used to make the candy for Blum's. It took me about a year working with him. He showed me how to get the temperature right.

**On the holiday crunch:** For Thanksgiving, I do more crunch cake than I do pies. The orders start coming at the beginning of November, and I have some of my ex-workers come in and help me. We're talking in the neighborhood of hundreds of crunch cakes for Thanksgiving.

**On passing the test:** The daughter of the original Blum (owner) came in. She lived in Texas and heard about it. She tried it and said, "My God, it's the same thing." She took the cake and said, "If you're ever in Dallas, come to Neiman Marcus. My name is [Susan Marcus](#). Come looking for me, and I'll take you out to lunch."

**On passing it along:** My grandson, [Kenji Yick](#), has been helping me all summer. He's starting culinary school this month. He's learning how to make crunch cake. It will take him at least four or five years to become an expert at it.

- Sam Whiting, [swhiting@sfchronicle.com](mailto:swhiting@sfchronicle.com).



## San Francisco's 7 Best Cakes, Ranked

By Brock Keeling

Sep 04, 2014

Superior to the twee and frosting-heavy cupcake, the solitary cake towers above its tiny flanker. In fact, wise people even say that the cake is better than pie. Here are our favorite slices in San Francisco, ranked.



### 7. Victoria Pastry Company's Princess Cake

The Princess Cake is the best reason to stop in at Victoria Pastry Company in North Beach. The custard, the creme, the cake, and the texture of the marzipan make this one of the best sovereign cakes in all the land. *700 Filbert*

### 6. Miette: The Tomboy

Named for its feminine yet unpolished look, Miette's Tomboy — featuring layers of buttercream, made the European way using Italian meringue and adding Straus butter, added to double chocolate cake slices — makes for a complex, not-too-sweet treat. Our favorite is the summertime raspberry. *449 Octavia*

### **5. B. Patisserie: Vanilla Cassis Cake**

There's a reason Belinda Leong's marriage of vanilla mascarpone, Sablé Breton, cassis ganache, chiffon cake, and vanilla glacage costs \$7 a slice. Check out her Pacific Heights store to find out why. *2821 California*

### **4. Tout Sweet: Mille crepe**

Yigit Pura's Fifth Element cake is as gorgeous as it is delightful to eat. However, the *Top Chef: Just Desserts* winner's Mille Crepe is what we make a beeline for when shopping in Union Square. This masterpiece, featuring layers of thin crepes sandwiched into a cake, gets high marks for its simplicity and delicate taste. Best eaten right away. *170 O'Farrell*

### **3. Schubert's Bakery: Swedish Princess Cake**

Yes, the darling cake gets a second appearance on the list. A San Francisco classic, Schubert's Princess Cake tempts with white cake layers with raspberry and kirsch custard filling, whipped cream, and marzipan icing. This one ranks higher than Victoria's since, well, it always seems to make an appearance on your author's birthday table. *521 Clement*

### **2. Park Tavern: Birthday cake**

One need look no further than the new Oreo or M&M flavors to know that birthday cake is having a moment. Arriving to your table with a pin-thin candle (psst, you don't need to order this when it's your actual birthday; that's part of its whimsy), this cake changes flavors daily depending on pastry chef's Emily Luchetti whim. *1652 Stockton*

### **1. Yasukochi's Sweet Stop: Coffee Crunch Cake**

Locals know something that line-waiting, designer coffee-sipping, transplant foodies don't: Yasukochi's Sweet Stop's Coffee Crunch Cake is the best, period. The star of this massive gem is the coffee crunch candy surrounding the outside, with light layers of cake and whipped cream tying it together beautifully. Not for those who lack a high-tolerance sweet tooth or, insipidly, find flourless chocolate cakes the highlight of a dessert menu. To find one, head over to Super Mira Market in Japantown and hit up the Sweet Stop Bakery. *1790 Sutter*

## KONKO CHURCH OF SAN FRANCISCO

金光教サンフランシスコ教会

1909 BUSH STREET

SAN FRANCISCO, CA 94115-3204

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

May 24, 2011

Dear Mr. Kurylo,

On behalf of the Konko Church of San Francisco, it is my pleasure to write this letter to strongly support Yasukochi Sweet Stop's application to the City's Legacy Business Registry. During redevelopment in San Francisco's Japantown, our church with an 89 year legacy, was rebuilt in 1973, just one year prior to family run business owners Moses & Hatsy Yasukoshi opened their Sweet Stop in 1974, 45 years ago.

They are a long time community member just around the corner from us, and they have been playing an interwoven role in our church's history of joyful occasions (such as birthdays, Senior Appreciation Days, weddings, baby showers, and we plan to order a fresh strawberry cream-filled cake for next weekend's 6/2 Spring Grand Ceremony & 30<sup>th</sup> Spiritual Birthday of our third head minister).

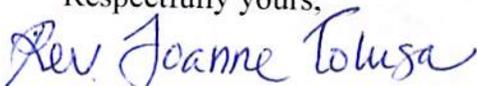
Since their opening, they have generously donated various goods and gift certificates for our 40+annual Summer Festival Bazaars. As the secretary of the Japanese American Religious Federation (JARF) of San Francisco interfaith group, I can also testify to Moses' and Hatsy's generosity for providing gift certificates as benefit prizes for our 14+ annual Curry Cook-off.

We appreciate all Moses & Hatsy Yasukochi do as truly generous supporters to us and many community groups and events in the Japantown area. The quality of their ingredients are unsurpassed. Their cakes have a delicious, unique, distinct taste that is not too sweet and matches the taste of cakes in Japan. Only recently more American bakeries have less sweet cakes, but the Yasukochis were pioneers for making delicious cakes that are not too sweet throughout the years, since their inception.

They are the "go to" bakery located in Japantown for fresh fruit, high quality cakes, as well as their famous coffee and lemon crunch cakes. We appreciate all they do, including their warm greetings, assisting customers of all ages in both English and Japanese.

As head minister of the Konko Church of San Francisco, I wholeheartedly recommend Yasukochi Sweet Stop to the Legacy Business program, which I believe they are so deserving of

Respectfully yours,



Rev. Joanne Tolosa, Head Minister  
Konko Church of San Francisco



May 14, 2019

Mr. Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

Re: Letter of Support for Yasukochi's Sweet Shop

Dear Mr. Kurylo:

It is with pleasure that I offer a letter of support for Yasukochi's Sweet Shop as a Legacy Business in San Francisco's Japantown.

Owners, Moses and Hatsy Yasukochi have been generous supporters of Kimochi for over 47 years and continue to donate baked goods every Thursday to our senior lunch program.

In 1974, Moses and Hatsy opened Yasukochi's Sweet Shop serving their signature Coffee Crunch Cake amongst other mouth-watering desserts, pastries, and cookies. This family owned business and their sense of community has continued to this day supporting many community organizations such as Nihonmachi Little Friends, San Francisco Buddhist Church and Japanese Cultural Community Center of Northern California just to name a few.

Just as important, for as long as I've known them (43 years), Moses and Hatsy have provided job opportunities for the young and old, hiring and training people from the community. Personally, once he heard that my son was going into the culinary field, he had made it a point to seek out and talk about the culinary business, all-the-while offering encouragement. Now currently, my son is a chef at a well-known Japanese restaurant.

As the needs of communities increase, contributions from a community business like Yasukochi's Sweet Shop are especially appreciated and welcomed.

Sincerely,

Steve Ishii  
Executive Director

Kimochi, Inc.  
1715 Buchanan Street  
San Francisco, CA 94115  
Fax (415) 931-2299  
www.Kimochi-Inc.org

- Administration  
(415) 931-2294
- Social Services  
(415) 931-2275
- Volunteer Services  
(415) 931-2294
- Club Nikkei  
(415) 931-2294

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Kimochi Home  
1531 Sutter Street  
San Francisco, CA 94109  
(415) 922-9972  
Fax (415) 922-6821

- Adult Social Day Care
- Residential Care
- Respite Care

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Kimochi Senior Center  
1840 Sutter Street  
Issei Memorial Hall  
San Francisco, CA 94115  
(415) 931-2287  
Fax (415) 931-2299

- Nutrition
- Home Delivered Meals
- Senior Center Activities
- Transportation

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Kimochi Lounge  
1581 Webster Street #202  
San Francisco, CA 94115  
(415) 563-5626  
Fax (415) 931-2299

- Information and Referral